INTRODUCING INDIA'S MOST **AUTHENTIC & HOLISTIC DATA POOL**

550Mn+

USER PROFILES

vserv

Superior In-Target Audience for Mobile Marketing Campaigns

vserv AudiencePro

Quality deterministic audience data from **diverse** partners

550 MN+ Unique Profiles

250Mn+ Users from leading telco

30Mn+ Business Owners from India's leading B2B marketplace

20Mn+ Users from leading savings app

100Mn+ App based profiles

300Mn+ User profiles from India's leading online payment gateway

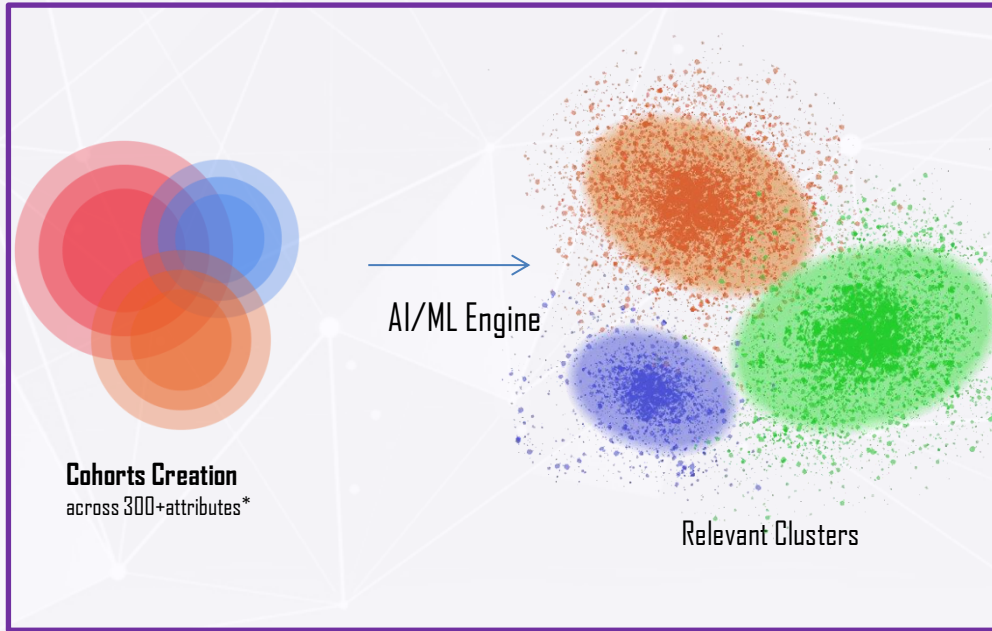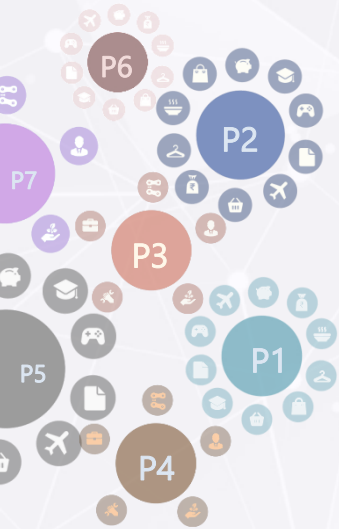**20Mn+** Users from leading online financial products marketplace

80Mn+ Location based profiles

& adding 1 to 2 new partners every quarter

Audience clusters leads to unlimited possibilities

300+ Attributes

vservAudiencePro

Cohorts Creation
across 300+attributes*

AI/ML Engine

Relevant Clusters

550 MN+ Unique Profiles

Privacy compliant by design

*300+ attributes across many data partners (leading telco, payment gateway, B2B Marketplace, Saving's App, Auto ancillary market place, Personal Loan Platform and others

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Crosstab attributes across audience segments for sharper clusters

vservAudiencePro
300+ Attributes
#deterministicaudiencedata

65 Mn
Grocery Buyers
- Online & Offline

138Mn
Travel Transactors
- Air, Bus & Train Ticket Buyers
- Hotel Booking

127Mn
E-commerce Shoppers
- Marketplaces & D2C
- App Users & Transactors
- Site Transactors

117Mn
Fashion & Accessories
- Online & Offline

150Mn
Utility Bill Payers
- Recharges & Bill Payments
- Aggregators
- Online Electricity Payments
- Online LPG Payment

68Mn
Healthcare & Pharmacy
- Medicine Buyers
- Fitness App Users
- Diagnostic Lab Transactors

