

Jagran New Media launches self-serve ad platform Ads.jagran.com

June 9th, 2020:In 2019, digital advertising saw a 26% increase over 2018 reaching Rs. 13,683 crore, even as overall advertising saw a sober 9.4% growth. In the current year, digital advertising is projected to rise by 27% to cross Rs. 17,377 crore by the end of 2020. Due to the Covid19 impact, whereas India moved at least one year ahead on the digital consumption with the majority of users now consuming more content online, the commerce pillar is yet to follow the path.

India has over 30 Mn SMEs, the real pillars and most dynamic sector of growth for local economy. Such local retailers often prove to be the saviour during the time of crisis, as they are able to supply all the basics and necessary items amid a total pause. Enabling these 30 Mn SMEs to embrace digital technology so as to build brands and drive sales amid the local environment will prove to be pivotal in reviving the economy. To support the idea further and strengthen #VocalForLocal, Jagran New Media has made an exclusive Ad booking engine - ads.jagran.com, that enables SME's to create, book and amplify their presence and offerings across the relevant audience in three easy steps and at a reasonable price. It's a simple to use, self serve platform that offers regional creative templates, support and audit as per advertising legal standards. It helps them to plan & utilize Digital media in a format that is easy to understand without going through the complexity of CTRs, first view etc. A local GEO IP is used to deliver the ad through the published website and once fully developed, the engine can be integrated with ADX as an offering for SMEs.

“Ads.jagran.com is a simple to use self serve-ad platform”, says Anamika Sharma, Chief Manager-Apps, “to help local business expand their audience reach to digital audiences. We have tried to keep it easy to use by providing Ad templates & city level targeting. Even business that doesn't have any digital presence can advertise on this platform. Supporting the #VocalForLocal campaign, we hope this platform will help grow all local business that have suffered due to Covid-19, be it restaurants, coaching centers, clothing stores, or at home business.”

In April 2020, Jagran New Media (JNM) crossed 100 Mn monthly users across its core products (News, Education, Health & Women Lifestyle & Fact-Check Division). The group also witnessed a massive user and engagement growth during the lockdown phase. The video views also registered a remarkable annual growth of 158% and 257% subscribers growth. Through the help of the ads.jagran.com initiative, small traders and businessmen will be able to reach out to JNM's over 100 million web users.

Commenting on the initiative, Gaurav Arora - Chief Revenue Officer said, “Self-serve ad booking engine is a natural progression in our advertising solutions, it will enable us to reach out to completely new set of hyper-local advertisers. We see ourselves as partners of change & growth to the traditional advertiser looking to start their journey of digital advertising. I am confident it will drive great value in terms of building reach & brand for SME’s & higher ARPU for us. USP of the platform is the simplicity, one doesn’t need to be an expert to create and sustain campaigns on our self-serve platform.”