



MOBILE & TELECOM CASE STUDY

 **The Indian EXPRESS**

 **ie**malayalam |  **ie** தமிழ் |  **ie**bangla
The Indian EXPRESS | The Indian EXPRESS | The Indian EXPRESS
Malayalam | Tamil | Bangla

FINANCIAL EXPRESS

 **लोकसत्ता**
लोकमान्य, लोकशक्ती!

 **जनसत्ता**

inlth



REACH OF 110 MILLION+

Browser + App + Social Media

INDIANEXPRESS.COM

among the top English news websites in India

FINANCIALEXPRESS.COM

is the number 2 finance and business news site

LOK

No. 1 M

93 MILLION VISITORS

387 million page views per month

15 MILLION

brand community on Facebook and Twitter



TECHNOLOGY SECTION OF THE INDIAN EXPRESS

First to cover Apple events
in India

Simplistic and extensive
reviews and coverage -
editorial credibility

Entry/invite to big
international events -
MWC, CES, WWDC etc.

Exclusive
events
me

Audience consisting of
decision makers and
influencers

Preferred publisher to
cover events of huge
brands like Apple, Dell etc.

Exclusive pre-launch access
to all the big product
launches across the world

10-12 r
from ar
compet
pages/e

PLATFORM HIGHLIGHTS

CONTENT USPs

All-encompassing and unbiased reviews to aid product decisions for the common man

Content tailored to suit everyone between the ages of 15-85

Exclusive interviews with personalities like Mark Zuckerberg, [Tim Cook](#), [Sheryl Sandberg](#), [Pete Lau](#), [Nick Woodman](#)

Over 30 web-exclusive stories every day

Global visibility and content consumption – review products launching in foreign countries as well

Brands use IE Tech’s opinion of their launches for product promotion

Especial social media presence – Separate verified account for on Facebook and Twitter

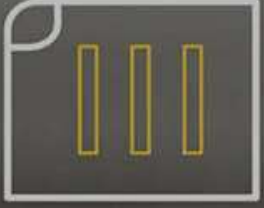
Audience Value: Fully organic social media following. Facebook
Twitter: 30k

Weekly organic reach of **0.3 Million**
Engagement rate of **2.83%** on posts

10-15 posts of IE Tech from the official handle of Indian Express

IE TECH ON SOCIAL MEDIA

ADVERTISE WITH US





DISPLAY SOLUTIONS

Innovations and engaging ad formats

APPLE DESKTOP

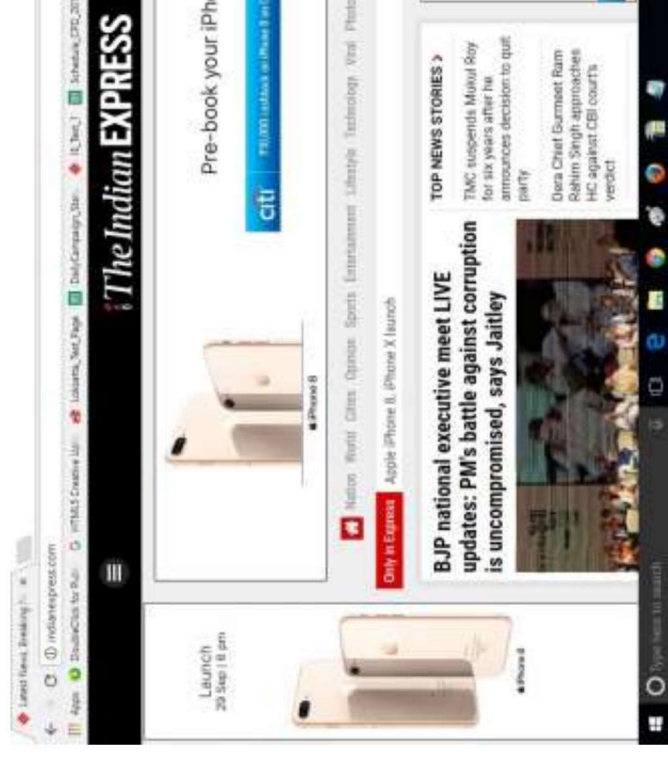
Duration: 1 day

Impressions: 4.72M

CTR: 0.27%



The screenshot shows the mobile app interface of The Indian Express. At the top, there's a navigation bar with the app's logo and a hamburger menu icon. Below it, a news article is displayed with a photo of a group of people. The article title is "BJP national executive meet LIVE updates: PM's battle against corruption is uncompromised, says Jaitley". Below the article, there's a promotional banner for the iPhone 8. The banner features an image of the iPhone 8 and the text "Pre-book your iPhone 8 now." and "₹30,000 cashback on iPhone 8 on Citi card on 29th September only*". The Citi logo is also present in the banner.



