



# Power Play: Winning Guide to IPL Marketing



**DREAM11**


INDIA'S BIGGEST SPORTS GAME



Whether it's sponsorships or on-air tie-ups, if you are a brand associated with IPL, you are the next talk of the town. IPL Marketing - An excellent way to drive brand awareness among consumers.

After the pandemic, the IPL season was officially scheduled in 2022. The 2022 IPL season marked the 15th edition of the world's most popular T20 cricket league.

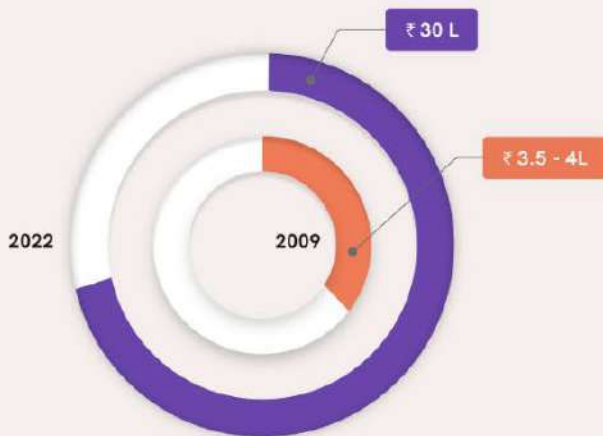
Dream 11, the fantasy league platform and 2020 title sponsors bagged the rights for Rs. 222 crores after Vivo's step down and crossed over 100 million registered users during the tournament. That's the power of IPL marketing.



"As online fantasy sports is entirely based on live sporting events, it was a good opportunity for us to be visible at different fan touch points. Pitch report, toss, giving the 'Dream11 Game Changer of the Match' to the cricketer with the most fantasy sports points and so on were some richly organic moments where fans connected and interacted with our brand," says Vikrant Mudaliar, Chief marketing officer, Dream Sports & Dream11.



# An overview of Marketing spending over the years



Ad Spent cost for 10 Seconds

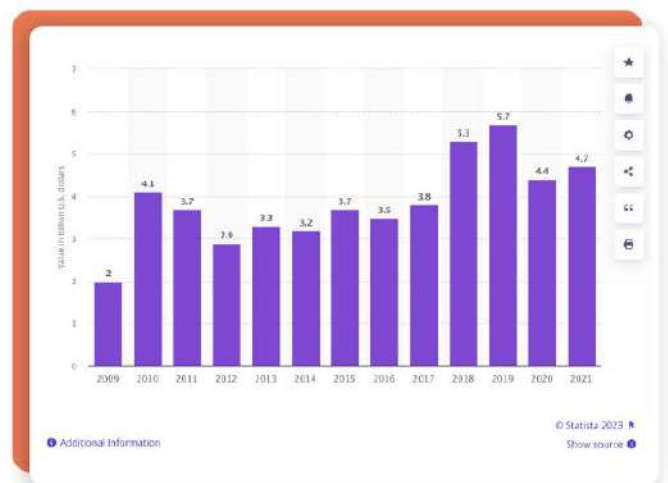


Advertising budget

## 4.5x increase in paying users for entertainment apps during IPL season.

Shopping apps see a massive increase in non-organic installs the week before the start of IPL - almost 60% higher than any other week during the period.

According to Statista, In 2021, the value of the Indian Premier League amounted to around 4.7 billion U.S. dollars. This was an increase compared to 2020, despite a four month delay and a relocation to Dubai due to the coronavirus pandemic.



