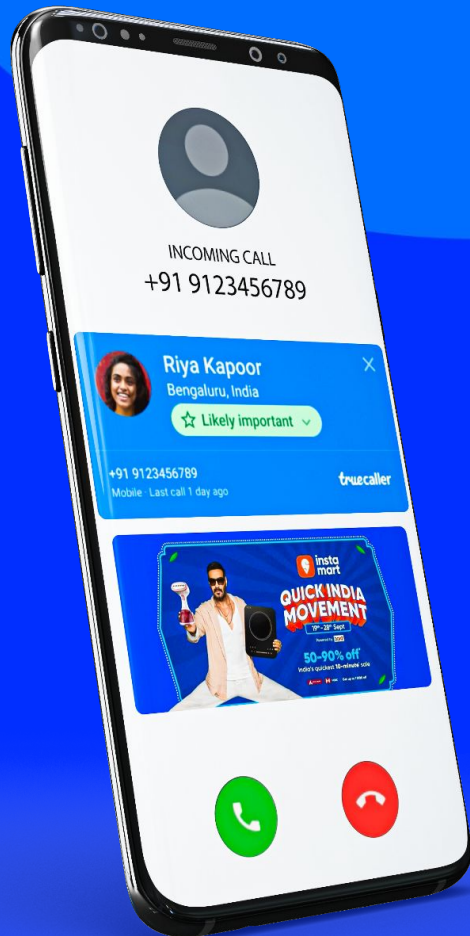




Advertising Effectiveness Playbook

*How Truecaller Helps Brands Measure What Matters,
Attention, Trust & Confidence to Act : The ROI of Trust.*

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



450M

Massive Reach
Active Users Globally



310M

Verified Context
Monthly Active Users
in India

Daily Active

83%

Daily App Checks

20X*

Engaged Audiences

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

SOURCE: COMPANY INFORMATION, BASED ON TRUECALLER USER DATA IN TRUECALLER MARKETS. COMPANY ESTIMATE BASED ON PUBLICLY AVAILABLE DATA

* Truecaller Audience Behaviour Study 2025 | Measured by independent third-party partner VTION and verified attention signals.