The screenshot shows the desktop website interface of The Indian Express. At the top, there's a navigation bar with the website's logo and various menu items. Below it, a news article is displayed with a photo of a group of people. The article title is "BJP national executive meet LIVE updates: PM's battle against corruption is uncompromised, says Jaitley". Below the article, there's a promotional banner for the iPhone 8. The banner features an image of the iPhone 8 and the text "Pre-book your iPhone 8 now." and "₹30,000 cashback on iPhone 8 on Citi card on 29th September only*". The Citi logo is also present in the banner.

Roadblock on
Desktop and Mobile

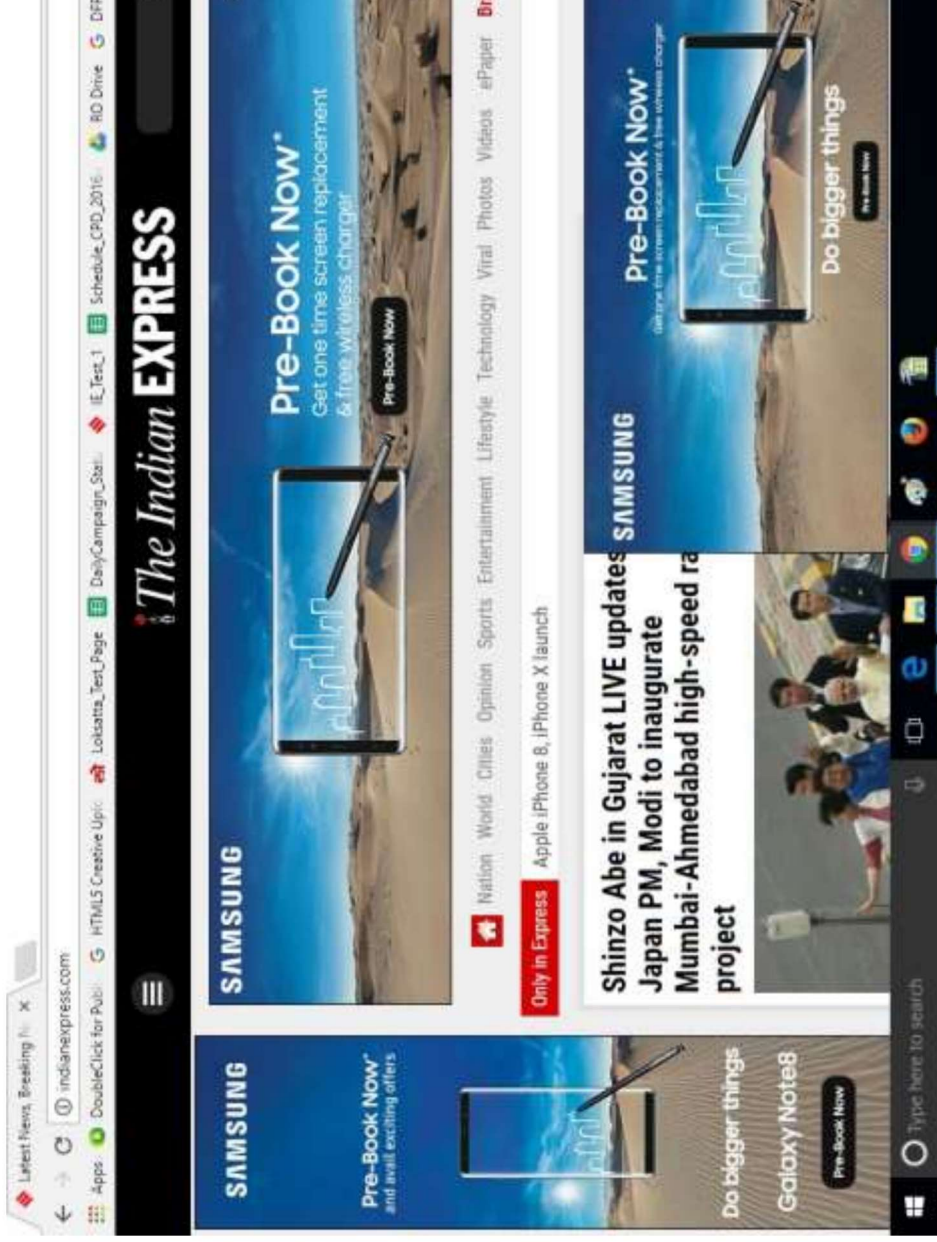
SAMSUNG

(DESKTOP + MOBILE)

