Defy The Norms.
VIDEO INTELLIGENCE

DEFY THE NORMS INTELLIGENCE

ABOUT VIDEO INTELLIGENCE . EXPERTISE . DATA POOL

The only cross-platform video intelligence platform in India & APAC built to track and measure online video viewership

WHAT WE DO

SMARTER UNDERSTANDING | SHARPER TARGETING

- DFN Intelligence is an all-in-one video intelligence platform for advertisers & content creators to understand their audience better & boost digital video performance.
- Provides insights into the viewership habits of their target audience, understand viewers' consumption as well as engagement.
- Machine-learning technology tracks large amounts of video viewership & search data which helps to advertisers in better decision making.

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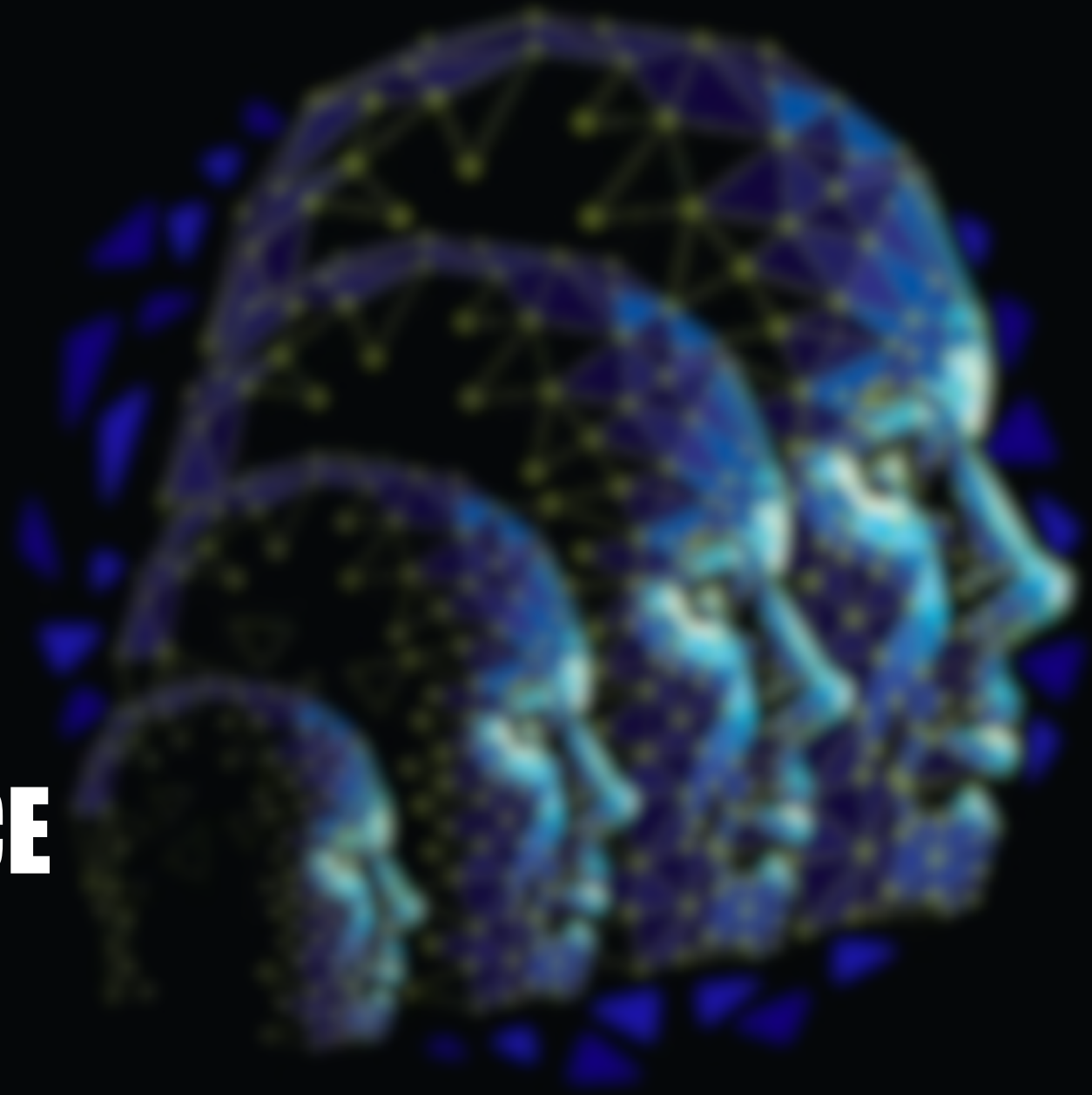
BRAND INTELLIGENCE TOOL



DEFY THE NORMS BRAND TOOL

START LEVERAGING THE POWER OF VIDEO INTELLIGENCE

1. Actionable cross-platform video insights and optimization for organic growth
2. Industry insights on online video
3. Trending videos, categories and topics
4. Competitor Intelligence
5. Influencer / Creator connect
6. Video ads intelligence
7. Live command center screen generator
8. Branded content measurement

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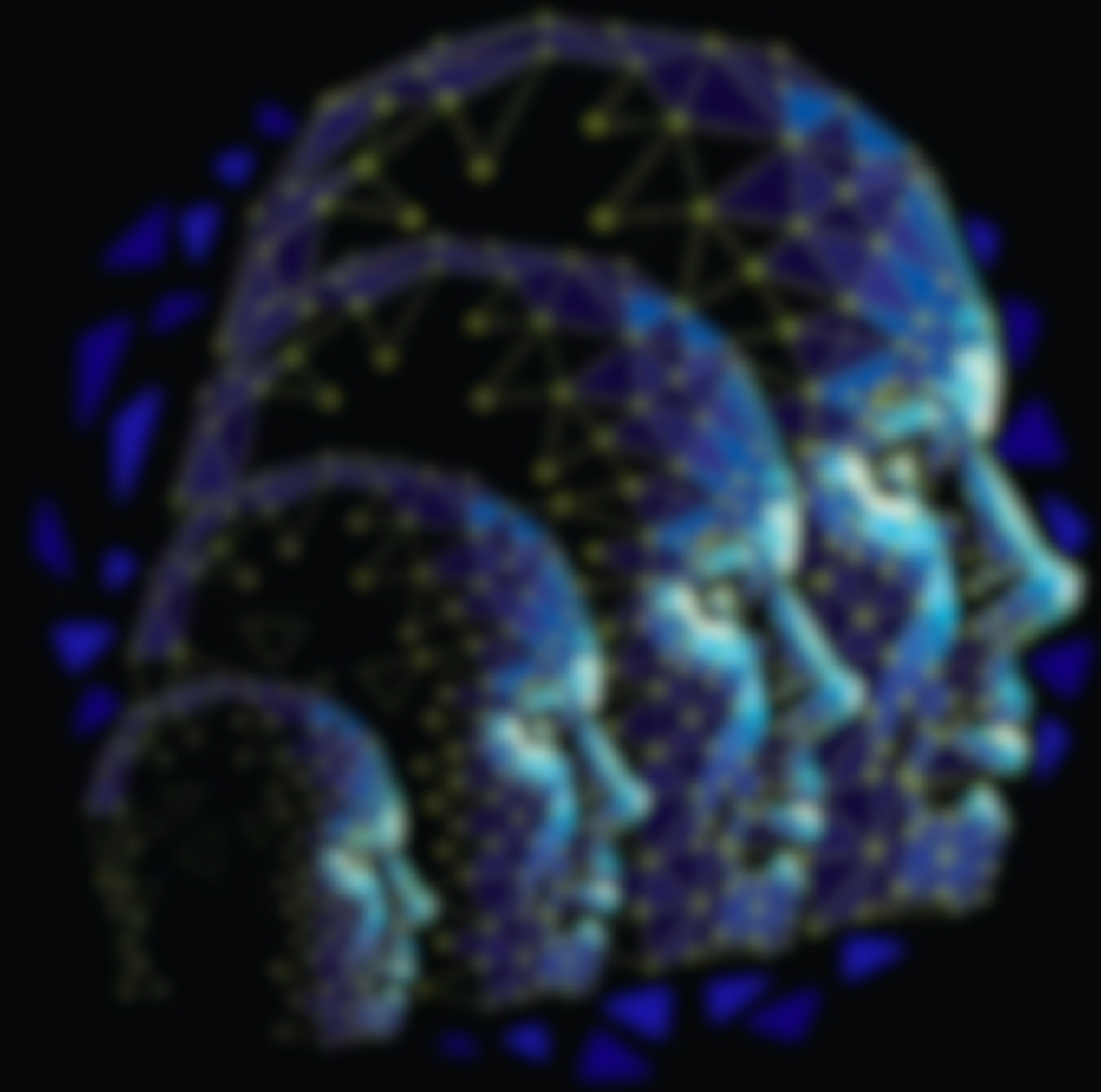
VIDEO SEO



VIDEO SEO

FOR ORGANIC TRACTION OF YOUR VIDEO CONTENT

MAXIMIZE ORGANIC VIEWS & REACH

▶

MACHINE-LEARNING POWERFUL METADATA ANALYSIS

▶

SIMPLIFIED MANAGEMENT & EXECUTION

DATA CRUNCHED DAILY

250M+ Videos **10B+** Online Video Views **1M+** YouTube Searches **500M+** Audience Data

VIDEO SEO PROCESS

FOR ORGANIC TRACTION OF YOUR VIDEO CONTENT

Sign up on Dashboard

Tag generation through machine-learning

Constant optimization of titles, description and tags

OUTPUT

Videos rank better on YouTube

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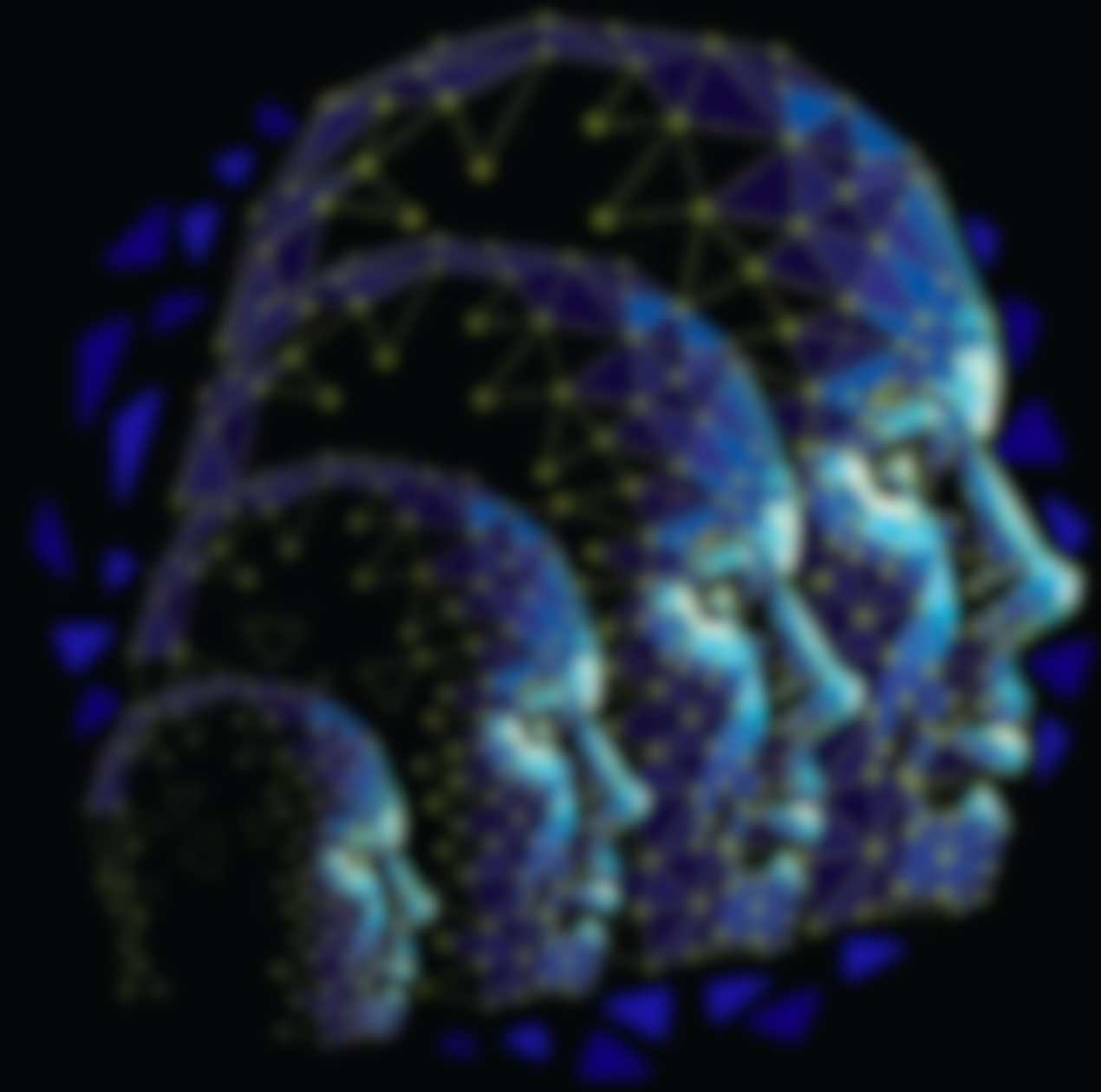
MEDIA PLANNING



