



VTION®

# Digital Analytics

Consumer Behaviour Intelligence Platform  
Digital - OTT - ECommerce

Vidhi Technnovation Opportunities Network Private Limited



# Megatrends

## Explosion of Apps Usage + Privacy Concerns

### Consumer Behaviour Shifts



Affordable Smartphones

Omnipresent Broadband

Apps for Everything

Digitalisation of Verticals

Digital adoption got accelerated due to pandemic behaviour shifts

Multiscreen usage of Apps & Media for business and leisure



Required  
Transparent  
measurement  
of digital  
behaviour



### Regulatory Developments

Stringent Privacy Norms across countries

Ad tracking mechanisms like cookies to be discontinued

Consumer safety

Regulatory Control

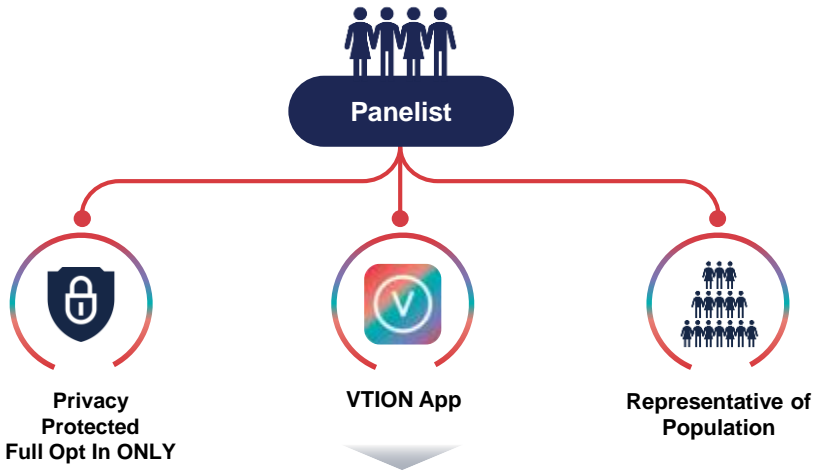
Geo Political Balances

Monopolistic Big Tech



# Addressing the Opportunity

## Technology Enabled Analysis & Activation Framework



Apps



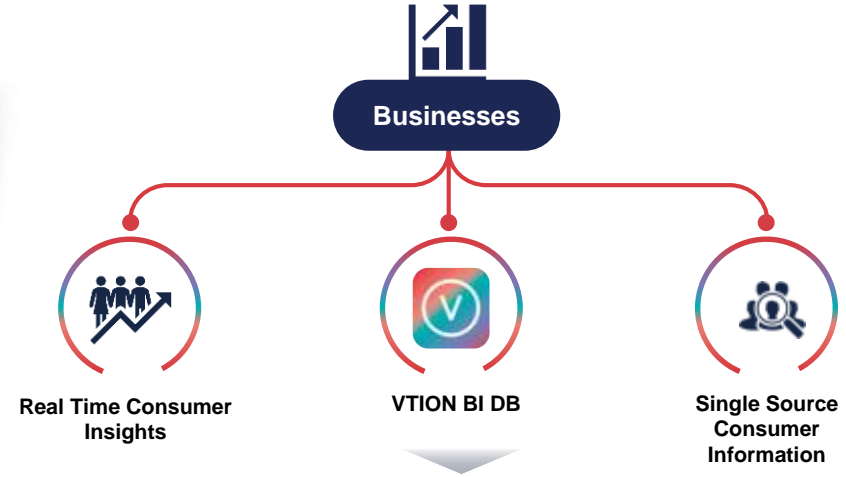
Content



Advertisements



ECommerce



First Party Data



Optimise ROI

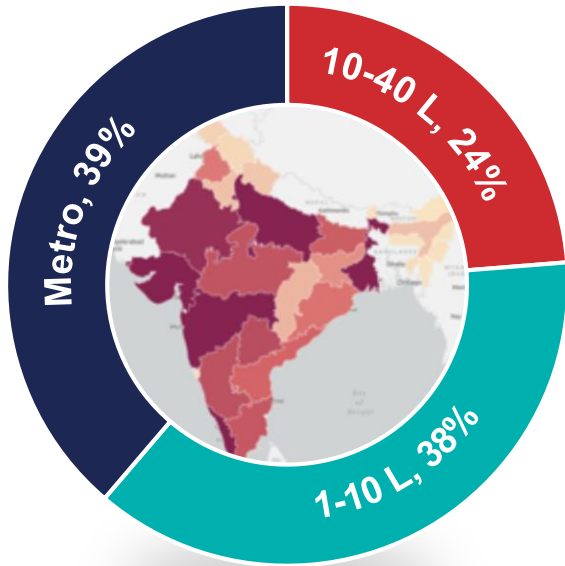


Competition Mapping

