



ikman.lk

SRI LANKA'S LARGEST MARKETPLACE

DIGITAL MEDIA SOLUTION

Campaign Performance

Campaign Name	:	Home Loan Campaign
Duration	:	1 st December to 15 th December
SOV	:	33%

Creatives

The first banner features the 'High5' logo with the tagline 'Simple to get - Easy to payback'. It highlights a 'Lowest interest rate' of 7.75% and targets 'Who are going to buy an home' with the text 'HNB Home Loan Simple to get' and a 'CLICK HERE' button.

The second banner uses the Tamil slogan '5 வார்டி' (5th Easy) and 'අඩුම පොලිය' (Lowest interest rate). It also features the 7.75% interest rate and targets 'ගෙයක් මිලදී ගන්න යන බව සඳහාම' (For those who are going to buy a house) with 'HNB Home Loan ගන්න ලේසි' (HNB Home Loan is easy) and a 'CLICK HERE' button.

The third banner uses the Sinhala slogan '5 තෘණ' (5th Easy) and 'குறைந்த வட்டி வசிதம்' (Lowest interest rate). It features the 7.75% interest rate and targets 'வீடொன்றை தேடுகின்ற உங்களுக்காக' (For you who are looking for a house) with 'HNB Home Loan எடுத்திடு- இலகுவாயது' (HNB Home Loan is easy) and a 'CLICK HERE' button.

This vertical banner features the 'High5' logo and 'Lowest interest rate' of 7.75%. It targets 'Who are going to buy an home' with 'HNB Home Loan Easy to payback' and a 'CLICK HERE' button.

This vertical banner features the Sinhala slogan '5 ව වාර්ඩ්' (5th Easy) and 'අඩුම පොලිය' (Lowest interest rate) of 7.75%. It targets 'ගෙයක් මිලදී ගන්න යන බව සඳහාම' (For those who are going to buy a house) with 'HNB Home Loan ගෙවන්න Easy' (HNB Home Loan is easy) and a 'CLICK HERE' button.

The left vertical banner features the 'High5' logo and 'Lowest interest rate' of 7.75%. It targets 'Who are going to buy an home' with 'HNB Home Loan Simple to get Easy to payback' and a 'CLICK HERE' button.

The right vertical banner features the Sinhala slogan '5 ව වාර්ඩ්' (5th Easy) and 'අඩුම පොලිය' (Lowest interest rate) of 7.75%. It targets 'ගෙයක් මිලදී ගන්න යන බව සඳහාම' (For those who are going to buy a house) with 'HNB Home Loan ගන්න ලේසි ගෙවන්න Easy' (HNB Home Loan is easy) and a 'CLICK HERE' button.

Campaign Performance



1st December to 15th December

Impressions : 3,316,926

Clicks : 5,193

CTR : 0.16%

Leads : 384

Impression

Ad Impressions is a count of the total number of times digital advertisements display on someone's screen within the site.

Click

Click is a marketing metric that counts the number of times users have clicked on a digital advertisement

CTR (Click-Through Rate)

Click-Through Rate (CTR) is the percentage of clicks on your banner that generate impressions.
(Average CTR is 0.1 %)

Campaign Performance – Device Wise



Impressions

Week 1

1st Dec – 15th Dec

Desktop
1,064,723

Mobile
1,525,285

Android
519,063

iOS
134,630



Clicks

Week 1

1st Dec – 15th Dec

Desktop
1,390

Mobile
2,529

Android
722

iOS
361

Campaign Performance – Category Wise

Category	Impressions	Clicks	CTR
Houses	1,641,782	2,253	0.14%
Lands	910,151	1,845	0.20%
Apartments	140,436	207	0.15%
Commercial Property	137,417	234	0.17%
Others in property section	487,140	654	0.13%

Thank you for your time !