Tata Delhi – Nexon & Punch

Lead Gen Campaign

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Audience Targeting :

Age – 25-45
Gender - Male

People who match:
Interests: Maruti Suzuki, Hyundai i10, Kia Motors (vehicles), Honda (vehicles), Suzuki Swift, family car (automobiles), SUVs (vehicles), Tata Motors, Hyundai i20, Mahindra & Mahindra, city car (motor vehicles), Hyundai (vehicles), Toyota (vehicles) or Suzuki Celerio
And must also match:
Behaviors: People in India who prefer high-value goods
Advantage+ detailed targeting:
On

Geo Targeting : 5-6 KM radius from location.

Location wise

Campaign name	Leads	Reach	Impressions	Imp to lead %
Tata Nexon - Punch - Dwarka	216	1,89,508	3,94,411	0.06%
Tata Nexon - Punch - Janakpuri	83	83,097	2,17,211	0.04%
Tata Nexon - Punch - Lajpat Nagar	73	98,761	2,47,887	0.03%
Tata Nexon - Punch - Mathura Road	136	1,28,313	2,62,390	0.05%
Tata Nexon - Punch - Mayapuri	109	1,61,388	2,84,057	0.04%
Tata Nexon - Punch - Model Town	83	1,02,912	2,84,567	0.03%
Tata Nexon - Punch - Patparganj	93	1,02,499	2,40,454	0.04%
Tata Nexon - Punch - Peeragarhi	62	1,19,229	3,00,326	0.02%
Tata Nexon - Punch - Preet Vihar	89	1,24,184	2,98,528	0.03%
Tata Nexon - Punch - Rohini	57	94,133	2,47,997	0.02%
Total	**1,001**	**12,04,024**	**27,77,828**	**0.04%**

