



Target & Convert: ShareChat Ads Language-Level Audience Estimator is Here!

A showcase of Sharechat Ads Manager's Latest Feature to target your audience through our Language Level Audience Estimator

A Recap of 2022's Top 3 Features on ShareChat & Moj!

Advertise on Sharechat & Moj Apps with our Business Centre Platform

Contents



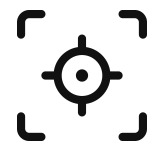
Who are we



Language Level Audience Estimator



Top 3 Product Features of 2022



**Effective Advertising:
Increased Conversions**



Q-A



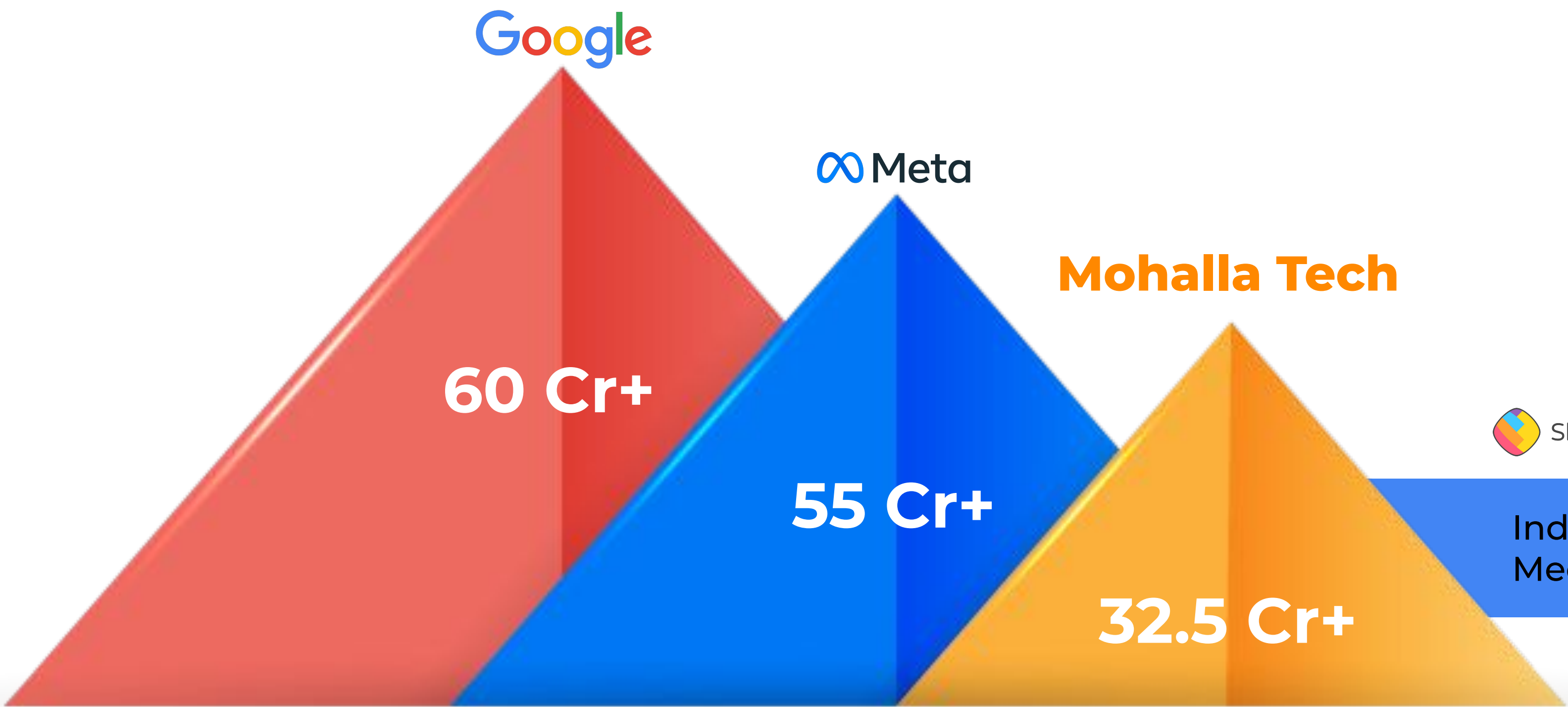
Sharechat Quiz

Who We Are



Welcome To The 3rd Largest Digital Ecosystem In India

Built For Bharat, By Bharat



Sharechat Is Your Window To The World



18 Cr
MAU

46K shares
every min

31 Minutes
per day

Moj Let's The World Discover You In All Your Authentic Glory



16 Cr
MAU

>7L
Monetizable creators on Moj

34 Minutes
per day

Who Is The Sharechat Audience?



12.5%

TIER 1 SHARE
2.2 Cr+ MAU



32.5%

TIER 2 SHARE
5.8 Cr+ MAU



55%

TIER 3 SHARE
10 Cr+ MAU

Who Is The Moj Audience?