Measure, plan and support strategy execution with real time consumer insights

# VTION® : 40,000 Consumer Panel in India

## Statistically Representative & Extrapolatable Panel



Android Smart Phone users in top 16 states in cities above 1 lac population

North	South
1. Uttar Pradesh	1. Kerala
2. Delhi NCR	2. Karnataka
3. Rajasthan	3. Telangana
4. Punjab	4. Tamil Nadu
5. Haryana	5. Andhra Pradesh

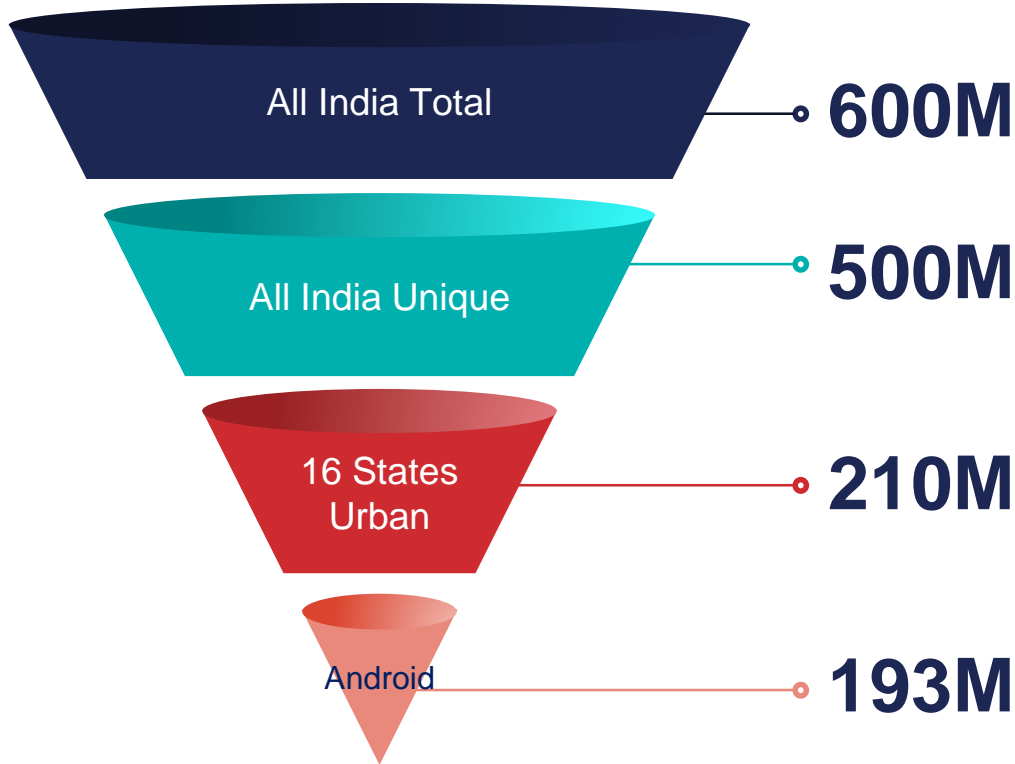
  

East	West
1. West Bengal	1. Maharashtra
2. Orissa	2. Gujarat
3. Bihar	3. Madhya Pradesh

- Gender – Male / Female
- Age – 18-24/25-34/35+
- NCCS – A/B/CDE
- Townclass – Metro/10-40L/1-10L
- Network
- Handset
- Location

# VTION® : Defining the universe

Extrapolation based on public sources of data



## Smartphones in India

Source: TRAI data for June 2021 of smartphone users by states & metros

## Unique Smartphone Users

Duplicity of SIM Cards is Excluded

## Smartphone users in 16 States in 1 Lac+ townclass

Source: TRAI data for June 2021 of smartphone users by states & metros; Broken up by Age buckets, Gender & NCCS cuts using IRS data

