**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**FORTH TRIMESTER (Batch 2021-23)**

**END TERM EXAMINATION, Nov-2022**

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| Course Name | **Digital Marketing** | Course Code | **40124** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**Instructions:**

1. **All questions are mandatory**
2. **Brief and up to the point answers are desired**

## Q.1 Comment on the type of email mentioned below and what Coursera can do to enhance the opening rate (20 Marks)

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## Still open: Introduction to Philosophy with The University of Edinburgh

Inbox



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| |  | | --- | | **Coursera <no-reply@m.mail.coursera.org> Unsubscribe** | | | Sun, Oct 9, 4:22 AM (2 days ago) |  | https://mail.google.com/mail/u/1/images/cleardot.gif  https://mail.google.com/mail/u/1/images/cleardot.gif |
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| |  | | --- | |  | |  |  |  |  | | --- | --- | | |  | | --- | |  | | | |  |  |  | | --- | --- | --- | | |  | | --- | | **Start Learning Today** | | We noticed you browsed **Introduction to Philosophy.**There’s still time to enroll! | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  | | --- | |  | |  | [**Introduction to Philosophy**  The University of Edinburgh](https://eventing.coursera..QRBKEM0liBScAYG4VrnekhBkpBGmAqVIDmj0thnU7bM)   |  | | --- | | [**Enroll Now**](https://eventing.coursera..QRBKEM0liBScAYG4VrnekhBkpBGmAqVIDmj0thnU7bM) | | | | |  | | --- | |  | | | |  | | --- | | **You will learn from: The University of Edinburgh** | | | |  |  | | --- | --- | |  | Since 1583 the University of Edinburgh has been influencing the world, from Nobel laureates and Olympic champions to space explorers and prime ministers. As a world-leading, research-intensive university, we are here to address tomorrow's greatest challenges. We do so with a values-led approach to teaching, research and innovation, and through the strength of our relationships - both locally and globally. Ranked in the top 50 universities in the world, the University of Edinburgh has been a leader in digital education since the earliest days of online learning. Embracing the technological and pedagogical opportunities of our digital age, the University provides an outstanding online distance learning experience as part of our commitment to making learning accessible to all. We offer free short online courses in a variety of subjects, all designed to build the skills of the global community, as well as degree-level education through our online masters programmes. Visit our website to browse our catalogue of online courses, and join our global network of 4 million learners to upskill and gain academic accreditation to boost your career. <https://www.ed.ac.uk/studying/online-learning> | | | |  | | --- | |  | | |  | |  | | |  | | --- | | [**Enroll Now**](https://eventing.coursera..QRBKEM0liBScAYG4VrnekhBkpBGmAqVIDmj0thnU7bM) | | | | |

**Analyse the campaign in not more than 250 words**

*True caller launches new Ad tools for advertisers to engage with an active user base*

Truecaller Ads announced the launch of their new product range that aims at enabling marketers to meet their objective needs across the funnel. Extending its platform towards mobile advertising and serving as a connecting dot between brands and potential customers, Truecaller Ads will provide marketers with a unique combination of expansive scale, engagement, an exclusive environment, nuanced targeting capabilities, and first-party data insights for precise audience segmentation.

Truecaller Ads have been a gateway in helping brands reach out to millions of users, embarking on their presence and generating brand awareness, by using a myriad of ad formats, innovative ad experiences, and performance metric calculators to track performance, among others.

Marketers can access the following products to reach TC audiences more effectively:

The Truecaller audience extension product helps advertisers reach Truecaller audiences on over 1000+ premium apps across domains. A wide range of ad formats can be used ranging from display banners, interstitials, videos, GIFs, and Native ads. The product is integrated with all leading MMPs like Appsflyer, Branch, and Kochava, which offers a transparent and trustworthy environment.

Truecaller Ad server, An Ad-tech stack that drives advertiser KPIs with features and functionalities to optimize performance, offering advertisers transparency, flexibility, and optimization capabilities on par with the best ad servers in the market and integrated with all leading MMPs for seamless tracking of performance

Innovative Ad experiences, such as Click to article which allows to showcase instant snackable articles, “Click to call / SMS” and “Easy lead form” that help in propagating the demand funnel. These click experiences can be served even without an internet connection.

Speaking about the launch, Sagar Manikpure, vice president - Global Ads Business at Truecaller said "We recognize that today’s marketing objectives demand a well-orchestrated solution that combines the precision of 1st party data with engaged audiences at scale. Truecaller’s the massive global user base of 255M DAUs each engaging with the app several times a day via call and SMS-based interactions, provides us with a rare combination of hyper-scale of users, frequent engagement, and access to unique insights in a privacy-safe way. We then combine this with an intently designed ad stack and carefully crafted solutions to help marketers deliver on a range of objectives while extracting the highest ROI on their advertising spends.”

Truecaller Ads are a true example of user attention without impeding or infringing on the user’s experience. As a testimony to the platform's efficacy, a diverse range of marquee advertisers and brands both B2C (Reliance, Dream11, Oneplus, and Xiaomi) and B2B (Ultratech and Mahindra commercial vehicles), partner with Truecaller Ads consistently to meet their marketing goals. Many new advertisers find value in collaborating with Truecaller Ads to address different marketing objectives be it driving Impact & scale, brand awareness, reaching out to custom personas, or user acquisition.

**Q.2** Why was the true caller campaign so effective? **(10 Marks)**

**Q.3** Comment on the CTAs attached with ads and its impact **(10 Marks)**