Duration: 1 day

Impressions: 5.09M

CTR: 0.37%



Roadblock with expandable banner

MOTOROLA

IMPACT PROPERTY ON FE (DESKTOP+MOBILE)

- Duration: 1 Day
- Impressions: 4.3 Million
- Avg CTR: 0.32%



Roadblock on Desktop

ONEPLUS

DISPLAY PROMOTION: IMPACT PROPERTY ON IE (DESKTOP+MOBILE)

September 2017

- Impressions: 4.2 Million+
- CTR: 0.57%
- Total Spends: 4.2 Lakhs

Roadblock on Desktop



ONEPLUS

DISPLAY PROMOTION: IMPACT PROPERTY ON IE (DESKTOP+MOBILE)

June 2017

- Impressions: 11.2 Million+
- Avg CTR: 0.62%
- Total Spends: 8.4 Lakhs

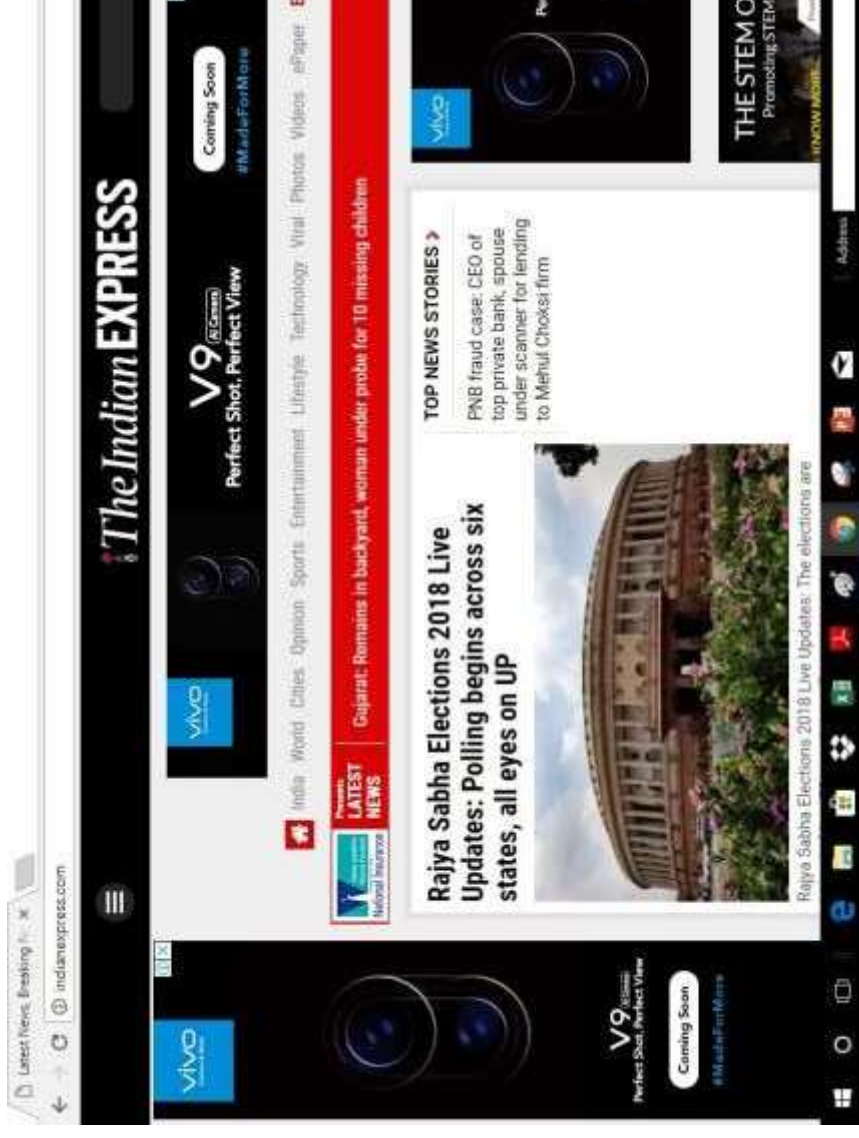
Standard banner
on Mobile

The screenshot shows a mobile news application interface. At the top, there is a navigation bar with the URL 'indianexpress.com' and the 'The Indian EXPRESS' logo. Below the navigation bar, there is a news article with a photo of a man in a suit. The article title is 'Stop terror attacks being launched on soil, India, US tell Pakistan' and it is dated '48 mins ago'. To the right of the article is a banner for the OnePlus 5 smartphone, featuring the text 'OnePlus 5 Dual Camera. Clearer Photos' and a 'BUY NOW' button. Below the banner is a small video player showing a man in a suit speaking, with the text '1 hour ago' and 'We're believing says he and'.

VIVO IMPACT PROPERTY ON IE (DESKTOP+MOBILE)