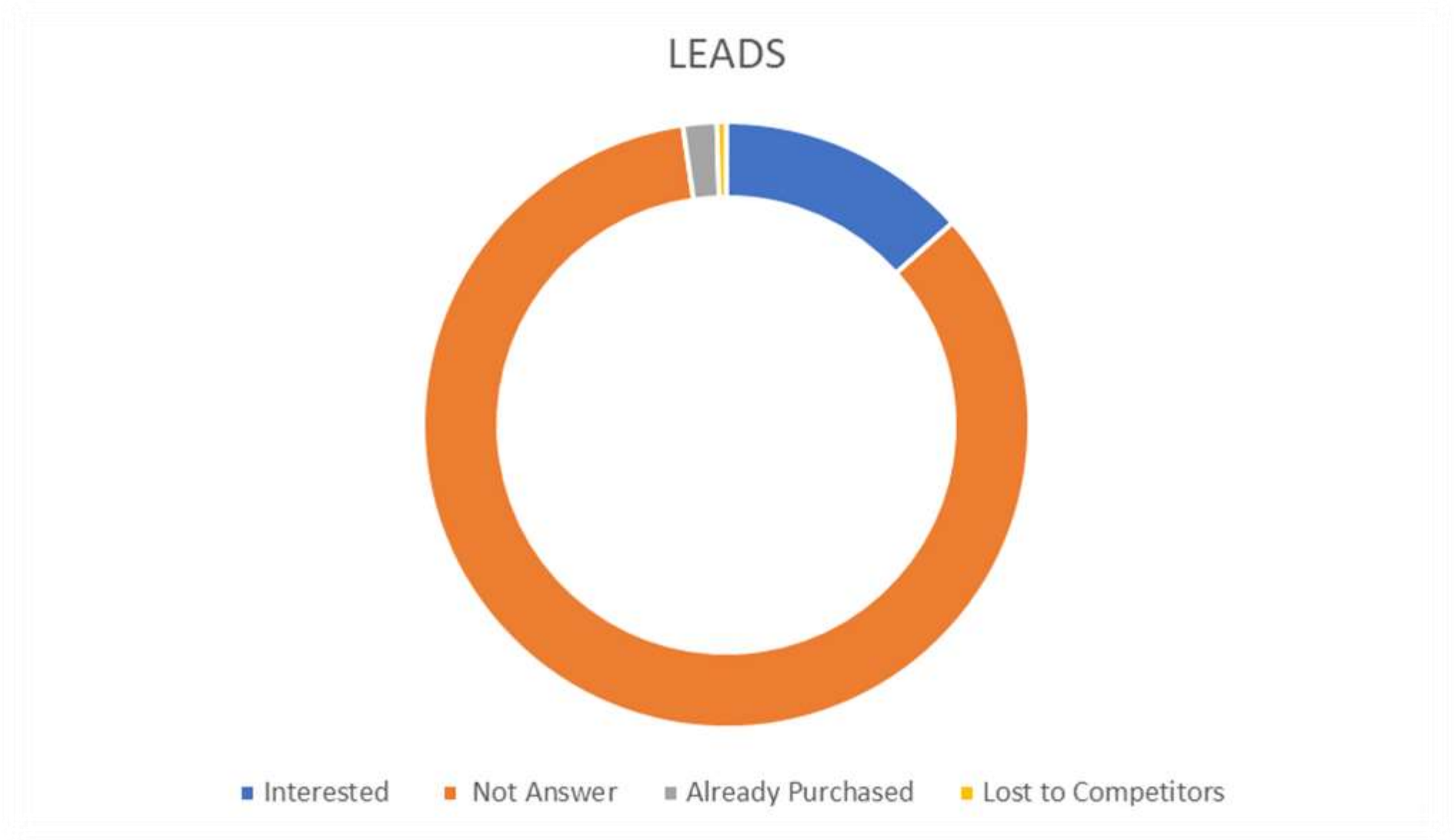
Age Wise

Age	Leads	Reach	Impressions	Imp to lead %
25-34	589	8,75,706	19,13,660	0.03%
35-44	379	2,94,880	7,77,793	0.05%
45-54	33	30,244	86,375	0.04%
Total	**1,001**	**12,00,830**	**27,77,828**	**0.04%**

LEADS CONSOLIDATE DATA

TATA DELHI LEAD CAMPAIGN		
CATEGORY	**LEAD COUNT**	**% OF LEADS**
Interested	134	13.39%
Not Answer	844	84.32%
Already Purchased	18	1.80%
Lost to Competitors	5	0.50%
TOTAL	**1001**	**100%**

LEADS CONSOLIDATED CHART



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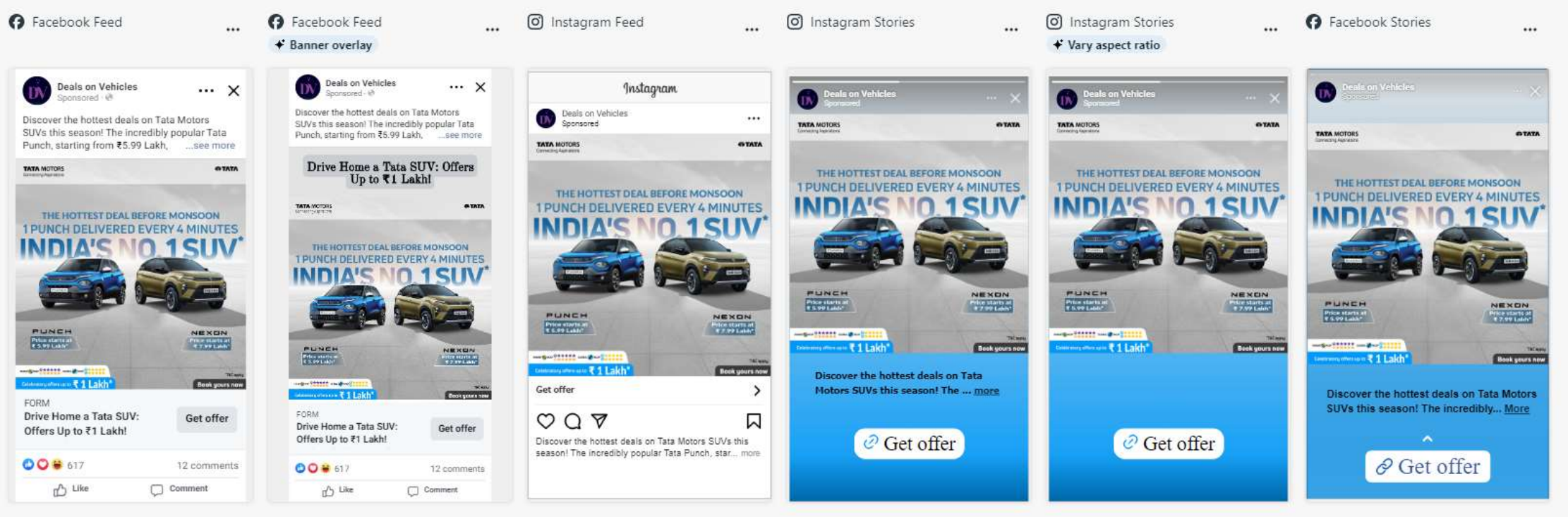
Creative we used



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THANK YOU

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