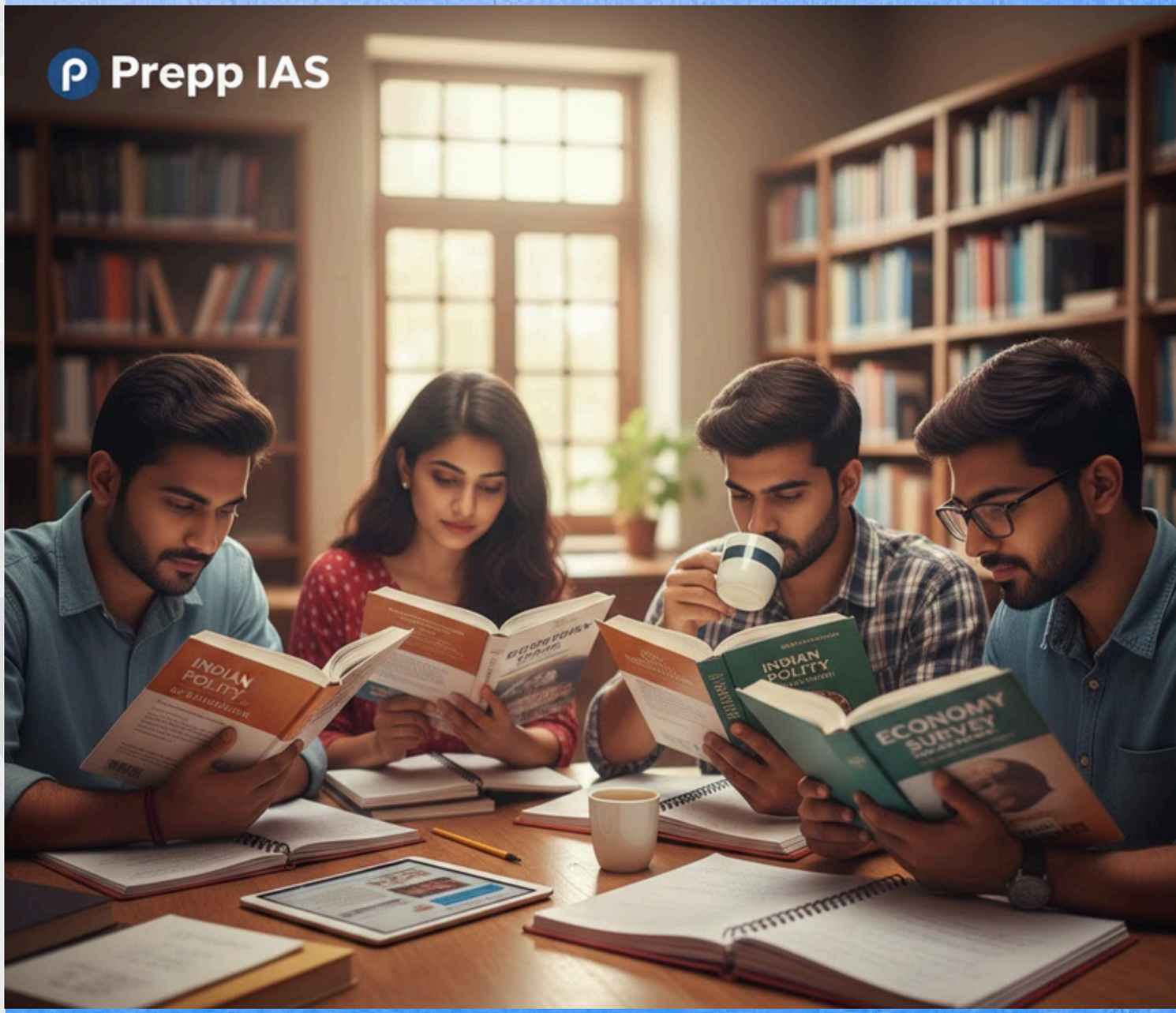
.CONTEXT

Case Study

Prepp IAS

Using DotContext's AI contextual engine to align Prepp IAS with serious UPSC aspirants during high-focus study sessions.



The Challenges

Digital advertising for competitive exams often suffers from "distraction fatigue," where ads appear during a student's leisure time rather than their study time.

- **Ads appearing on irrelevant videos where aspirants are not in a learning mindset.**
- **Risk of ads being placed on "clickbait" educational channels or unverified news sources.**
- **Difficulty in identifying the moment an aspirant shifts from casual browsing to intense subject research.**
- **Premium brands requiring high-attention, premium content environments**

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Objectives

- Highlight the 1:1 mentorship features of the Prepp IAS
- Reach dedicated students (aged 20-30) who are actively seeking exam strategies.
- Position Prepp IAS as the authoritative voice in UPSC preparation.
- Reduce budget spend on non-aspirant viewers.

DotContext Strategy

Brief analysis → Data Extraction → Intent Categorization → Contextual Scoring → Dual AI Firewall

AI-Powered Contextual Whitelisting on YouTube

DotContext analyzed YouTube content frame by frame to ensure Prepp IAS ads were served only during high-value moments, including:

- UPSC Subject Deep-Dives
- Current Affairs Analysis
- Strategy & Topper Talks
- Productivity & Study Vlogs

This ensures the brand message appears as the next logical step in the viewer journey, not as an interruption.

The Result ?

Benchmark-Beating Performance

VTR
vs benchmark
12%

Media waste
35%

Bounce Rate
vs normal setup
24%

By placing Prepp IAS in a "study-first" environment, the campaign turned passive viewers into potential candidates.

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Thank You

For Your Attention

prepp IAS

DotContext - Youtube Contextual engine