## Unique ANDRIOD Smartphone users in 16 states 1 lac plus towns

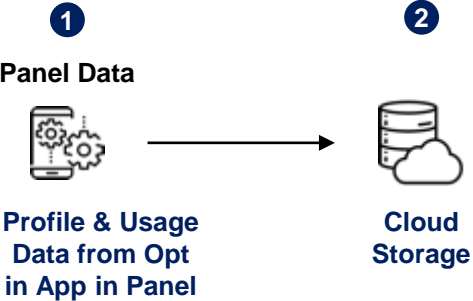
Excluded iPhone and Jio Phones

# The VTION® Measurement Solution



Fully Opt In based Passive Data Acquisition – Assimilation – Analysis – Activation

## Consumer Side



- Install VTION App on Consumer's phone with full opt in
- VTION SDK within App collects SPECIFIC Data as consented by Consumer passively

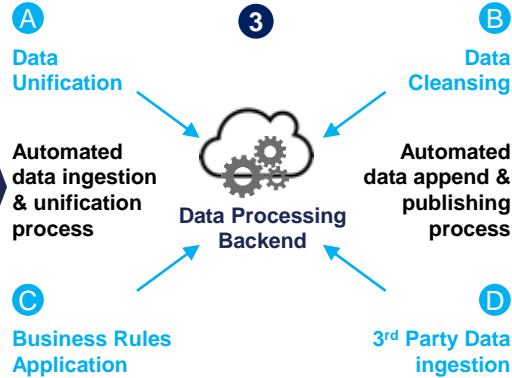


USA



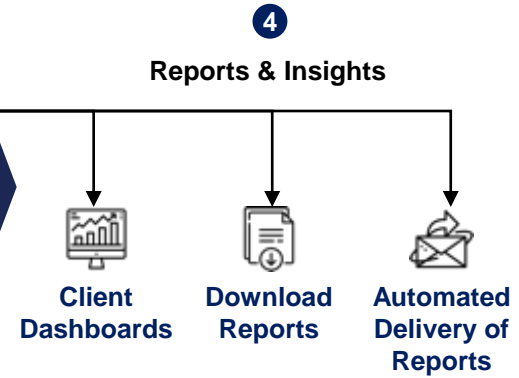
INDIA

## Compute Side



- Content MetaTags: (YT Channels, Video & Audio OTT)
- Advertisements seen / heard (FBook, Insta, YT, Video & Audio OTT)
- Ecommerce Click Stream: (Cart / Ads / Product / Search)
- All Data is tabulated with Business Rules as agreed with Customers

