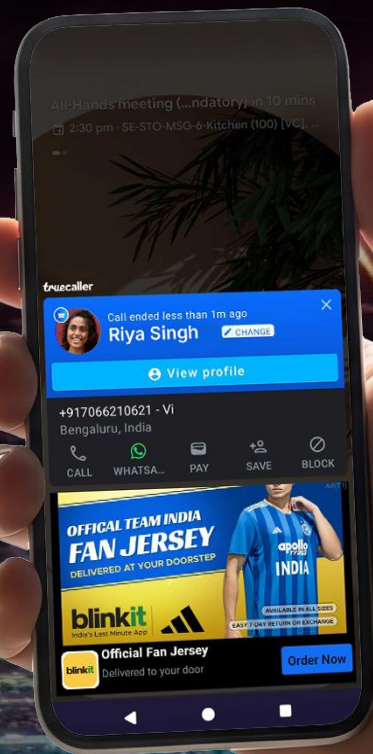


 **truecaller** | Insights from a study with VTION

Truecaller Powers Fan Behaviour

During T20 WC Final Ind V NZ

INSIDE: How Truecaller captured real actions during the final



WHEN INDIA PLAYED THE FINAL, TRUECALLER CAME ALIVE

The India vs New Zealand final wasn't just watched; it was **lived** on mobile.

Every **reaction, coordination, and decision** was enabled through **calls and messages** on **Truecaller**

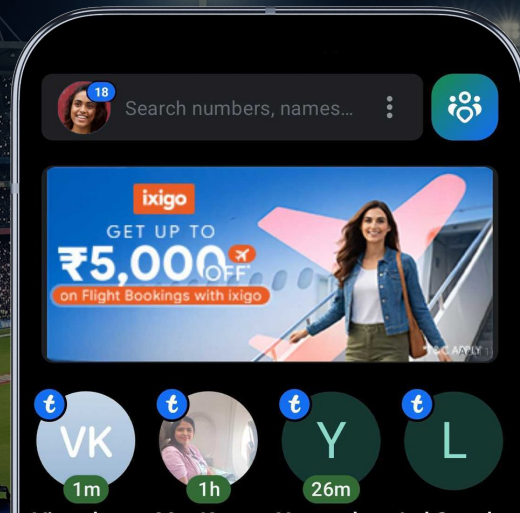


Real-time Reach

This is what happened on mobile when the nation watched the final.

1 in 2

(Among all cricket viewers) were active on Truecaller during the final



👉 Cricket moments come alive on Truecaller in real time

TRUECALLER IS WHERE USERS ALREADY ARE

FINAL

93%+

Among Truecaller users,
93% were active during the
match window

Real-time Intensity

- 👉 Truecaller captures cricket audiences at Scale
- 👉 and drives high real-time engagement during live match moments

👉 Based on observed behaviour of a consistent Truecaller user cohort during the match window

THE ANATOMY OF A CRICKET MOMENT

01

Match Moment

Wicket or Six triggers high emotion

02

Phone Rings / Notification Triggers

Immediate instinct to check and share

03

Call / Message Happens

Active engagement during match lulls

04

Decision Happens

Ordering, planning, and acting

05

Back to Match

Returning to the broadcast



TRUECALLER powers every moment where reaction becomes action

CRICKET MOMENTS COME ALIVE ON TRUECALLER

COMMUNICATION & DECISION HUB

- 👉 Truecaller transforms intent into real-world action
- 👉 Communication becomes decision-making



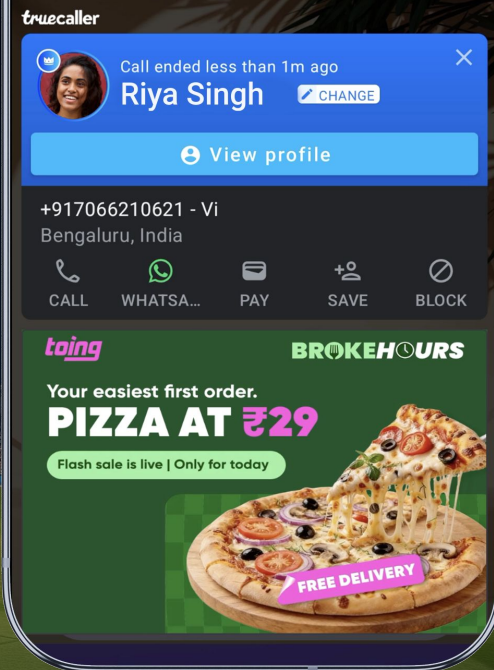
Intent to Action

From food orders between overs to last-minute plans after every wicket.



