

HDFC HOME LOAN CAMPAIGN

THE OBJECTIVE

Quick home loan awareness campaign

RESULT

HDFC Home Loan campaign has delivered its goal 5 Mn goal with 0.89% CTR which shows that campaign has received good audience engage

The campaign has performed good on mobile with 4Mn impressions as compared to Desktop 2 lac impressions.

Maharashtra has received maximum engagement with 1 Mn impression & 1.57% CTR as compared to other cities.

