



Objective

Tata Sampann aimed to leverage mobile-first consumer intelligence to gather data, identify emerging trends, and gauge the on-ground awareness of the brand.

Solution

Using InMobi Pulse, the mobile-first consumer intelligence platform, the brand delved deep into understanding the “know-how” of the market dynamics, consumer choices, and behavior across three major cities in India. Using demographic, location, and other targeting on InMobi Pulse, the brand successfully recruited internet-savvy female audiences.

Results



Key InMobi Solutions

Recruiting Internet-Savvy, Female Audiences

Gain Deep Consumer understanding via Pulse