MEDIA PLANNING

IMPLEMENT SHARP TARGETING BASED ON AUDIENCE BEHAVIOUR

Highly Targeted Video Planning	Optimized Results	Better Conversions
Precise Remarketing	Measurable	Cost Effective

MEDIA PLANNING

IMPLEMENT SHARP TARGETING BASED ON AUDIENCE BEHAVIOUR

- Understanding the TG viewership behavior
- Content that they like the most
- Genres that they are interested in
- Getting insights around what videos & channels does the TG engage with

USING PROPRIETARY DFN INTELLIGENCE

- Identifying interests & affinity that resonates with audience
- Search keywords related to the content
- Identifying Thumbnail that get people to click
- Targeting the channels & videos (based on data) that the TG is most interested in
- Setting the CPV to most optimum bid

- Optimizing CPV to deliver more than estimated
- Running the ad as a mix of In Display & In Stream so that there is good engagement too other than views

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CONTENT
CREATION

CONTENT CREATION STRENGTHS

GET INSIGHTS TO CREATE CONTENT THAT WILL ADD VALUE TO YOUR BUSINESS

DFN	+	CREATOR

- DIY / Life Hacks videos being watched by TG
- Best practices for maximizing viewership
- Access to trending DIY videos

- In-house / pre-set connections with post production facilities with Chroma & live set
- Team of creative professionals
- Extensive network of channels available for promotion

PROCESS AND TIMELINES

AN OVERVIEW OF A TYPICAL CONTENT CREATION PROCESS

PROCESS	Identification of relevant videos being watched by TG	Finalize content categories based on DFN intelligence + business needs	Finalize video topics under each category	Research DIY projects + finalize scripts	Video production shoot	Post Production starts
RESPONSIBILITIS	DFN	DFN/BRAND	DFN/BRAND/ CREATOR	DFN/BRAND/ CREATOR	CREATOR	CREATOR
DURATION	5 DAYS	3 DAYS	5 DAYS	10 DAYS	7 DAYS	4 DAYS

**Will be decided as per final scope*

CONTENT CREATION DELIVERABLES

KPIs OF CONTENT CREATION SERVICES

- Data intelligence & content strategy
- Script
- Talent
- Pre-production
- Post-production
- Basic packaging with brand logo

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BRAND SERVICES

BRAND SOLUTIOS

FOR BETTER BRANDING ROI

Audience Insights

Content Insights

Sharper Video Media Planning

Keyword Ranking for Videos

YT Channel & Video Optimisation

AUDIENCE INSIGHTS

GET YOUR TG UNDERSTANDING ON

Video Watching behavior across genres or specific to a type of content (e.g. Fashion)

Key video content influencers for each age group

Geographical behavior and patterns (based on estimates & assumptions)

Audience Profile (most active day, maximum engagement time, cross-category consumption patterns etc.)

YouTube search trends – keywords, volume, related topics, videos related to a keyword

SAMPLE TG INSIGHT

GET DETAILED INSIGHT ABOUT YOUR TG

Favorite Genres

- Entertainment
- People & Blogs
- Science & Technology
- Film & Animation
- Education
- Music

Channels They Watch

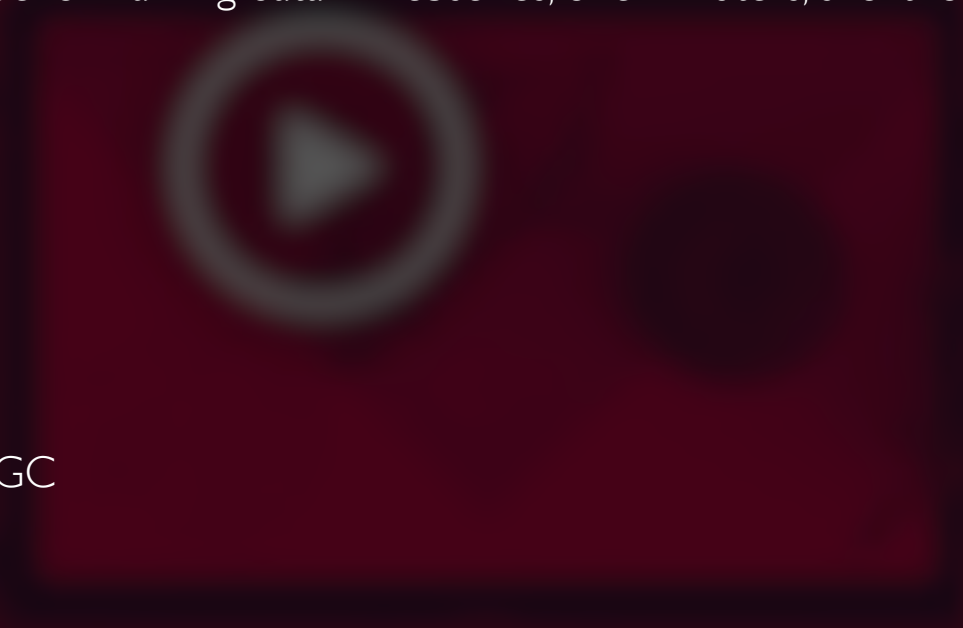
- SET India
- Technical Guruji
- Eros Now
- YRF
- T-Series
- Billi 4 You
- HISTORY TV18

Video Topics They Engage

- Movie Trailers
- Recipes
- Gadget Reviews
- Bollywood Songs
- Webseries

CONTENT INSIGHT

GET DETAILED CONTENT INSIGHT ABOUT YOUR TG



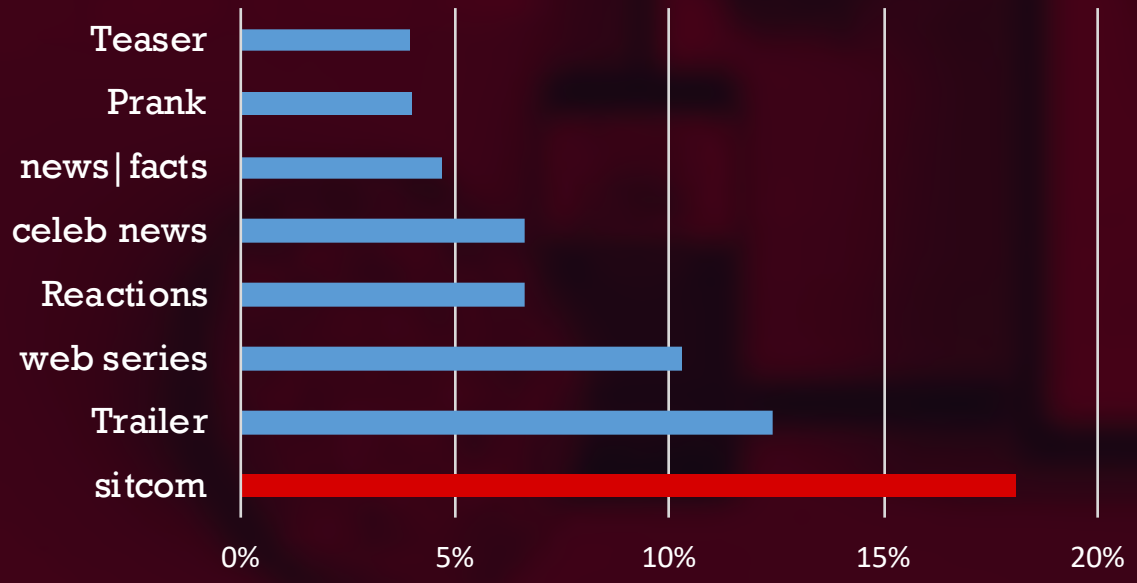
- Online video content patterns across platforms
- Performance of different types of content with benchmarking data - Webseries, one minuters, short form, long form
- View-through rates / audience retention
- Most viewed / engaged content in a category
- Top channels viewed in any category
- Performance of content created by brand v/s UGC
- Trending videos – Present & Historical
- Regional content analysis

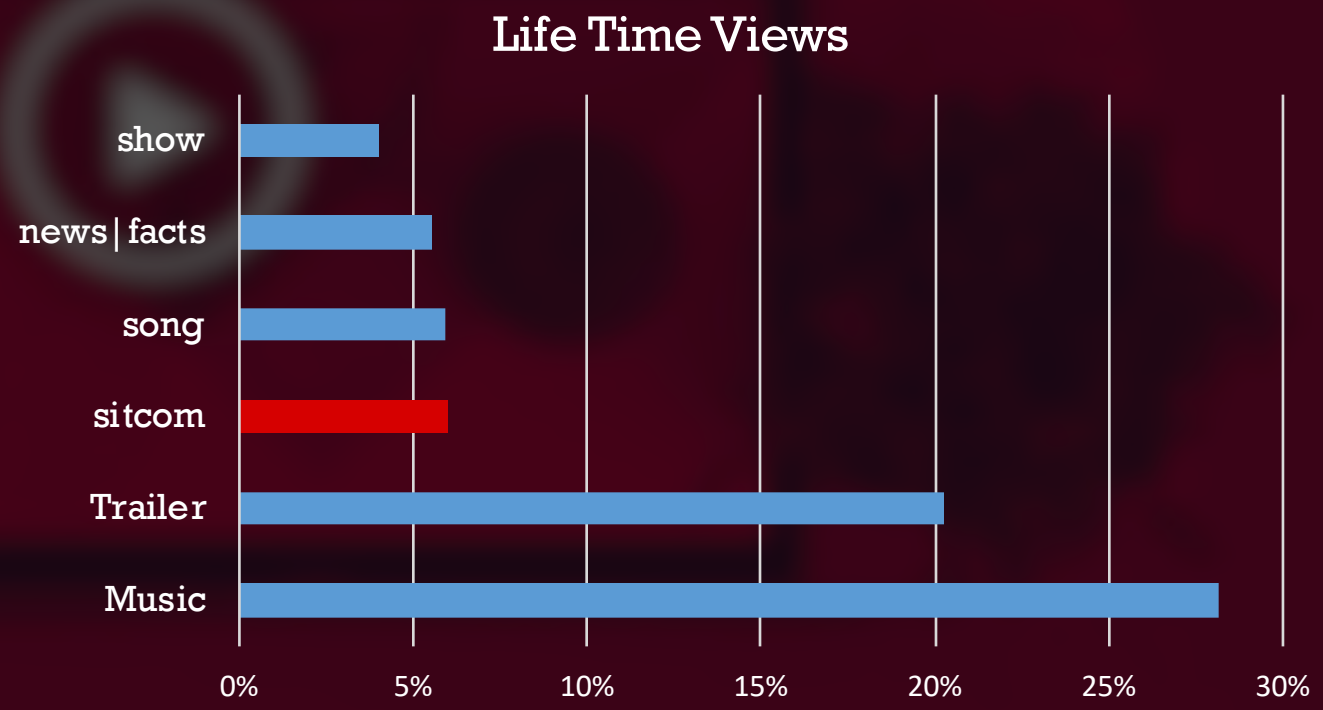
SAMPLE CONTENT INSIGHT

GET DETAILED CONTENT INSIGHT ABOUT YOUR TG

Metric	Sitcom
Engagement	21,160
Views	153M

Sitcoms & Web Series are highly engaging and most viewed forms of content for the TG