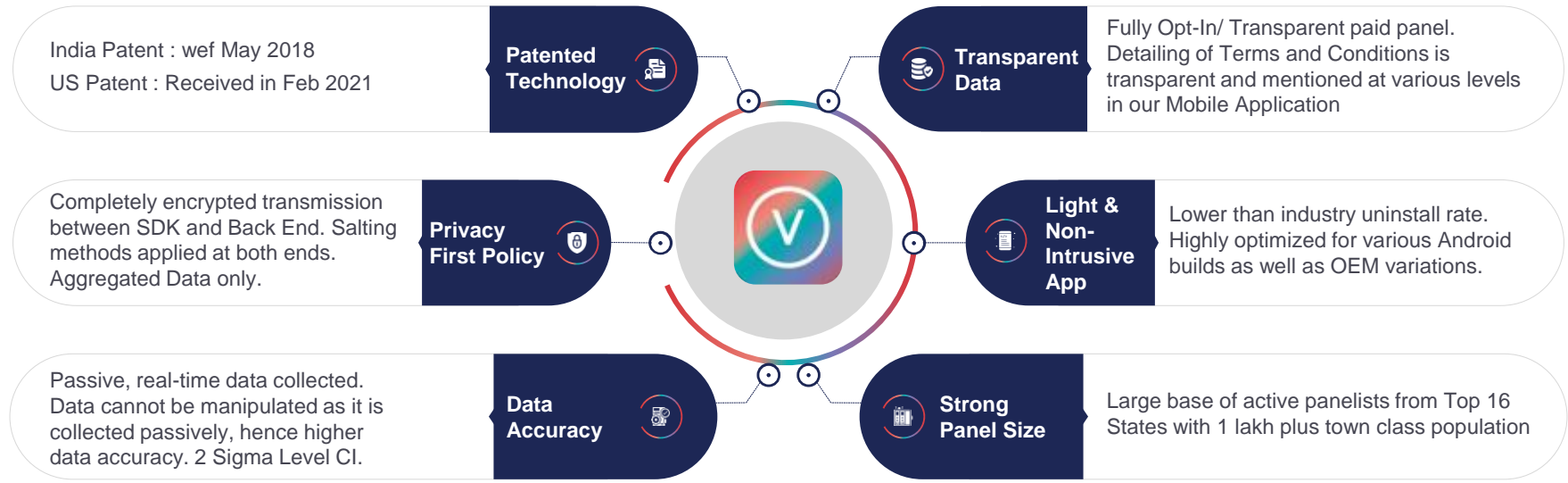
## Customer Side



- Interactive Dashboards for App Usage, Cross Tabs & Competition
- Ecommerce Path To Purchase Streams with Share Of Product, Ads, Cart analyses
- Ads Dashboards with Impact, Competition & ROI

# VTION® Differentiation

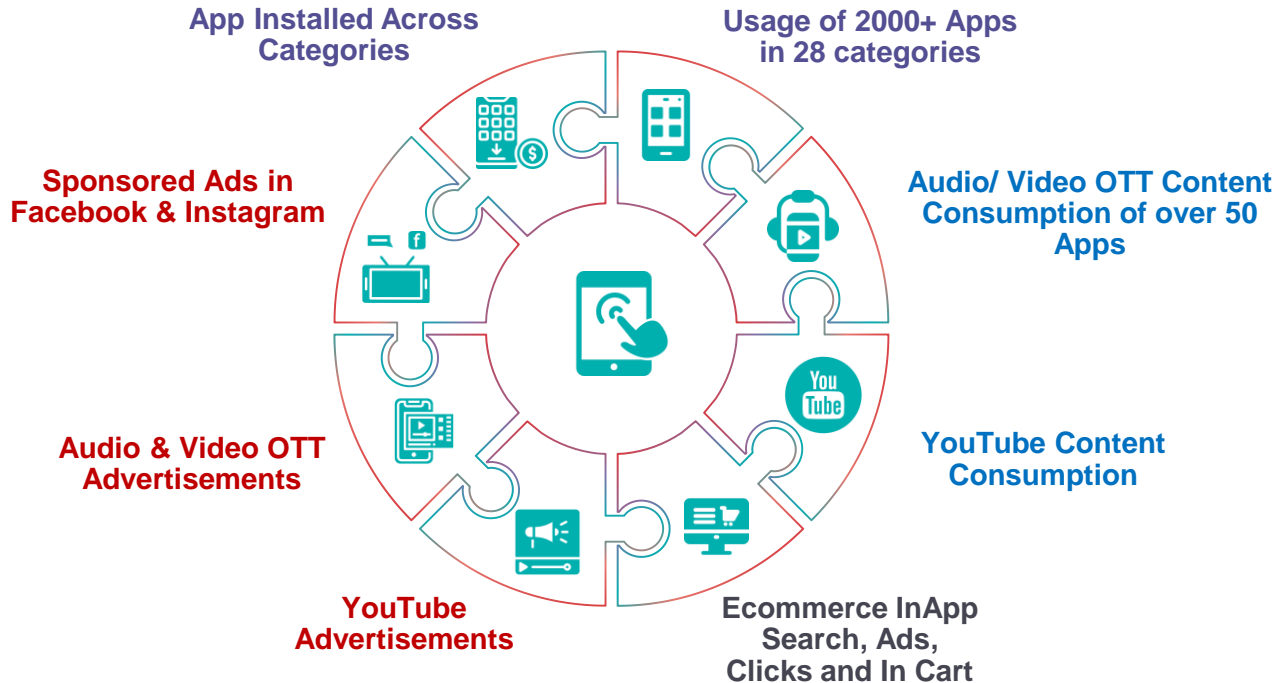
Technology Company with First Mover Advantage