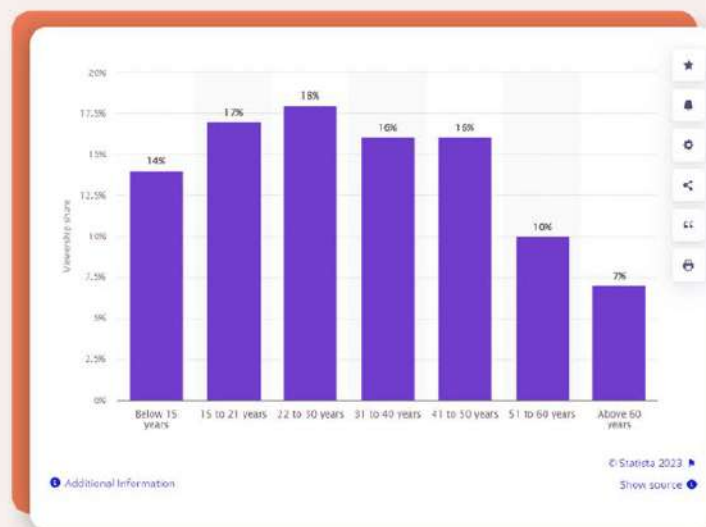
Value of IPL over the years

## Key moment :

Apps that reached out to users before the start of the match and during key moments successfully boosted engagement and enhanced the frequency of sessions.

## Finding your Ideal IPL Viewers

The IPL- A highly competitive market for advertising. Hence, it is essential to have a well-planned IPL advertising strategy to reach your target audience and maximize ROI. The IPL has a wide range of audiences. Brands must be able to identify their target audience and ensure that their message is received. Here is an overview of Statista data highlighting the IPL viewership based on age group



*IPL viewership*

# What brands have achieved by investing on IPL?



Cred's ad campaign in 2020 and 2021 seasons saw an increase in 7x sign-ups

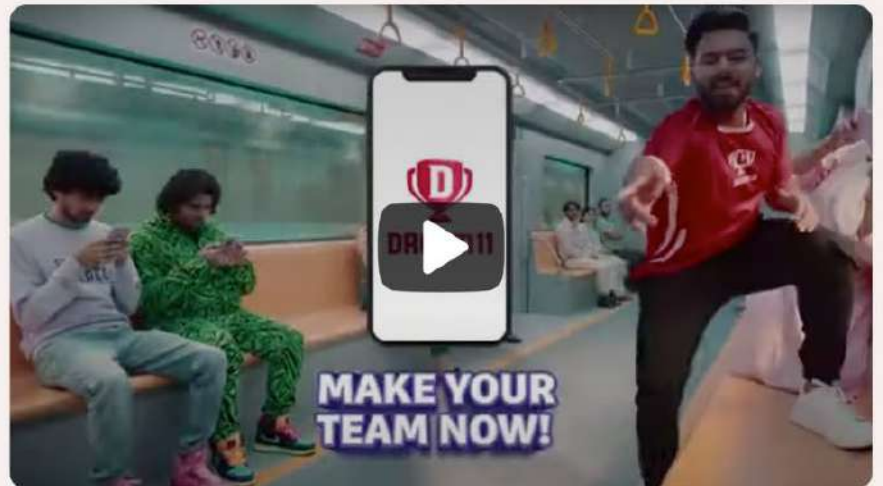
Crompton's ad campaign saw a 5x increase in Google searches and 43% increase in ad awareness in just 15 days

The logo for Crompton, featuring the word "Crompton" in a bold, white, sans-serif font inside a blue, trapezoidal shape that tapers to the right.

**Crompton**

# Ad Campaign Inspiration

Dream 11:  
[#yemaikarletahun](#)



CRED: [Play it different](#)

Swiggy: [No order too small, IPL 2018](#)



# The 2023 IPL Marketing Strategy

For brands, IPL is a gold mine. Almost all the demographics of a brand's target audience come together in a 4-hour live session. Brands have witnessed exponential growth in new user acquisition by investing in the IPL. However, with brands experiencing a surge in website traffic, app downloads, sign-ups and purchases with a 30-day retention period, it has become a challenge for brands to keep newly acquired users actively engaged beyond this period.