Real-Time Action

When the match heats up, fans react, coordinate, and act instantly.



👉 Every decision flows through communication. **And communication flows through Truecaller.**

DURING THE FINAL, TRUECALLER ACTIVITY SURGED

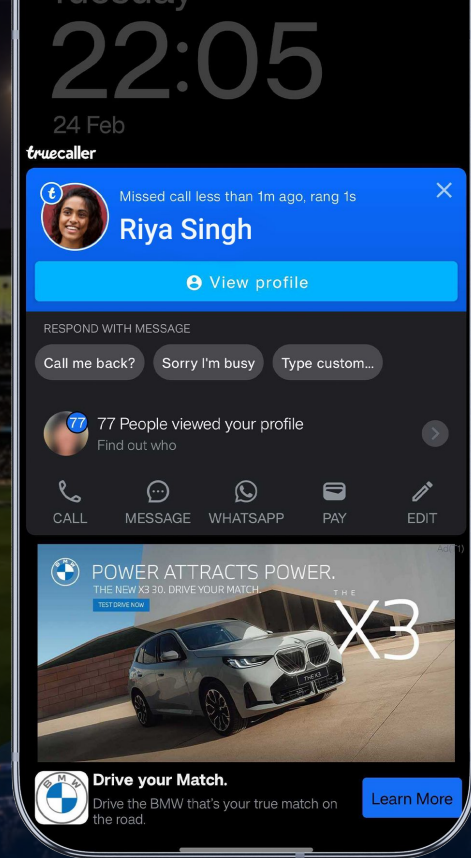
Mobile Attention Window

- 👉 Users engaged more frequently on Truecaller during key match moments
- 👉 Higher interaction intensity sustained engagement throughout the match

3X

surge in real-time interactions on Truecaller during the final

Every over, every wicket triggered immediate phone interaction



👉 Every cricket moment **triggers action on Truecaller**

CRICKET MOMENTS ACTIVATED REAL-TIME CALLING & COORDINATION ON TRUECALLER

Instant Action Hub

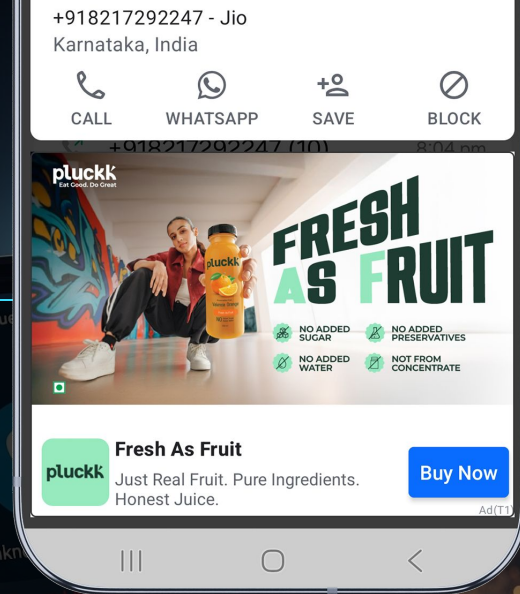
👉 **Real-time coordination:** Conversations on Truecaller surged during key match turning points.

👉 **Seamless Execution:** Users acted instantly: calling, planning, and transacting as the match unfolded.

10+

Communication moments per user

Each moment triggers immediate coordination or real-world decisions during the final.



