INCOMING CALL
+971 41234567

Zaineb
United Arab Emirates
☆ Likely important ⌄

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Mobile · Last call 1 day ago
truecaller

Trendy fits
Budget hits
up to 60% off!
EXPLORE NOW

Advertising Effectiveness Playbook

How Truecaller Helps Brands Measure What Matters
Attention, Trust & Confidence to Act.

truecaller | NOVEMBER 2025

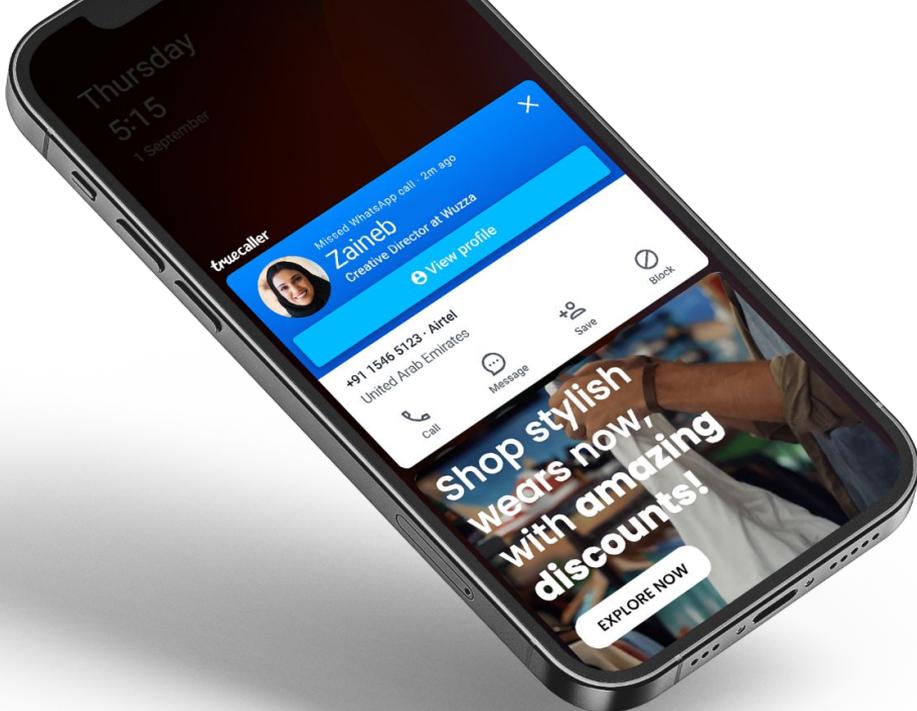# In a world of noise, attention **is earned.**

450M

Massive Reach
Active Users Globally

77M

Verified Context
Monthly Active Users
in Middle East & Africa

Truecaller offers a high-attention, privacy-safe space where users are actively engaged, creating measurable attention and trust.

NOVEMBER
2025 | **truecaller**

From Exposure to Impact:
Measure What Truly Matters

Every impression creates **an opportunity.**
Truecaller quantifies how users see, trust, and act on your message.

