

Lodha

Real Estate

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85% View-through Rate

894k+ Video Views

Connected TV

How Lodha Group used Connected TV ads to boost awareness across the Asia Pacific Region.

The goal

Known for its luxury landmarks and sophisticated craftsmanship, the renowned real estate company wanted to launch a high-impact brand campaign via premium channels to reach high-net-worth clientele. In partnership with Microsoft Advertising, InMobi, and iProspect, the campaign's objective was to leverage the medium to maximize awareness among the right demographics that would best resonate with the Lodha brand.

The solution

Teaming up with Microsoft Advertising, InMobi, and iProspect, Lodha strategically chose to launch a Connected TV campaign—the region's first non-programmatic initiative on the Microsoft Advertising Platform—leveraging its impressive reach of 32 million Indian households with high disposable income. Utilizing Microsoft Advertising's network of premium publishers and the efficiencies gained from its unique Cost Per Completed View (CPCV) model, Lodha was able to fully optimize the campaign's impact.

"We were delighted to achieve extensive reach in leveraging Connected TV with Microsoft Advertising in the Asia Pacific region. The collaborative efforts of the InMobi and iProspect teams were instrumental in delivering the right value at competitive costs."

Raunika Malhotra
President, Marketing and Corporate Communications
Lodha Group

The results

With its massive reach and impressive view-through rate, the campaign made Lodha one of the pioneers to leverage Connected TV ads with Microsoft Advertising in the Asia Pacific region.

"We're proud to have spearheaded a groundbreaking Connected TV campaign with Microsoft Advertising for Lodha Group in the APAC region. In partnership with InMobi and Microsoft, our team at iProspect ensured maximum value at optimal costs, delivering an 85% view-through rate and a 77% lower Cost Per Completed View (CPCV) than expected, reinforcing our commitment to innovative solutions and client success."

Vinod Thadani
Chief Digital Growth Officer, Dentsu Media & CEO iProspect



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