45%

TIER 1 SHARE
7.2 Cr+ MAU



42%

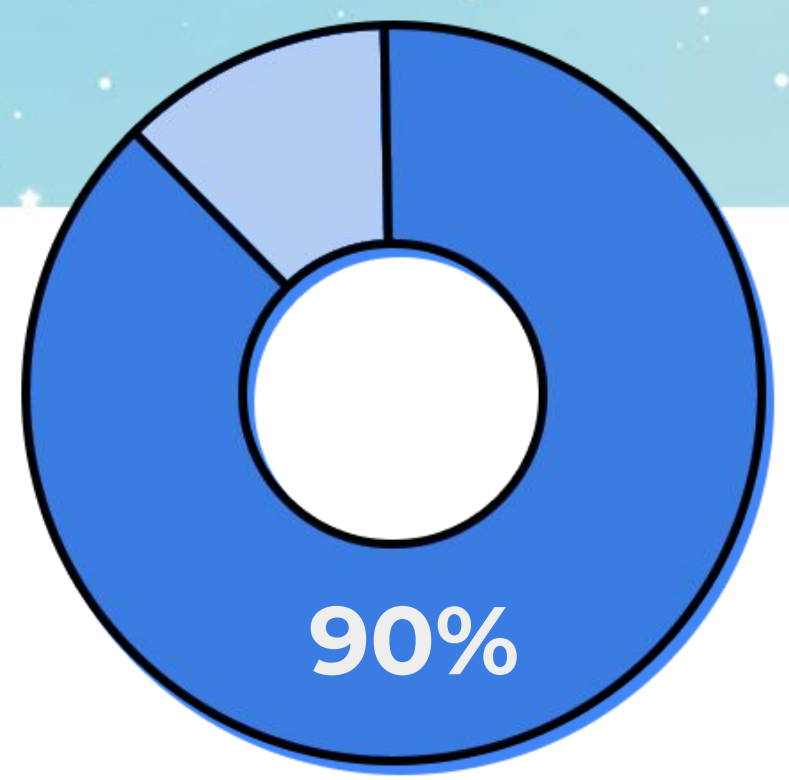
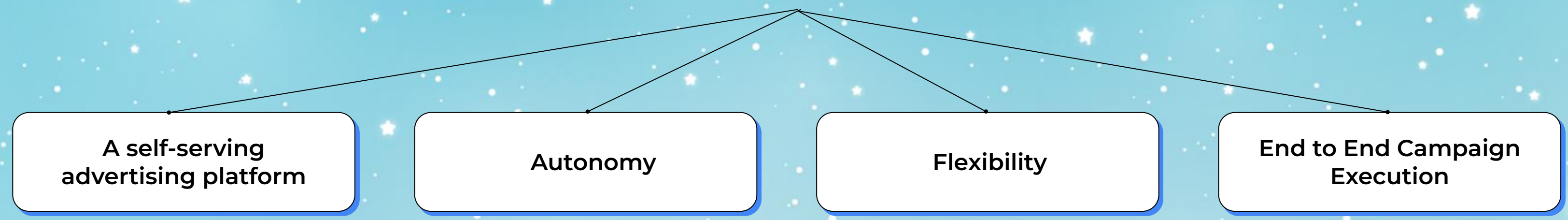
TIER 2 SHARE
6.7 Cr + MAU



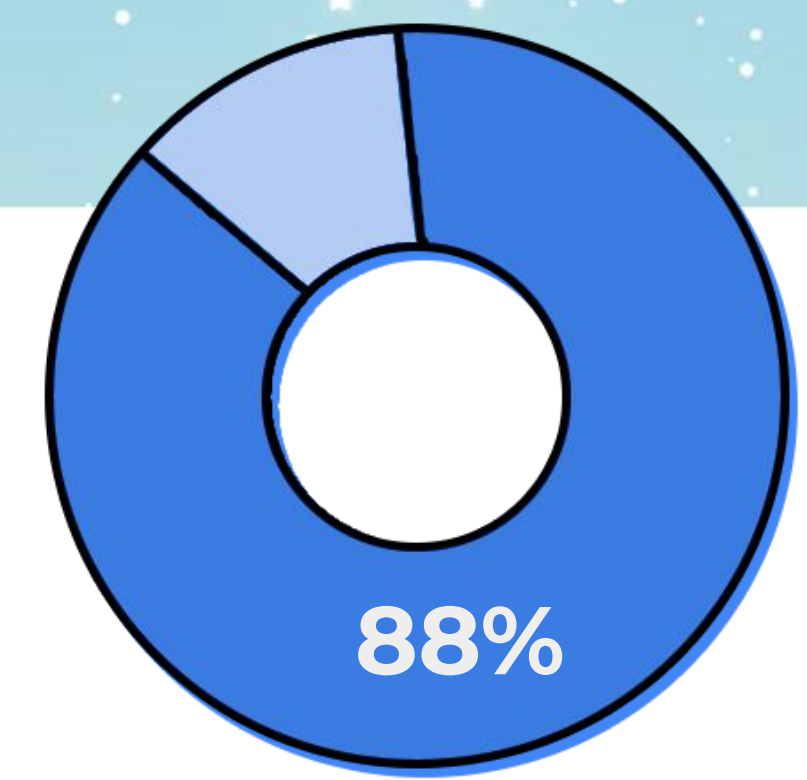
85%

GEN Z + Millennials
13.5 Cr+ MAU

Why should brands care about ShareChat Ads?



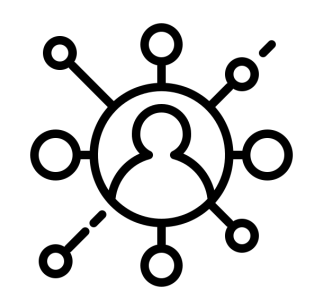
New internet users in India consume Content in regional languages*



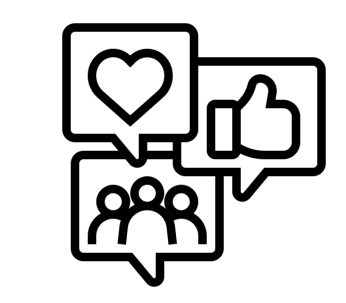
Native language internet users in India respond to digital ads in their local languages as compared to English*