SHARPER VIDEO MEDIA PLANNING

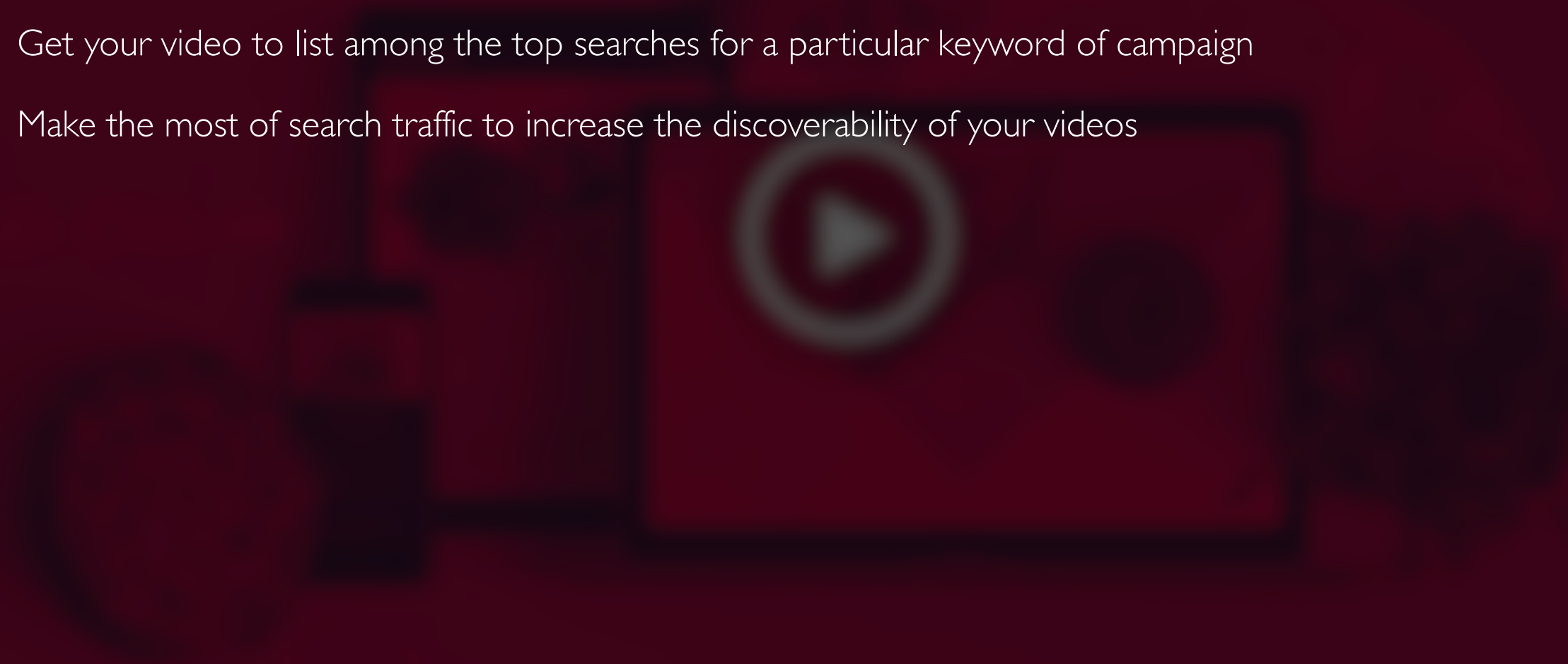
GET DETAILED CONTENT INSIGHT ABOUT YOUR TG

- Search based campaigns targeting relevant audiences, to increase reach.
- Pre roll and Mid roll campaigns targeting influencers to boost brand re-call
- Intelligent targeting on keyword, user, demography, channel & video level.

KEYWORD RANKINGS FOR VIDEOS

INDEPTH & RELEVANT KEYWORDS FOR YOUR VIDEOS

- Get your video to list among the top searches for a particular keyword of campaign
- Make the most of search traffic to increase the discoverability of your videos



YOUTUBE CHANNEL & VIDEO OPTIMIZATION

USE DFN'S MACHINE LEARNING & AI TO TAKE THE GUESSWORK OUT OF OPTIMIZATION

- Find the best day to upload your videos for maximum engagement
- Complete reporting of metrics and success parameters
- Identify the best tags in your videos and use our intelligent recommendations to get list of tag suggestions to increase organic traffic.
- Analyze effectiveness of your Title, Tags & Description and know how much watch time they generate

ACTIVITIES UNDERTAKEN FOR BRANDS

USE DFN'S MACHINE LEARNING & AI TO TAKE THE GUESSWORK OUT OF OPTIMIZATION

- Video Metadata (Title, Description, Tags) Optimization
- Updating Annotations
- Info Cards
- Sharing on multiple social platforms
- Image Sharing
- SEO Bookmarking
- Blog post and sharing
- Reporting

Defy The Norms.

CUSTOM REPORTS

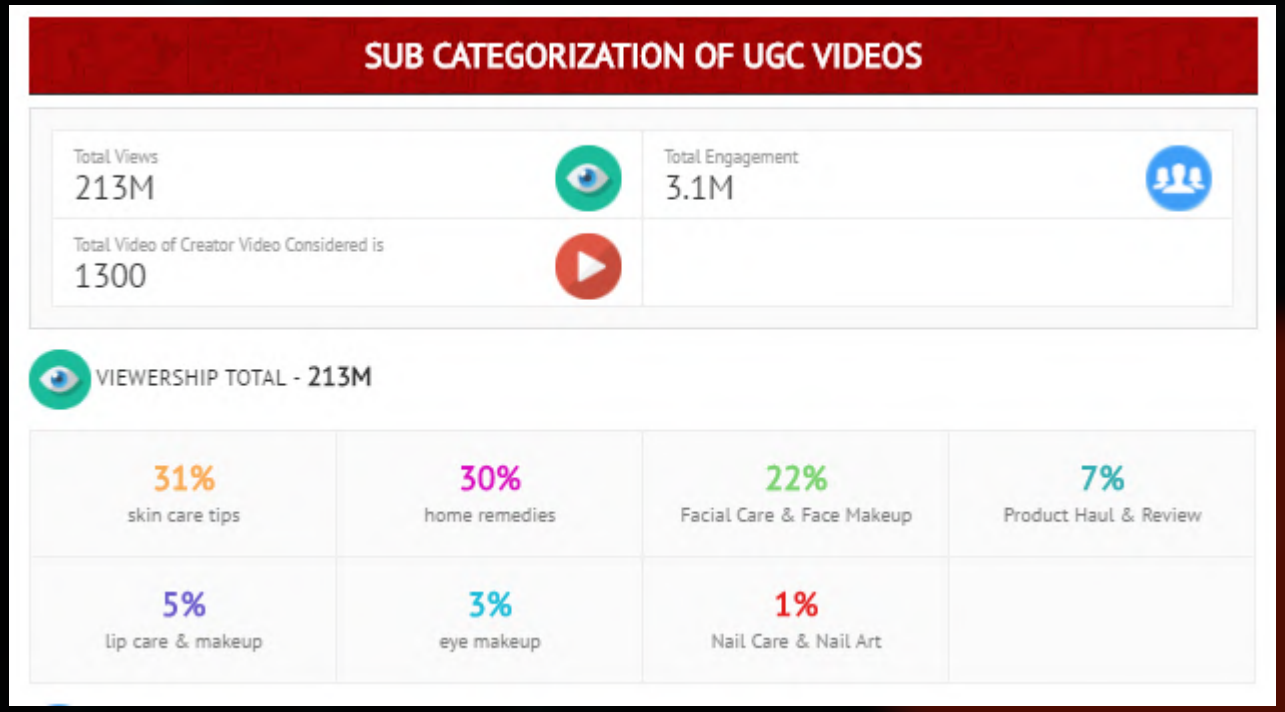
CONTENT INSIGHTS PROCESS

Define universe of videos to be analysed based on carefully selected metrics

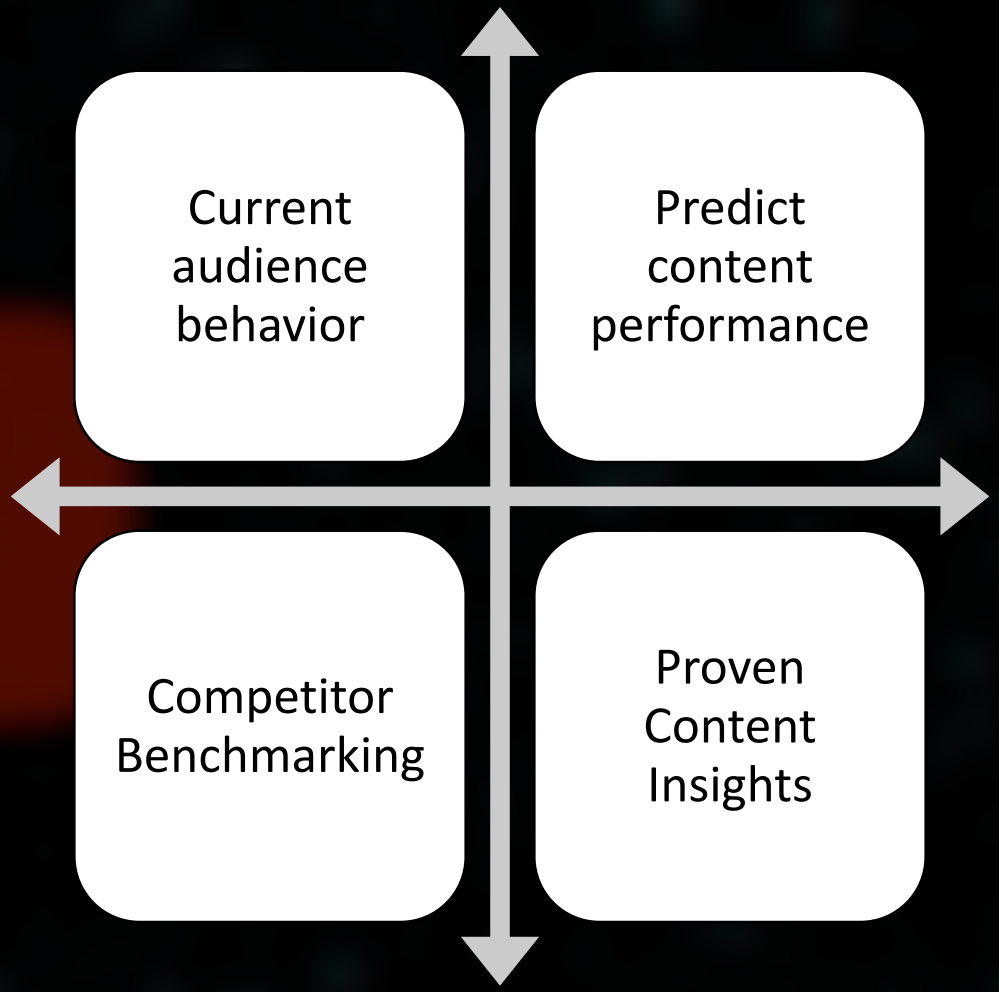
Analyse performance & content topic

Identify content creation & improvement pointers

SAMPLE DATA: CONTENT ANALYSIS



Skin care tips and home remedies garner the maximum views in UGC videos in Makeup & Beauty



