# gaana | InMOBI

Case Study

Top Audio Streaming App Gaana Improves Media Effectiveness Surveying for Premium Social Media Network with InMobi Pulse

In order to more effectively and efficiently conduct brand lift and media effectiveness surveys for its brand advertiser partners, leading Indian music streaming app Gaana recently turned to **InMobi Pulse**. Thanks to the mobile-first nature of InMobi Pulse, Gaana was able to conduct surveys faster than ever without having to spend a lot of money to conduct the research and without having to give out proprietary data to any third parties.
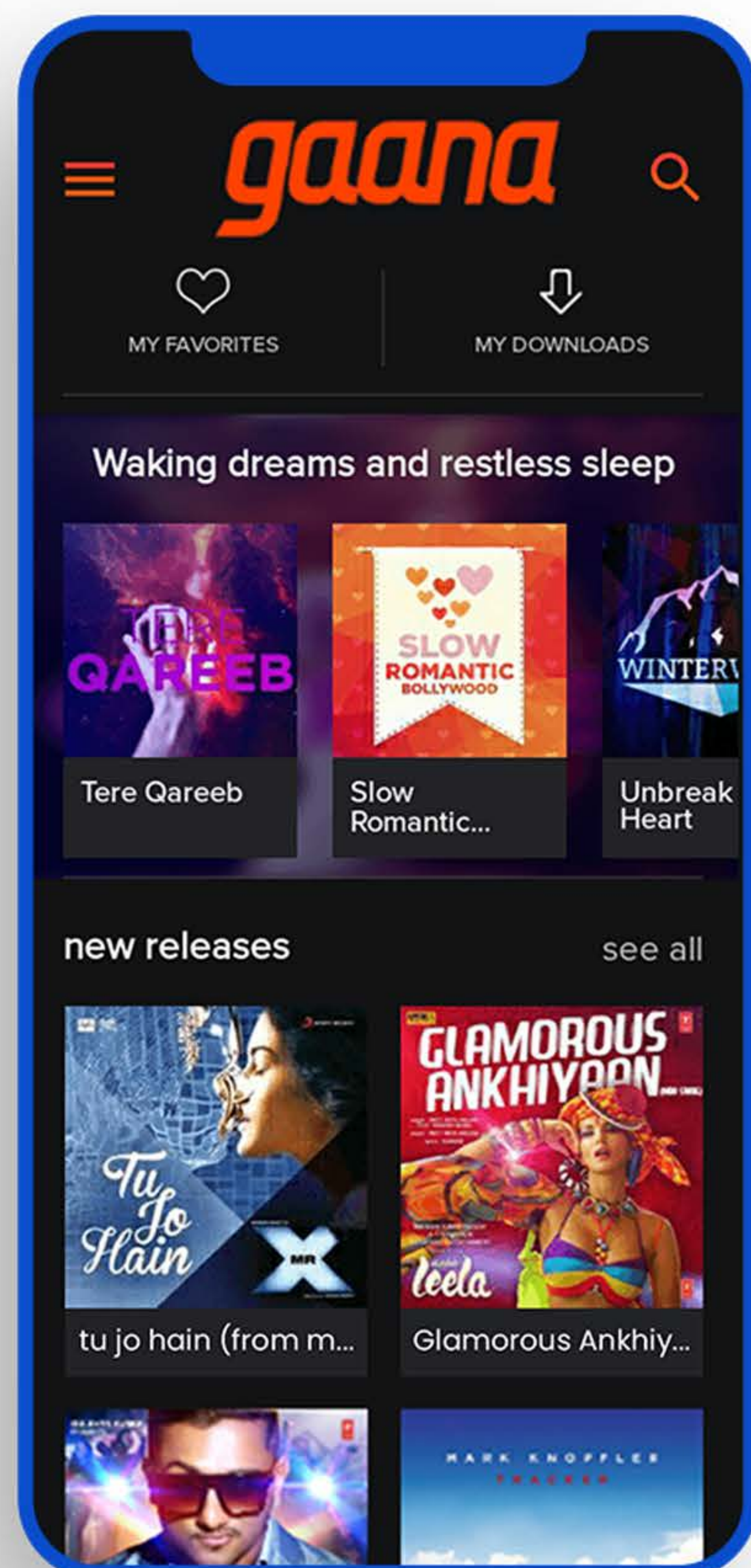
About

Founded in 2010 by Times Internet, Gaana launched its mobile app in 2017. As one of the leading players in the music and audio streaming space in India, Gaana has over 123 million people using the app each month.

Gaana primarily makes money through in-app advertising. As such, they want to make sure they are providing the best possible service to their brand advertiser partners and seek to highlight the unique value brands can gain by running ads within the Gaana app. They do this by running media effectiveness and brand lift surveys on the brand's behalf.