👉 On Truecaller, **every conversation leads to action**

REAL COMMERCE HAPPENED DURING THE FINAL CRICKET DROVE IN-MATCH PURCHASES ON TRUECALLER

1.26x

Food Delivery

1.17x

Quick Commerce

1.02x

QSR Apps



Conversations on Truecaller directly drove real-time commerce during the final

- Orders started with a call or message
- Truecaller powered in-the-moment purchase decisions during the match

👉 On Truecaller, conversations **convert into commerce**

HIGH-VALUE DECISIONS ACCELERATED DURING THE FINAL

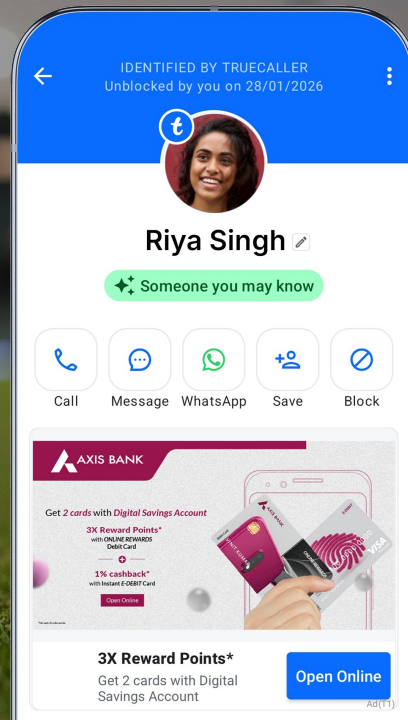
1.48X

Loans, credit, financial actions



Financial decisions accelerated during live cricket moments

- 👉 Even high-value decisions were triggered through real-time communication.
- 👉 Follow moments of discussion, coordination, and decision-making



👉 **Truecaller enabled real-time financial decision-making** during peak moments

WATCHING TOGETHER, AMPLIFIED REAL TIME ACTION ON TRUECALLER

67%

of viewers experienced the final
together driving shared conversations
and coordinated actions on Truecaller



Group viewing increased coordination

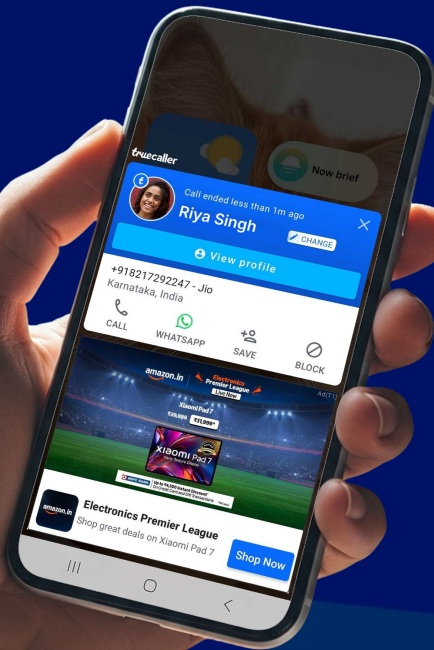
Calls & messages drove:

- Where to watch
- What to order
- When to join

Group viewing moments strengthened real-time
communication and decision-making

👉 Shared moments drive **coordinated action on Truecaller**

DURING THE FINAL, TRUECALLER USERS ACTED AS REAL TIME DECISION MAKERS



High-Intent Behaviour Signals

- Communicated more frequently
- Coordinate activities more
- Transact at higher volumes

Fan Coordination in Action

- Where are **we** watching?
- What are **we** ordering?
- Who's** joining?



On Truecaller, conversations lead to action.

👉 On Truecaller, **conversations translated directly into action**

HOW BRANDS WIN DURING CRICKET ON TRUECALLER

Capture users at the moment of decision.



Interrupt-Driven

Attention is triggered by real-time calls.