Please Note: This is sample data intended to show content analysis. Do not reproduce without permission

AUDIENCE INSIGHTS PROCESS

Define Target Persona

- Develop a user persona with interests
- Understand content that they like the most
- Genres that they are interested in
- Videos they like to watch

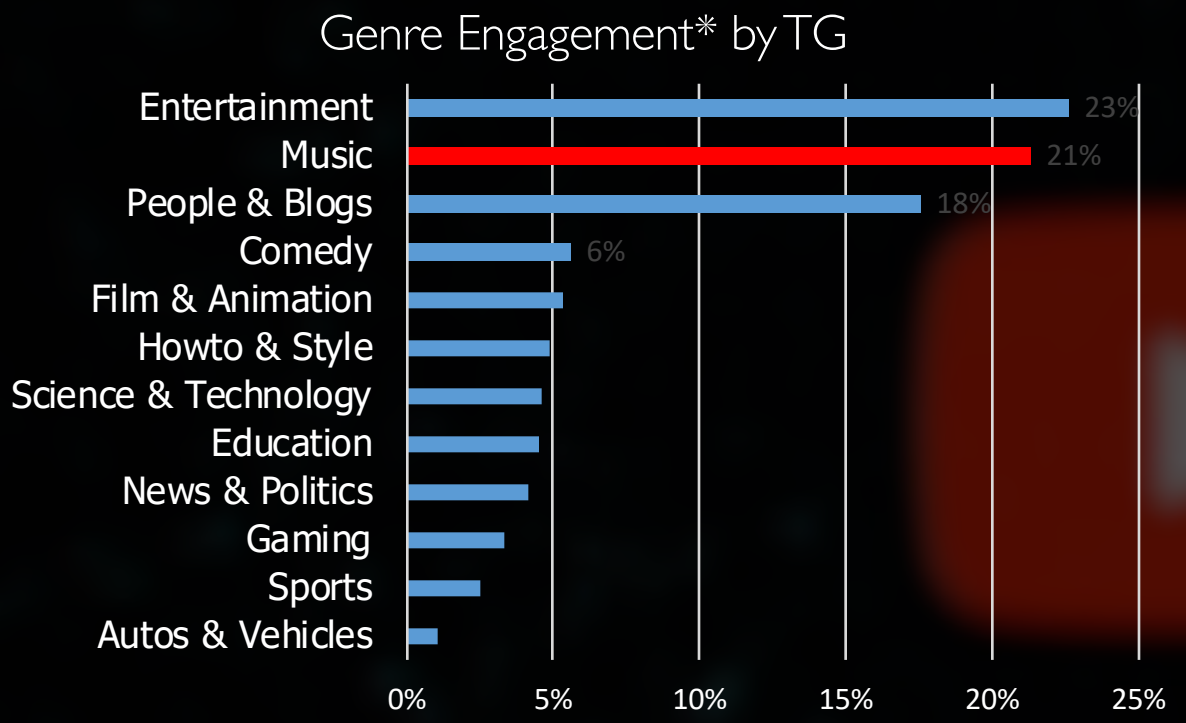
Analysis

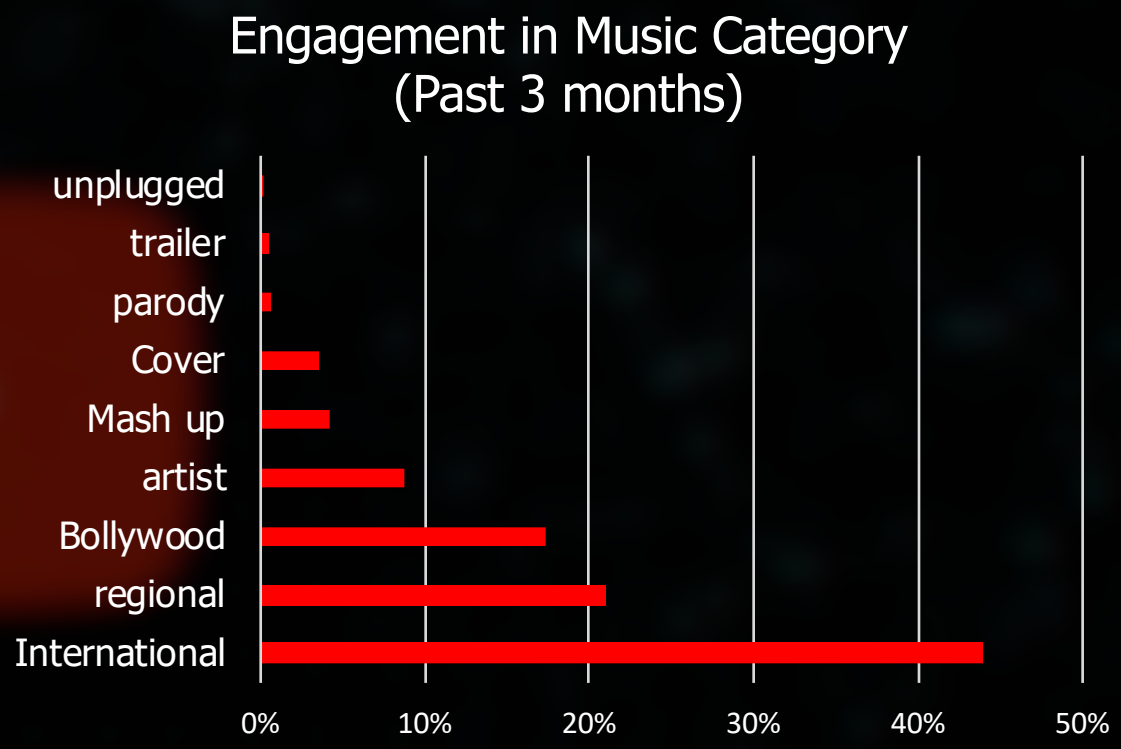
- Dissect videos watch to understand interests better
- Identifying Interests & affinity that resonates with audience
- Search keywords related to the content

Output

- Actionable insights of definite audience patterns
- Best day to upload content
- Top influencers

Sample Data: Audience Affinity Data





Engagement* from the above genres is 14 Million

Please Note: This is sample data intended to show audience behavior patterns. Do not reproduce without permission

CASE STUDIES

About The Client

- HISTORY TV18 is India's leading infotainment channel with a wide variety of shows,
  documentaries and docudramas
- OMG! Yeh Mera India, which informs about amazing Indian feats and treasures with a hint of humor, became an instant hit among the audience of all age groups.
- Foreign shows from HISTORY TV like Pawn Stars, Ancient Aliens, Leepu & Pitbull, etc. are already a hit globally.