Context

In the past, Gaana would turn to legacy market research firms to conduct these media effectiveness and brand lift surveys. However, this approach can be problematic in a few key ways. Legacy methodology is expensive and time consuming because data has to be shared with the research firm, they rely on methods like matching data with panels (which leads to panel bias) and they require publishers like Gaana to give the market research firm sensitive user data like device IDs/cookie IDs for accurate targeting. Data sharing, high costs and long turnaround times are huge impediments to ongoing media effectiveness surveys.

The ability for a publisher to take a third party ad tag and run a survey within their app is not very common in the research industry. This is hugely valuable because no data sharing is required, the publisher has full control over targeting, scale, etc., they are able to see results directly on the platform without any manual intervention and it turns out to be so cost effective.
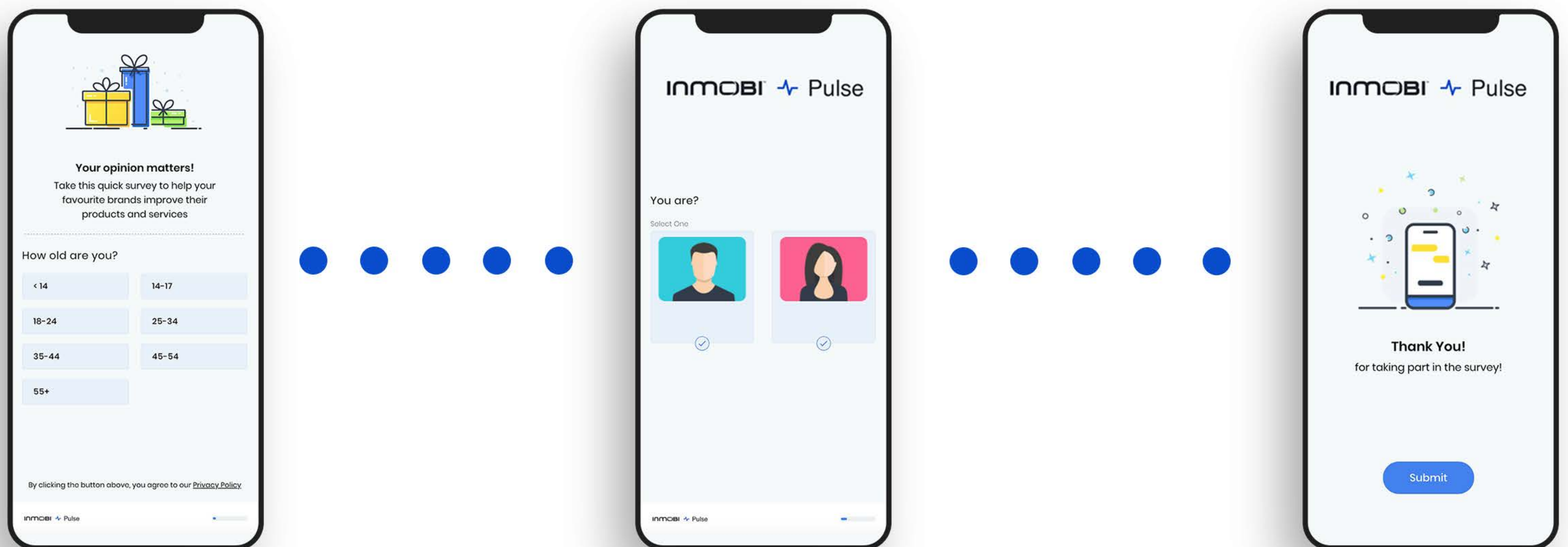

Overview

In 2019, Gaana completed a weeks-long advertising campaign with one of the biggest social media networks in the world. Once the campaign was over, Gaana wanted to show the social network that its ads within the Gaana app successfully improved their brand awareness in the market.

Instead of relying on legacy market research firms, Gaana turned to InMobi Pulse. Through an API connection, Gaana was able to quickly, accurately, seamlessly and cost-effectively target everyone who was exposed to the social network's ads to see whether the campaign impacted overall brand awareness. Using InMobi's proprietary technology, Gaana was able to target the ad-exposed users and serve them a survey within their own app property to get feedback on InMobi Pulse in close to real time.

Results

Gaana was able to see immediate dividends from InMobi Pulse. Not only could they control all elements of data collection and not have to give away user information, but they were able to gather insights much quicker than before; while they used to get survey data back sometimes up to a month later, Gaana got results in just a week with InMobi Pulse.