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

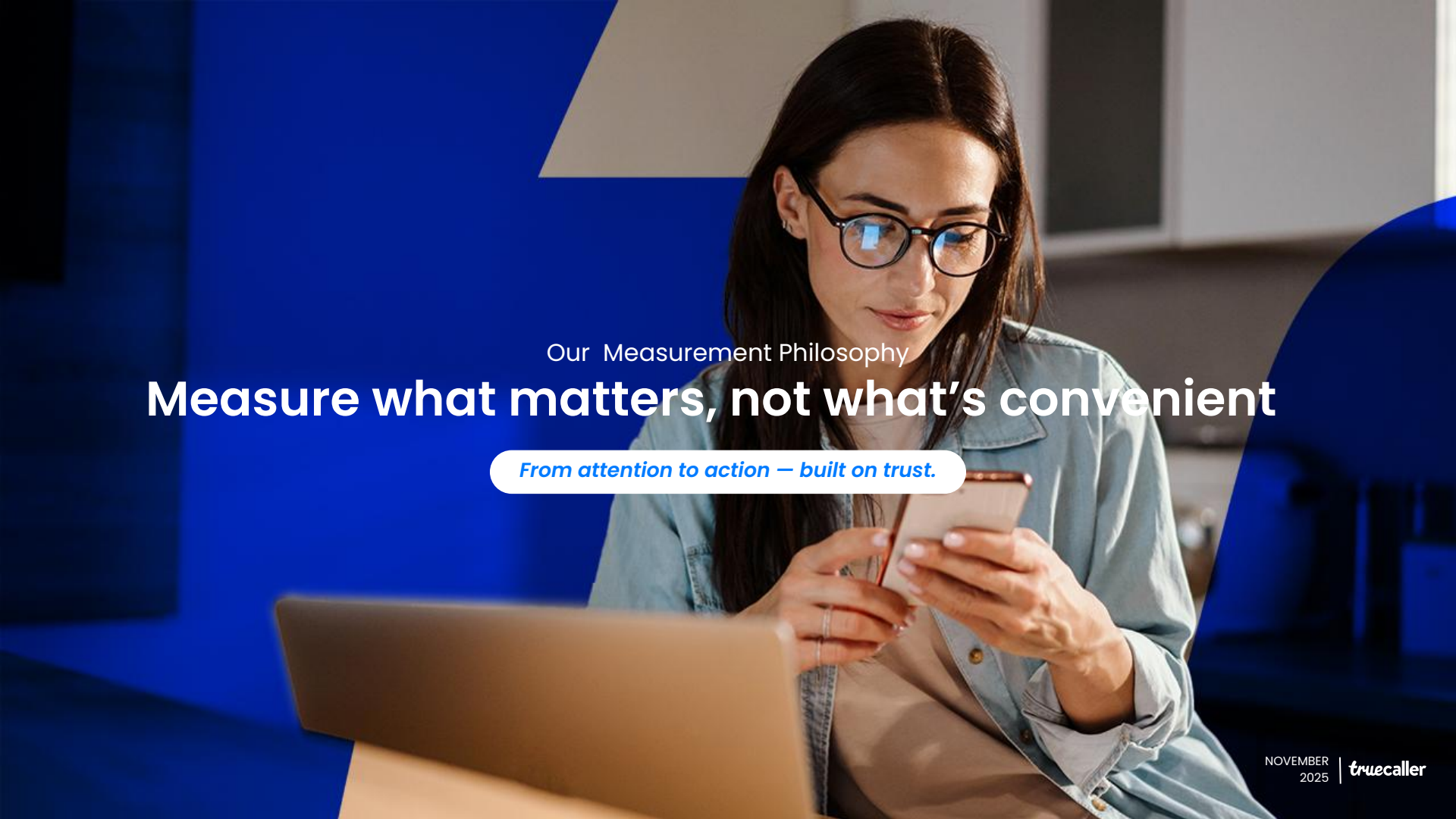
Empowering real decisions through
awareness, engagement and trust

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



Our Measurement Philosophy

Measure what matters, not what's convenient

From attention to action — built on trust.

The ROI of Trust

Measuring how attention in a trusted environment transforms into measurable trust



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.

From visibility to verified impact –
measure what truly moves people

Most platforms measure delivery.

Truecaller measures belief, recall and confidence – the building blocks of real brand impact.

Truecaller's 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.



Confidence

(Trust-in-Action)

When users see brands within Truecaller's trusted environment, they feel more assured, informed and ready to act, that's measurable confidence in action.

ROI OF TRUST

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



Trust

(Brand Credibility Transfer)

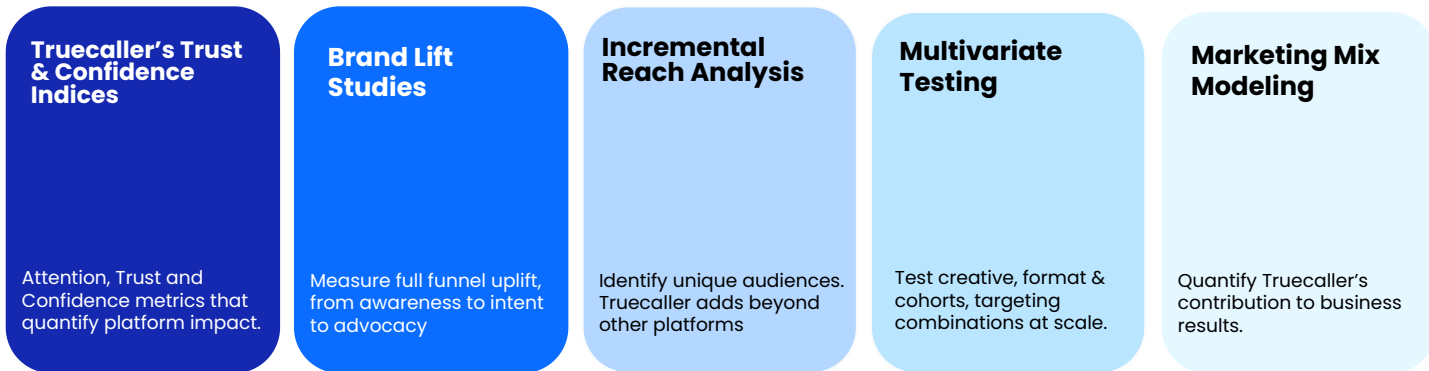
When brands appear in verified, trusted environments, they gain credibility by association. Truecaller's ecosystem amplifies authenticity and reliability at every interaction.

