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101 AI IN MARKETING
USE CASES

Brand: LAL GHODA KALA GHODA

How Lal Ghoda Kala Ghoda used AI-powered media buying to drive more efficient video views in Jaipur.

BRIEF DESCRIPTION

Lal Ghoda Kala Ghoda (LGKG) ran its 'LGKG, Jaipur' campaign from 26 April to 15 May 2023, with the objective of maximizing video views in Jaipur and increasing awareness for Lal Ghoda Kala Ghoda Tea.

How AI Was Applied

Copilot, an AI-based bid manager and optimizer, dynamically allocated budget across demographics and audience segments. Over the course of the campaign, Copilot adjusted placement targeting within the Intelligent line item 33 times, identifying the top performing 5K channels and optimizing delivery on high-performing YouTube placements.

IMPACT

14% higher
Completion rate

15% higher
View-through rate

AI-driven bid optimization delivered lower costs and higher engagement, driving more views and greater awareness for LGKG Tea in Jaipur.

About Lal Ghoda Kala Ghoda | Lal Ghoda Kala Ghoda (LGKG) is a tea brand that ran a video campaign in Jaipur using AI-powered media buying to increase video views and awareness.