Objectives

Objective 1

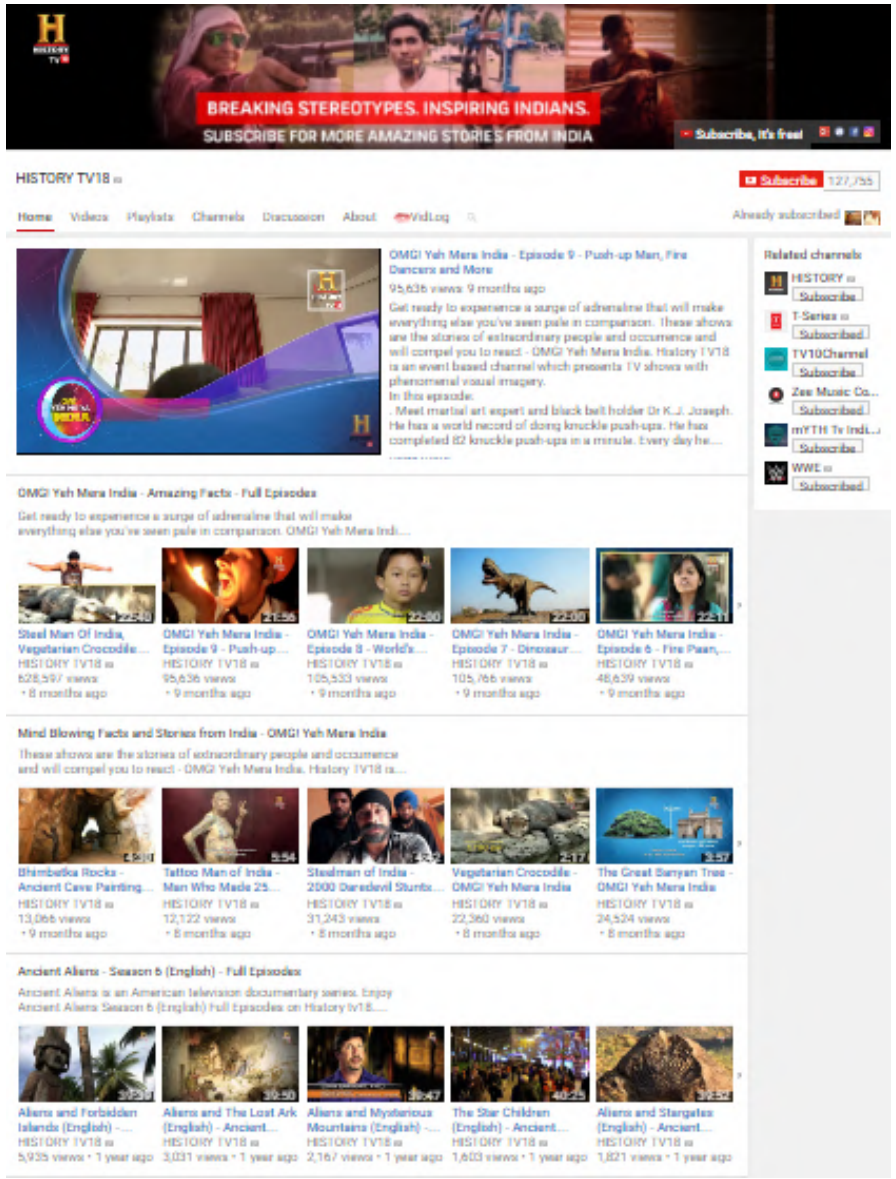
Drive sustained organic views

Objective 2

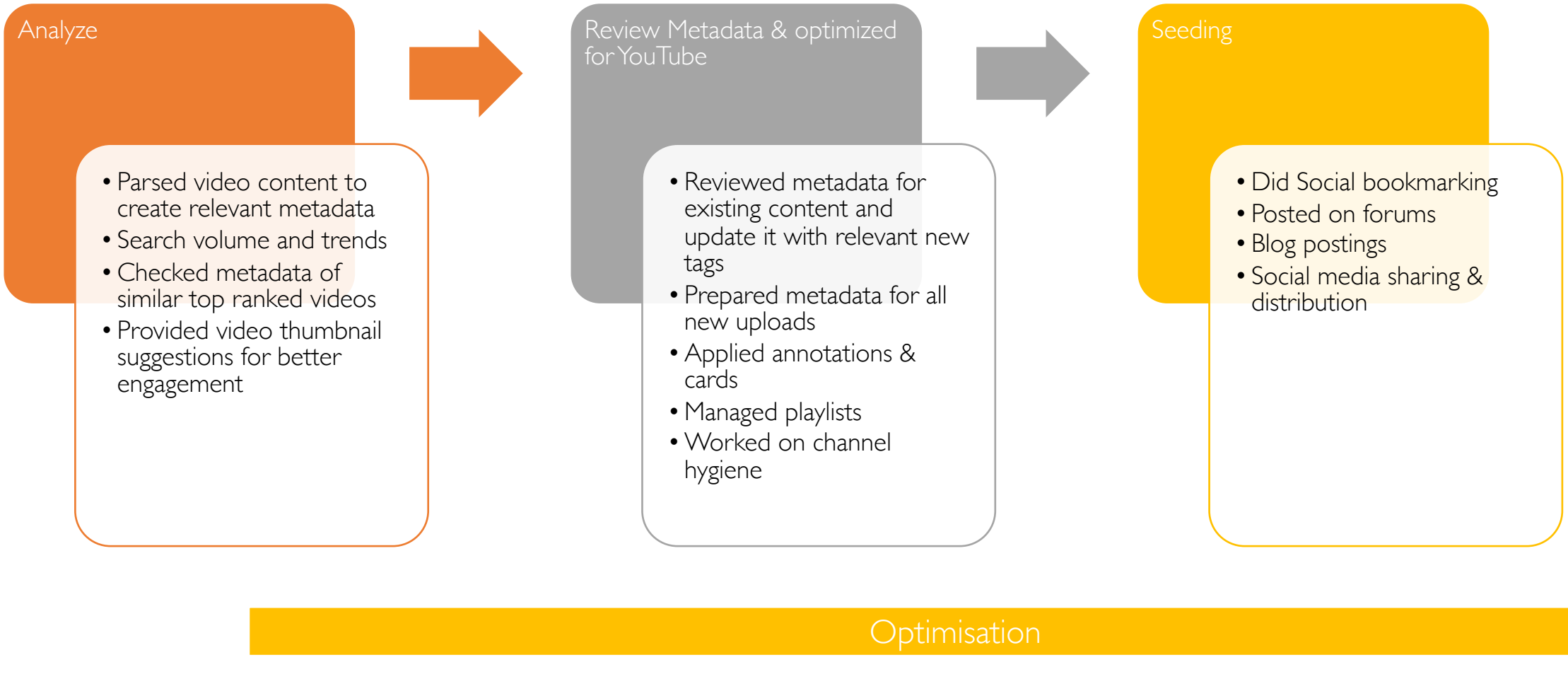
Help the channel get more Subscribers

Project Overview

- YouTube Optimisation of the HISTORY TV18 channel and videos to make the viewership and subscription grow faster
- Joined DFN in April, 2016, the channel has made massive increments in their audience reach
- The online success of OMG! Yeh Mera India has made the client come up with Season 2