35Mn
Entertainment Seekers
- OTT & DTH Users
- Movie Theatre Buffs

28Mn
MSME Owners
- 56 industry types

15Mn
Personal Care
- Beauty & Cosmetics Shoppers
- Skin & Hair Care Shoppers

14Mn
Real Money Gaming
- Fantasy Cricket
- Rummy & Card Gamers
- Pool & Poker Gamers

& many more attributes

Data Partners

4+	3	≤2

Augment clusters by adding prosperity & frequency index

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Crosstab attributes across audience segments for sharper clusters

Asset Ownership / Loan Serving Attributes

19Mn
Bureau Credit Score
- Score Range (300-900)
- Defaulter/Non-Defaulter

18Mn
Income Ranges
- Income Bands

31Mn
4 Wheeler Owners
- Type / Value
- Service Centre
- Spare Parts & Accessories

12Mn
2 Wheeler Owners
- Type / Value
- Service Centre
- Spare Parts & Accessories

2Mn
In-Market Financial Product Seekers
- Product Type (PL/CD/HL/4WL/2WL)
- Lender Type Pvt./MNC/Fintech/Public)
- Recency

16Mn
Personal Loans
- Loan Value
- Lender Type (Bank/NBFC)
- Loan Recency

9Mn
Consumer Durable Loans
- Loan Value
- Lender Type (Bank/NBFC)
- Loan Recency

2Mn
4 Wheeler Loans
- 4W Type
- Loan Value
- Lender Type (Bank/NBFC)
- Loan Recency

3Mn
2 Wheeler Loans
- Type / Loan Value
- Lender Type (Bank/NBFC)
- Loan Recency

2Mn
Home Loans
- Loan Value
- Lender Type (Bank/N...
- Loan Recency

Data Partners

4+	3	≤2

Augment clusters by adding prosperity & frequency index

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Crosstab attributes across audience segments for sharper clusters

Payment Instrument Attributes

54Mn
Credit Card Users

140Mn
Debit Card Users

70Mn
UPI Users

Banking & Finance Attributes

162Mn
Public Bank Account Holder (SBI, BoB, BOI, etc)

146Mn
Private Bank Account Holder (HDFC, ICICI, Axis, etc.)

15Mn
MNC Bank Account Holder (Citibank, AMEX, Standard Chartered, etc)

43Mn
Insurance Buyers (General, Health, Life, Term, Car etc)

43Mn
Employment Type (Salaried, Self Employed, Income Ranges)

26Mn
Stocks & Mutual Fund Investors (App First, Broker & Demat Service Users)

Data Partners

| 4+ | 3 | ≤2 |

Augment clusters by adding prosperity & frequency index

Crosstab attributes across audience segments for sharper clusters

Appography Attributes

30Mn
Payment
(Gpay, Paytm, PhonePe, etc.)

22Mn
Casual Gaming
(Bubble Shooter, Snake, Ludo, etc.)

17Mn
Card & Casino
(Rummy, Poker, etc.)

15Mn
Music
(Spotify, Wynk, Gaana, Jio Saavn, etc.)

12Mn
Video
(YouTube, MX Takatak, Trell, etc.)

12Mn
E-Comm (Amazon, Flipkart, Tata Cliq, etc.)

10Mn
Food & Drink
(Zomato, Swiggy, Food Panda, etc.)

10Mn
Travel
(Make My Trip, ibibo, Booking.com, etc.)

9Mn
Fashion (Myntra, Nykaa, AJIO, etc.)

7Mn
EduTech (Byju's, White Hat Jr., Vedantu, etc.)

5Mn
Grocery
(Grofers, Big Basket, Jio Mart, etc.)

5Mn
Strategy Gaming
(Counter Strike, Warcraft, etc.)

2Mn
House & Home
(Magic Bricks, Housing.com, 99 Acres, etc.)

2Mn
Dating
(Tinder, Bumble, Hinge, etc.)

& Many More

Data Partners

| 4+ | 3 | ≤2 |

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vserv

Reach your Customers on **Mobile-first** Channels

Leverage Vserv Authentic Audience Data on high impact channels using a **multi-channel approach**

OTT & Video

Display/Apps & Sites

Social

OTT Case Study- Jockey

Objective

Jockey wanted to promote its intimate wear range amongst emerging affluent and affluent female consumers with the help of a video ad

Vserv Solution

By leverRecency Vserv Authentic Audience Data we targeted:

Lingerie Shoppers

Cosmetic Shoppers

Online Fashion Transactors

Credit Card Users

Sports Fashion Shoppers

OTT Partners Leveraged

Results

7.15Mn+
Users Reached across platforms

337K+
User Interactions

93%
VTR across platforms
(20secs Ad)