Attention
Visibility in verified,
high-intent environments

Trust
Communication in a credible,
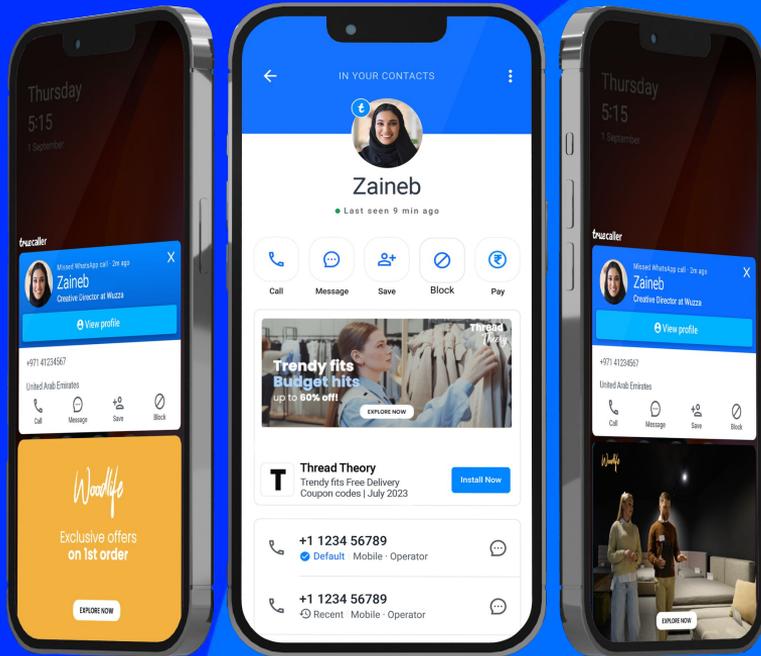privacy-safe space
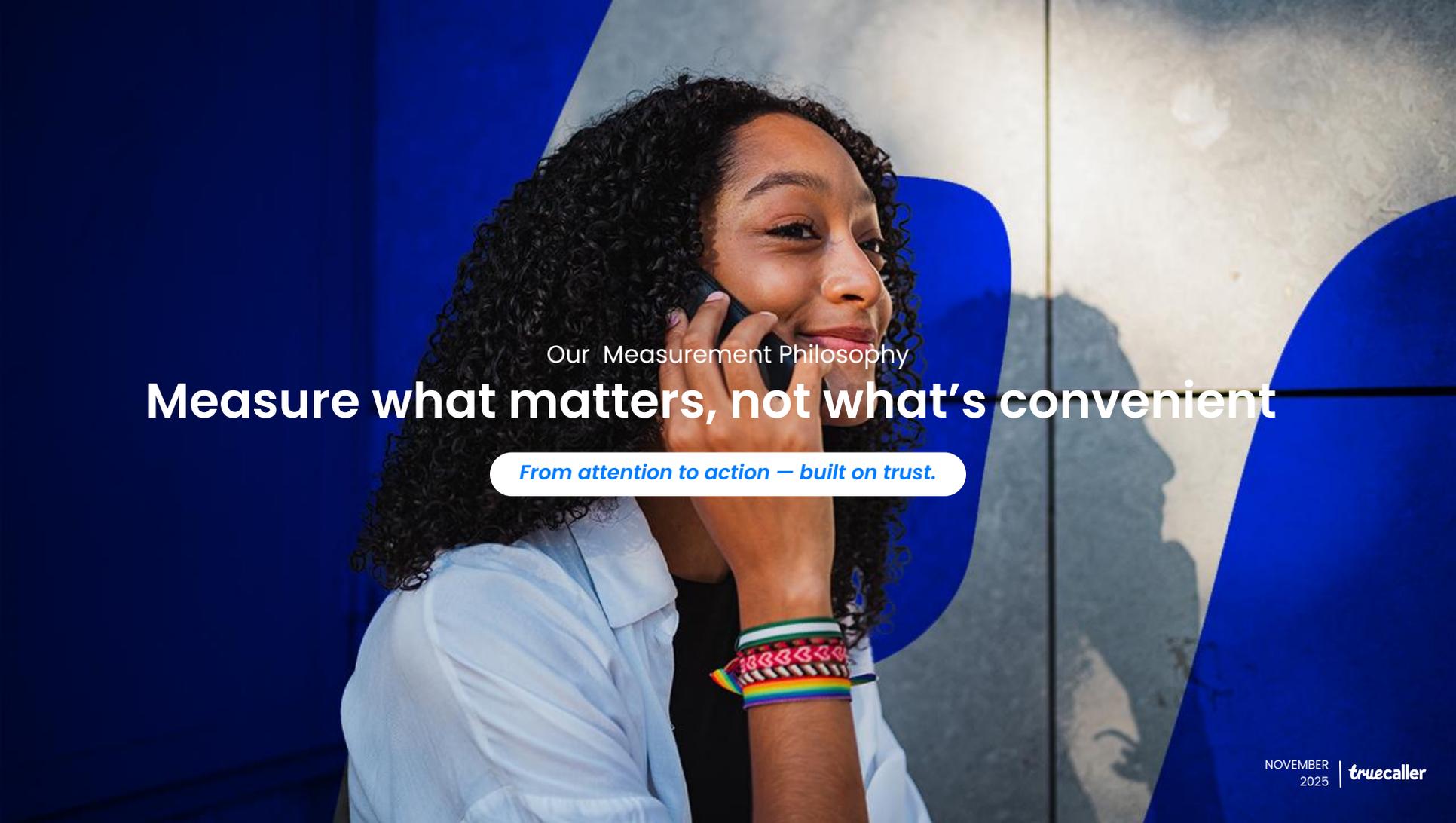
Confidence to Act
Empowering real decisions through
awareness, engagement, and trust

Why Truecaller Ads Measurement Matters

The challenge isn't reach - it's relevance. The solution isn't more ads - it's quantifying advertising effectiveness through moments of authentic trust.

- **Measure Brand Impact**
- **Expand Incremental Reach**
- **Optimise Performance**
- **Quantify ROI**

The Measurement **Gap**

Most advertisers measure delivery - not impact.
Truecaller helps close that gap.