With IPL becoming as competitive as ever in terms of advertising, brands need to rethink this season's IPL marketing strategy that is not only acquisition focused but takes into account the entire customer lifecycle. Here's a step by step guide on optimizing full funnel conversion rates leveraging WhatsApp to maximize ROI



# Scale new **user acquisition** with first-party data capture

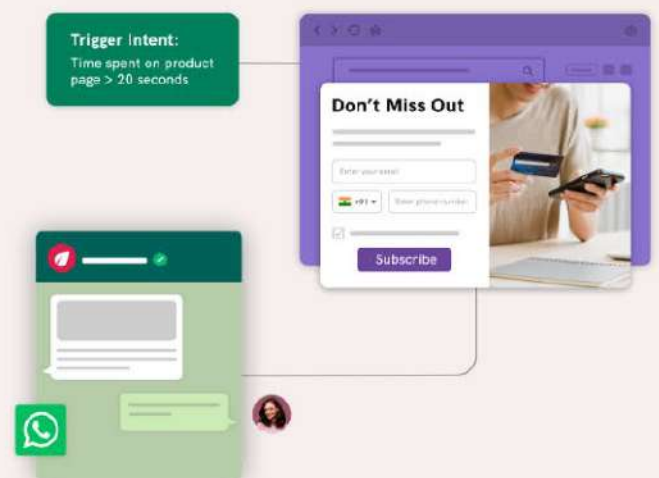


## Acquire high-interest traffic from TV/Digital Ads :

Leverage shoppable click to QR scanner to drive traffic to your WhatsApp Business Account. Once a user scans, they can automatically start a conversation with your brand, explore products and make a purchase right from WhatsApp itself.

## Capture high intent traffic with dynamic retargeting on WhatsApp

Save on paid retargeting of website drop-offs, who are dark users and have high intent, by capturing their phone numbers. Improving the effectiveness of UA campaigns and growing your direct customer base.

