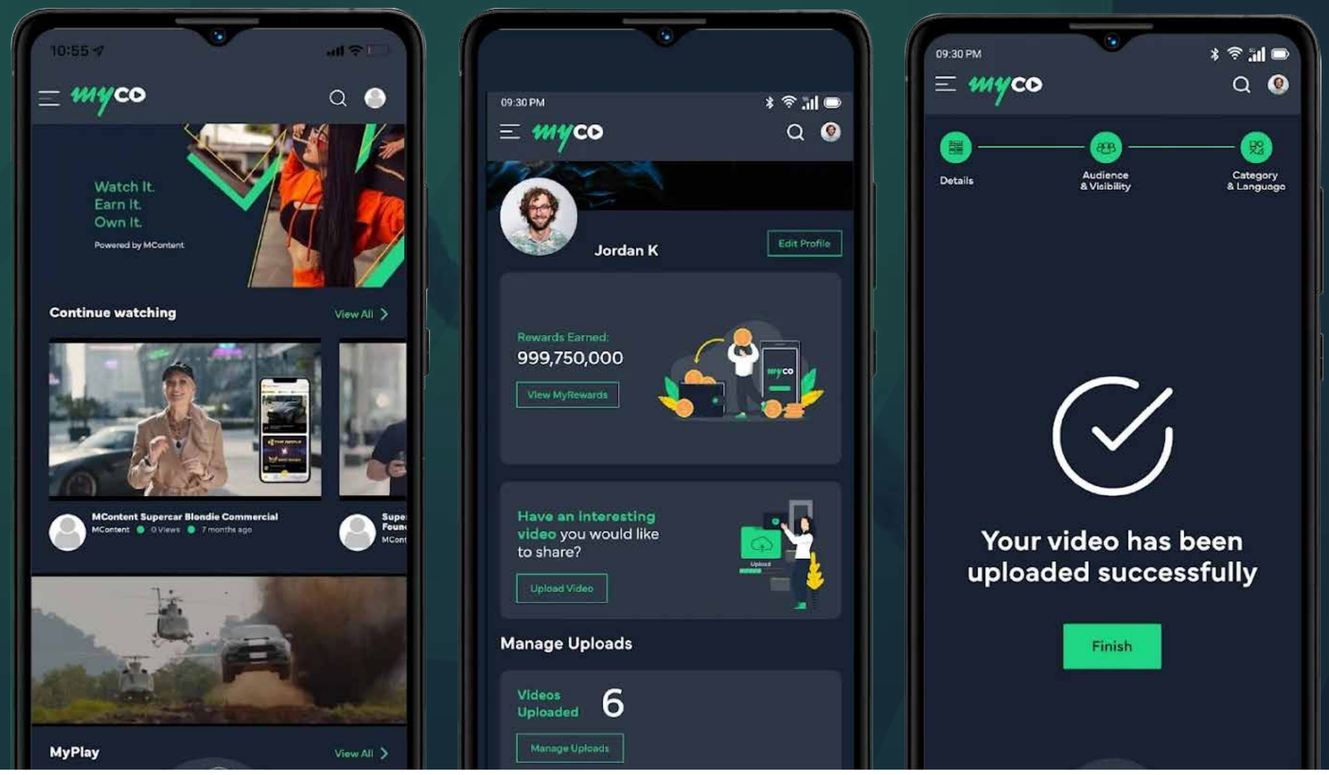
WATCH IT

EARN IT

OWN IT



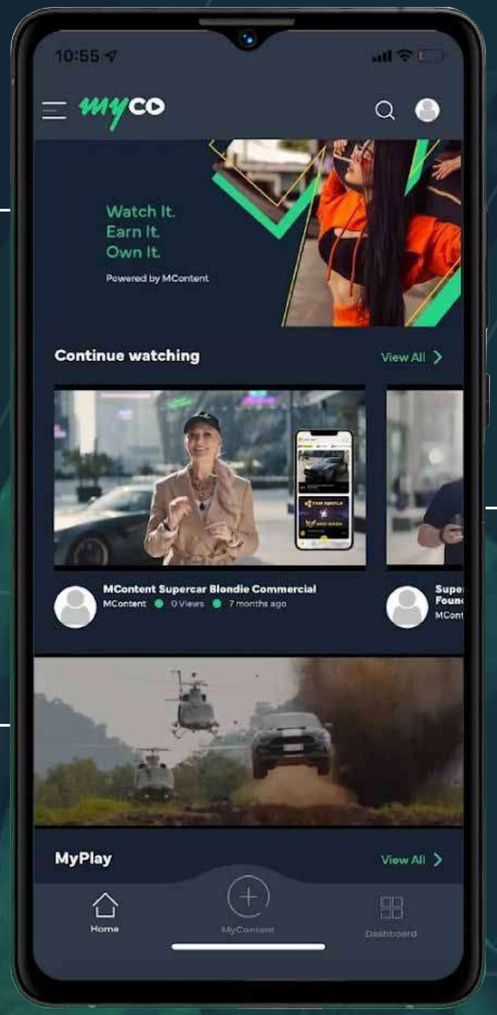
Xapads | myco

ft. Pulse by Xapads

CHALLENGES

Create Awareness about the MyCo Platform while focussing on increasing the user base.

Maintaining the quality audience who would use the offerings on their platform and reach out to non-subscriber user base.



Enhance the **brand reach** and boost retention rate on their OTT Platform.

CAMPAIGN STRATEGY FRAMEWORK

Since MyCo has a unique offering we decided to plan and execute a customized framework to address all the challenges.
StreamX: Elevate, Engage, Evolve

ELEVATE

Elevating the Content

ENGAGE

Engaging the Audience

EVOLVE

Evolving the Ecosystem

myco

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How to Earn

Sign in

Stream X