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OTT Case Study- iD Fresh

Objective

iD Fresh Food wanted to promote its ready-to-cook product amongst its target audience by leverRecency multiple OTT platforms (Hotstar, Zee5, Sony Liv and MX Player) for specific markets of India

Vserv Solution

By leverRecency Vserv Authentic Audience Data we targeted:

Female

Corporate Professionals

E-comm Buyers

Mumbai, Pune, Chennai, Hyderabad and Bangalore

OTT Partners Leveraged

Results

3.63Mn+
Users Reached across platforms

127K+
User Interactions across platforms

88%
VTR across platforms

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OTT Case Study- PhonePe

Objective

Offering Digital Gold buying on PhonePe, the leading wallet platform was looking to engage consumers seeking to buy 24K gold hassle-free.

Vserv Solution

We leveraged Vserv Authentic Audience Data across multiple media channels to target:

Jewellery Store Visitors

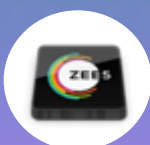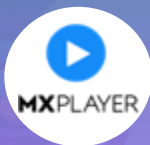Payment & Wallet Users

Investment Seekers

Premium Spenders

Affluent & Digitally Savvy Transactors

Channels Leveraged

Results

14.83Mn+
Users Reached across OTT (HSM & South India Markets)

222K+
Users Interactions across channels

92%
VTR across platforms
(25sec. & 40sec. ad)

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1.77Mn+ User Reached for a Popular Cookie Brand in less than 6 days

OREO | vserv

Objective

Cadbury wanted to amplify brand awareness about Oreo cookies on world cookie day via an AR based gamified rich media ad

Vserv Solution

We leveraged Vserv Authentic Audience Data to targeted males and females who are grocery buyers, restaurant food buyers, online shoppers, QSR visitors & wallet users across top metros in India

Results

39K+
User Interactions

1.02%
Engagement Rate

View Ad

Experience the ad

Over 6.5Mn Cookie lovers Reached for a Multinational Chocolate Brand

Objective

Cadbury wanted to increase awareness about Chocobakes, a chocolatey center filled cookie via an interactive rich media ad

Vserv Solution

We targeted males and females who are high value grocery buyers, restaurant food buyers, premium e-comm shoppers, premium fashion shoppers, etc across top 10 metros in India

Results

783K+
User Interactions

23K+
Buying Page Visits

4.41%
Engagement Rate

4.95Mn+ Users Reached for a Multinational Automobile Company

25K+
Test Drive Inquiries

The world is your playground once you are behind the wheel of the
Hyundai i20 N Line

Tap on start to experience

Objective

Hyundai wanted to create awareness around its newly launched 'N-line series' amongst their target audience via an engRecency rich media ad

Vserv Solution

We targeted males in the age group of 25-35yrs., who are HNI & affluent audience with digital score of 4+, Car Showroom visitors, Business Owners, frequent luxury shoppers,, premium OTT spenders, gym & health spenders in top 8 metro cities of India

Results

263K+
User Interactions

~28K
Landing Page Visits (know more)

2.63%
Engagement Rate

Click Here

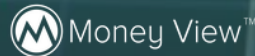OR

Scan to experience

Performance Case Studies - Social

TARGETING DATA

YOUR MOST VALUABLE CUSTOMERS

vserv
AUTHENTIC AUDIENCE DATA

We help you reach the audience who become your customers.

235K+ App Installs for an Online Financial Service Provider

17.1M+
Users Reached

Money View™

>42% quality Lead to Quality quote
For Term/Life Insurance

189K+
User Interactions

MAX LIFE
INSURANCE

Performance Case Studies - Social

We help you reach the audience who become your customers.

48% Lead to Appointment Ratio for a Skin Care Brand

1.68M+
Users Reached

45%
Appointment to Conversion

kaya™ clinic

>3.5% Lead to site visit ratio for Premium Properties

300K+
User Interactions

Godrej | PROPERTIES

Performance Case Studies - Affiliate

Acquiring quality users from
50,000-300,000 Per month
to our customers

20Mn+ App Installs for a leading Crypto Platform

9M+
User Registration

45%
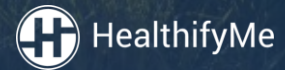Install to Registration

15%
Registration to Transaction

>20% Install to sign-up Ratio

1.7M+
App Installs / 7 Months

2%
Sign-Up to Purchase

Our satisfied customers are everything for us...

Watch Video

OR
Scan
Here

Watch Video

OR
Scan
Here