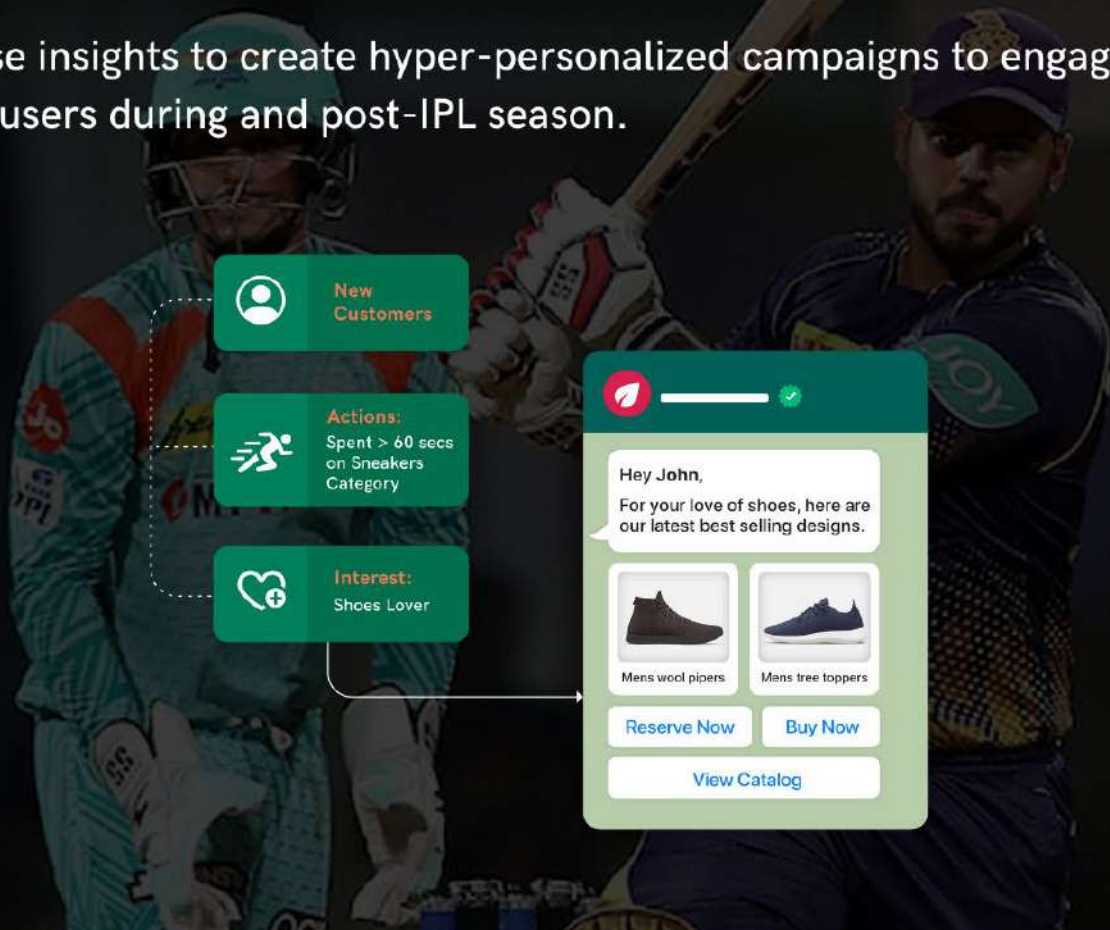




# Engage newly acquired users proactively through the journey

Brands can leverage first-party data captured with necessary WhatsApp opt-ins in place, to engage with customers proactively and move them down the funnel. Leveraging data-driven insights captured by tracking user's web/app behavior enables brands to understand customers' interests and preferences.

Use these insights to create hyper-personalized campaigns to engage and convert users during and post-IPL season.



## Discount coupons



For customers with high purchase intent

## Interactive games



For customers who have been inactive

## Video content


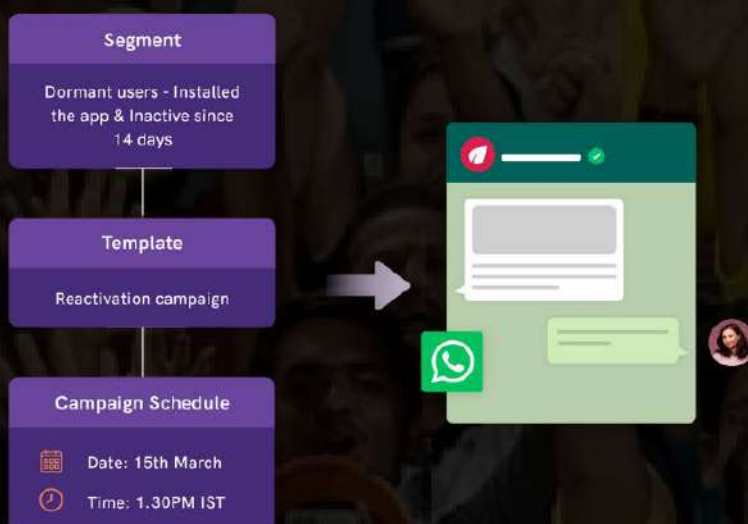


For customers abandoning the cart

# Improve **user retention** post-IPL season with **hyper personalized** engagements

According to Merkle's 2021 Customer engagement report, 88% of marketers say collecting first-party data is a priority. You can leverage first-party data collected on WhatsApp to deliver hyper-personalized engagements and improve retention.


Consider sending recommendations that align with customer's interests on WhatsApp and allow them to explore more, shop, and pay on the go. You can also ask users to sign up for your loyalty programs to reap the rewards of doing business with you.



Explore, shop & pay on the go



Upsell/ cross-sell



Loyalty programs

# Maximize ROI with **360 Marketing Strategy**

In today's fast-paced business landscape, building a 360-degree marketing strategy is essential for brands looking to succeed. This means focusing on the entire customer lifecycle, from acquisition to retention, to ensure that all touchpoints are covered. Brands need to have a comprehensive understanding of their customer's needs and preferences and use that knowledge to create personalized experiences that resonate with them. By implementing solutions that cater to all stages of the customer journey, brands can build stronger relationships and foster loyalty. Brands that can successfully build a 360-degree marketing strategy will be better equipped to attract and retain customers, drive revenue, and achieve long-term success.

Are you ready to build a kickass IPL marketing campaign on WhatsApp?

[Contact us](#)

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