The highlight of this campaign was to stream the right content to the right people, for which we decided to target the audience by highlighting MyCo across YouTube on multiple devices.

myco Picks

View All >

ELEVATE – ELEVATING THE CONTENT

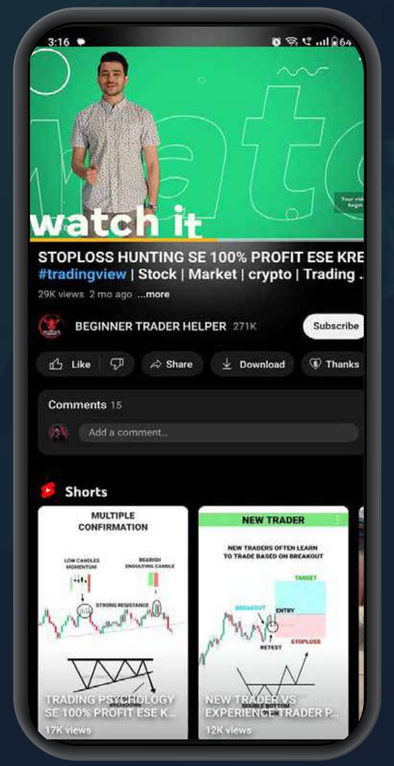
To enhance the content, we highlighted the unique selling proposition (USP) of MyCo - "watch it, earn it, and own it."
Our strategy focused on engaging users at the right touch points across YouTube while continuously conducting A/B testing on these creatives.

"Watch it, Earn it, & Own it."

Pulse by Xapads

A

B



ENGAGE – ENGAGING THE AUDIENCE

To further engage the users we decided to segment the audience and reach the ones who would download and use the App.

DEMOGRAPHIC

Gender
Male and Female

Age
25-45 years

GEOGRAPHIC

UAE

APPOGRAPHIC

Influencers, people who are interested in crypto and have downloaded OTT platforms but are still to install the MyCo App