Effective Advertising: Increased Conversions

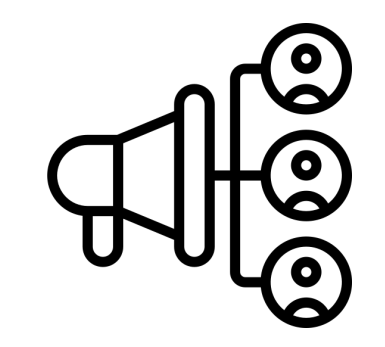
Self Serve



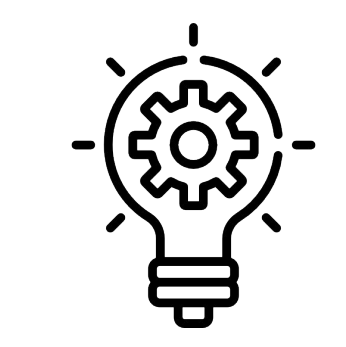
REACH



ENGAGEMENT



ADVOCACY



INNOVATION

Language Level Audience Estimator Features

for Agencies, Brands, Digital
Marketers, Media Planners



Language Level Audience Estimator on Self Serve

Real-time view of the potential target audience size at a **language-level**

Helps appreciate variation in **CTR** and spends' trends across creatives within a campaign

A tool to address the gap between campaigns' overall reach and individual creatives' reach



Key highlights for Language Estimator

1

Aids in understanding how to expand the reach of the creatives across various audience niches

2

Enables potential vs actual reach analysis at a creative level to identify scope of growth and improvement

3

Addresses the gap between campaigns' overall reach and individual creatives' reach - to aid comprehensive media production and planning

4

Aids in understanding patterns in CTR and spending difference between creatives within a campaign

Language Level Audience Estimator Demo

for Agencies, Brands, Digital
Marketers, Media Planners



Demo - Campaign level targeting

ShareChat Ads Manager | Vikram Bhatia

Campaign Setup

Section 1: Campaign Info

- Campaign Title
- Objective Selection
- Ad Format

Section 2: Set Up Campaign

- Budget & Schedule**
 - Pricing Model: Cost Per Click
 - Daily Budget: ₹10000
 - Bid: ₹10
 - Schedule: Immediately
 - Optional: Frequency Capping: 3
- Target Audience (Optional)**
 - Description if required
 - What is the age of your target audience?
 - Minimum Age: [Dropdown]
 - Maximum Age: [Dropdown]
 - What is the gender of your target audience?
 - All
 - Male
 - Female

Section 3: Review & Launch

Forecasted Results

1-Day | 7-Days | 30-Days

Target audience size: **~45,000,000+**

Target audience size may get affected by language targeting selected in the Creative Section. Estimates shown above consider all languages available on our platforms. Language-level estimates are shown in the Creative Section.

Forecasted results are directional estimates, we do not guarantee performance.

Is this information helpful? Yes No

Estimate Reach

ShareChat Ads Manager | Vikram Bhatia

Creatives

Section 1: Campaign Info

- Campaign Title
- Objective Selection
- Ad Format

Section 2: Set Up Campaign

- Budget & Schedule
- Target Audience (Optional)

Section 3: Creatives

- Creative Upload

Creative Uploaded Add Creative

Search by creative name or id State: Enable

<input type="checkbox"/>	Creative	Name & ID	State	Duration	Language	Action
No creatives found						

New Creative +

Forecasted Results

1-Day | 7-Days | 30-Days

Target audience size: **~45,000,000+**

Please Add Creatives to your campaign. Target Audience Size may change with the language targeting selected at each Creative level. You can refer to the language-level audience sizes below.

Language User Base: [Dropdown]

Language	Hindi
Hindi	1,494,039 - 1,760,990
Bengali	1,494,039 - 1,760,990
Kannada	1,494,039 - 1,760,990
Tamil	1,494,039 - 1,760,990
Telugu	1,494,039 - 1,760,990

The size of your selected language is now shown as a range. This may change over time.



Demo - Across all Creatives

ShareChat Ads Manager
Vikram Bhatia

Section 1
Campaign Info

- Campaign Title
- Objective Selection
- Ad Format

Section 2
Set Up Campaign

- Budget & Schedule
- Target Audience (Optional)

Section 3
Creatives

- Creative Upload

Creatives

Creative Uploaded

Search by creative name or id

State: **Enable**

[Add Creative](#)

<input type="checkbox"/>	Creative	Name & ID	State	Duration	Language	Action
<input type="checkbox"/>		Dell India - ACE- Hindi - 1st Feb Id: 6QxlHs46df	Drafts	NA	Hindi	
<input type="checkbox"/>		Dell India - ACE- Hindi - 1st Feb Id: 6QxlHs46df	Drafts	NA	Punjabi	
<input type="checkbox"/>		Dell India Id: 6QxlHs46df	Drafts	NA	Hindi +3	
<input type="checkbox"/>		Dell India - ACE- Hindi - 1st Feb Id: 6QxlHs46df	Drafts	NA	Tamil	
<input type="checkbox"/>		Dell India - ACE- Hindi - 1st Feb Id: 6QxlHs46df	Drafts	NA	Telugu	
<input type="checkbox"/>		Dell India - ACE- Hindi - 1st Feb Id: 6QxlHs46df	Drafts	NA	Kannada	
<input type="checkbox"/>		Dell India - ACE- Hindi - 1st Feb Id: 6QxlHs46df	Drafts	NA	Gujrati	
<input type="checkbox"/>		Dell India - ACE- Hindi - 1st Feb Id: 6QxlHs46df	Drafts	NA	Marathi	

[Review & Launch Campaign](#)

Forecasted Results

1-Day 7-Days 30-Days

Target audience size
~44,000,000+ -45,000,000+

Your language user base is healthy.

Language based reach
95%

Language User Base

Forecasted results are directional estimates, we do not guarantee performance.