The InMobi Pulse survey helped highlight the unique value that Gaana is able to provider brand advertisers. The poll found a significant lift in salience for the social media brand across gender as well as age groups. Along with a lift in awareness, the survey showed that a significantly higher proportion of exposed women and those between 18 and 24 years old recalled the brand being advertised.
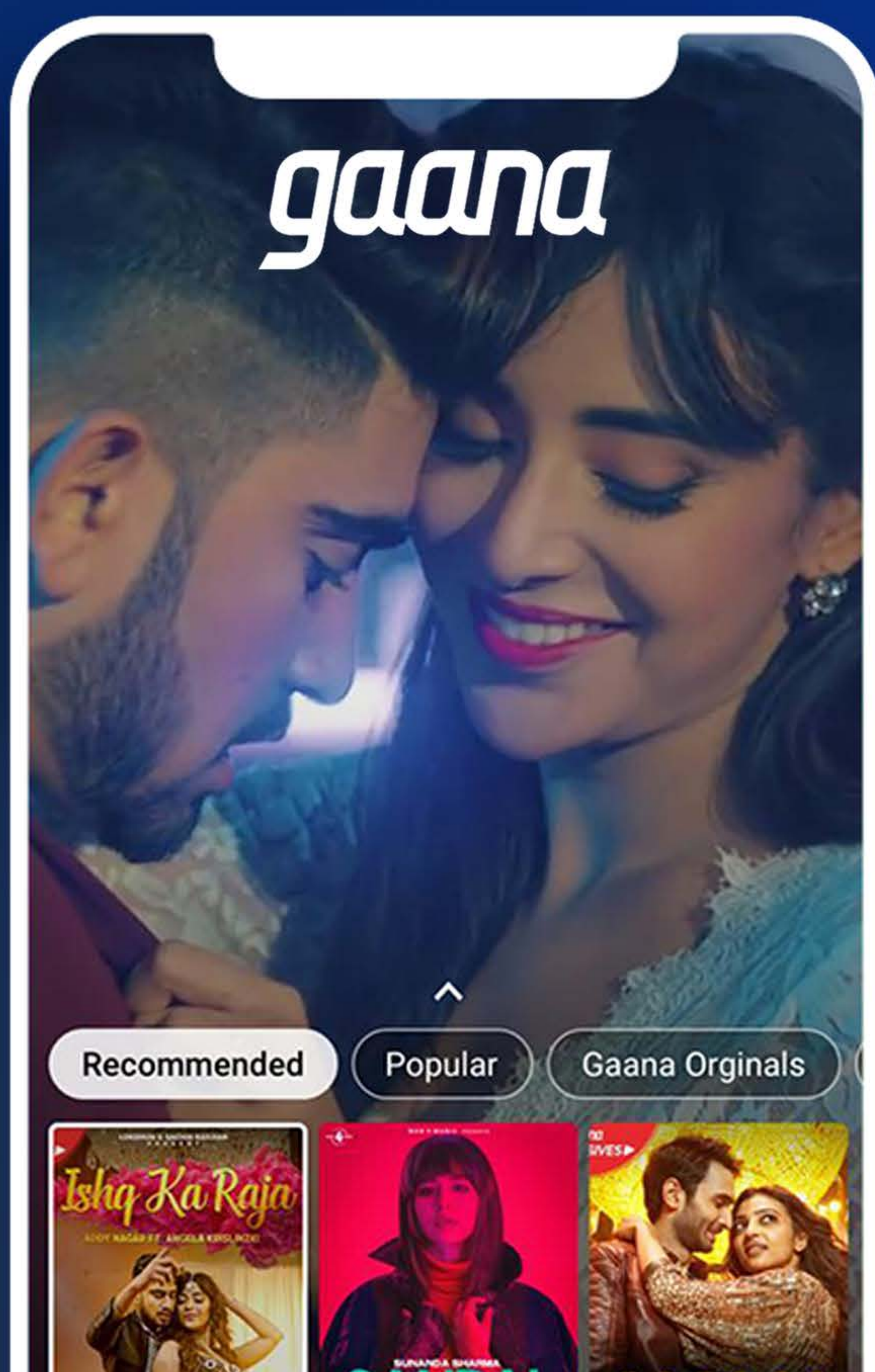
"We were very impressed with InMobi Pulse, and I would highly recommend it to any other app looking to quickly and seamlessly conduct media effectiveness and brand lift surveys. It was easy to use and implement, and it gave us results in record time and without any headaches. **InMobi Pulse** enables us to drive real connections with our consumers, and to help our brand partners better understand the value of our audiences."

– Vipul Bathwal
Head of Monetization for Gaana

Future Plans

Thanks to the success of their initial brand lift survey, Gaana plans to continue utilizing the services of InMobi for other major brand advertiser partners. Since InMobi Pulse works off a platform fee as opposed to a per-survey cost, Gaana can run multiple surveys without incurring additional fees.