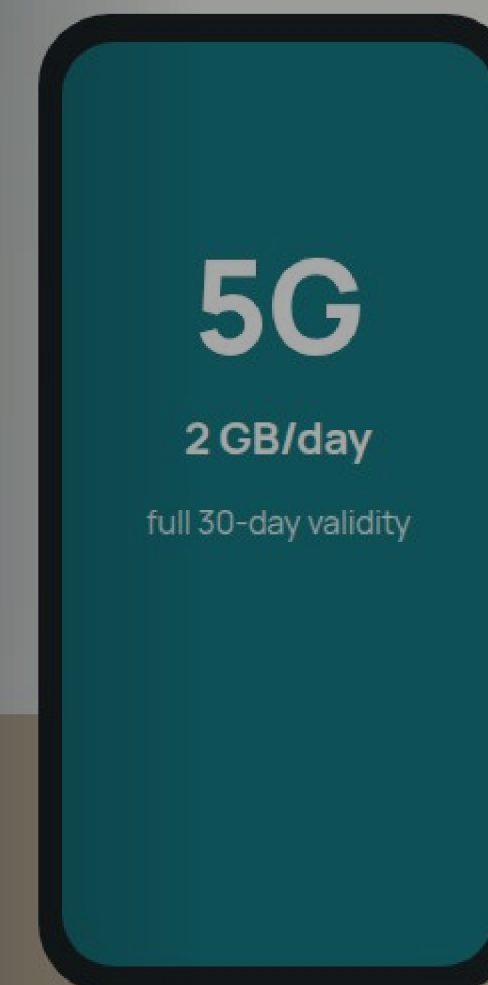


Audience test: **5G plan**, India

Which audience shows the highest Purchase Signal rate for an identical offer, and how strong is the offer overall?

Sample report · fictional data · Decision: Markets · Industry: Telco & media · Market: India · Meta · 9 to 15 March 2026





Contents of this readout

03

Research questions

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09

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Economic evaluation

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Conclusions and decisions

Which audience should Orvia market the 5G plan to, and does the offer hold up at all?

LEAD QUESTION

Which audience shows the highest Purchase Signal rate for an identical offer, and how strong is the offer overall?

Orvia is planning a second brand with a simple prepaid 5G plan: 2 GB/day, ₹299, a full 30-day validity. The marketing budget covers one core audience.

Three audiences are on the table: college students, young families and over-50s. Each has its advocates in-house; robust data is missing.

RQ 1

Core audience

Which of the three audiences shows the highest Purchase Signal rate?

RQ 2

Ad and sign-up

Does the audience with the most clicks also win the most Purchase Signals?

RQ 3

Offer

How strong is the Purchase Signal for the offer overall?

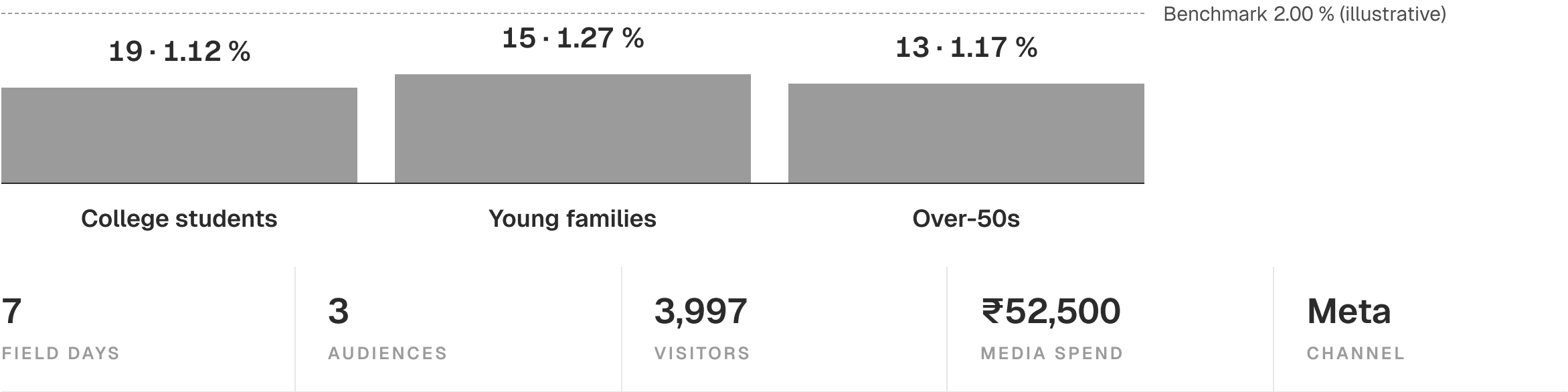
No audience stands out; the offer is below comparable tests.