Is this information helpful Yes No

[Estimate Reach](#)

ShareChat Ads Manager
Vikram Bhatia

Section 1
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Creatives

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<input type="checkbox"/>		Dell India - ACE- Hindi - 1st Feb Id: 6QxlHs46df	Drafts	NA	Hindi	
<input type="checkbox"/>		Dell India - ACE- Hindi - 1st Feb Id: 6QxlHs46df	Drafts	NA	Punjabi	

[Estimate Reach](#)

Forecasted Results

1-Day 7-Days 30-Days

Target audience size
~35,000,000+ -45,000,000+

You can still add more languages in your creatives & reach right set of audience.

Language based reach
40%

Language User Base

Forecasted results are directional estimates, we do not guarantee performance.

Is this information helpful Yes No

[Estimate Reach](#)



Demo - throughout the campaigning journey

Healthy User Base helps your campaign reach the right set of audience across all relevant languages. Range <70% to 100%>

Average User Base indicates scope for adding more languages in your creatives in order to reach the right set of audience. Range <40% to 70%>

Low User Base can hamper your campaign from reaching the right audience. Please add all relevant languages in the creatives' targeting and try adding creatives in different languages too. Range <00% to 40%>

We'll strongly recommended to go with **Healthy User Base**



Top 3 Product Features of 2022

Self Serve

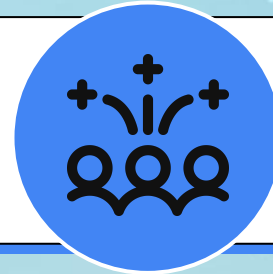


ShareChat Ads Business Centre

Features



Create, manage and analyse campaigns across multiple brands



More control over org wide activity : billing, associates' access management



Enhanced Brand Solutions



More control at Brands' ends to consolidate that reduces avertible duplication of a single brands' handles



More control over agency accesses, brand profiles on platforms

Objective

The aim with infrastructure modifications is to achieve enough flexibility in our system to allow Brand-agency -associate type linkages without compromising on the UX and campaigning capabilities of the platform.



Ad Agency

Access to multiple brands' campaign via a single login on SC Ads

Adding multiple Associates within your business center (includes bespoke brand and role access management with expiry for each relation)

Aggregated billing at agency level



Brands

A brand essentially means a single page on the SC and Moj apps

Currently, there is no aggregation of brands under any larger umbrella (for instance, if HUL has 100 brands under it, we can provide access to all 100 brands' handles but there's no aggregated entity as HUL currently)

Sharechat Ads Business Centre

ShareChat Ads Manager

Mahindra
 Volini
 Fairplay
 Winzo

Overview

Last Week (2/12/2022 - 8/12/2022)

Paid Impressions

10

Clicks

1

Spend

₹ 0

CTR

10.00%

Daily Impressions And Clicks

Date	Impressions	Clicks
03 Dec	0	0
04 Dec	0	0
05 Dec	10	1
06 Dec	0	0
07 Dec	1	0
08 Dec	0	0

Daily Spends

Date	Spend
03 Dec	0
04 Dec	0
05 Dec	0

Account Manager
Agency Access Request Approved

Account Settings | Billing Detail | Invoices | Brands | **Associates**

Select state
+ Add Associate

Associate Name	Email Id	Brand	Associates Status	Expiry Date	Action
S Gamit	gamit_smit@yahoo.com			24/08/2023	Disable

! Please Select Brands and Modules within each Brand. If you select a Brand, by default, all modules within it will be selected. You can deselect modules by expanding each Brand.

- ▾ Mahindra
 - CAMPAIGN_CREATION
 - MANAGE_PAGE
 - REPORTS_PAGE
 - WEB_SDK_PAGE
- Volini
- Fairplay
- Winzo

Cancel
Submit



Sharechat Ads Business Centre

Account Manager

✔ Agency Access Request Approved

- Account Settings
- Billing Detail
- Invoices
- Brands**
- Associates

🔍 Search Brands →

All Brands ▾ [+ Add Brand](#)

Brand Name	Brand POC Email	Brand Status	Comments	Action
Winzo	✎ gamit_smit@yahoo.com	● Active Brand	--	-
Fairplay	✎ gamit_smit@yahoo.com	● Active Brand	--	-
Volini	✎ smitmgamit@gmail.com	● Active Brand	--	-
Mahindra	✎ smitmgamit@gmail.com	● Active Brand	--	-
Volini	✎ smitmgamit@gmil.com	● Request Pending	--	Cancel Invite
Volini	✎ smitmgamit@gmail.com	● Request Pending	--	Cancel Invite
mahindra	✎ sunitamahto167@gmail.com	● Request Pending	--	Cancel Invite
Spotify	✎ sunitamahto167@gmail.com	● Request Pending	--	Cancel Invite
Volini	✎ sunitamahto167@gmail.com	● Request Pending	--	Cancel Invite
Volini	✎ sunitamahto367@gmail.com	● Request Pending	--	Cancel Invite

Rows per page: 10 ▾ 1-10 of 10 < >

Intelligent Bid Suggestions

Key highlights for Intelligent Bid Suggestions

1

Be more prepared as you complete the initial campaign setup

2

Get the chance to revise bids even after campaigns are live

3

Adjust your campaigns daily to reflect the platform's shifting dynamics.

4

These recommendations were chosen to fit your particular advertiser category.

5

Identify these opportunities across your journey on the ads manager

Demo Introduction

Section 1

Campaign Info

- Campaign Title
- Objective Selection
- Ad Format

Section 2

Set Up Campaign

- Budget & Schedule ♥
- Target Audience

Section 3

Creatives

← Campaign Setup

Budget & Schedule ⓘ

Pricing Model

Cost per 1000 Impressions/Cost per Mile ▾

Pricing model is automatically selected based on your campaign goal


Daily Budget*

500

Actual amount spent may vary

Bid CPM* ♥

40

 The average bid value on the platform is from 63 to 99. To outrank your competition try a higher bid value.