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**

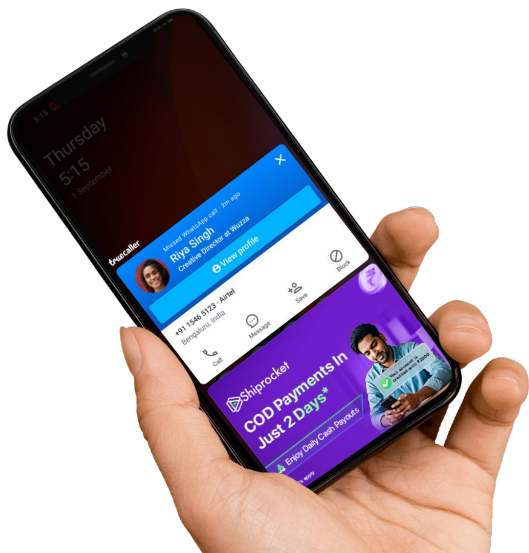


Truecaller's measurement is powered by verified attention - made possible through billions of authentic user interactions across trusted communication goals

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

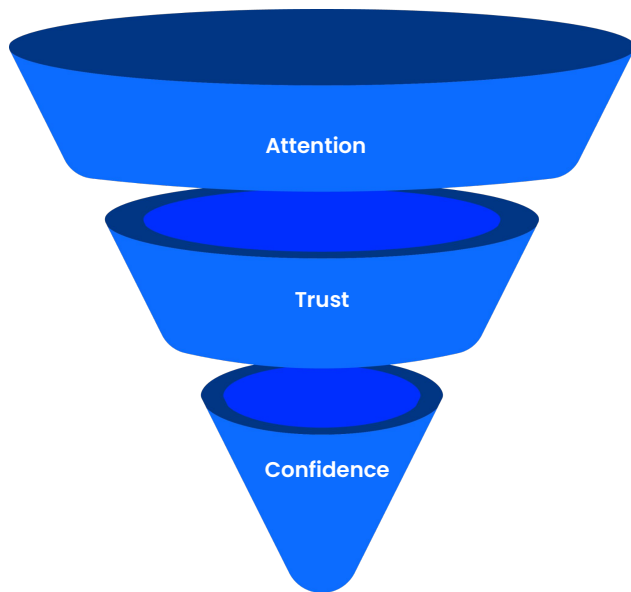
9X higher Trust
(Credibility perception about message) vs benchmark

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 feel more credible?
Confidence (Lower Funnel)	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



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*

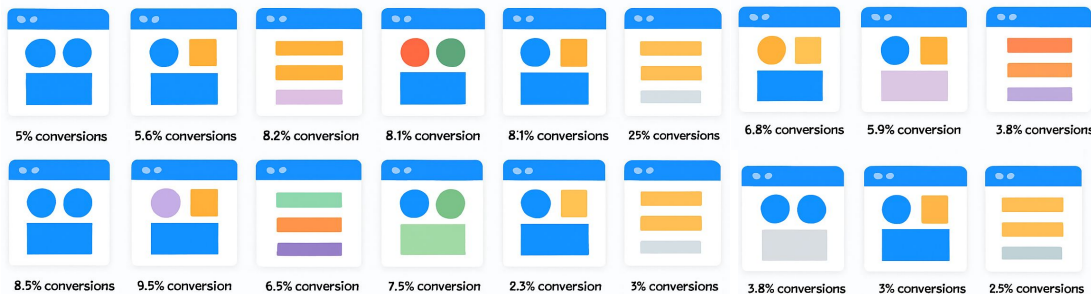
**Proven new users vs
popular social platforms**

Multivariate Analysis – Optimise what works

Measure the interaction of creative and contextual variables to predict outcomes

MULTIVARIATE TESTING

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



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

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 analyses total to separate base performance from marketing driven growth – isolating Truecaller's contribution within overall marketing impact.