The Strategy

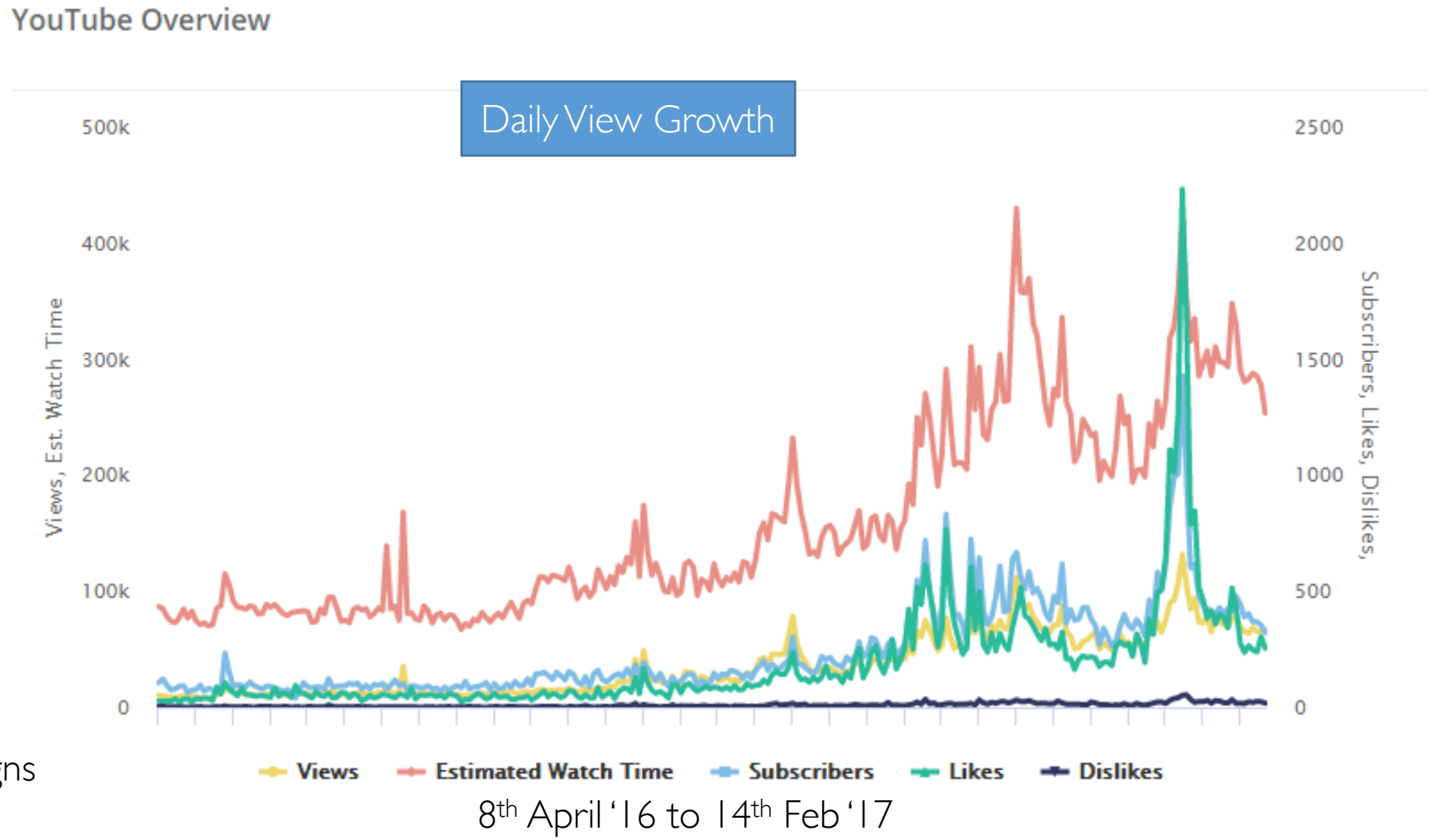


Channel Performance Analysis

Helped the channel get an exceptional growth on YouTube

Views, Watch-Time, Subscribers and Engagement has increased proportionately

Note: There were no ad campaigns run during this period



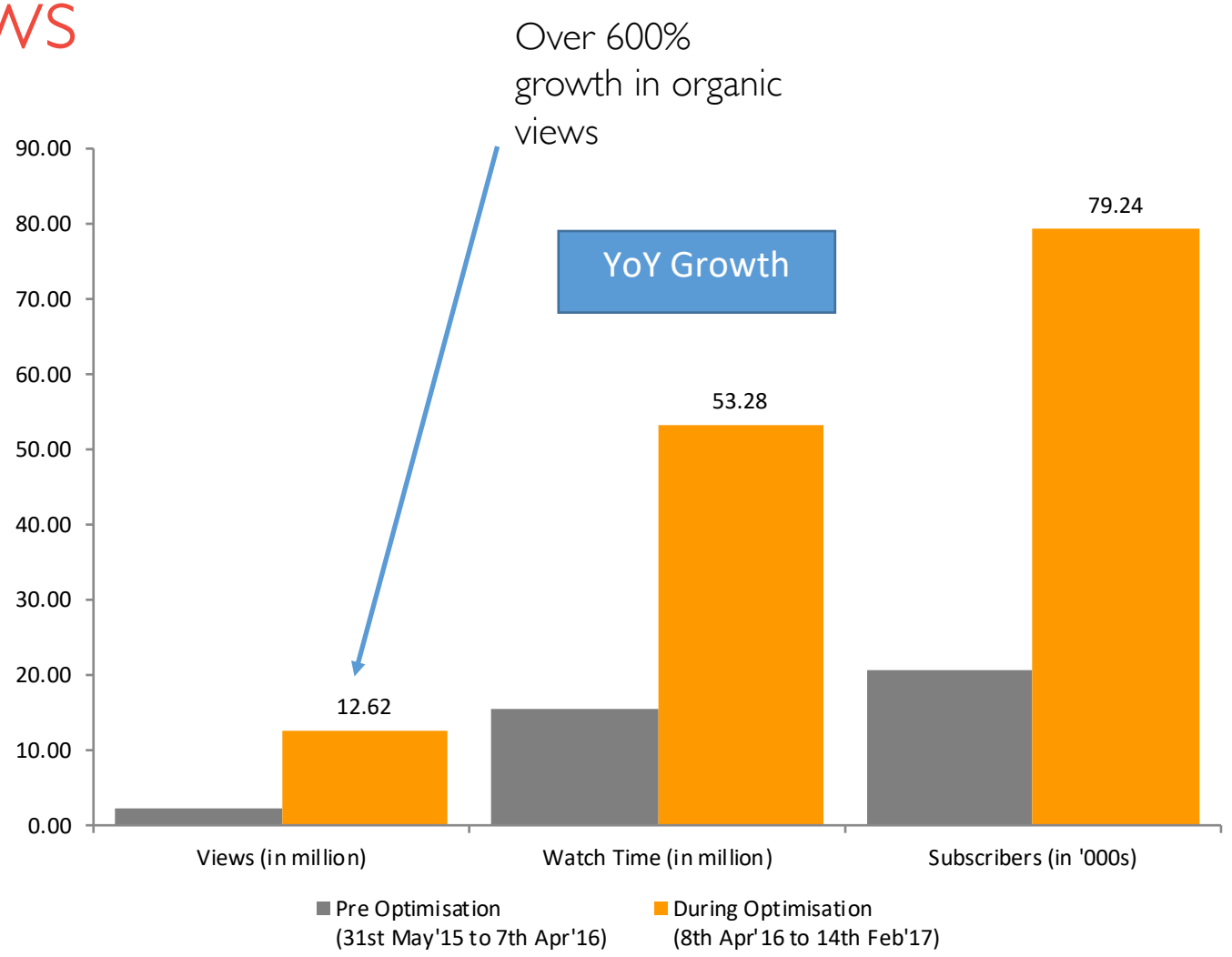
8th April '16 to 14th Feb '17

Results – Organic Views

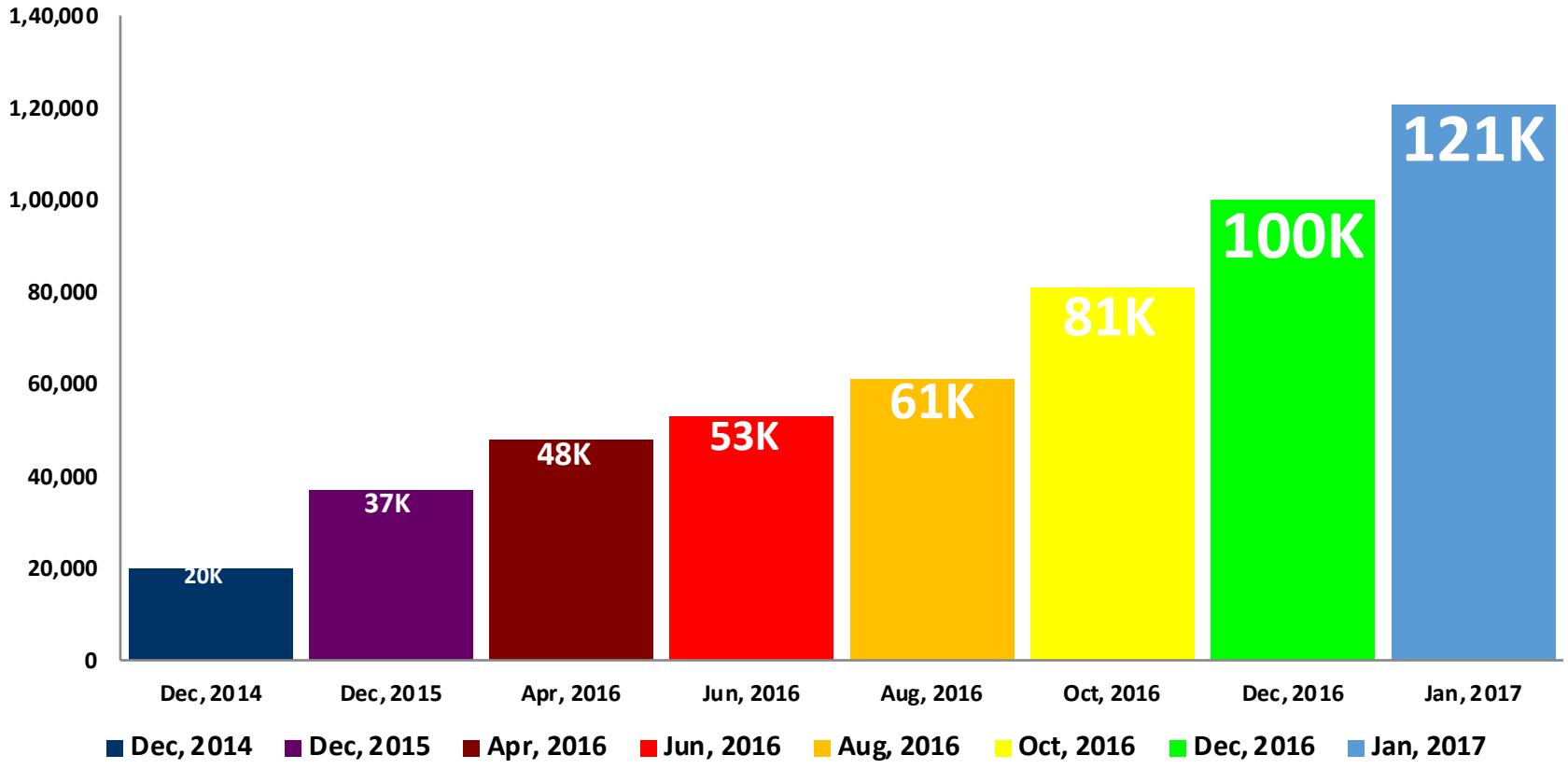
Daily Organic Views Before Optimisation (31 May'15 – 7 Apr'16) • 6,978

Daily Organic Views After Optimisation (7th Feb – 14th Feb) • 62,340

Metrics	Pre Optimisation (31st May'15 to 7th Apr'16)	During Optimisation (8th Apr'16 to 14th Feb'17)
Likes (in '000s)	6.20	60.00
Shares (in '000s)	4.54	51.89
Comments (in '000s)	0.65	3.24



Subscribers Growth on Channel



About The Client

- Pepsi is the drink of youngistaan, over 200 million people worldwide love it.
- Pepsi is ever-present on just about every social occasion.
- Pepsi has become a friend to youth and youth culture. Over generations, youngsters have grown up with Pepsi and have shared an emotional connect with it unlike with any other cola brand. Be it parties, hangouts with friends, or just another day at home, a day is never complete without the fizz of Pepsi!

Campaign

- During exams, there's only one mood on the campus - Exam Fear Mood. Pepsi wanted to shake things up with a unique mood vending machine with six different moods.
- Asking the college students to choose an Emoji Mood and then perform a surprise task and enjoy a chilled Pepsi bottle that matches the mood.

Objective

Organic Views

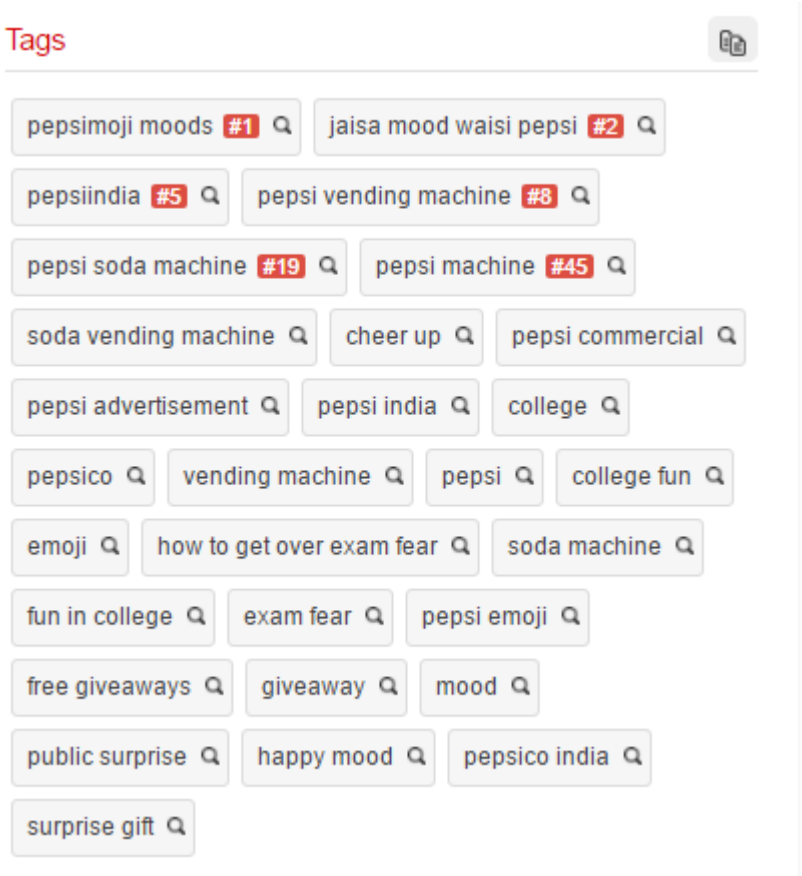
- Sustained organic views over one month

Keyword Ranking

- High ranking for selected keywords

Phase 1 - Analysis

- Analysed the video content to create relevant metadata
- Checked metadata of similar top ranked videos
- Provided video thumbnail suggestions for better engagement
- Optimised channel for video cards and annotations



Phase 2 – Metadata Optimisation

Tags Analysis (Used Tags)

Tag Name	View	Watch Time	YT Rank
college fun	0 (0%)	0	50+
mood	14 (0%)	8	50+
jaisa mood waisi pepsi	0 (0%)	0	2
pepsimoji moods	0 (0%)	0	1
pepsiindia	22 (0%)	31	5
pepsico india	0 (0%)	0	50+
pepsico	0 (0%)	0	50+

Identified non-performing tags

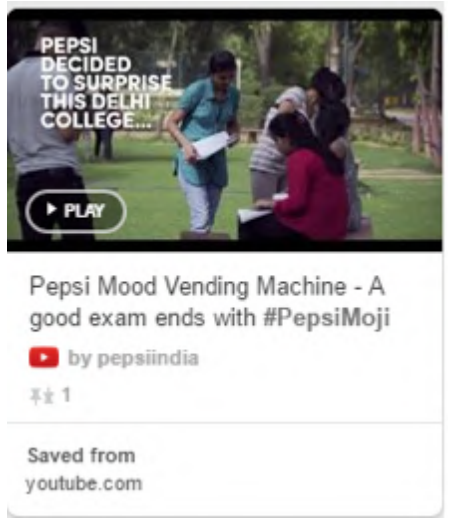
Incorporated suggested tags that are driving traffic through search and discovery

Vidooly Suggested Tags

Tag Name	View	Watch Time	YT Rank
how to make pepsi vending machine	12 (0%)	9	29
#pepsimoji	11 (0%)	17	50+
pepsi delhi college	10 (0%)	14	1
pepsi surprise	10 (0%)	12	9
pepsi ad vending machine	10 (0%)	13	2
how to make a pepsi vending machine	9 (0%)	11	33
pepsi college ad	9 (0%)	16	2