TARGETED CATEGORY

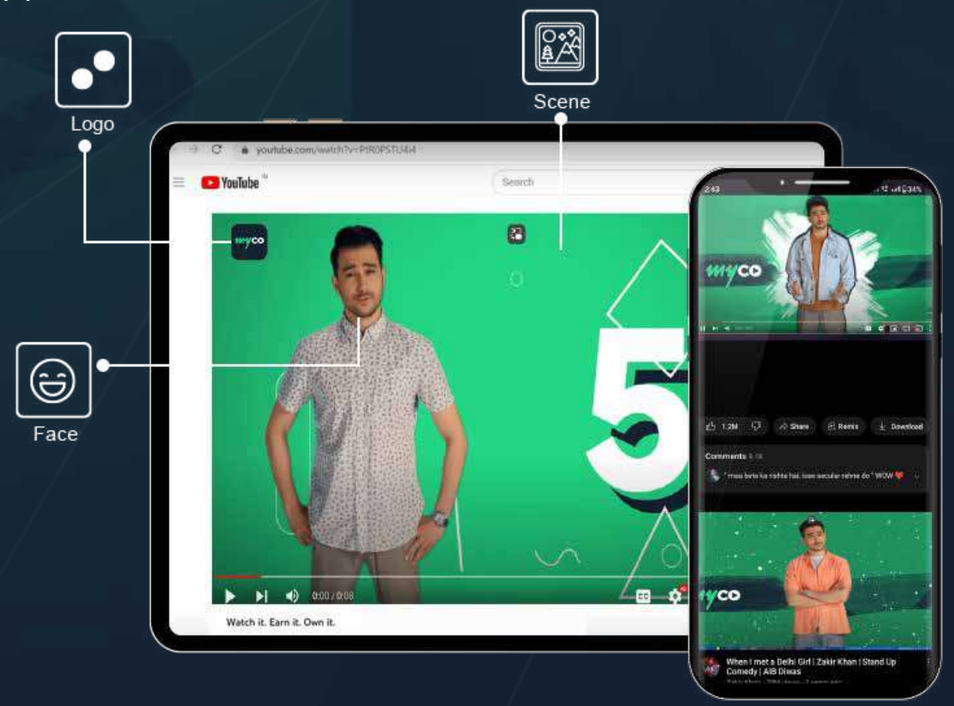
Entertainment | News | Fashion | Travel | Food

ATTRIBUTES

Platform
Mobile | Desktop

Placements
In-App | Pre-Roll, Mid-Roll YouTube Ads

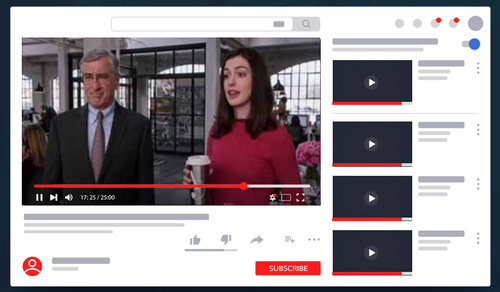
Ad type
Banner and In-App



ENGAGE – ENGAGING THE AUDIENCE

The next step to further engage the audience, Pulse's AI-ML capabilities helped optimize engagement strategies with context, content and sentiment analysis which further helped gained nuanced insights into the audience who would be interested in MyCo.

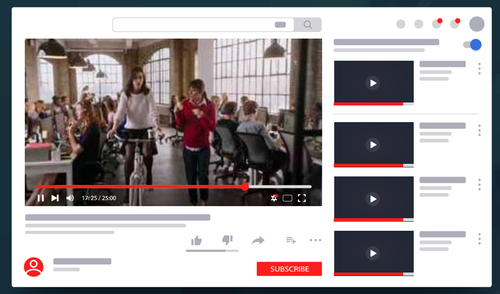
CONTEXT



Contextual Relevance

Content gathered through keyword searches is analyzed for contextual relevance, enabling a more in-depth level of analysis.

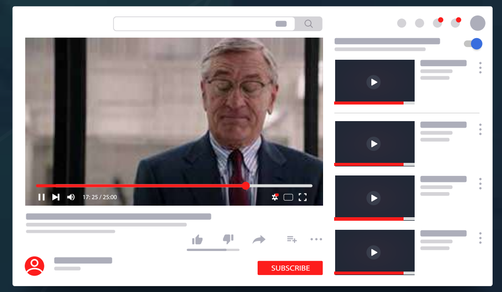
CONTENT



Content Analysis

Our automated Ai-based software Pulse continuously verifies YouTube content, ensuring that MyCo was connected with appropriate content for their brand.

