



TRUE CALLER

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ADS



SETTING UP AN AD CAMPAIGN

1. Visit Truecaller Ads Manager and click 'Request Access' button on the top right.


2. Select an account type. Choose 'Agency' only if you are a marketing/advertising agency that works with multiple companies. Otherwise, select 'Direct Advertiser'.


ACCOUNT

truecaller Ads
MANAGER

Apply for an account for Truecaller Self-service Platform

Select account type

☐  **DIRECT ADVERTISER**
Choose Direct Customer if you are going to advertise for your own company.

☐  **AGENCY**
Choose Agency if you are booking campaigns for clients as a third party.

CANCEL

3. AFTER SELECTING AN ACCOUNT TYPE, FILL THE CONTACT DETAILS AND ADVERTISER INFORMATION THAT APPEAR BELOW.

Contact person

Name *:


Email Address *:

Confirm Email Address *:

☐ I confirm that this is a company email *

Advertiser Information

Phone Number *:

 (201) 555-0123

Street & No. *:

City *:

State / Province *:

Country *:

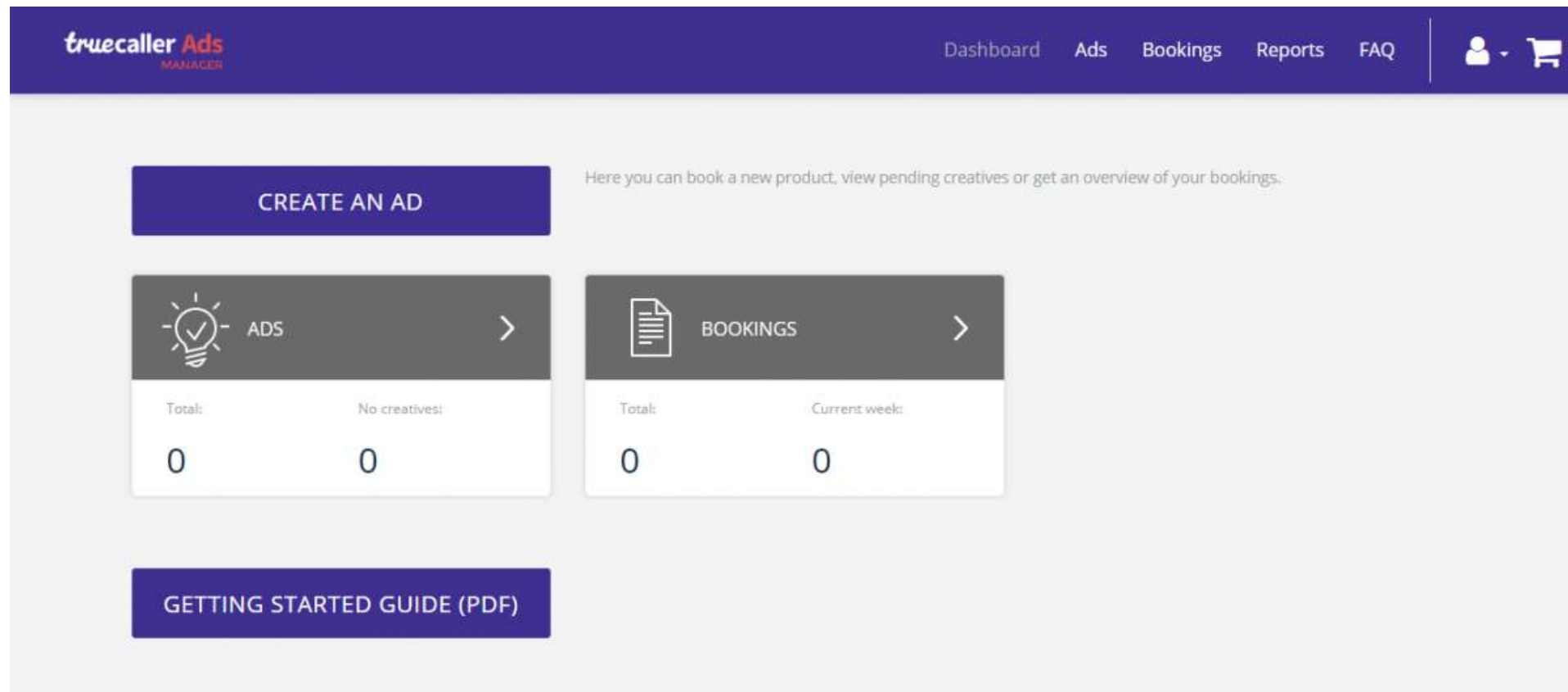
Select country ▾

Zip / Post Code *:

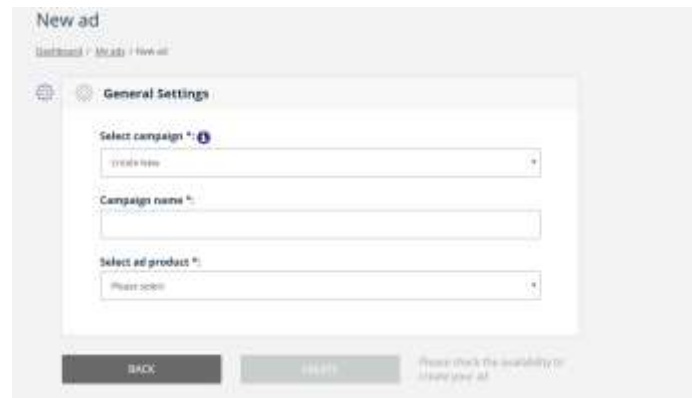
FINAL STEP

4. Submit all the necessary information and wait for the approval. The approval takes a maximum of 2 days.

NEXT, GO TO DASHBOARD AND CLICK 'CREATE AN AD' BUTTON.



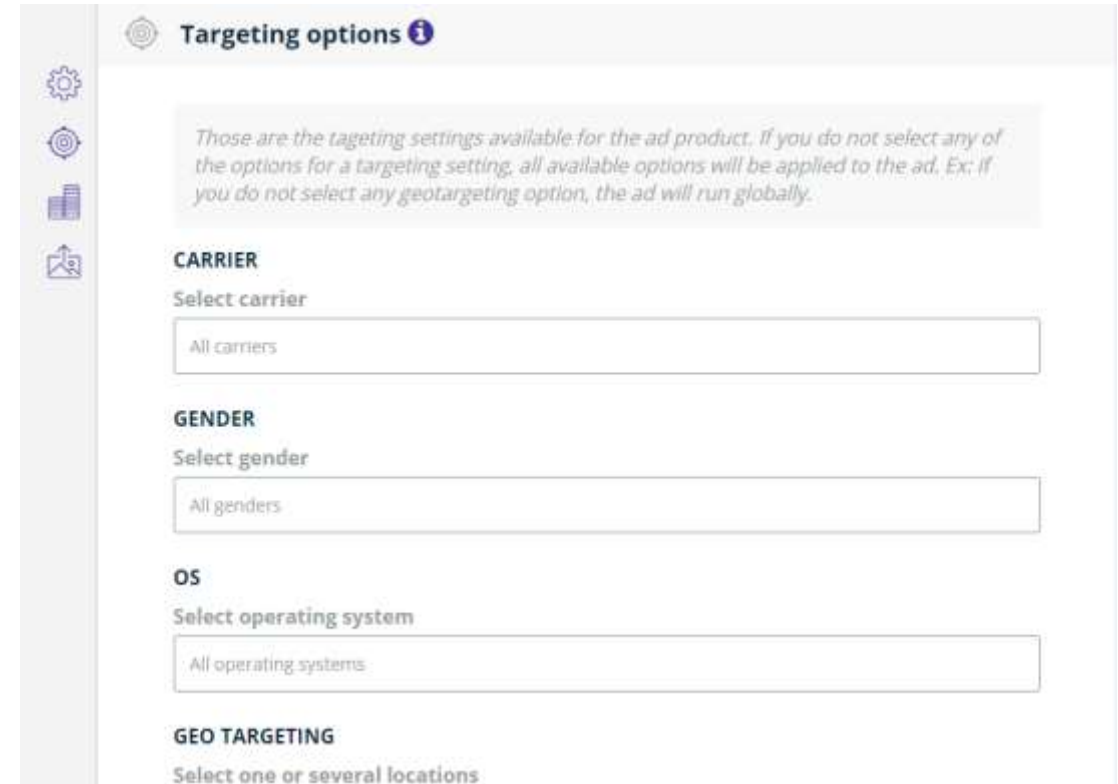
6. FILL THE CAMPAIGN DETAILS THAT APPEAR BELOW.



