

Coverage Report

"Are interactive ads a viable antidote to ad fraud?"

Interview in Afaqs: Mr. Prashant Dhar shared his views on the above topic

Are interactive ads a viable antidote to ad fraud? Link: https://www.afaqs.com/news/pov/are-interactive-ads-a-viable-antidote-to-ad-fraud	Date : Feb 3, 2020 Publication : Afaqs
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Prashant Dhar, vice president, marketing and e-commerce, Ariston Thermo Group, Indian Subcontinent

Typically, we use our social media platforms to not only communicate but also have meaningful conversation with consumers. For example, if an ad campaign is about a newly launched product, the creative is crafted in such a manner that it elicits some sort of a reaction from the viewer. It is aimed to generate some sort of UGC. Over the last year, we achieved an engagement rate of 5.5 per cent on both paid and organic campaigns, which is pretty high by industry standards. We try to ensure that users engage with the brand genuinely and then we record the responses in a manner that we can also reward the user. This year too, we will continue with such campaigns.



Prashant Dhar

We are focused on interactions rather than just exposure, that's the tenet of our digital marketing philosophy. We are clearly focused on the end result, be it engagement, conversion or lead generation. My brief to my digital agency WatConsult is to craft a campaign keeping in mind the end result deliverable which is not limited to reach and impressions but also interactions, engagements, views, inquiries, visits. We have a clear KPI, these measurables also avoid false data generation for the campaign. Our creatives are self compelling so that users actually interact with them.