



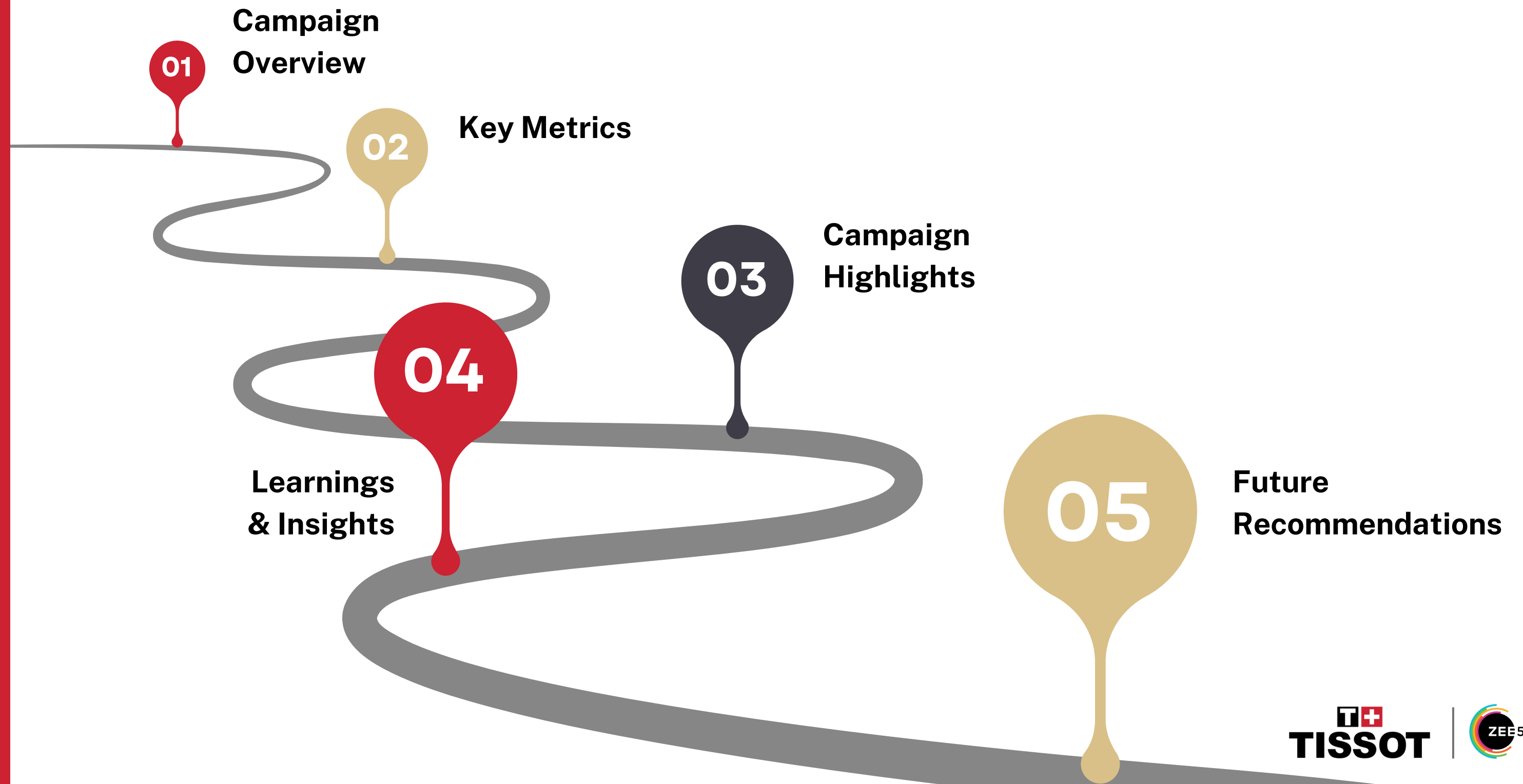
Campaign Evaluation

An insightful analysis of the Tissot x Zee5 campaign, evaluating performance, engagement, and future opportunities.



Agenda - The Roadmap Ahead

Let's walk through the key elements of the campaign and the insights that guide us forward.



Campaign Overview -

Strategy In Action

A campaign designed to seamlessly integrate luxury with technology, reaching viewers across Zee5's dynamic platform.



Objective

Raise awareness of Tissot's premium offerings and reinforce its industry leadership.



