



Smart Scale and Performance Push: Airtel Broadband's Strategic Campaign for Growth

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Client Goals



20% Increase in Activations

Increasing business scale
across regions



25% Reduction in CAC

Bring in cost efficiency while
effectively scaling up
activations

Market Landscape

Broadband market facing intense
competition from both national
and regional players

Rapidly evolving consumer
demand driven by OTT adoption,
online gaming, remote work, and
e-learning.

Target Focus Groups

Geo Segmented Approach

Defined Performance
Metrics for Success

Existing Challenges Demanded Precision Solutions



1. Executing a high-scale, performance-led campaign for Airtel Broadband came with critical challenges
2. Each challenge was systematically addressed to unlock scale, efficiency, and measurable impact.

01

Attribution Gaps

Offline Conversion Import for activation-led optimisation

02

Feasibility Constraints

Lead scoring & geo-targeting to exclude low-service zones

03

Keyword Scale & Quality

Generic/competitor expansion, search partner exclusion

Targeting high-intent users with data-powered precision



Audience-Centric Channel Strategy

Mapped unique journeys for each TG segment to maximise precision & reach



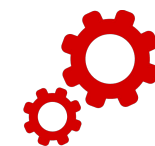
Value-Based Bidding on Google Pmax

Shifted from volume-led to value-led acquisition.



Hybrid Keyword Strategy in Search

A dual-match structure (Exact + Broad Match) combined high-intent targeting



Multi-Funnel Optimisation

Offline activation data fed back to focus on high-feasibility leads and bottom-funnel events

Personalization at Scale & Real-Time Optimization

Messaging

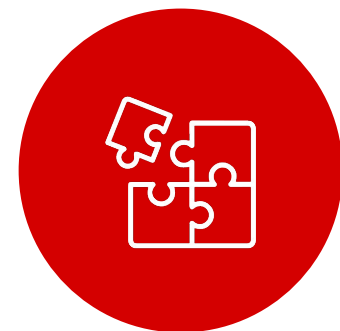
TG-Specific
g Messaging via varied
creatives



The campaign's messaging was tailored to each target cohort's needs, motivations, and digital behavior, including OTT seekers, gamers, WFH professionals, etc.

Geographical

Focus
Level
Alignment &
Localization



Specific messaging and offers were crafted for specific regions (Kerala, Gujarat, Punjab, West Bengal, etc.) to match local price points and infrastructure feasibility.

Feedback Loop

Performance
Integration & Feedback
Loop



Offline Conversion Data was used to optimize for high-activation audiences, with campaigns dynamically adapted basis funnel metrics like feasibility, L2A & CAC.

Results

+52%

**Customer
Activations**

-35%

**Customer
Activation Cost**

1. Shifted from volume-first to audience-first targeting, using VBB & OCI to focus on high-value users.
2. Transition from fragmented geo-specific campaigns to centralized Pan-India Structure, boosted budget efficiency & accelerated platform learning.
3. Continuous optimization via close coordination across media, Martech, and sales teams → sustained ROI and market share growth.