We want to help your campaign scale faster. Choose the right bid strategy to get measurable business outcomes. [See Less](#)

Healthy Bid helps your campaign scale quicker! Bid Range **100 and above**

Average Bid may be outranked by competitors! Bid Range **63 to 99**

Low Bid hampers your campaign from scaling quicker! Bid Range **40 to 62**

We'll strongly recommended to go with Healthy Bid Value. Recommended Bid Value ₹100 [Apply](#)

Schedule Campaign*

Campaign Start Date and Start Time

Forecasted Results ⓘ

1 - Day 7 - Days 30 - Days

Target audience size

~60,000,000

Forecasted results are directional estimates, we do not guarantee performance.

Estimate Reach



Campaign Info

- Campaign Title
- Objective Selection
- Ad Format

Section 2

Set Up Campaign

- Budget & Schedule !
- Target Audience

Section 3

Creatives

Budget & Schedule ⓘ

Pricing Model **CPM** Daily Budget **500** Bid **40**

Optional | Frequency Cap **1**

Target Audience (Optional) ⓘ

	Creative	Creative Name & ID	Impressions	Clicks	CTR	Action
<input type="checkbox"/>		test-carousel id: qXoLLdSliR	1	1	100.00%	

Rows per page: 10 1-1 of 1

! Are you sure, you want to launch campaign?

! The average bid value on the platform is from 63 to 99. To outrank your competition try a higher bid value.

[Modify Bid](#) [Submit Campaign Anyway](#)

Demo after campaign

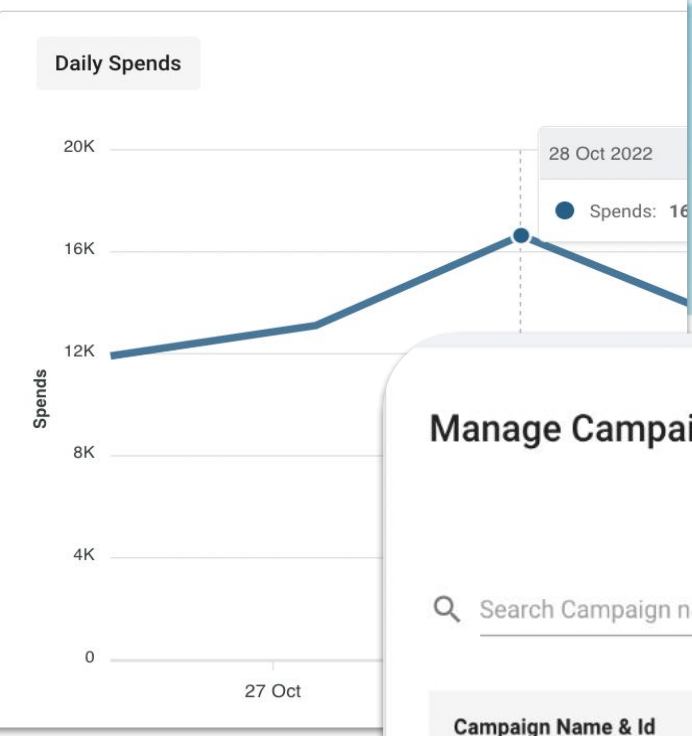
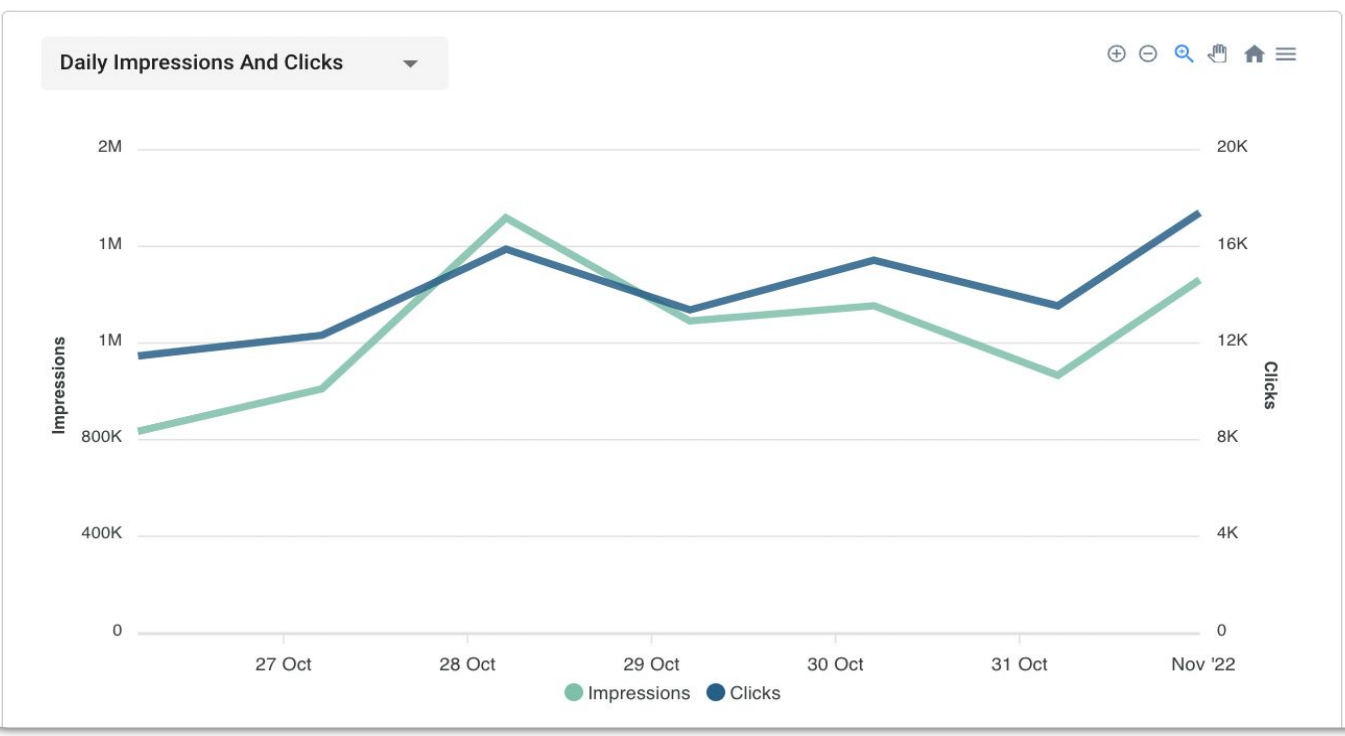
Overview Top 2 Campaigns with Recommendation