SENTIMENT



Sentiment Analysis

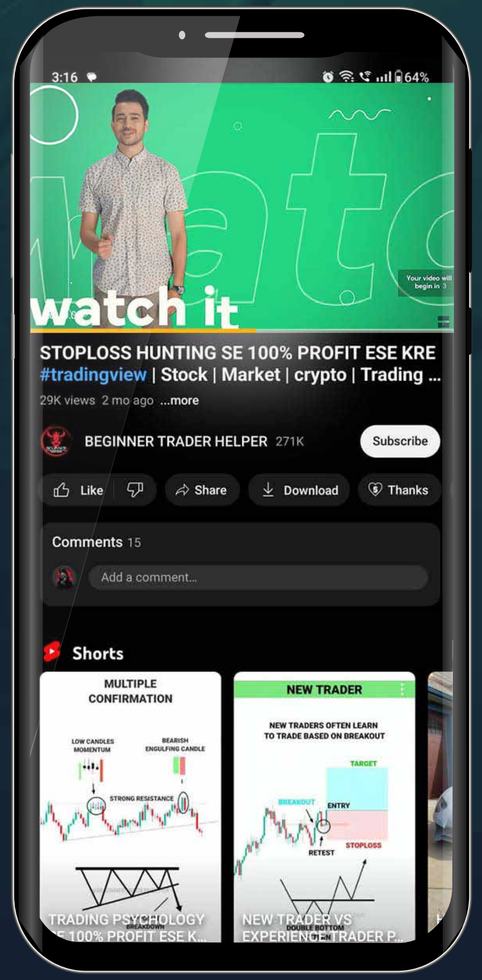
MyCo also had the leverage to choose where they wanted to place their ads based on the desired sentiment they wish to create in their TG (e.g., excitement, happiness, sadness).

EVOLVE – EVOLVING THE ECOSYSTEM

To take our efforts to the next level, we executed this campaign across YouTube through Pulse, an AI-based platform designed to pinpoint the ideal audience and engage their interests effectively with the help of context driven video level targeting.

Pulse by Xapads

BASED ON VIEWERS INTERESTS



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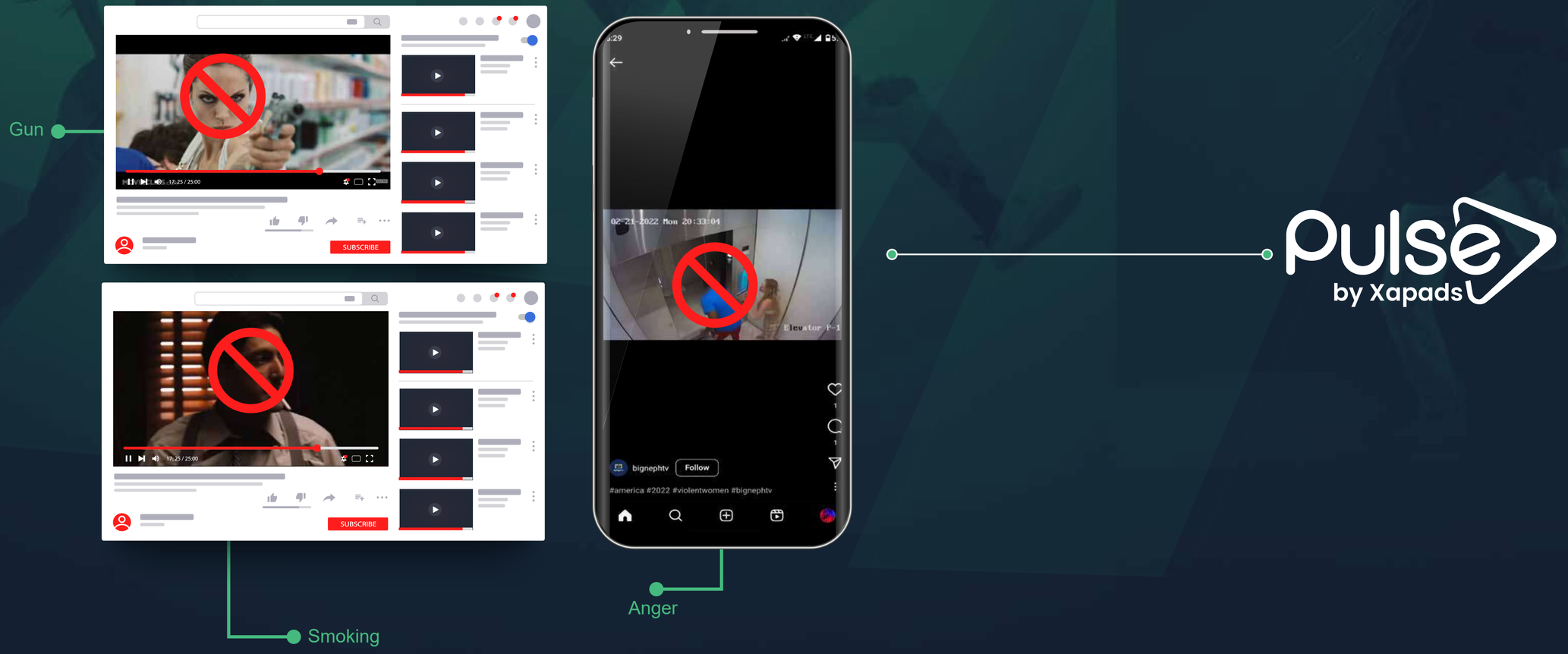
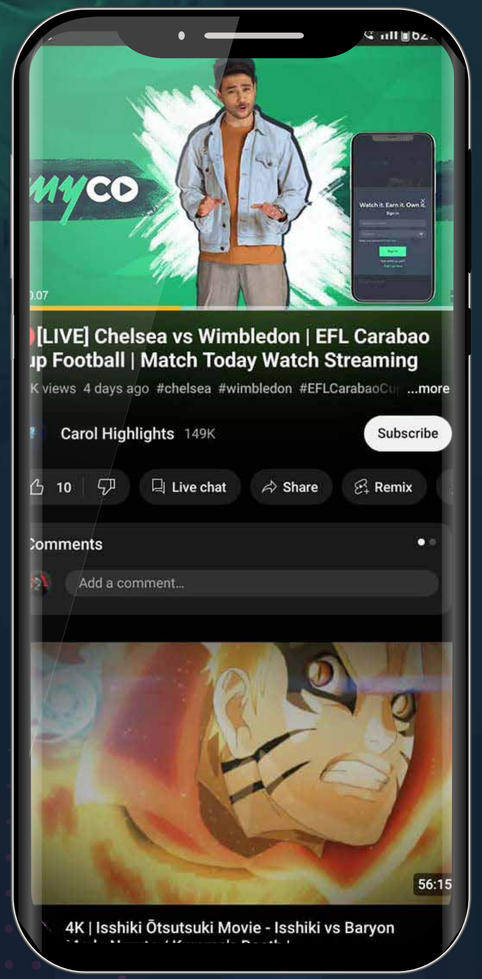
EVOLVE – EVOLVING THE ECOSYSTEM:

Pulse scans and analyzes video placements on channels, categorizing them into brand-unsafe classifications according to GARM's standards, and prevents ads from appearing on those videos. To take it a step ahead brands can also decide where the ad will not to be showcased

Where the Ads Will Not be Displayed

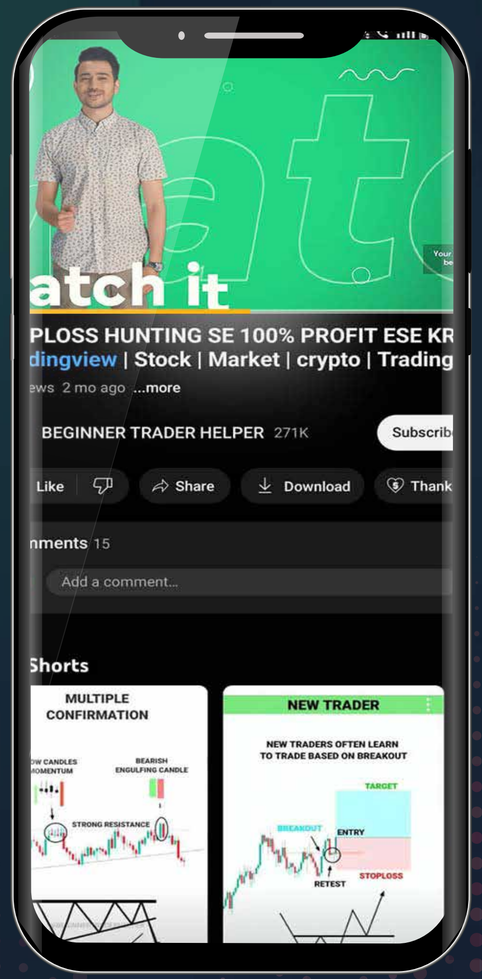


CREATIVES



1.7 M+

IMPRESSIONS



RESULTS

2 M+
IMPRESSIONS

1.5 M+
REACH

8.8 K+
CLICKS

1.7 M+
VIEWS

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