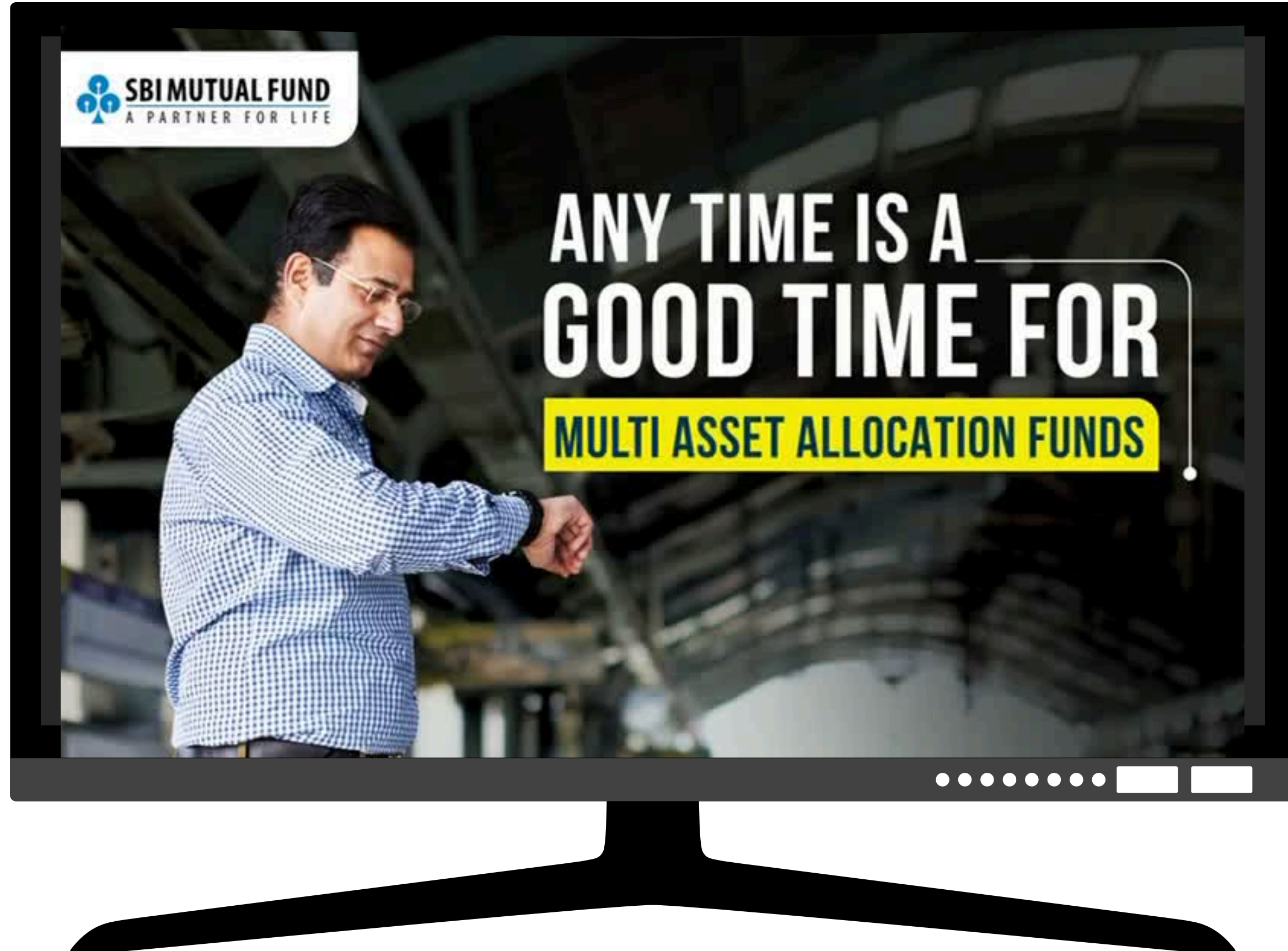




SBI MUTUAL FUND
A PARTNER FOR LIFE

FRODOH



DATA DRIVEN TV CAMPAIGN : SBI MUTUAL FUND



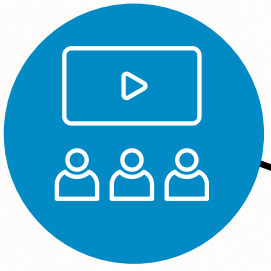
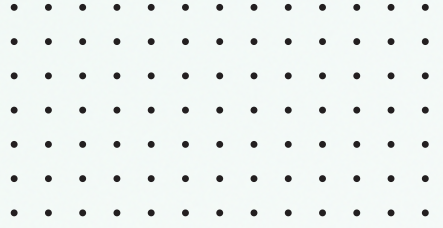
Objective

- Aimed to drive awareness and consideration for SBI Mutual Fund
- Leveraged Connected TV's premium screen environment
- Targeted urban, affluent households
- Reinforced brand presence in the BFSI category



Solution:

- Deployed 15-sec non-skippable CTV creatives during prime time (9AM - 4PM)
- Targeted top metro cities and high-value devices
- Used a mix of Hindi, English, and regional news channels
- Ensured language relevance and contextual alignment for higher engagement



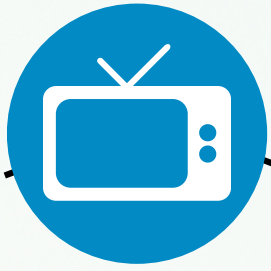
96.02%

View Through Rates



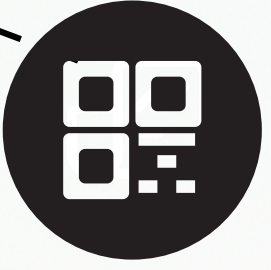
1.52 Cr

Total impressions



12.7 L

Affluent CTV Households Reach



1.46 Cr

Video views





Precision Data Target

- Targeted affluent CTV households in Tier 1 & 2 cities
- Delivered high-impact visibility through premium placements
- Achieved 100% viewability and peak engagement during 7–11 PM
- Resonated strongly with mid to high-value device owners



Smart Reach, Real Results

- Targeted affluent CTV households in Tier 1 & 2 cities
- Delivered high-impact visibility via premium placements
- Achieved 100% viewability and peak engagement during 9 AM–4 PM
- Reached mid to high-value device owners for precise brand presence