June 2017

- Impressions: 4.8 Million+
- CTR: 0.34%
- Total Spends: 5 Lakhs



Roadblock on Desktop & Mobile

OPPO

IMPACT PROPERTY ON IE (DESKTOP+MOBILE)

June 2017

- Impressions: 4.8 Million+
- CTR: 0.54%

The screenshot displays a mobile-optimized version of the Indian Express website. At the top, the navigation bar includes the site's logo and a menu icon. Below this, a large advertisement for the Oppo F3 Selfie Expert Dual Selfie Camera is featured. The ad shows a red smartphone with a group photo of three men in blue jerseys on its screen. Text on the ad includes 'F3 Selfie Expert Dual Selfie Camera' and 'Diwali Limited Edition'. Below the ad, a news article snippet is visible, starting with 'Yashwant Sinha hits back: Arun Ja...' and accompanied by a photo of Arun Jaitley. The browser's address bar at the bottom shows 'm.ianexpress.com' and various navigation icons.

Roadblock on Desktop & Mobile



NATIVE SOLUTIONS

Multi format content and immersive experiences to take brand stories to our users

ONEPLUS 5 LAUNCH NATIVE ACTIVITY

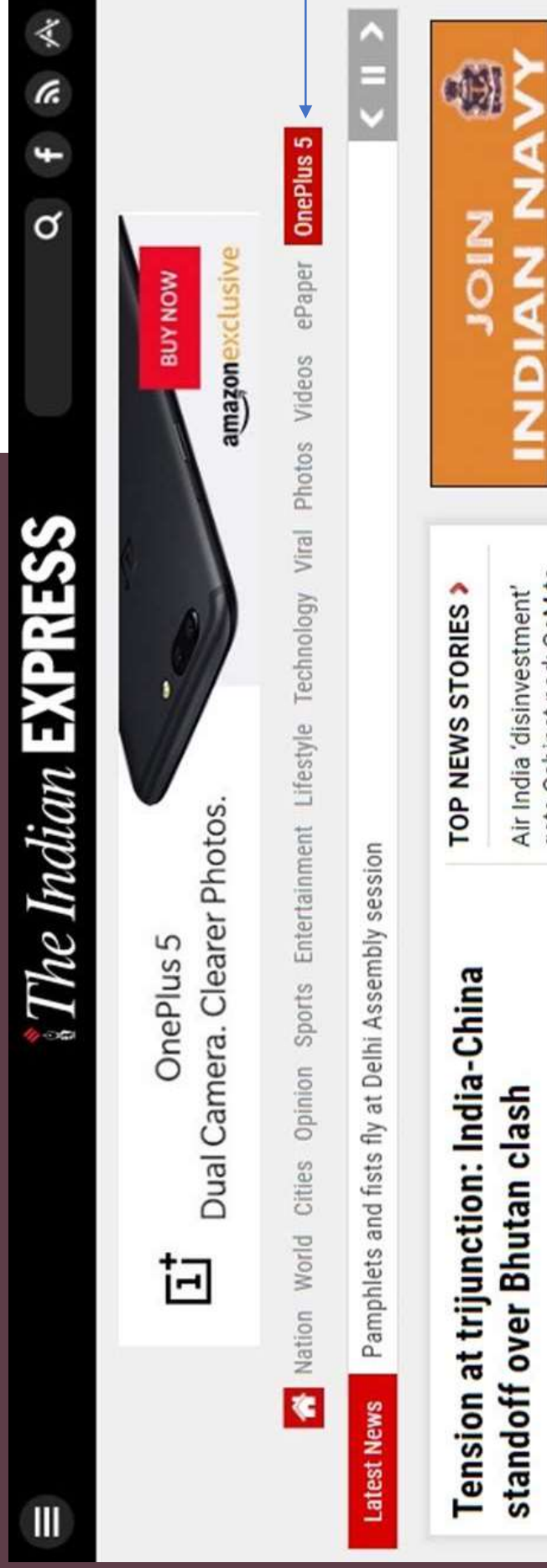
- Microsite created on The Indian Express
- Discovery was through a OnePlus 5 tab on the navigation panel (across IE)
- The site hosted a collation of editorial articles and videos.
 - No. of articles: 15
 - No. of videos: 2