The screenshot shows a 'New ad' form within a dashboard. The breadcrumb trail at the top reads 'Dashboard > My ads > New ad'. The form is titled 'General Settings' and contains three main input fields: 'Select campaign *' (a dropdown menu with 'Create new' as an option), 'Campaign name *' (a text input field), and 'Select ad product *' (a dropdown menu with 'Please select' as an option). At the bottom of the form, there are two buttons: 'BACK' and 'CREATE'. A note at the bottom right states 'Please check the availability of create your ad'.

TARGET

7. Select the targeting. You can select your target audience based on carrier, gender, OS (Operating System), Geo Targeting, Time Targeting, etc. You can also set a frequency capping per user, i.e., setting a limit on the no. of impressions per user.



The screenshot displays the 'Targeting options' section of an advertising platform. It features a sidebar with icons for settings, targeting, analytics, and a help icon. The main content area is titled 'Targeting options' with an information icon. A grey box contains a disclaimer: 'Those are the targeting settings available for the ad product. If you do not select any of the options for a targeting setting, all available options will be applied to the ad. Ex: if you do not select any geotargeting option, the ad will run globally.' Below this, there are four sections: 'CARRIER' with a 'Select carrier' dropdown set to 'All carriers'; 'GENDER' with a 'Select gender' dropdown set to 'All genders'; 'OS' with a 'Select operating system' dropdown set to 'All operating systems'; and 'GEO TARGETING' with the instruction 'Select one or several locations'.

Targeting options ⓘ

Those are the targeting settings available for the ad product. If you do not select any of the options for a targeting setting, all available options will be applied to the ad. Ex: if you do not select any geotargeting option, the ad will run globally.

CARRIER
Select carrier
All carriers

GENDER
Select gender
All genders

OS
Select operating system
All operating systems

GEO TARGETING
Select one or several locations

CONT.



GEO TARGETING

Select one or several locations

All locations



TIME TARGETING

ADD A NEW DAYPART

FREQUENCY CAPPING

☐ Set per user frequency cap

SCHEDULE

8. Then define the schedule and cost for the advert. Select the time zone and a start and an end date for the schedule. To define the cost, you can directly enter your budget and it will show you the no. of impressions you can get. Or, you can select a particular no. of impressions and you will get the cost of the advert.

CONT.

The screenshot shows a 'Schedule & Cost' configuration form. It is divided into two main sections: 'DEFINE START AND END DATES' and 'DEFINE THE AD COST'. The first section includes fields for 'Start date' (03/04/2018), 'End date' (03/04/2018), and 'Time zone' (UTC+05:30 Chennai, India). The second section has two radio buttons: 'Set the budget' (selected) and 'Set impressions'. Below these are input fields for 'Budget (INR) *' (5.0), 'Impressions *' (0), and a 'Cost Model' dropdown set to 'VWB TAC'. A 'CHECK AVAILABILITY' button is located at the bottom of the form. A sidebar on the left contains icons for settings, a calendar, a bar chart, and a clock. Below the main form is a section labeled 'Upload creative'.

Schedule & Cost

DEFINE START AND END DATES

Start date * 03/04/2018 End date * 03/04/2018 Time zone * UTC+05:30 Chennai, India

DEFINE THE AD COST

☒ Set the budget ☐ Set impressions

Budget (INR) * 5.0 Impressions * 0 Cost Model VWB TAC

CHECK AVAILABILITY

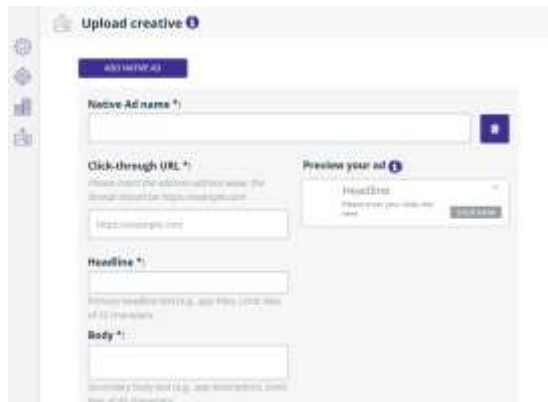
Upload creative

NEXT

9. The next step is to create the ad and upload the creative. The following steps show you how to create a native ad in truecaller.