With identical ad, page and price, 11 to 13 of every 1,000 visitors want to get the plan, depending on the audience, with no proven difference. Across all three audiences, the Purchase Signal rate of 1.18 % sits below comparable tests. The lever is not the audience but the offer: 2 GB/day for ₹299 does not stand out enough for any life stage to trigger a switch.

WHAT THE DATA SUGGESTS

- 01 Do not launch the plan in this form.
- 02 Release no audience budget until the offer holds up.
- 03 Settle price and data allowance in an offer test.

PURCHASE SIGNAL (CTA II “GET THIS PLAN”) BY AUDIENCE · SHARE OF LANDING-PAGE VISITORS · SCALE 0–3 %



1.18 %

Purchase Signal rate across all three audiences, confirmed below the benchmark of 2.00 % (illustrative)
47 of 3,997 visitors, 95 % interval 0.89 % to 1.56 %

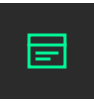
SCOPE OF THE TEST

India · 9 to 15 March 2026 · three separate audiences, one offer · Meta · endpoint Purchase Signal at ₹299

KEEP IN MIND

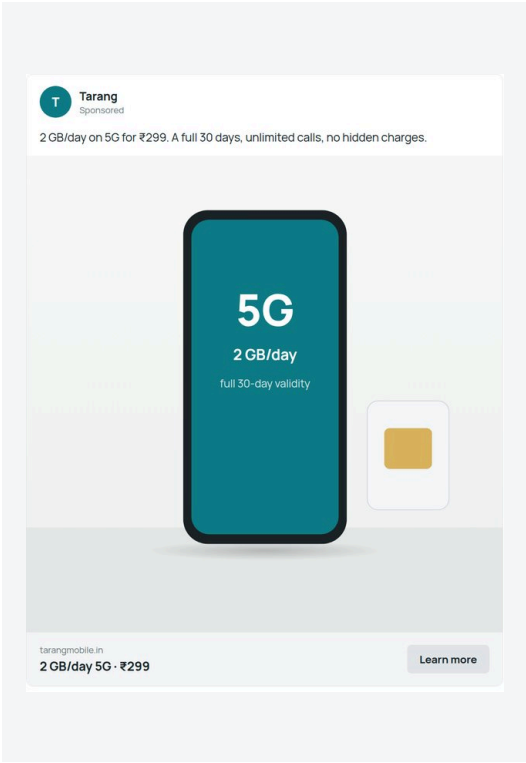
A weak signal is a result: it keeps campaign budget from flowing into an audience before the offer holds up. The MVP brand depresses the rates of all three arms equally.

We measure the Purchase Signal with the price visible, not opinion.

	Ad	The same ad, delivered to the audience of the arm.	INTEREST IN THE PLAN
	Landing page	Plan and price, click on “View plan”.	INTEREST SIGNAL
	Product page PRIMARY ENDPOINT	Terms visible, click on “Get this plan”.	PURCHASE SIGNAL
	Resolution	“Not available yet” notice, email for a notification.	OPT-IN · SINGLE
	Confirmation	Double opt-in by email.	OPT-IN · DOUBLE

Only the ad delivery varies. Ad, landing page, product page and price are identical for all three audiences.

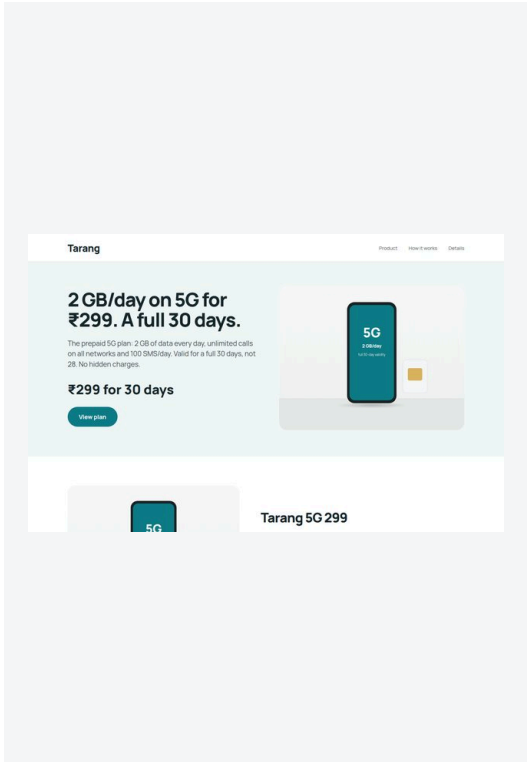
The same journey for everyone, only the ad delivery changes.



