

ITR 2023 FILING – “RELAX KARO, CLEARTAX KARO”

Use of Performance Marketing
[DIGITAL CAMPAIGN AWARDS]



CAMPAIGN OBJECTIVE

The campaign's primary goal was to alleviate the fear associated with income tax filing and promote ClearTax as the solution to **Do-It-Yourself**. It aimed to make ITR filing, including complex cases, easier for taxpayers.



PRIMARY GOALS

- ROI – 4.71
- Improve the Market Share in ITR2 and ITR3 Segment – from 1% to 3%



TARGET AUDIENCE

- Age Group Above 30
- Annual Income of Rs. 20 Lakhs and above
 - Active Investors



Of 6.67 Crores – 46% of ITR are filed using the online ITR utility

TARGET MARKET

Income Bracket	Number of Filers
Up to Rs 5 lakh	465 lakh
Rs 5 -Rs 10 lakh	110 lakh
Rs 10 -Rs 20 lakh	45 lakh
Rs 20 - Rs 50 lakh	19 lakh
Rs 50 lakh - Rs 1 crore	3.3 lakh
Rs 1 crore above	1.69 lakh

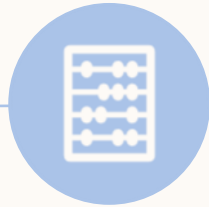


**// YOUR CUSTOMER PAIN
POINTS CAN BE YOUR
BIGGEST KEY TO GETTING
THE BUSINESS DEAL. //**

Richard Branson



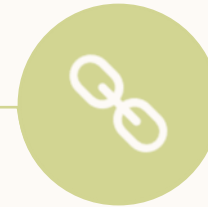
UNDERSTANDING THE PAIN POINTS



FEAR OF INCOME TAX FILING



COMPLEX TAX FILING USE CASES



TIME CONSTRAINTS



KEY CAMPAIGN MESSAGE

1. First Part of the Video – Communicating the Use Case
 - Stocks, Mutual Funds, Crypto and multiple other source of Income.
2. Mid Part of the Video –
 - Personifying the Fear of Filing Taxes with Bollywood’s BAD MAN – further inducing the fear element.
3. Last Part of the Video –
 - Introducing Cleartax which make Tax Filing easy in 3 Steps.
4. CTA
 - Plan Starts from Rs.249/- and “File Now” with a box for entering the PAN No. to start.



TARGETING



IN-MARKET AUDIENCE

- Stocks
- Investing Apps
- Mutual Funds
- Bonds
- Crypto



TOPICS

- Financial News
- Tax Planning
- Tax Saving
- Stock Traders and Tips



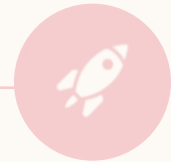
KEYWORDS

- ITR Filings
- Keywords with filing intent
- ITR 2 and ITR 3
- Keywords
- Cleartax brand keywords