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.

Trust Built on Verified Attention

Ads on Truecaller are 100% viewable, brand-safe and user-initiated — reaching users in verified moments of intent.



Verified Viewability & Brand Safety Assurance

Partner-certified | Privacy-safe | Verified attention metrics





truecaller

Where Ads Are Seen,
Remembered and Trusted

NOVEMBER
2025

| truecaller

The Right Creative Drives Attention, Recall & Trust

Effective creative earns attention before it earns action.



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.



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



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

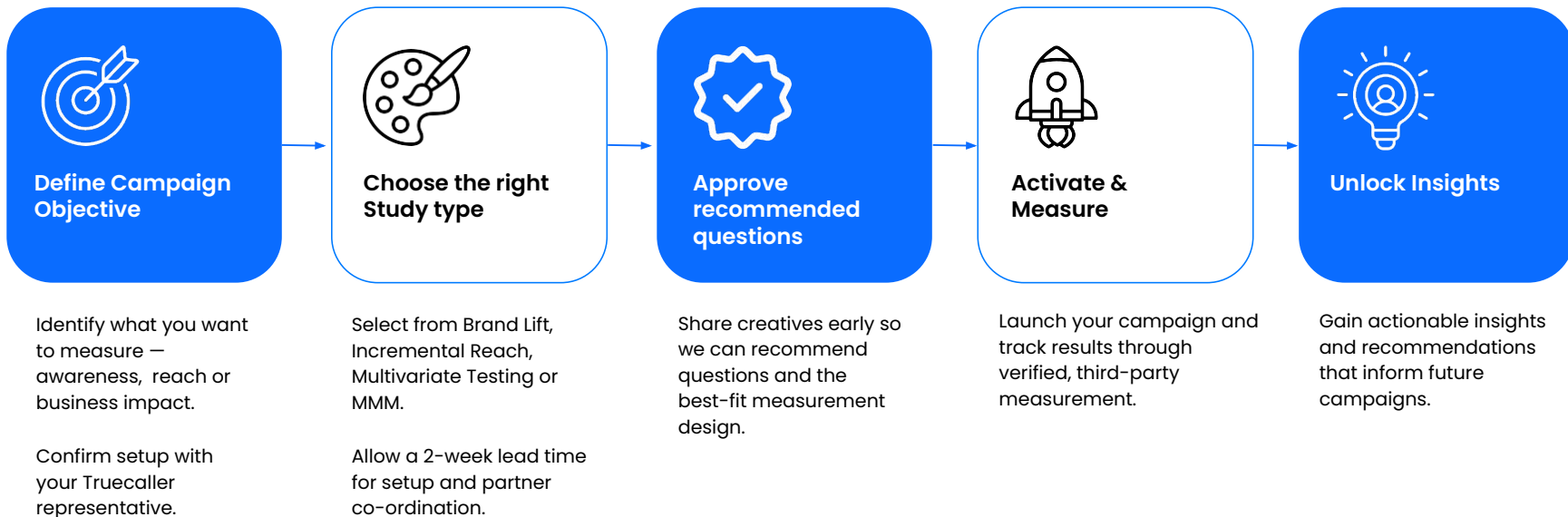


Don't rely on brand logos alone — integrate branding within your story.



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

Start your Measurement Journey



What's Measured — Improves

Test. Learn. Adapt.

Measurement built on attention, trust and confidence.

For measurement partnerships contact:
measurement@truecaller.com