

iPRISM Saved Planning Brief

The exact campaign, audience, allocation, commercial and creative inputs stored for this forecast version.

Advertiser	Zenith Bank
Campaign	Premium Card Acquisition
Forecast	Metro Performance Plan
Version	Version 1
Saved	2026-07-19 18:20:04
Version ID	#71

Campaign and investment brief

Industry	BFSI & Insurance
Primary goal	Lead Generation
Buying method	Programmatic Guaranteed
Budget	INR 18,000,000
Flight	01 Sep 2026 - 15 Oct 2026
Duration	45 days
Forecast tags	Acquisition, Premium, Performance
Planning mode	EXPERT
Forecast scope	REGIONAL
Allocation mode	percentage

Audience and approval targets

Target audience type	Affluent CTV Households
Addressable audience	20,000,000
Estimated category population	30,000,000
Target reach	14,000,000

Target frequency	4.20x
Input source	MANUAL
Benchmark version	IAFP India Planning Baseline 2026.1
Confidence score	80%

State investment allocation

Maharashtra	32.61% INR 5,869,800
Karnataka	22.36% INR 4,024,800
Delhi	18.01% INR 3,241,800
Telangana	17.08% INR 3,074,400
Haryana	9.94% INR 1,789,200

Publisher plan and commercial rates

JioHotstar	35.10% INR 6,318,000 Applied CPM INR 200.11 Rate source CALIBRATED
YouTube CTV	31.15% INR 5,607,000 Applied CPM INR 147.79 Rate source CALIBRATED
Prime Video Ads	18.74% INR 3,373,200 Applied CPM INR 217.55 Rate source CALIBRATED
Sony LIV	15.01% INR 2,701,800 Applied CPM INR 182.67 Rate source CALIBRATED

Device allocation

Connected TV	39.06% INR 7,030,800
Desktop / Laptop	31.25% INR 5,625,000
Mobile	29.69% INR 5,344,200

Inventory allocation

Premium OTT	34.68% INR 6,242,400
YouTube CTV	32.66% INR 5,878,800
Programmatic CTV	32.66% INR 5,878,800

Audience demographics

Age / 18-24	20.00%
Age / 25-34	20.00%
Age / 35-44	20.00%
Age / 45-54	20.00%
Age / 55+	20.00%
Gender / female	50.00%
Gender / male	50.00%
Nccs / CDE	33.34%
Nccs / B	33.33%
Nccs / A	33.33%
Urbanicity / metro	25.00%
Urbanicity / tier1	25.00%
Urbanicity / tier2	25.00%
Urbanicity / tier3_rural	25.00%

CTV video creative plan

Hindi Card Benefits 15-sec	VIDEO 1920x1080 16:9 Full HD 15 sec Hindi 25.00% Quality 90 Creative count: 1
English Premium Lifestyle 30-sec	VIDEO 1920x1080 16:9 Full HD 30 sec English 25.00% Quality 88 Creative count: 1
Kannada Metro Offer 15-sec	VIDEO 1920x1080 16:9 Full HD 15 sec Kannada 25.00% Quality 84 Creative count: 1
Marathi Metro Offer 15-sec	VIDEO 1920x1080 16:9 Full HD 15 sec Marathi 25.00% Quality 84 Creative count: 1

Record integrity

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