Platforms Used

Zee5 OTT and Zee5 CTV



Key Strategy

Drive visibility and engagement with high-value audiences on both OTT and CTV.



Target Audience

Affluent professionals, luxury seekers, and watch enthusiasts.

Campaign Highlights

Here are the highlights of a campaign that connected, engaged, and captured the audience's full attention.



Wide Reach

2.78 million impressions on the OTT platform alone, with CTV contributing a strong **1.78 million**.



High Engagement

A **97% completion rate** shows the audience's deep engagement with the content.



Audience Targeting

The combination of OTT and CTV strategies effectively targeted Tissot's affluent and tech-savvy demographic.

Key Metrics That Define Success

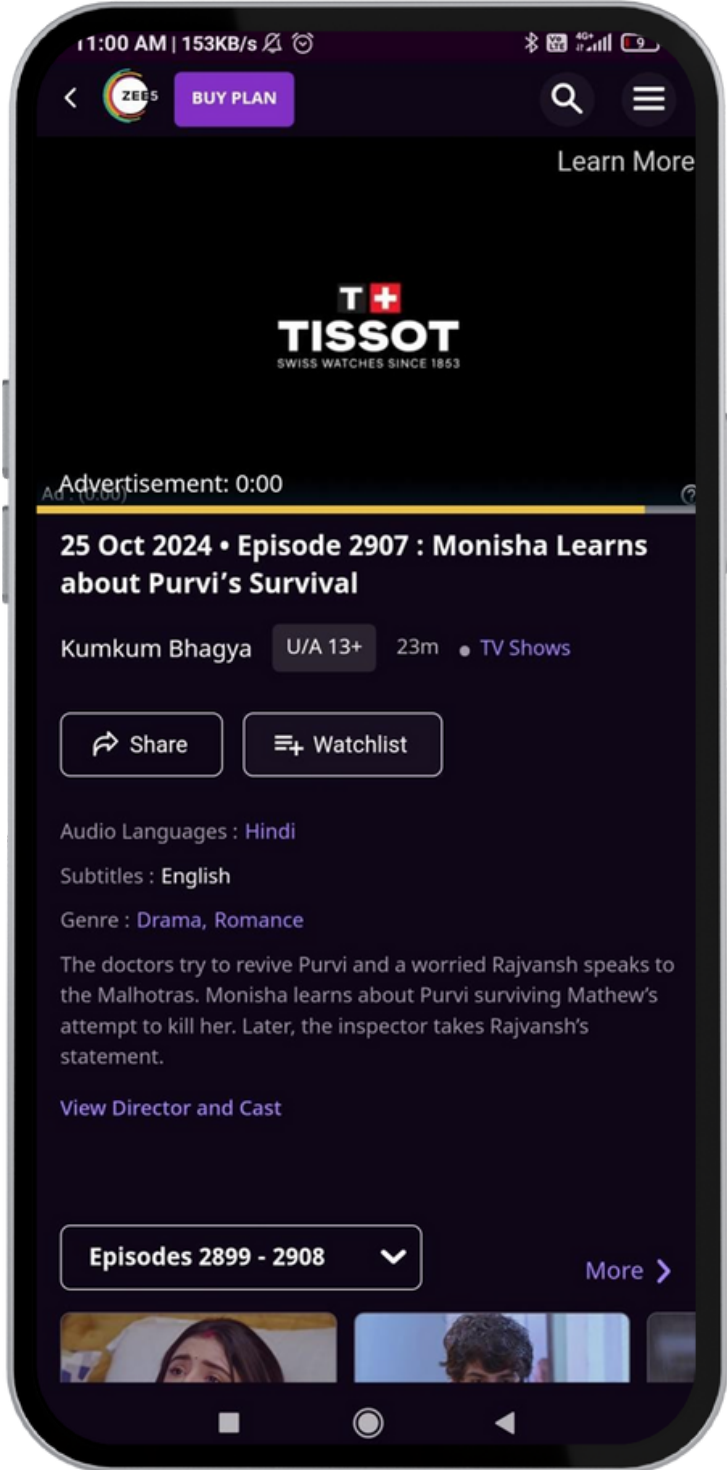
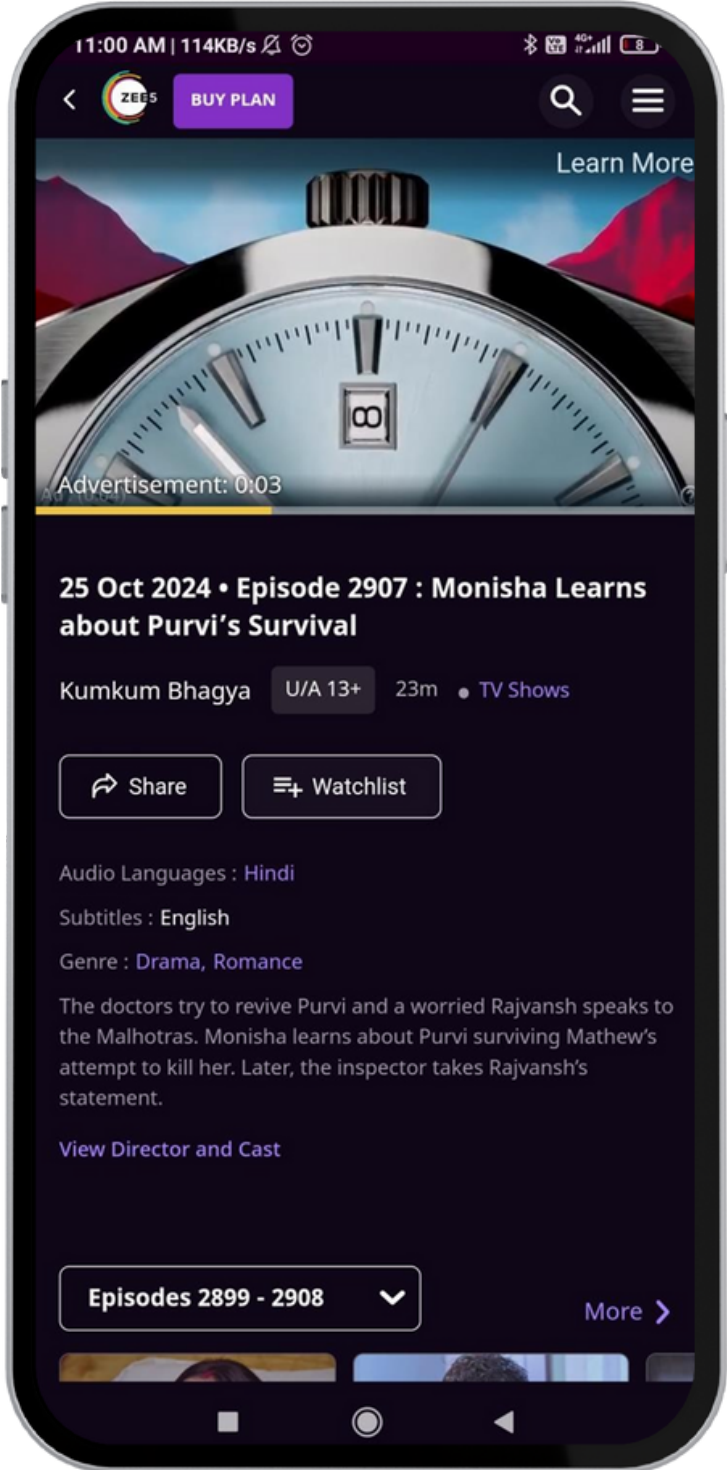
Zee5 OTT's wide-reaching platform generated impactful impressions with a steady conversion rate.

Total Impressions
(Ad Server) **2,781,017**

Total Clicks
(Ad Server) **5,971**

CTR (Ad Server) **0.21%**

Completion Rate
(Ad Server) **97%**



Key Metrics That Define Success

On Zee5 CTV, users stayed engaged through every second, with an impressive completion rate.

Total Impressions
(Ad Server) **1,788,096**

Completion Rate
(Ad Server) **5,971**



What We Learnt -

The Takeaways

Insights from this campaign refine our approach and set the stage for deeper, more targeted engagements moving forward.



Engagement at Scale

The completion rate indicates high-quality engagement, particularly on CTV.



Platform Synergy

The integration of both OTT and CTV channels allowed Tissot to reach different segments effectively.



Content Resonance

High completion rates suggest that Tissot's messaging resonated well with the audience.

Future Opportunities:

Building on This Success

Here are some recommendations for future campaigns that should build on this success by deepening engagement and expanding reach across new platforms.



Optimize **ad placements** based on **audience behavior data** to increase CTR on OTT.



Utilize **additional platforms** to capture a broader audience.



Continue to develop **engaging content** that keeps audiences watching to the end.



**Here's to a successful partnership &
to more such future collaborations.**

Thank You!