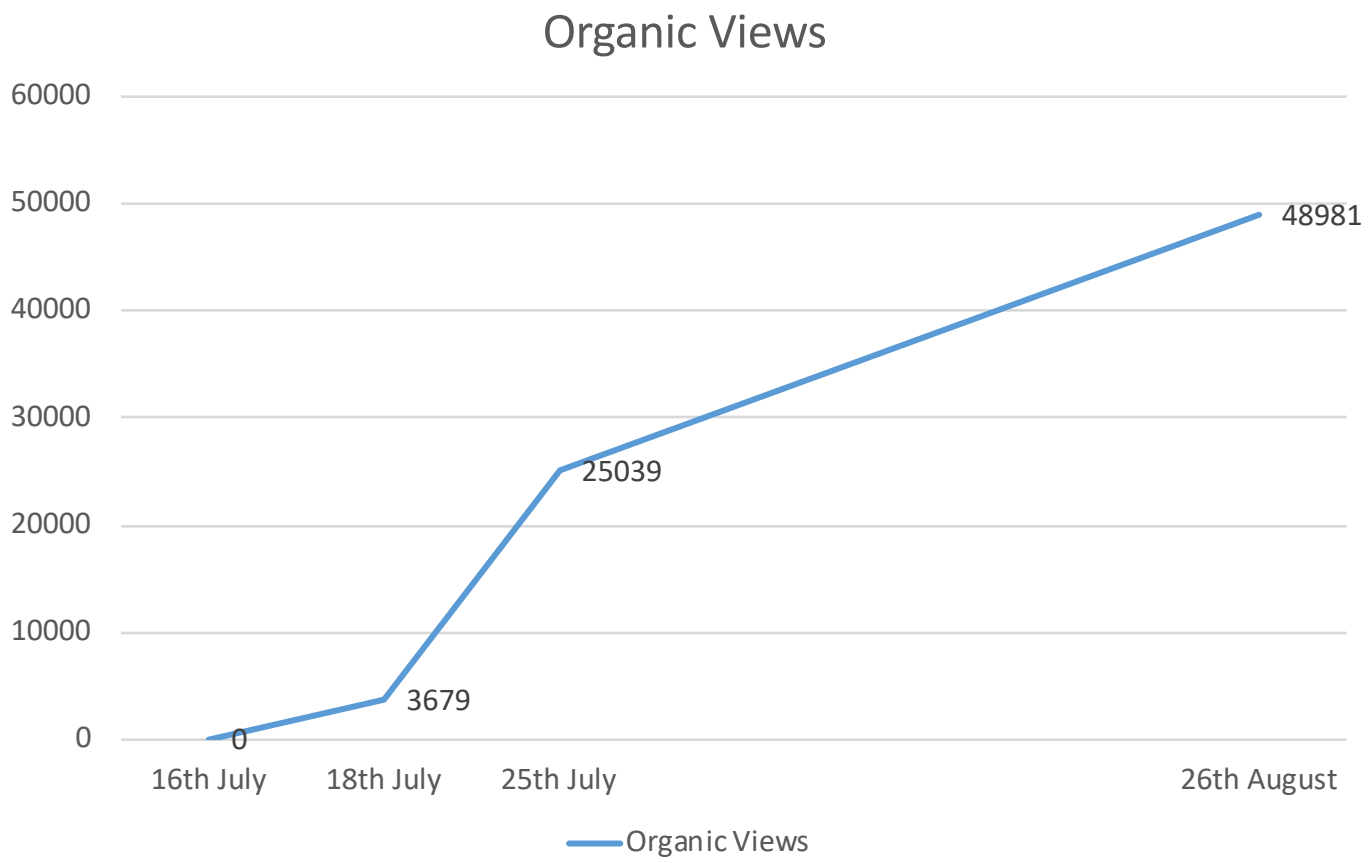
Phase 3 - Seeding

- Shared video across blogs, forums, social bookmarks



Results - Views

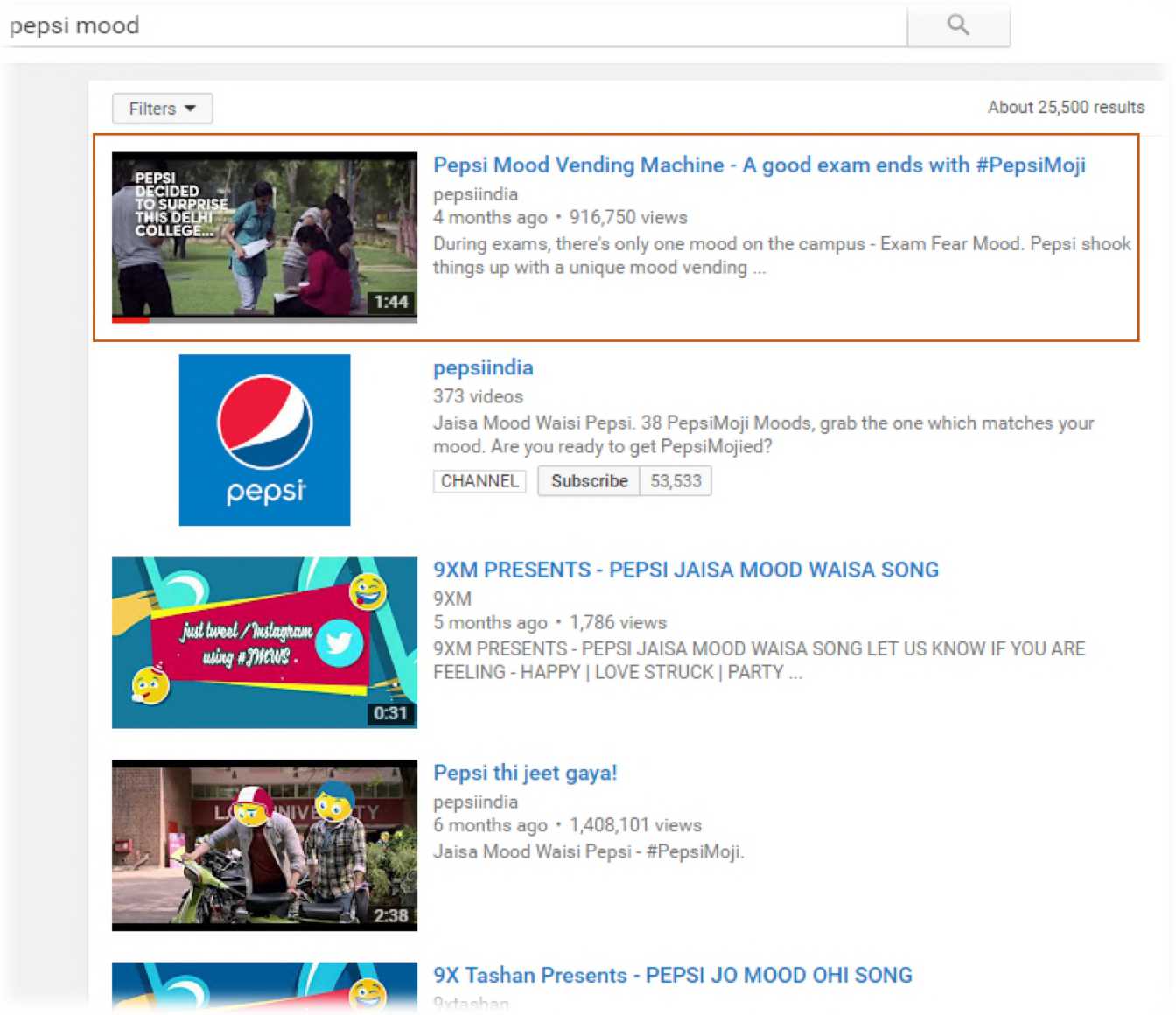
16th July-21st Aug
Total Organic Viewership Delivered: 48,981
Total Engagement: 579
Subscriber Gain: 15



Note: Engagement includes Likes, Dislikes, Facebook Shares, Twitter and Google plus

Results - Ranking

- Ranked 1st on keyword Pepsi mood
- Ranked 2nd on keyword Pepsi College Ad
- Ranked 5th on keyword pepsiindia



Results – Ranking – Full list

Keywords	Ranking
Pepsimoji moods	1
Pepsi mood	1
Mood vending machine	1
pepsi ad vending machine	2
pepsi college ad	2
jaisa mood waisi pepsi	2
pepsimoji	3
pepsiindia	5
vending machine pepsi	8
pepsi surprise	9
pepsi vending machine commercial	9

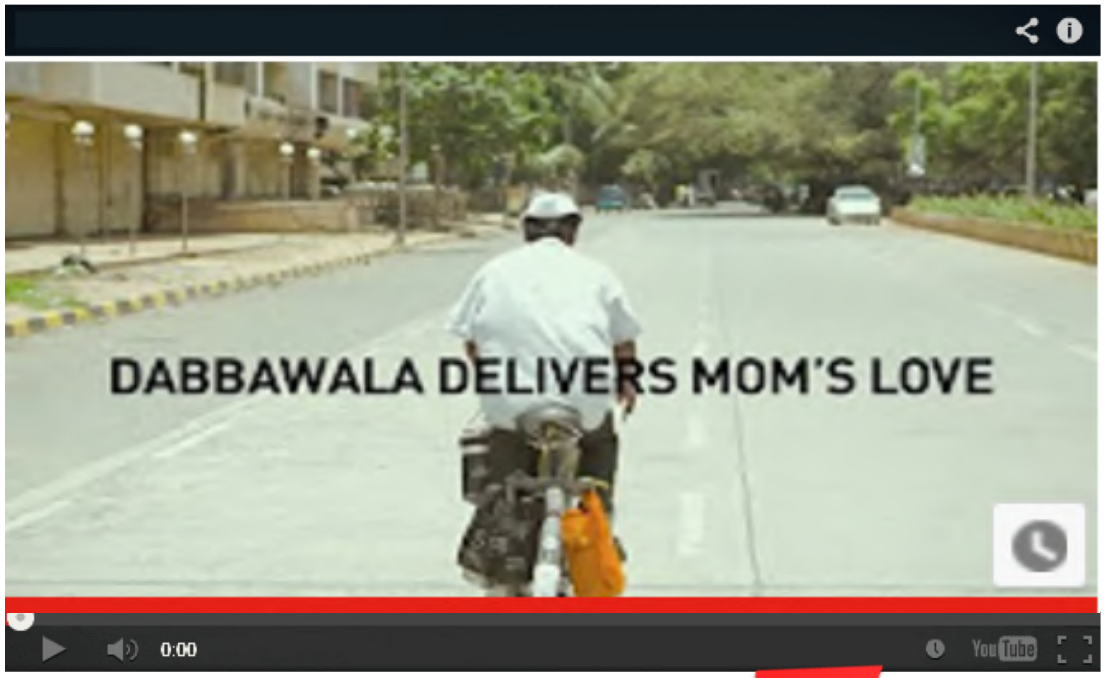
About The Client

- ENO is a 100 year old global brand with a presence in more than 40 countries, India being the largest ENO market in the world
- Eno is an effervescent antacid powder sold by GlaxoSmithKline

Campaign

- A dabbawala is a person in India, most commonly in Mumbai, who is part of a delivery system that collects hot food in lunch boxes from the residences of workers in the late morning, delivers the lunches to the workplace

- Eno India came up with new Ajwain flavor & made this concept of showcasing how Mumbai's Dabbawalla's deliver sachet of care along with lunch. The video had an emotional touch and wanted this to be seen by young audience



Objective

Optimisation

- Drive organic views for the video and keyword ranking

Media Plan

- Target audience in the age group 18 to 24

The Strategy I - Channel Analysis & Optimization

Analyze

- Analyzed channel performance & based on YT best practices provided suggestions
- Parsed video content to create relevant metadata
- Checked metadata of similar top ranked videos
- Provided video thumbnail suggestions for better engagement

Review Tags

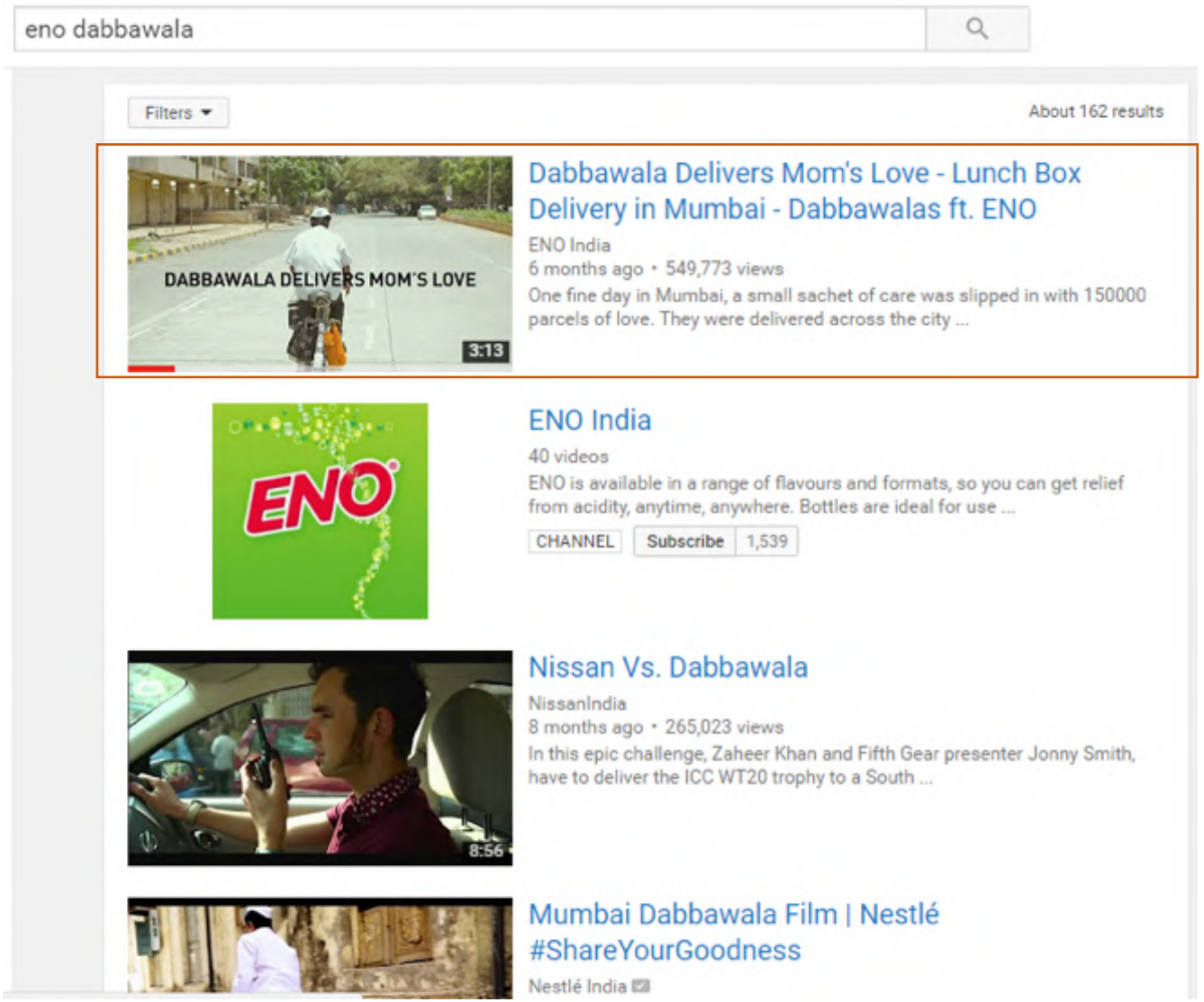
- Observed tag performance
- Removed non-performing tags
- Added new contributing tags which will be helpful in increasing search & related traffic views