The
Microsite



ONEPLUS 5 LAUNCH NATIVE ACTIVITY

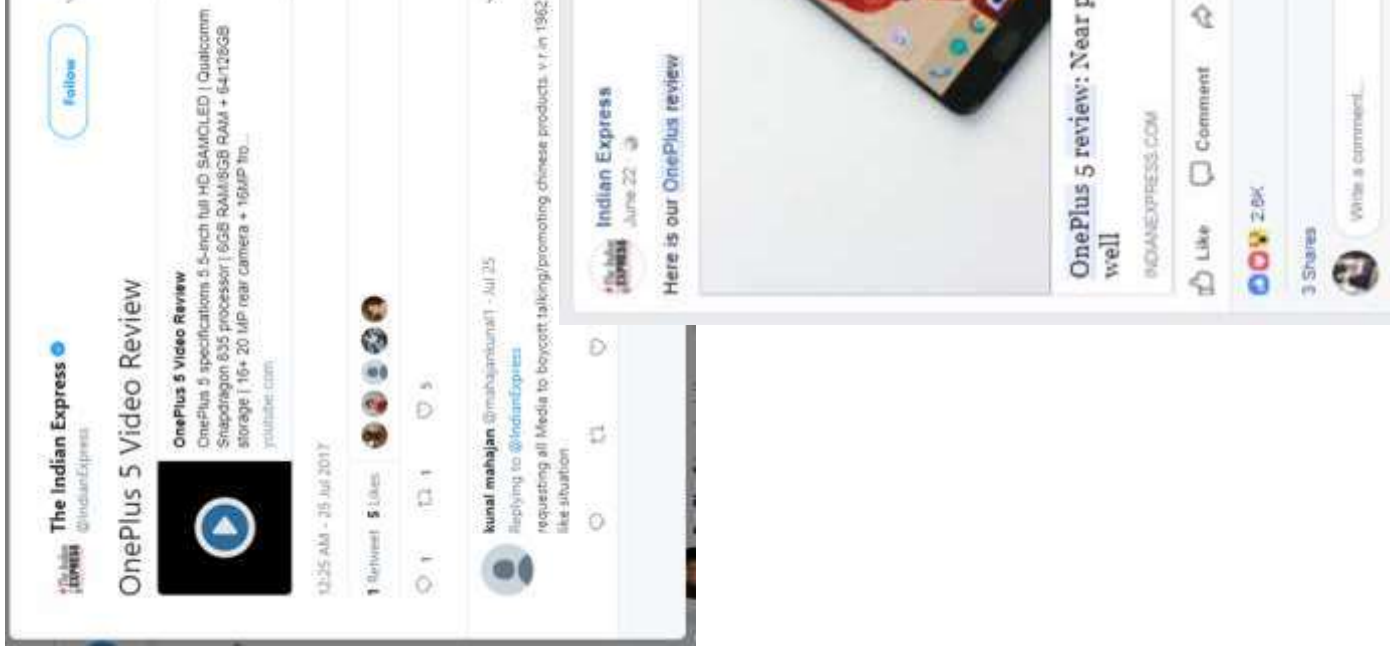
- The site hosted a collation of articles and videos.
 - No. of articles: 15
 - No. of videos: 2
- Social Promotion of stories on official FB and Twitter handles