Last Week (26/10/2022 - 1/11/2022)

Paid Impressions
8,738,171

Clicks
99,418

Spend
₹ 101,403.56



Manage Campaigns Top 2 Campaigns with Recommendation

Search Campaign name or Campaign Id

Campaign Name & Id	Status	Performance	Ad Format	Bid Value	Campaign Start Date
new cabin Id: CgxRYhVTs	✓	On Track	Native in-feed Video Shar...	1	19/10/2022, 16:38
promotion 1-copy1665668967615-copy1... Id: xVwcFe7c0	✉	NA	Native in-feed Video Shar...	40	23/10/2022, 21:11
promotion 1 Id: b31Y4y6l-	✗	NA	Native in-feed Video Shar...	40	11/10/2022, 12:10
new cabin no play full vido clip Id: WmC1Hx2vM	✓	Underdelivering	Native in-feed Video Shar...	1	22/10/2022, 10:00
promotion 1-copy1665668967615 Id: LAZp1Fuxf	✗	NA	Native in-feed Video Shar...	40	13/10/2022, 19:34



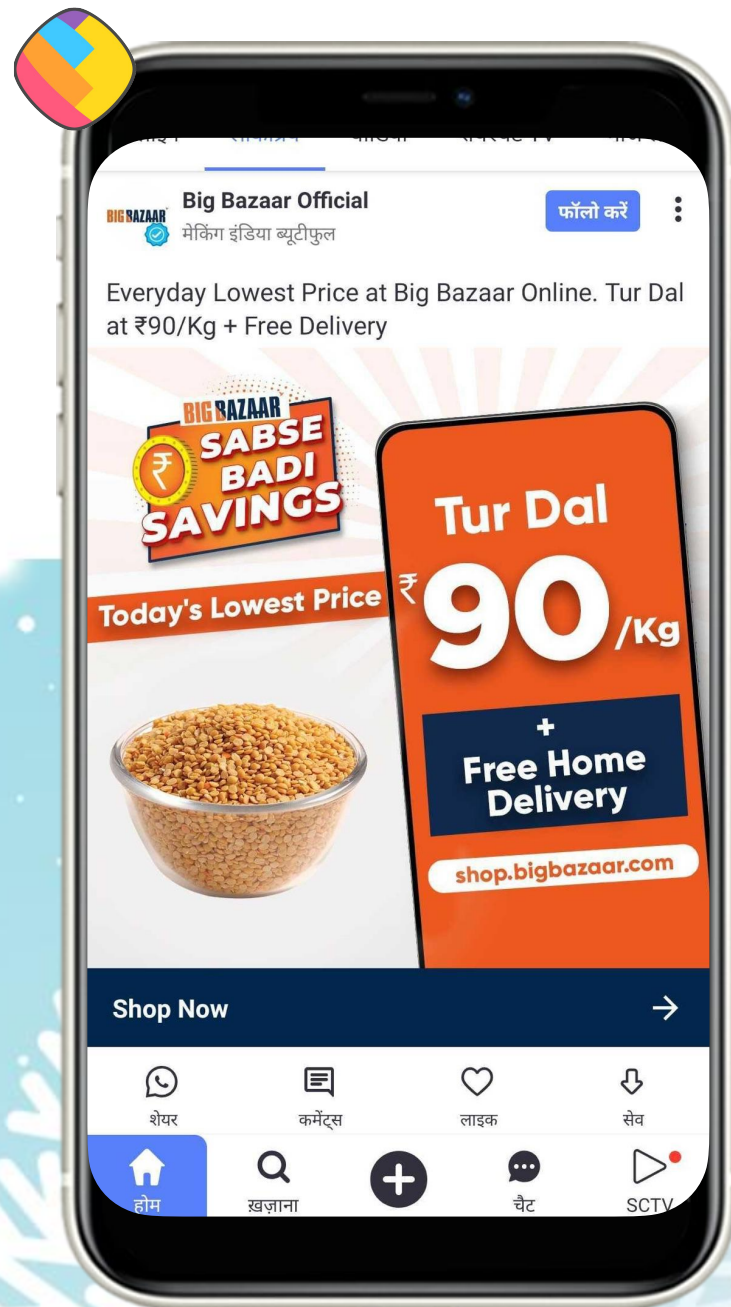
Moj Ad Formats

Self Serve

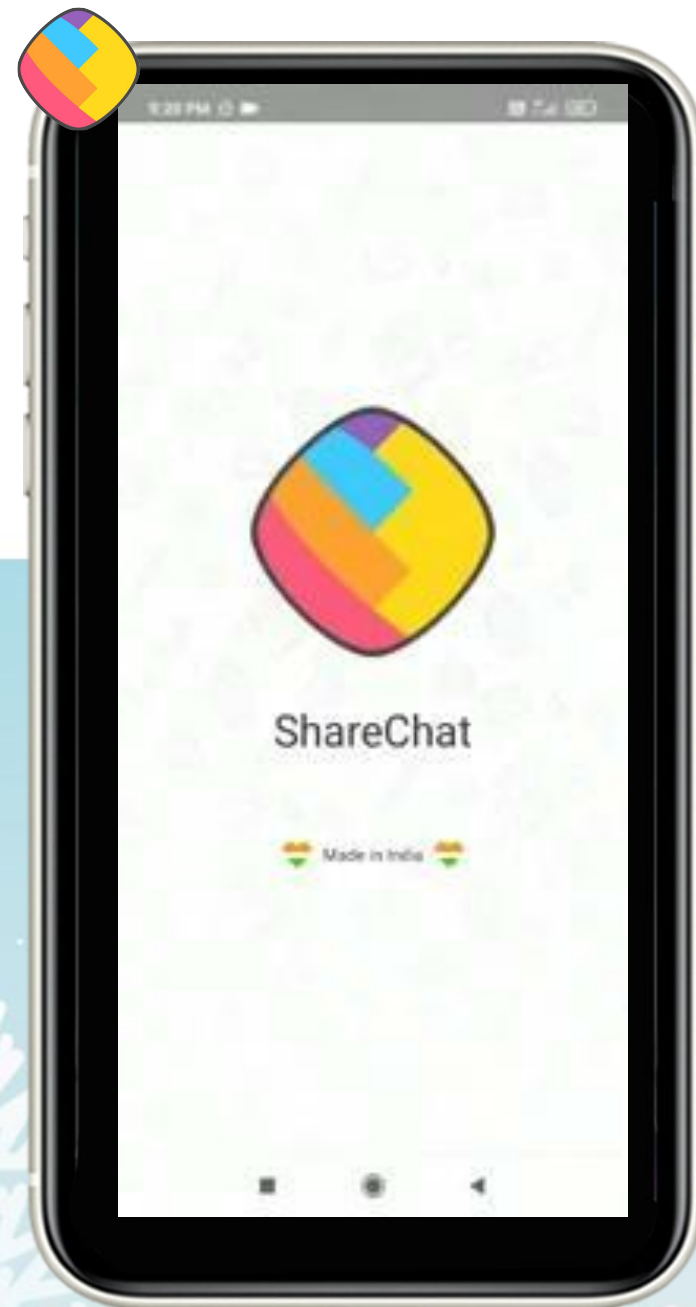


Drive Reach And Awareness With Standard Media Solutions

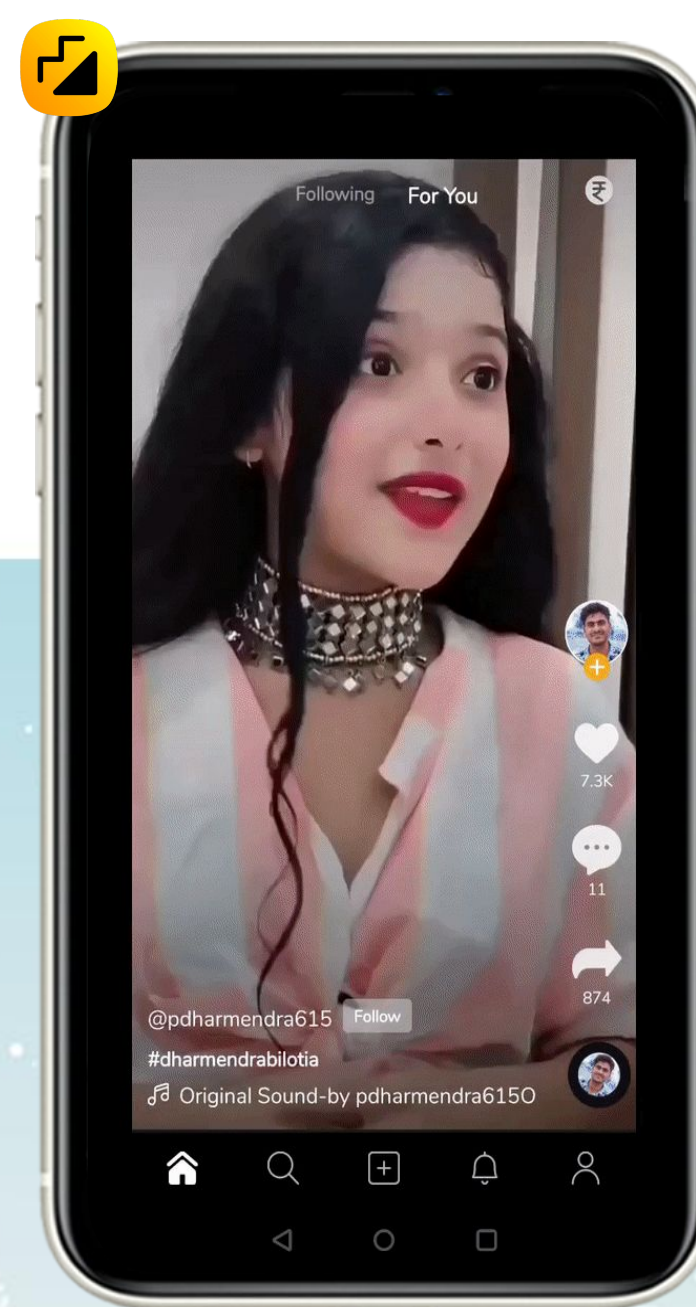
Native Display Ad



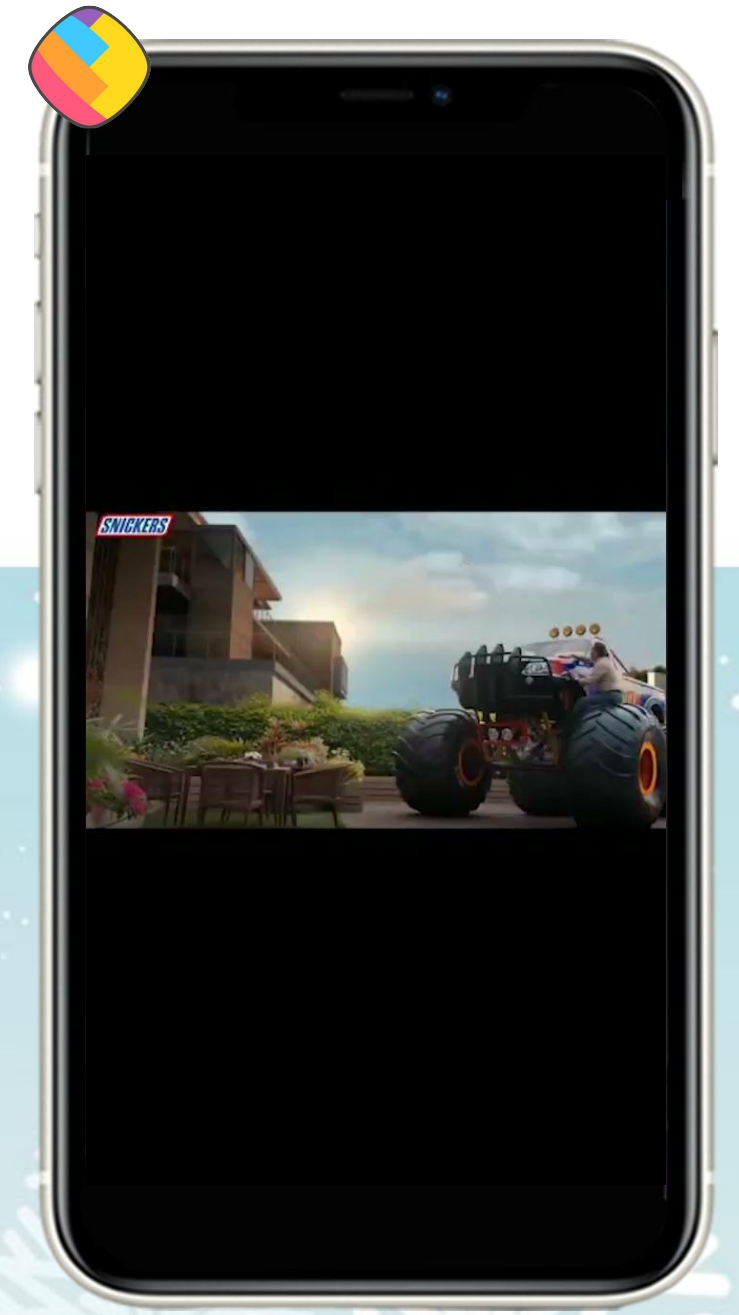
Video Feed Ad



In-Feed Video Ad



In-stream Video Ad