10. Enter an ad name and the click-through url which you want the audience to be directed to. Add a headline (25 characters) and a body (45 characters).

11. UPLOAD A LOGO AND ENTER A CALL-TO-ACTION. CHECK THE PREVIEW AND CLICK CREATE.



Upload creative

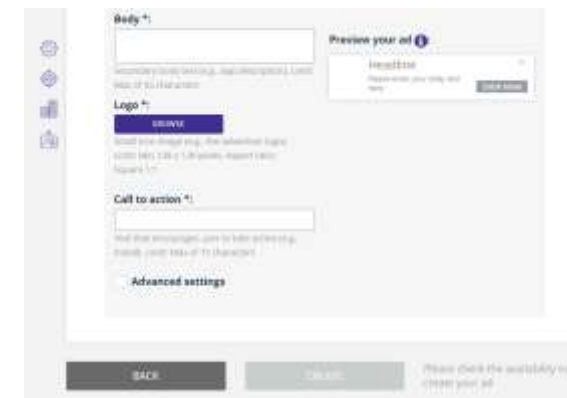
Native Ad name *

Click-through URL *

Headline *

Body *

Preview your ad



Body *

Logo *

Call to action *

Advanced settings

Preview your ad

BACK **CREATE**

URL

12. You can also insert deep link click action url (that allows the audience to directly enter a specific page or an activity in a mobile app). You can also track the impressions and clicks using any third-party tracker by inserting their tracking links below.

The screenshot displays an 'Advanced settings' section for creating an advertisement. On the left, a vertical sidebar contains four icons: a gear for settings, a target for goals, a bar chart for analytics, and an upload icon. The main content area includes three input fields for tracking links, each with an information icon and a placeholder text: 'Deep link click action URL', 'Third party impression tracker', and 'Third party click tracker'. All three fields contain the text 'https://example.com'. To the right, a 'Preview your ad' section shows a mockup of the ad with a 'Headline', a body text area, and a 'SHOP NOW' button. At the bottom, there are 'BACK' and 'CREATE' buttons, and a note: 'Please check the availability to create your ad'.

☒ **Advanced settings**

Deep link click action URL: ⓘ
Please insert the address without www, the format should be https://example.com

https://example.com

Third party impression tracker: ⓘ
Please insert the address without www, the format should be https://example.com

https://example.com

Third party click tracker: ⓘ
Please insert the address without www, the format should be https://example.com

