

# MEASURABLE BRANDING AT IPL 2023

IPL is undoubtedly one of the most widely watched tournaments in India, as it reaches a diverse range of audiences in just 7-8 weeks. True branding & value creation during IPL takes place off the field, where we provide comprehensive coverage catering to all strata with a high % of digital consumption.

**20-30 min**

IPL Watch Time

**500MN+**

Users (projected) on  
Jio Cinema

**150MN+**

Cricket Enthusiasts  
on YouTube

**30-40 mins**

Daily on Sports  
News Apps

IPL viewership goes beyond the streaming platform. We identify the right multi-channel media mix and design a well-knit strategy to deliver high brand salience and bottom-funnel impact!

ONLINE  
VIDEO



IPL NEWS &  
ANALYSIS



TV AUDIENCE  
VIA DIGITAL



API BASED  
CREATIVES



With so many channels to work with, we pick out the most suitable formats to create a holistic 360 degree approach!

**Merkle Sokrati's holistic offering to data-driven insights & optimizations!**

With the perfect blend of strategy & tools, we assess the campaigns to create a viable measurement path to track bottom funnel conversions.

- Brandopedia and Branding-Performance Overlap to get deep insights
- Gathering first party data to draw insights across phases
- Cross Channel reporting
- Understanding user's conversion journey