From visibility to verified impact - **measure what truly moves people**

Attention
Users actively engage in verified, high-intent moments - not passive scrolls.

Trust
Trusted attention builds credibility.

Confidence
Trusted attention converts into measurable brand outcomes.

Most digital campaigns still optimize for what's easy to track — impressions, clicks, and reach. But these metrics don't explain what really matters: attention, trust, and the outcomes they drive. Truecaller bridges that gap, helping brands measure *verified impact* instead of just visibility.

Truecaller Trust & Confidence Framework

How the halo of Trust transforms **verified attention into measurable confidence**

Verified Attention
(Contextual Engagement)

On Truecaller, attention begins with verification - users are focused, discerning, and in control of what they engage with. Our environment primes people to pay attention because they trust what they see and who it's from.

ROI OF TRUST

How verified attention evolves into trust, builds confidence, and drives measurable brand outcomes

Confidence
(Trust-in-Action)

When audiences see brands within Truecaller's trusted environment, people feel more assured, informed, and ready to act - that's measurable confidence in action.
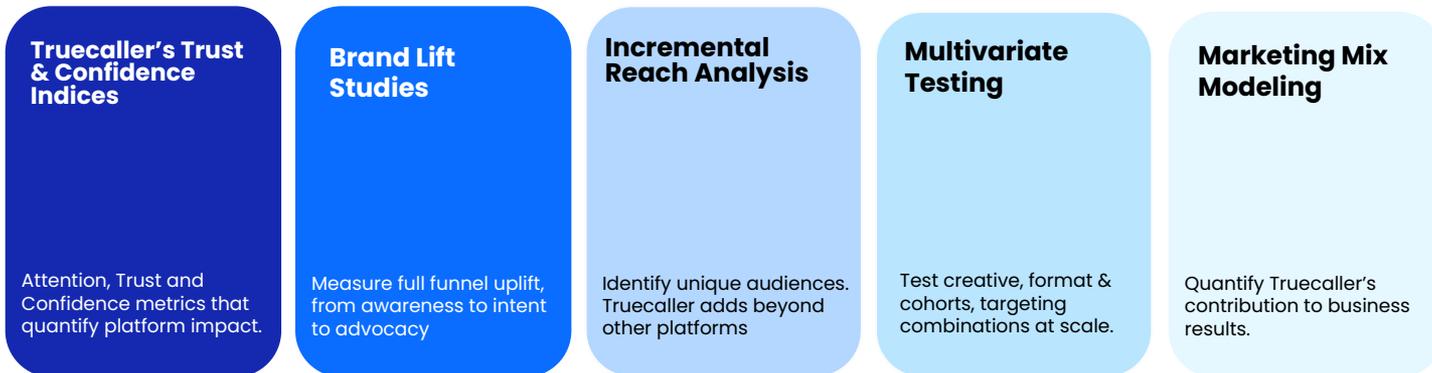
Trust
(Brand Credibility Transfer)

When brands appear in verified, trusted environments, they gain credibility by association. Truecaller's ecosystem amplifies authenticity and reliability at every interaction.

The Truecaller Measurement Suite

Our solutions quantify brand growth, reach efficiency, creative effectiveness and ROI-powered by trusted **research partners (Kantar, VTION and RainMan Consulting)**

The Truecaller Measurement Suite

Five Connected Pillars of Measurement based on the **Truecaller's Trust & Confidence Framework**

Truecaller's Trust & Confidence Indices	**Brand Lift Studies**	**Incremental Reach Analysis**	**Multivariate Testing**	**Marketing Mix Modeling**
Attention, Trust and Confidence metrics that quantify platform impact.	Measure full funnel uplift, from awareness to intent to advocacy	Identify unique audiences. Truecaller adds beyond other platforms	Test creative, format & cohorts, targeting combinations at scale.	Quantify Truecaller's contribution to business results.

Truecaller's measurement is powered by verified attention - made possible through billions of authentic user interactions across trusted communication goals

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Brand Lift Proves Value

Proven to deliver measurable uplift across awareness, trust, and intent.

Truecaller Brand Lift studies, **powered by Kantar,** quantify changes in awareness, recall, favorability and intent. We measure the full funnel: **awareness → consideration → action.**

A recent **Kantar Brand Lift Study for a premium mobility brand** on Truecaller delivered:

6X higher Attention
(Ad Recall) vs benchmark

9X higher Trust
(Credibility perception about message) vs benchmark

7X higher Confidence
(Intent to Purchase) vs benchmark

Brand Lift Proves **Value**

Funnel Stage	Focus	Example KPIs	Sample Questions (for Survey or BLS Poll)
Attention (Upper Funnel)	How effectively the ad captures verified attention	Ad Recall, Awareness,	• Do users recall the ad or brand in a verified environment?
Trust (Mid Funnel)	How exposure builds brand credibility	Brand Favorability, Perceived Authenticity	• Did seeing the ad in a verified environment (like Truecaller) make the brand fee more credible?
Confidence (LowerFunnel)	How trusted exposure drives confidence and action	Purchase Intent, Confidence-to-Act,	• Does the truecaller environment make users more confident to purchase the brand?

