

The Challenge

To emphasize the value of investing in life insurance as a source of 'second income', Kotak Mahindra Old Mutual Life Insurance Ltd launched a new campaign, titled 'Another You' ("Aap Jaisa Ek Aur), showcasing the Kotak Assured Income Plan.

Kotak Life planned to tap into the digital media maze to address the needs of their audience and establish regular channels of communication. To generate awareness, and drive traffic to its mobile-optimized site, Kotak turned to InMobi – the largest independent mobile ad network.

The Solution

InMobi ran GIF banner ads, with a mix of visual appeal and clear messaging, targeted to reach the client's desired demographic audience. This was achieved by custom-tagging the campaign to premium publisher property (NDTV app, in this case) and also by targeting the campaign for a high-end device – the iPad.

In terms of campaign analytics, Bid-optimization was carried out on a regular basis – the bids were monitored and changed according to the requirements of the campaign.

The Results

A higher than industry average CTR of 1.17%, and an over-delivery (by > 10%) in terms of projected number of user clicks, ensured InMobi was able to provide precise targeting, exact reach and desired success metrics for the campaign.

Kotak Life reaches out to a focussed target audience with a clear and effective message

Objective Generate Awareness

Target SEC A, 25-45 years old

Platform iPad

Solution Click-to-Mobile optimized site

Results Average CTR of 1.17%



Inmobi's scale and understanding of mobile market in India was essential to the success of the campaign. Inmobi has delivered outstanding results and going forward we would love to continue our association with the inmobi team. With a CTR way above industry average, the result itself speaks about the benefits of working with the inmobi team.