Video launched

Tag Optimisation

Results - Ranking

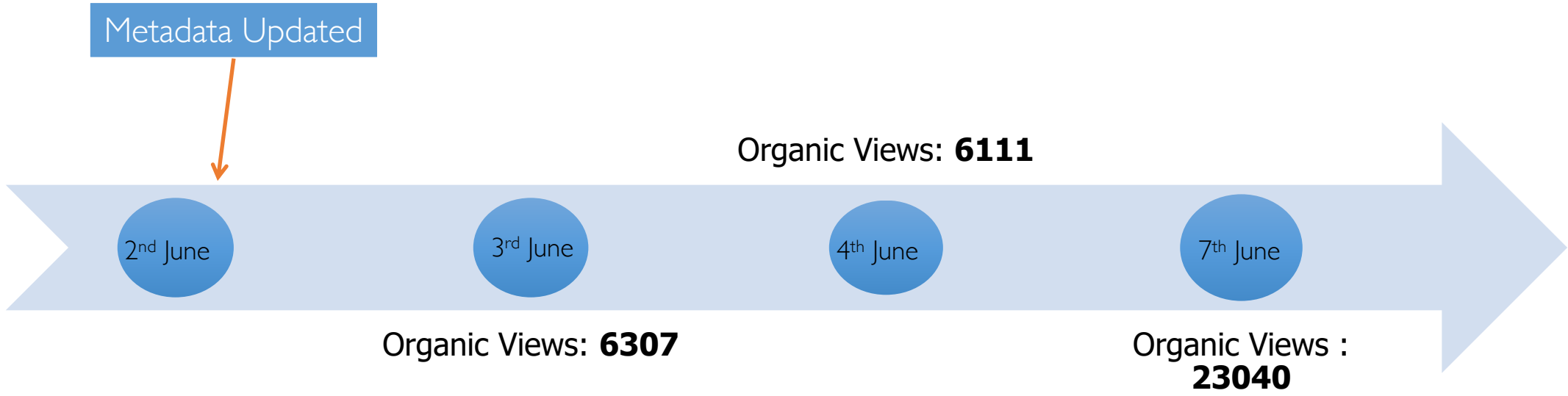
- Ranked 1st on keyword eno dabbawala
- Ranked 9th on keyword eno india
- Ranked 11th on keyword Dabbawalas



Results - Ranking

Keywords	Ranking
eno dabbawala	1
dabbawala delivers moms love	1
dabbawala eno	1
tiffin wallah	5
dabbawalla lunch bag	5
lunch box delivery	9
eno india	9
dabbawalas	11
dabbawala	12
dabbawala mumbai	14
dabbawalas of mumbai	16

Results – Organic Views



2nd June – 7th June
Total Viewership Delivered: 524,239
Total Organic Views: 23,040

The Strategy II – Ad Campaign Execution

TG Analysis (18-24 PAN India)

- Understanding the TG viewership behavior
- Content that they like the most
- Genres that they are interested in
- Getting insights around what videos & channels does the TG engage with

Setting Campaign

- Identifying Interests & affinity that resonates with audience
- Search keywords related to the content
- Identifying Thumbnail that get people to click
- Targeting the channels & videos (based on data) that the TG is most interested in
- Setting the CPV to most optimum bid

Campaign Execution

- Optimizing CPV to deliver more than estimated
- Running the ad as a mix of In Display & In Stream so that there is good engagement too other than views

Audience Insights

Favorite Genres

- Entertainment
- People & Blogs
- Science & Technology
- Film & Animation
- Education
- Music

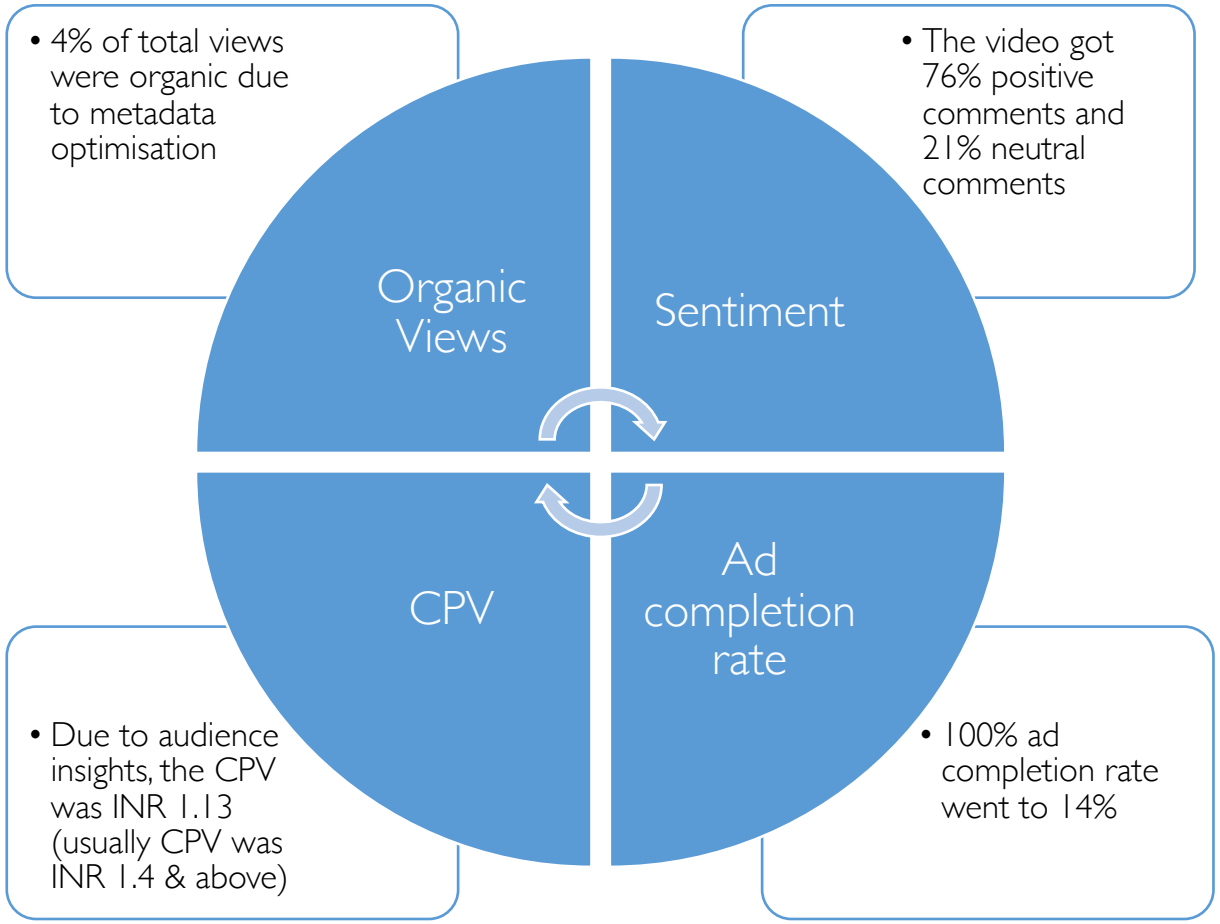
Channels They Watch

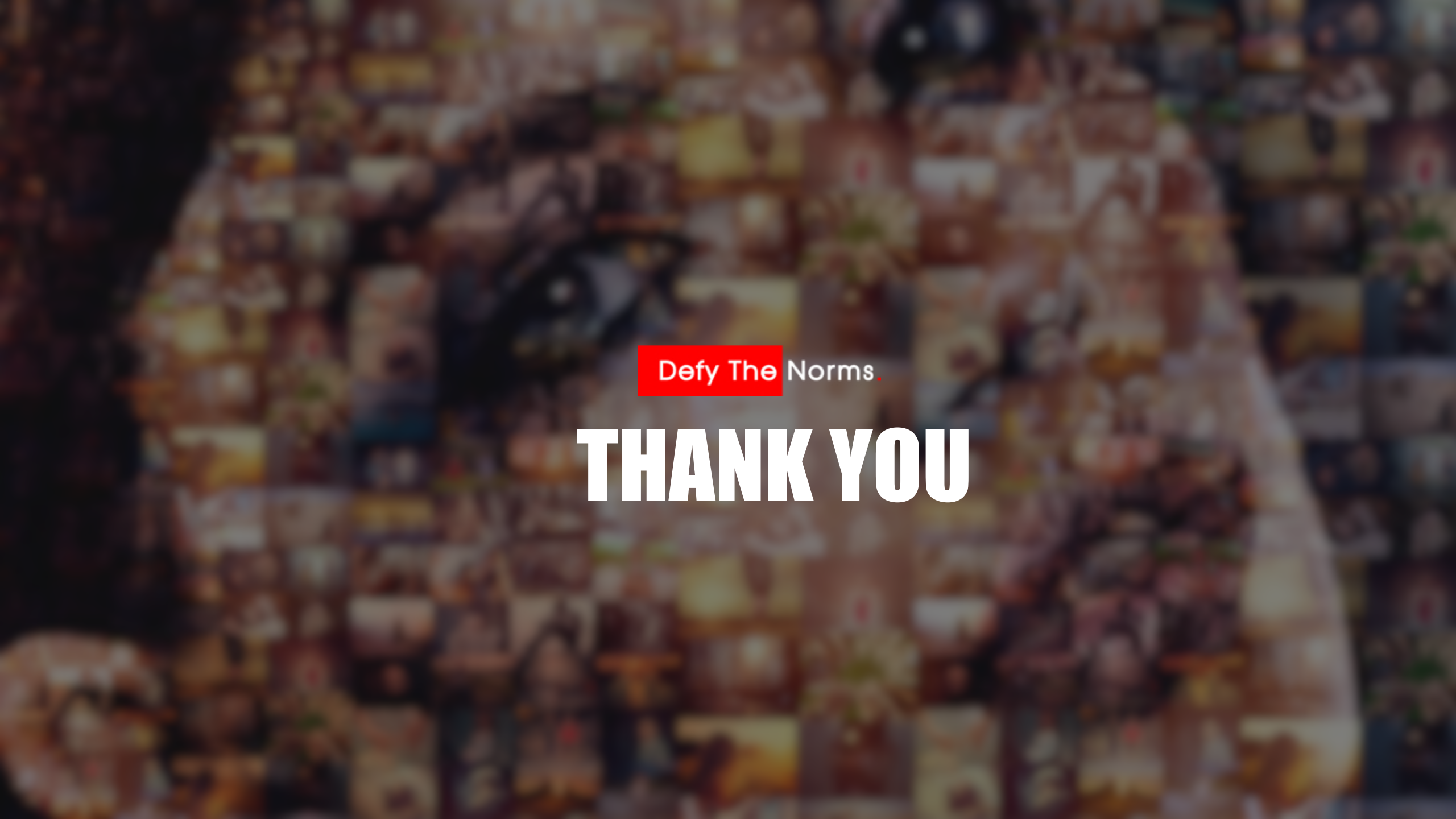
- SET India
- Technical Guruji
- Eros Now
- YRF
- T-Series
- Billi 4 You
- HISTORY TV18

Video Topics They Engage

- Movie Trailers
- Recipes
- Gadget Reviews
- Bollywood Songs
- Webseries

Results


• 4% of total views were organic due to metadata optimisation
• The video got 76% positive comments and 21% neutral comments
Organic Views
Sentiment
CPV
Ad completion rate
• Due to audience insights, the CPV was INR 1.13 (usually CPV was INR 1.4 & above)
• 100% ad completion rate went to 14%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THANK YOU