Quantifying
The full funnel

Attention

Trust

Confidence
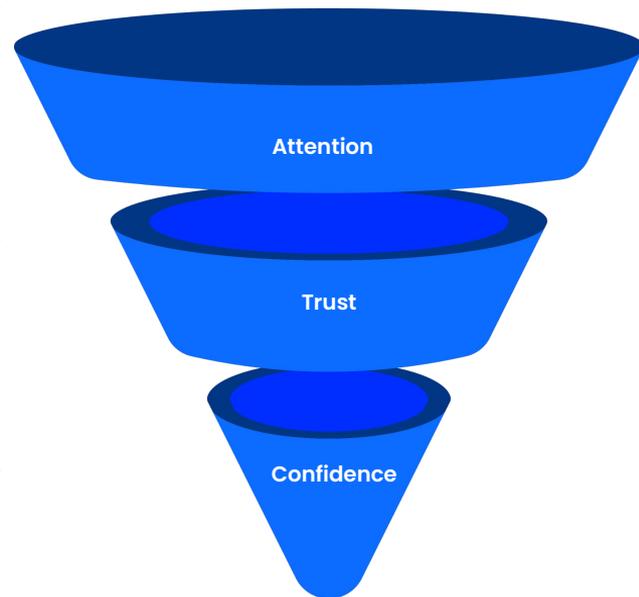
Incremental reach - Unlocking
Unduplicated Audiences

Through our partnership with **VTION** and **data clean-rooms**, Truecaller identifies audiences you can't reach elsewhere - delivering incremental impressions, verified in privacy-safe environments.

DCR privacy-safe environment ensures:

- Independent validation of Truecaller's performance versus other social platform's baselines.

- Passive impact measurement — not declared, but observed user behavior.
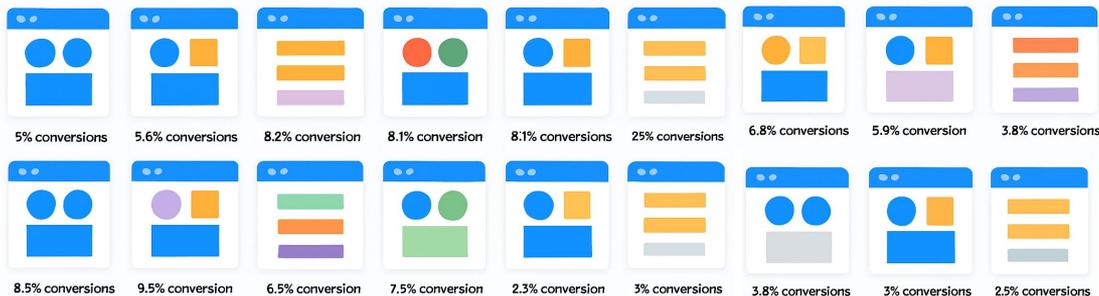
+28−35%

unduplicated audiences*

Proven new users vs popular social platforms

truecaller

Multivariate Analysis - Optimise what works

Measure the interaction of creative and contextual variables to predict outcomes

Success story with RainMan Consulting:

Smart Acquisition : Leading Insurance Brand

Testing **multiple ad combinations** varying:

- Creative message and layout
- Ad format and placement
- Daypart and exposure time
- Audience segment (prospects vs existing)
- Landing page version

Winning Combination -Creative: "Our claim fulfilment rate is 96.7%" Timing: Tuesday, 6–9 PM, Audience: New prospects

MULTIVARIATE TESTING

Tests multiple variables simultaneously to find the best-performing combinations.

5% conversions | 5.6% conversions | 8.2% conversion | 8.1% conversion | 8.1% conversions | 25% conversions | 6.8% conversions | 5.9% conversion | 3.8% conversions

8.5% conversions | 9.5% conversion | 6.5% conversion | 7.5% conversion | 2.3% conversion | 3% conversions | 3.8% conversions | 3% conversions | 2.5% conversions

Test multiple variables
Creative format, placement, audience segment, frequency and exposure time - tested simultaneously to uncover real interaction effects

Identify optimal combinations that drive lift Pinpoint variable combinations that deliver higher recall, engagement, and conversion intent faster than traditional A/B testing

Build a data-backed matrix that guides ongoing optimisation across markets and verticals ensuring each campaign performs better than the last.