# VTION® Offerings : End 2 End + Single Source



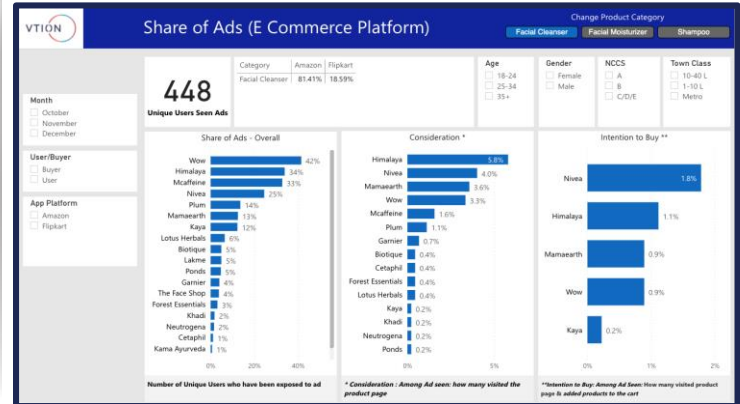
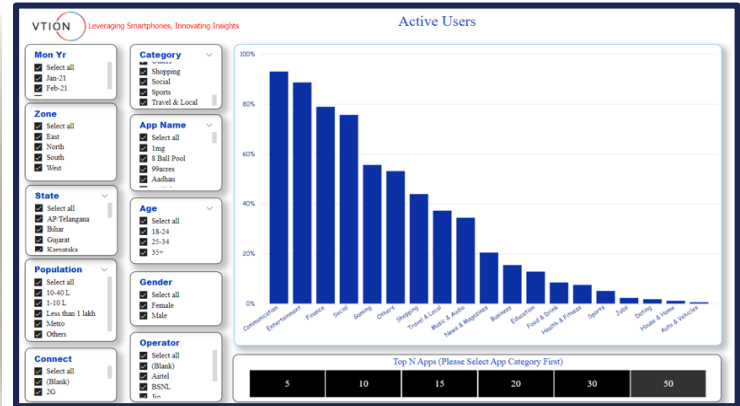
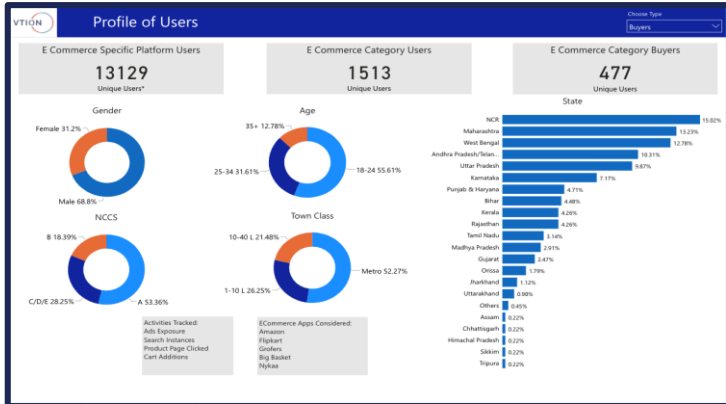
Apps Behaviour + Content Consumed + Advertisements Exposed + Products Bought