REACH >10 Cr PEOPLE / DAY

ShareChat Ads

Become a ShareChat
Business Partner



ShareChat Business Partner

Get the most out of marketing with ShareChat



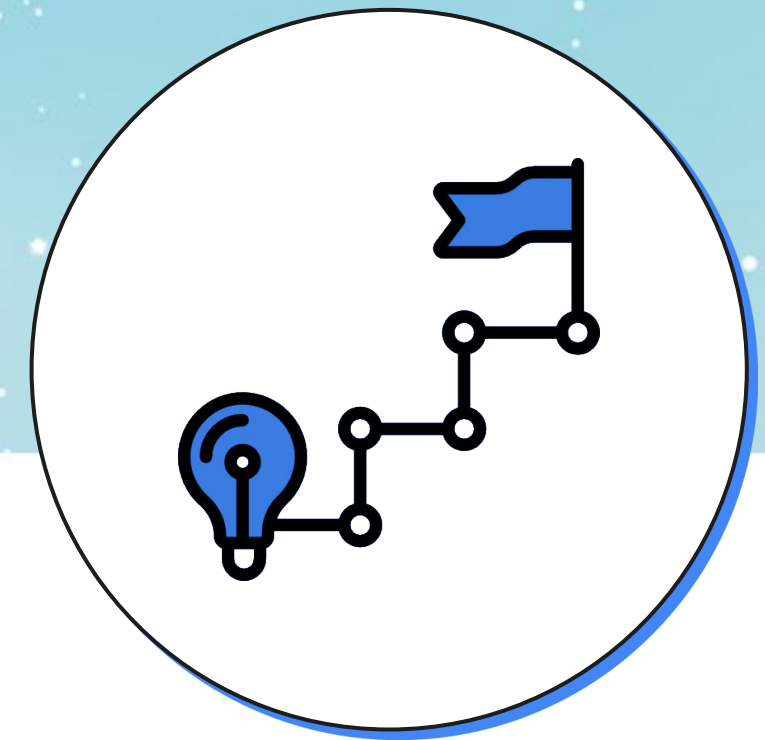
Ad

You can run ad campaigns with additional ad credits in the wallet



Fuel Agency Growth

As a Business Partner, avail tailored benefits designed for your agency growth.



Yield Better Results

Receive a personalised plan with market insights and resources.





ShareChat
Business

moj

Thank You

Send your queries to
selfserve@sharechat.co