Marketing Mix Modeling - Prove what sustains growth

Quantify Truecaller's contribution to long-term business results.

MMM identifies **Truecaller's contribution** within total marketing spend, optimizing future media allocations and uncovering new growth levers **powered by RainMan Consulting**

MMM decomposes total sales into base and incremental components-isolating Truecaller's contribution within marketing-driven growth

80% Base Sales	20% Incremental Sales (Truecaller + other higher ROI digital Media)

Guide smarter investment decisions
Set ROI benchmarks and elasticity insights for planning

Enable "what-if" simulations for media reallocation e.g., how a +10% budget shift impacts incremental sales or efficiency.

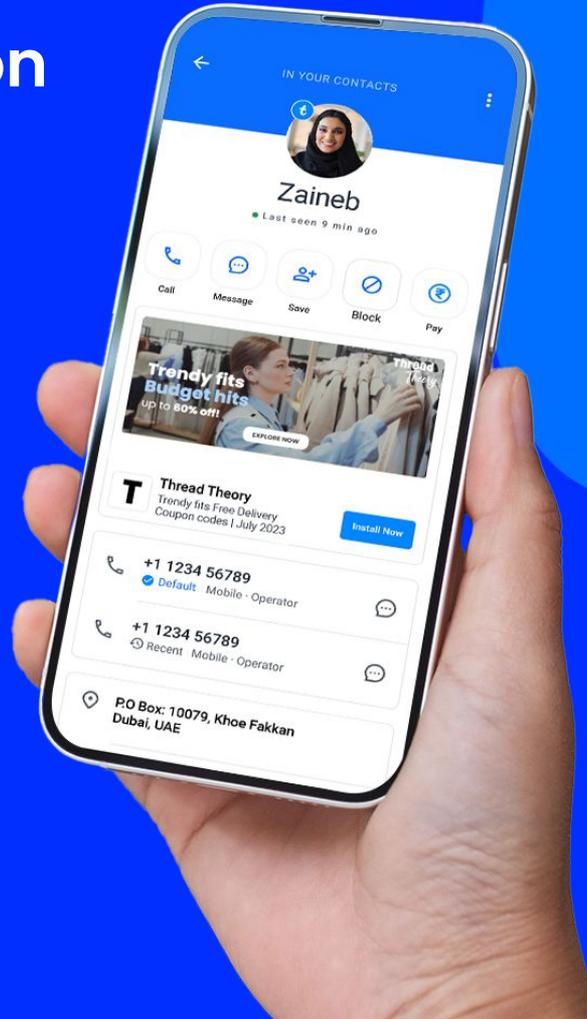**Optimise future growth:** through ROI benchmarks, saturation curves and spend reallocation.

The Right Creative Drives Attention, Recall & Trust

Effective creative earns attention before it earns action.

Creative Do's

✓ Use brand early, meaningfully and clearly. Ensure branding and messaging appears within the first 3 seconds with logo consistently visible through all frames

✓ Design for clarity — bold visuals, simple messaging and strong contrast for readability

✓ Adapt for mobile — short text, centered focus and appropriate framing for Truecaller surfaces

✓ Keep the story human — build emotional or relatable moments that reinforce brand trust

✓ Include a clear call-to-action (CTA): *"Install Now," "Try Today," "Book a Ride,"* etc

✓ Test 2–3 variations to find the strongest combination of message + design.

The Right Creative Drives **Attention, Recall & Trust**

Effective creative earns attention before it earns action.

Creative Dont's

Avoid cluttered layouts — too much text or multiple CTAs reduce impact.

Don't rely on brand logos alone — integrate branding within your story.

Avoid using muted or dull visuals —high contrast and warmth drive recall.

Don't reuse assets from other platforms — tailor creatives for Truecaller's attention environment.

Start your Measurement Journey

Define Campaign Objective

Identify what you want to measure — awareness, reach, or business impact.

Confirm setup with your Truecaller representative.

Choose the right Study type

Select from Brand Lift, Incremental Reach, Multivariate Testing, or MMM.

Allow a 2-week lead time for setup and partner coordination.

Approve recommended questions

Share creatives early so we can recommend questions and the best-fit measurement design.

Activate & Measure

Launch your campaign and track results through verified, third-party measurement.

Unlock Insights

Gain actionable insights and recommendations that inform future campaigns.

What's Measured — Improves

Test. Learn. Adapt.
Measurement built on attention, trust and confidence.

Contact:
measurement@truecaller.com