The screenshot displays the mobile app interface for The Indian Express. At the top, the app's logo and navigation icons (hamburger menu, search, social media, and share) are visible. Below the logo, a navigation bar lists various categories: Nation, World, Cities, Opinion, Sports, Entertainment, Lifestyle, Technology, Viral, Photos, Videos, ePaper, and OnePlus 5. A red 'Latest News' button is positioned on the left. The main content area features a large advertisement for the OnePlus 5, highlighting its 'Dual Camera. Clearer Photos.' and 'amazon exclusive' status. Below the ad, a news story titled 'Tension at trijunction: India-China standoff over Bhutan clash' is displayed. To the right, a 'TOP NEWS STORIES' section lists 'Air India 'disinvestment'' and 'Cabinet nod: CoM to...'. At the bottom, a red banner promotes 'JOIN INDIAN NAVY'.

ONEPLUS 5 LAUNCH NATIVE ACTIVITY: PERFORMANCE

- Pageviews Committed per Article: 25000
- Pageviews Delivered on all articles combined: 560,000+
- Unique Visitors on the Site: 330,000+



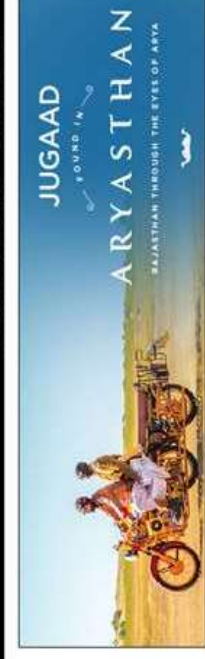
SOCIAL PROMOTION ACTIVITY

Activity: Editorially published stories about Oneplus 5T to be promoted on social media

Pageviews committed: 9.75 Lakhs for 8 articles

Activity Spend: INR 16 Lakhs

Activity in process



Home > Technology > Mobile & Tabs > OnePlus 5T launch set for November 16: India release date, sale time, and more

Devalued Degree Experts sound alarm bells: Dividend can be nightmare, Make in India at risk

Home > Technology > Mobile & Tabs > OnePlus 5T launch set for November 16: India release date, sale time, and more

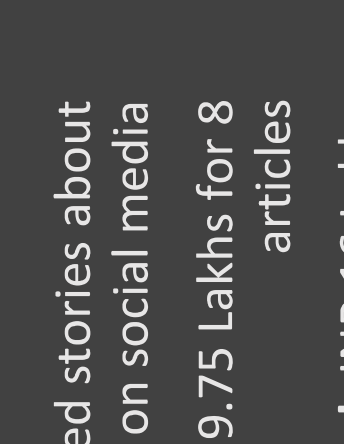
OnePlus 5T launch set for November 16, confirmed the company. OnePlus 5T will launch on November 16, confirmed the company. OnePlus 5T sale on November 21 at 4.30 pm on Amazon India and onesplusstore.in.

By: Tech Desk | New Delhi | Updated: November 10, 2017 7:47 pm

677 SHARES

f SHARE

+



OnePlus 5T will have an early access sale on November 21 at 4.30 pm on Amazon India and onesplusstore.in. (Image source: Evan Blass (@evanblass) on Twitter)

RELATED NEWS

OnePlus is giving 10,000 free tickets to 'Star Wars: The Last Jedi' - Here's how to get

OnePlus 5T, OnePlus 5 unable to stream HD videos on Netflix, Amazon Prime

OnePlus 5T starts receiving OxygenOS 4.7.4 update with camera improvements

OnePlus 5T will launch on November 16, confirmed the company. OnePlus has put a video teaser for the launch of its upcoming smartphone. OnePlus 5T will likely feature a bigger display with 18:9 aspect ratio and according to the tagline, the company is promising 'A New View.' OnePlus 5T will also launch in the Indian market and the company has confirmed the same to the media. Here's everything to know about OnePlus 5T and its launch.

OnePlus 5T launch date and timings

SOCIAL PROMOC

FB Post

Indian Express
November 10

OnePlus 5T is coming to Indian soon! Here are the details



OnePlus 5T launch on November 16: India sale date, timings, and more
INDIANEXPRESS.COM

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#DoNotMiss @oneplus 5T launch set for November 16: India release date, sale time, and more and more



OnePlus 5T launch set for November 16: India release date, sale time, and more
OnePlus 5T will launch on November 16, confirmed the company. OnePlus 5T will have an early access sale on November 21 at 4:30 pm on Amazon India and oneplusindia.com

11:04 PM - 9 Nov 2017

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Thank You