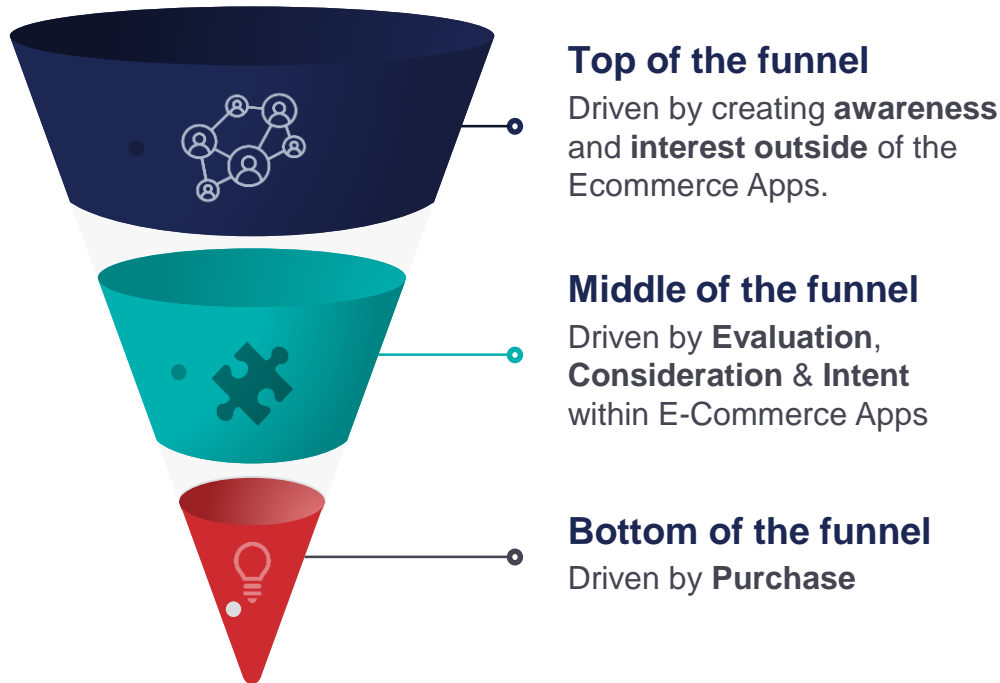
# VTION® Dashboards

Do It Yourself Serve Dashboards constructed to Industry standards



# Single Source End to End Path to Purchase Journeys

A Funnel Approach Analysis is Used for Ecommerce & Apps Usage



## Ecommerce

Ad Exposure on Social Media Apps  
Video & Audio OTT

Was the product **searched, clicked or exposed** on Ecomm Apps

Was product added to **cart**

## App Usage

Ad Exposure on Social Media Apps  
Video & Audio OTT

Was the App **downloaded** after exposure

Was the App **Used** after downloading and for **how long**

# Diversified Customers

Use Cases : Competition Mapping, Path to Purchase, Ad Effectiveness



## Seed Audience Monetisation



500 Mn plus impressions served via Dentsu DMC

**dentsu**  
**ÆGIS**  
network

Payments arm of  
Large Bank



Large DTH  
Company

78% higher  
awareness for  
mutual funds  
offering

8X higher quality  
leads for Tata  
Nexon, pioneer for  
India's EV  
segment

Campaign  
activated using  
client seat, 92%  
completion rates  
for 30 sec video

More than 20 brands having activated 70 plus campaigns in 12 months

## Digital Behaviour Dashboards



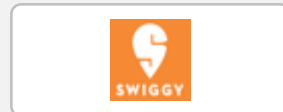
Apps Availability, Users, Usage & Cross Tabs



Ads  
Measurement



Ecommerce  
End to End



# Awards & Recognitions



Best Patent Application in 2018  
GOI + Ericsson + Assocham



Best use of Technology in MR Market Research  
Society of India



## 30 million adults tuned into audio OTT in October 2020: Kantar -VTION report

Affluent, younger and mature audiences are more engaged with OTT audio platform



Awards | Technology | 2 min read

# Dr. Lalit Kanodia Laureate Award for Technological Excellence 2020 awarded to VTION

Press Release  
Jan 25, 2021 6:44:53 PM

# Core Team



**Manoj Dawane**  
Founder & CEO

25 years of innovating & operating experience in tech, media and telecom  
MMS and Bachelors in Engineering from Mumbai University.



**Shailesh Varudkar**  
Chief Business Officer

23 years experience in Business Operations  
Demonstrated history of successfully setting up new ecosystems in mobility space



**Reshma Doshi**  
Head - Research & Analytics

Experienced research, analytics & project management consultant  
15 years of experience in the field of primary quantitative market research in the APAC region



**Shubham Saxena**  
Head - Product & Technology

12 years of experience in tech covering a range of domains from VLSI and IoT to media  
Bachelor of Technology from UP Technical University



**Taru Jain**  
Advisor - International Business

25 years+ in digital marketing/ e-businesses  
Ex-CEO. WPP's largest digital agency in Singapore  
Trainer, advisor to Kimberly-Clark on digital priorities and capability building since 2016



Leveraging Smartphones, Innovating Insights