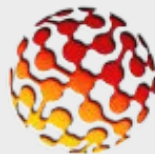




**HEADSHOT**

MEDIA

**X**



**GLOBOCOM**  
REDEFINING MOBILE DIGITAL SERVICES



# OVERVIEW

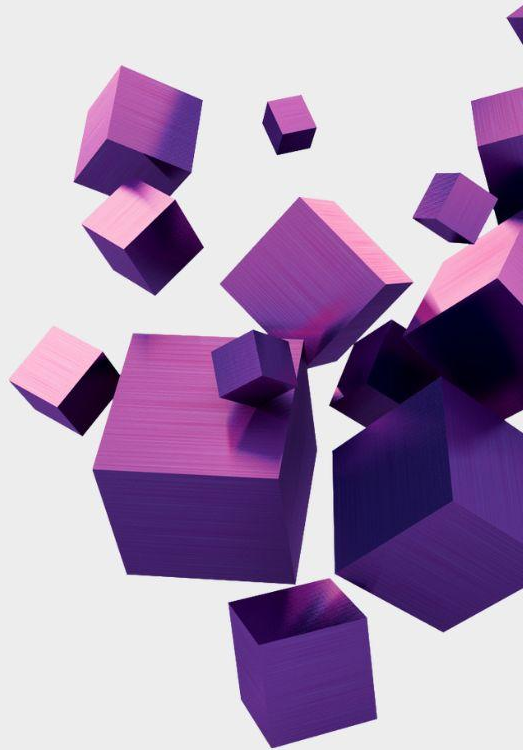
---

## Objective:

Globocom, a value-added service provider in the telecom industry, aims to boost user engagement and improve overall experience within its ecosystem. They sought HSM's assistance in connecting telecom partners with subscribers interested in value-added services across various markets.

## Proposal:

HSM is supporting Globocom with performance marketing services, focusing primarily on Meta and Google Ads. Our campaigns originally launched in 8 markets and are currently active in Sri Lanka and Iraq. Additionally, HSM is assisting Globocom in increasing subscriptions for their OTT platform "Tamasha Tv".



# SUMMARY OF ACHIEVEMENTS

## CAMPAIGNS

2

Total Platform

270 K+

Total Conversions

SRI LANKA  
IRAQ

Live Countries

## TOTAL SPENDS

1 CRORE +

## TAMASHA APP

12 M+

Total Impressions

4 M+

Total Reach

17.5 K+

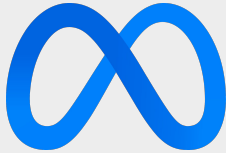
Total Subscription

## AVG CPA

INR 40

# MARKETING LANDSCAPE

## TOTAL PLATFORMS



## TOTAL PAGES



Hindi HSM



Filmy HSM

## FORMATS



Reels



Static

## OTHER MARKETS

NEPAL

QATAR

BAHRAIN

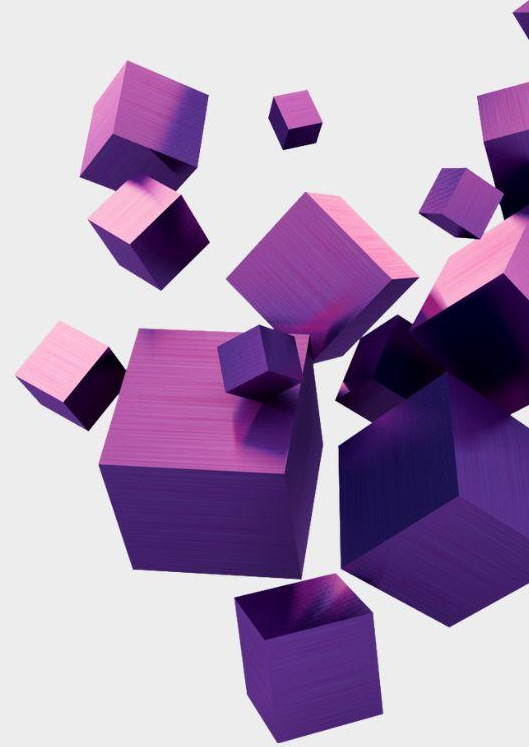
DUBAI

SAUDI ARABIA

SOUTH AFRICA

**Kindly note** - The above pages were used for Tamasha app installation,

# CREATIVES OF IRAQ CAMPAIGN



**PRODUCT: WEB GAMES**

# HIGHLIGHTS OF SL CAMPAIGN



SHORTZ  
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වීඩියෝ  
අන්තර්ගතය

දැන්ම දායක වන්න



SHORTZ

නිමක් නැති  
විනෝදාස්වාදය  
සඳහා ඔබේ  
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දැන්ම දායක වන්න



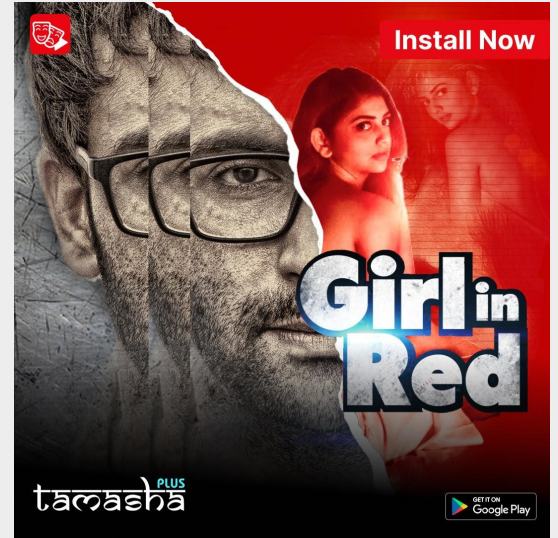
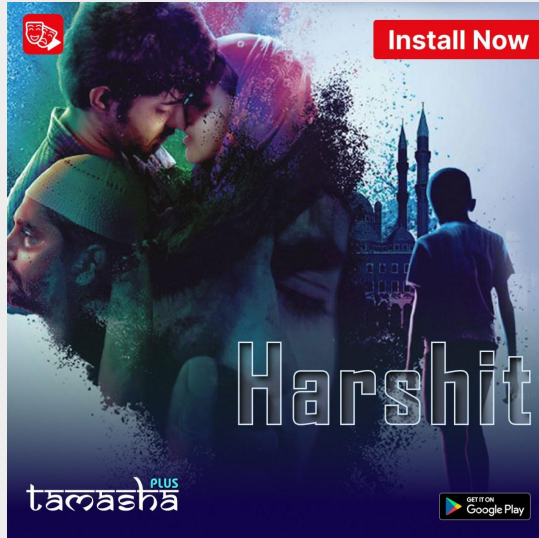
SHORTZ

විස්මිත සහ  
ප්‍රබෝධමත්  
වීඩියෝ

දැන්ම දායක වන්න

**PRODUCT: WEB GAMES & REELS**

# HIGHLIGHTS OF TAMASHA APP CAMPAIGN



**PRODUCT: WEB SERIES & SHOWS**