https://example.com

Preview your ad ⓘ

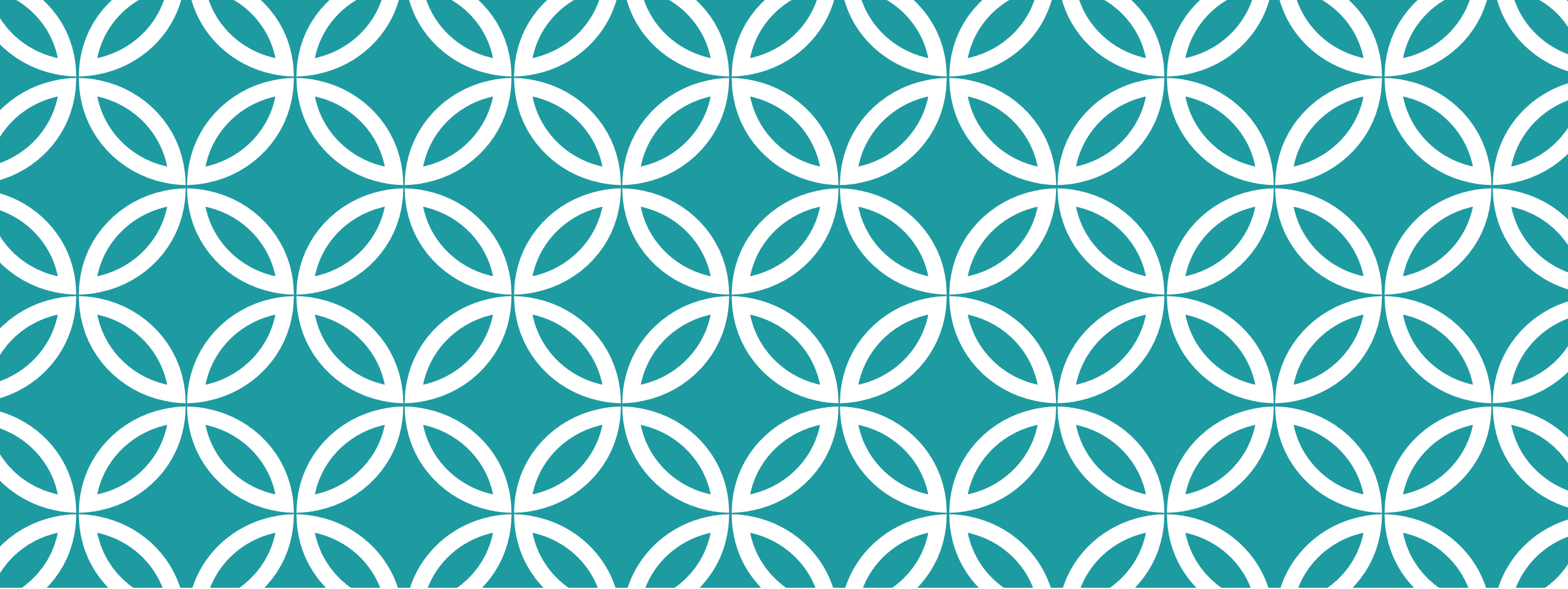
Headline Ad

Please enter your body text here

SHOP NOW

BACK CREATE

Please check the availability to create your ad

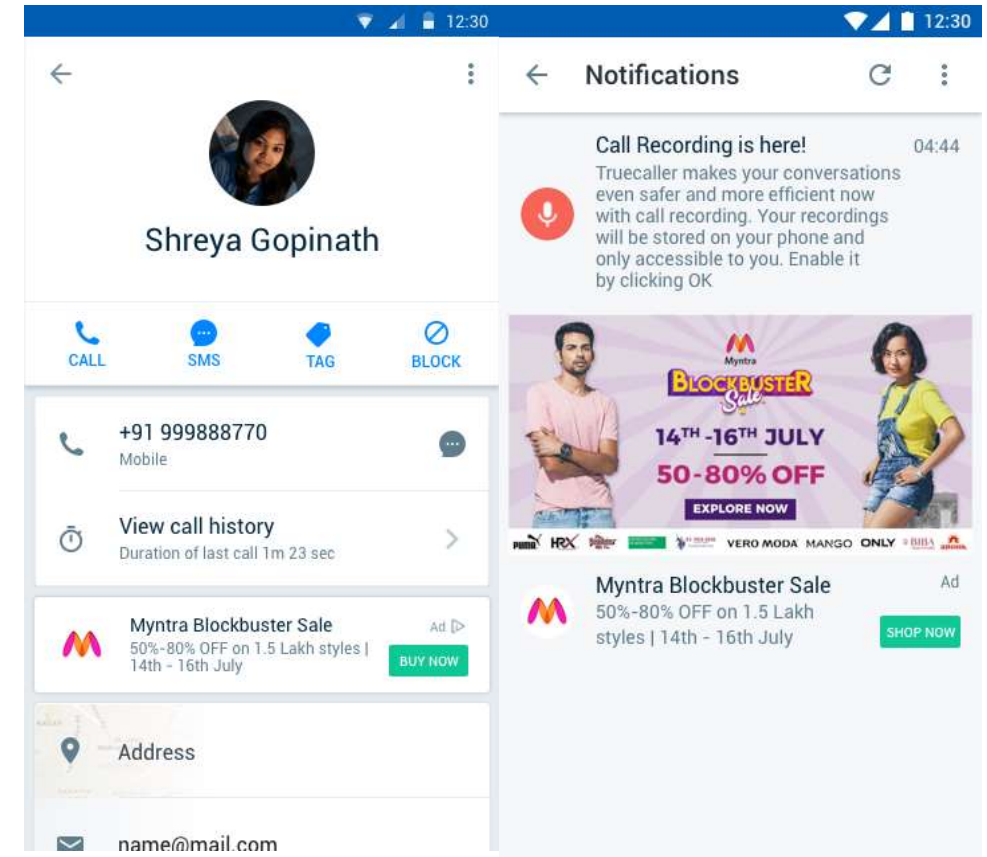


CASE STUDIES

MYNTRA

Myntra, a leading Indian Fashion eCommerce company, used Truecaller to engage smartphone users prior to its Blockbuster Sale between 14th-16th July, 2017, receiving 207 thousand+ clicks in a single day.