PLACEMENT

- Financial New App
- YT Channels with Stocks, Crypto Content

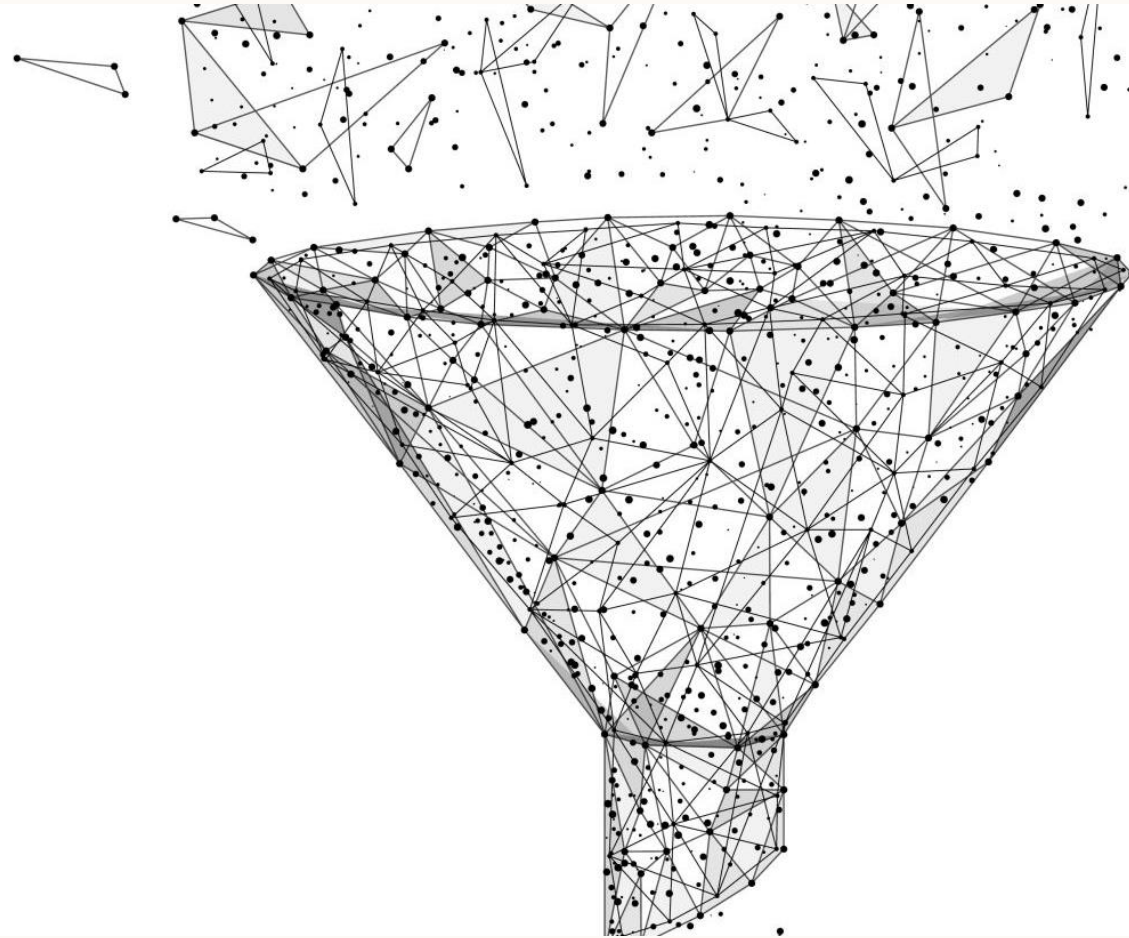


LOOKALIKE

- ITR 2 & 3
- ITR 2 & 3
- Lookalike
- Au



FUNNEL STRATEGY



FUNNEL STRATEGY

Top of the Funnel - Building Brand & ITR 2 & 3 - Online Filing Awareness

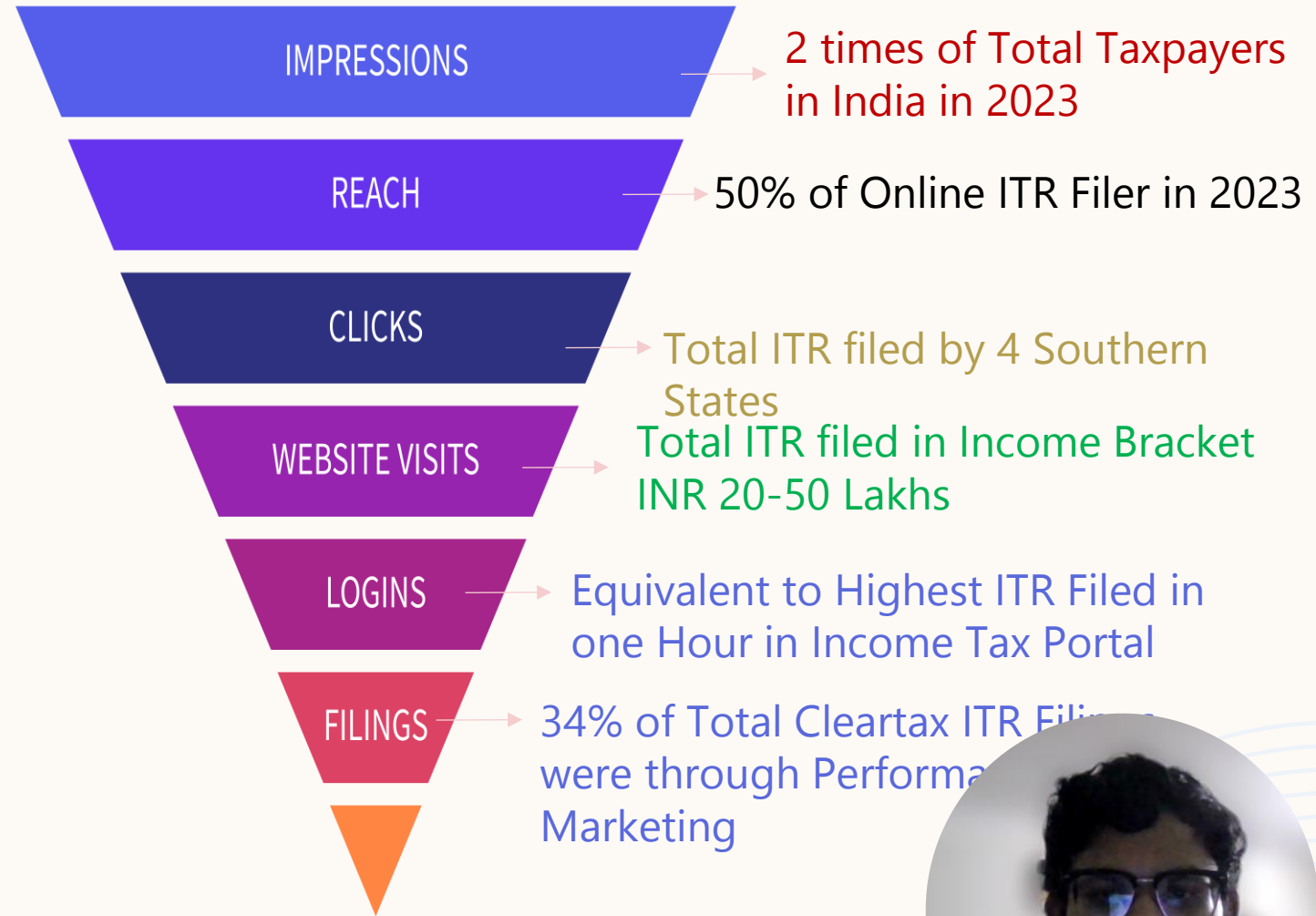
- 30 Sec - Brand Video focusing on the Key USP of Ease of filing with Cleartax (in 3 Mins) & alleviating Fear of Self Filing a complex ITR Filing.

Middle of the Funnel - Driving Brand Recall and enabling Sign Ups

- 10 Sec - Short Videos Driving 3 Key Messages with High frequency follow ups

Bottom of the funnel - Driving ITR Filings and ROI

