

**DSP**  
MUTUAL FUND



**Campaign: Encourage savings through  
ELSS and ETF-NFO**

# About DSP Mutual Fund

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For more than 25 years, DSP Mutual Fund has been helping investors make sound investment decisions responsibly and unemotionally. Today, investors, MF distributors, and investment advisors rely on the platform, establishing it as one of the largest AMCs in India. Backed by the DSP Group, an Indian financial powerhouse with nearly 160 years of history—the DSP family has played a pivotal role in advancing and professionalizing capital markets and money management in India over the last one and a half centuries.

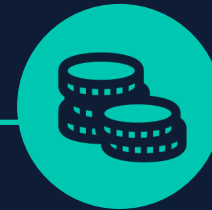
# Campaign Objectives

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The campaign aimed to promote DSP Mutual Fund's investment schemes, raise awareness, and drive users to the DSP Mutual Fund website. The key objectives were to:



Target DSP S&P BSE Liquid Rate ETF NFO to the youth, driving traffic to the website for registrations and inquiries.



Promote ELSS for young adults, emphasizing tax savings and early investing for long-term financial growth.

# Campaign Strategy

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We structured the campaign for DSP Mutual Fund in three different phases:



Strategize a plan that identifies the unique value proposition and sets the direction for the campaign.



Engage with the target audience through various touchpoints highlighting the benefits of tax-saving schemes.



Achieve the campaign's objectives by executing the strategy and measuring its impact against predefined goals.



# Strategize

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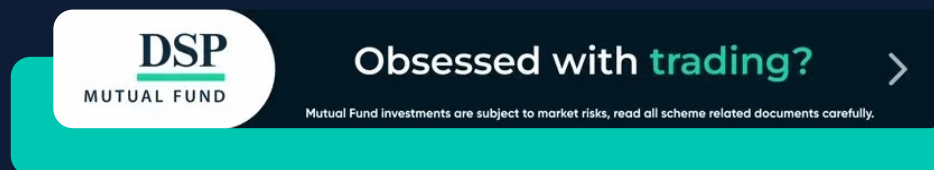
Our team started by determining a tailored strategy for the brand to yield maximum engagement and conversions. The campaign targets were set as follows:



# Engage

We began the campaign by optimizing engagement and conversion metrics through premium inventory placements to maximize reach.

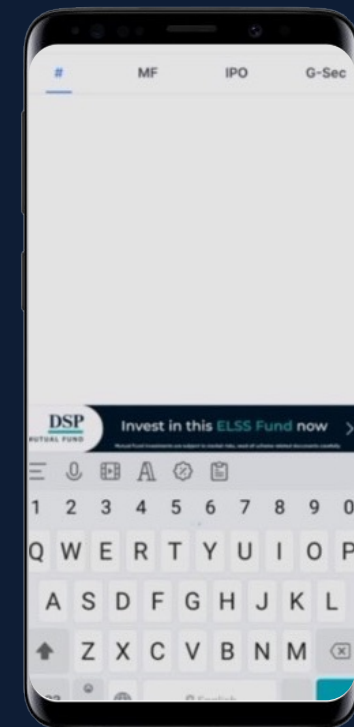
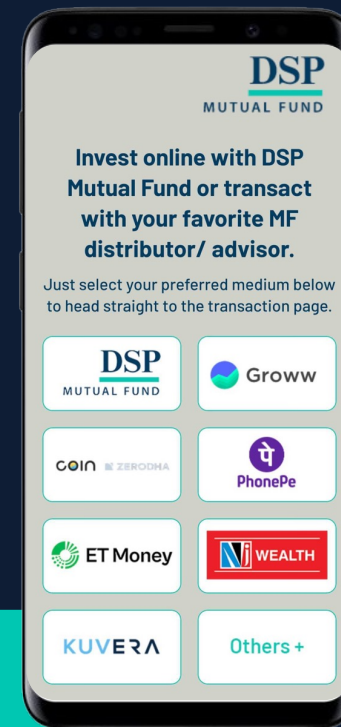
Leveraging this inventory allowed us to connect with users on similar apps like Groww, Zerodha, PhonePe, and Paytm—employing targeted audience segmentation to reach the young demographic.



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**Obsessed with trading?** >

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.



# Achieve

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Promoting tax-saving and financial growth, our strategic data-driven approach ensured the campaign's messaging resonated with the intended demographic and yielded remarkable results:



**12M +**  
Impressions



**2 Lakh+**  
Clicks



**1.66%**  
Average CTR



**Pawan Gurnani**

Assistant Vice-President, E-Business,  
DSP Mutual Fund

“

Working with Mobavenue on our campaign was instrumental in achieving our objectives—promoting and encouraging our investment and tax-saving schemes. The message was delivered with the right ad to the right set of audiences, driving successful outcomes. Overall, it has been a growing association for both of us.

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# Thank You

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