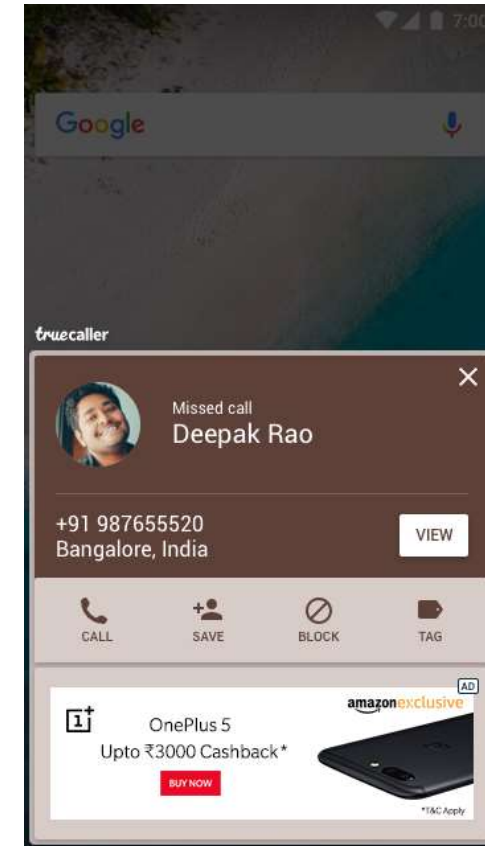
The objective was to create high visibility among its target audience and reach out to them prior to its Blockbuster Sale. The campaign was divided into 3 stages and day-part targeting was employed to drive sequential messaging.



ONEPLUS

The chinese smartphone manufacturing OnePlus achieved great reach and awareness figures for the launch of its latest smartphone, OnePlus 5 in India by running multiple Brand roadblocks on Truecaller platform.

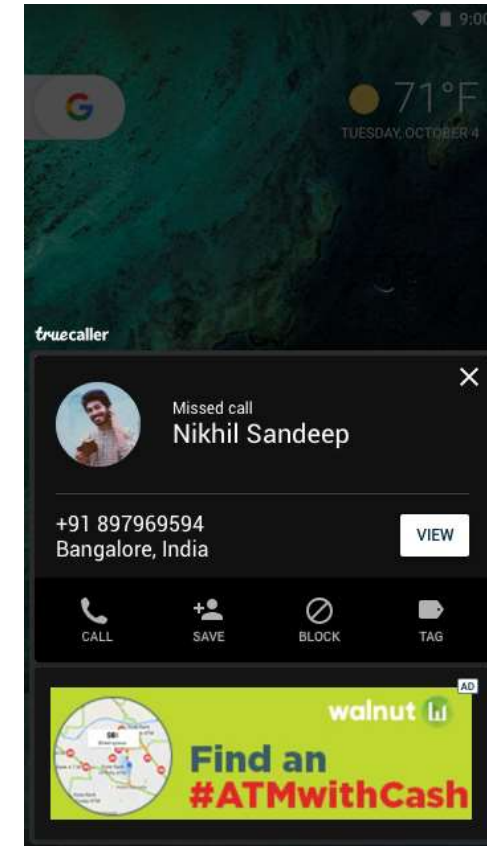
The main objective was to drive consumer preference & create a buzz for the Oneplus 5 ahead of its launch in the Indian Market. Highlighting the key selling points of the OnePlus 5, the campaign acquired 150 thousand+ clicks in a single day.



WALNUT

Walnut, an Expense Management App, ran a 2 day ad campaign on Truecaller targeting customers effectively during Demonitisation, achieving 100 Mn Impressions & 55,000+ app Installs in just 2 days.

With the increased urgency among the people to locate ATMs with cash during demonetisation in India, Walnut reached out to its target audience by giving them one more important reason to use their app, which is 'Locating an ATM with Cash', a new feature of the app. The campaign's target group were People between the age group of 22-32, with a debit card or credit card from Tier 1 cities.



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