- Search Campaigns.
- Display Retargeting
- Discovery
- Performance max



MEET OUR TEAM



DIVNAY BHUTRA S

Performance & Digital
Marketing Lead



CALVIN ABEL

Marketing Executive



ROHINI KUMAR

Marketing Manager



SHILPA

Com



SUMMARY

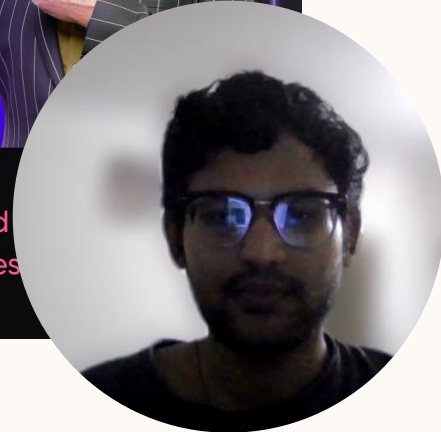
- **Achieved 262% of planned Revenue at 24% lower ROI from the planned ROI.**
- **"1.5% of India Filed who filed online filed through Cleartax and 5% of ITR 2 and ITR 3 Indian taxpayers filed with ClearTax."**

cleartax

RelaxKaroCleartaxKaro

Time is running out
File ITR before
it's too late

File before 31st July 2023: Avoid
Late Fees, Penalties, Tax Notices



THANK YOU