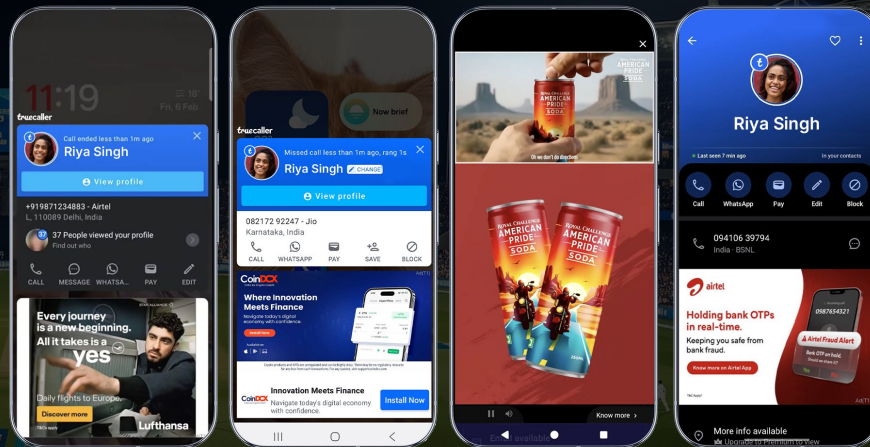
Concentrated Intent

High-intent moments between overs.



Decision Moments

The ultimate action points for fans.



Where media drives outcomes.
On Truecaller, Action follows communication

CALLS & MESSAGES POWER REAL WORLD ACTION



Call

The trigger for real-time connection



Message

Drives coordination and group action

LEADS TO



Order

Food, commerce, and in-match purchases



Decide

Financial, social, and high-intent decisions



On Truecaller, every conversation drives action

Methodology

HOW WE MEASURED REAL-TIME ACTION



Passive Behavior

This study is based on passive mobile behaviour observed during a live cricket event, capturing real user activity in real time during the India vs New Zealand T20 Final. Behaviour was captured continuously to understand how users communicate, coordinate, and act during live match moments. All insights reflect observed behaviour, including calling, messaging, and app usage during the final.



Scale & Scope

The analysis is based on passive behavioural data from ~7,000 Truecaller users, observed during the match window (8 March 2026, 7 PM – 11 PM). The passive panel is weighted to represent India's urban smartphone population across age, gender, NCCS, and geography, reflecting India's Android-dominant ecosystem.

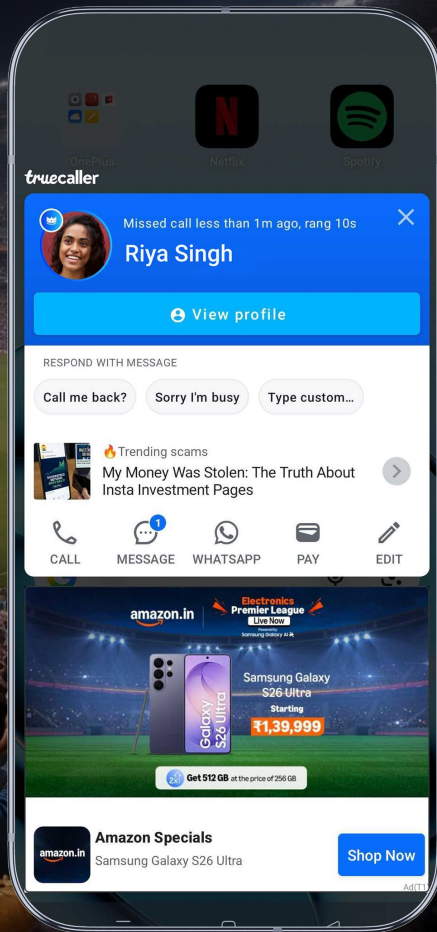


95% Confidence

All data is fully anonymised and aggregated, with no personally identifiable information collected or used. Findings are based on consistent behavioural patterns, providing a 95% confidence level in the directional insights reported.



**"Cricket may be played on the field.
Decisions are made on the phone."**



STUDY OVERVIEW

ABOUT Truecaller Ads

Truecaller Ads provides brands access to a high-trust mobile environment shaped by verified identity signals. With advanced targeting options and a verified user base of 310 million in India and 450 million globally, Truecaller enables advertisers to connect with audiences whose attention is active, intentional, and rooted in clarity.

ABOUT VTION

VTION is a digital intelligence platform that provides passive mobile-behaviour measurement and real-world insight into India's smartphone users helping marketers plan with precision and understand authentic audience actions.

A Truecaller Marketing Science Study

Authored by Archana Roche

Global Head - Measurement & Analytics, Truecaller



Advertise with *true*caller ads