STEP 01

Ad

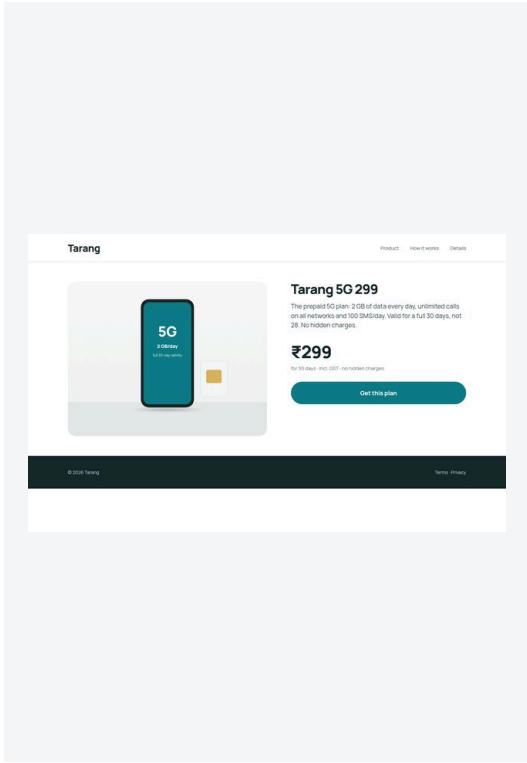
Feed ad with price, identical for all.



STEP 02

Landing page

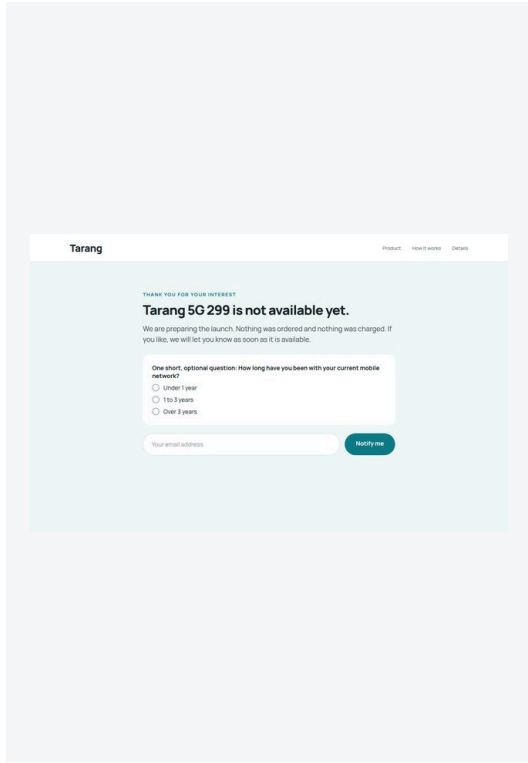
Plan, CTA I “View plan”.



STEP 03 · ENDPOINT

Product page

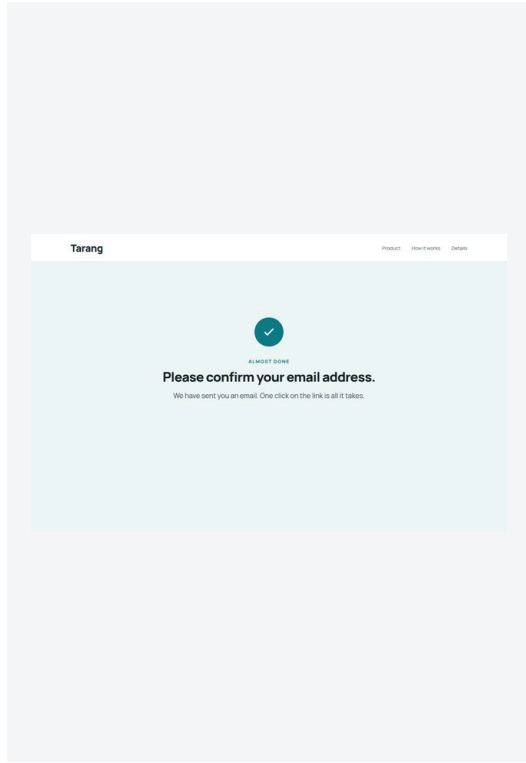
Terms, CTA II “Get this plan”.



STEP 04

Resolution

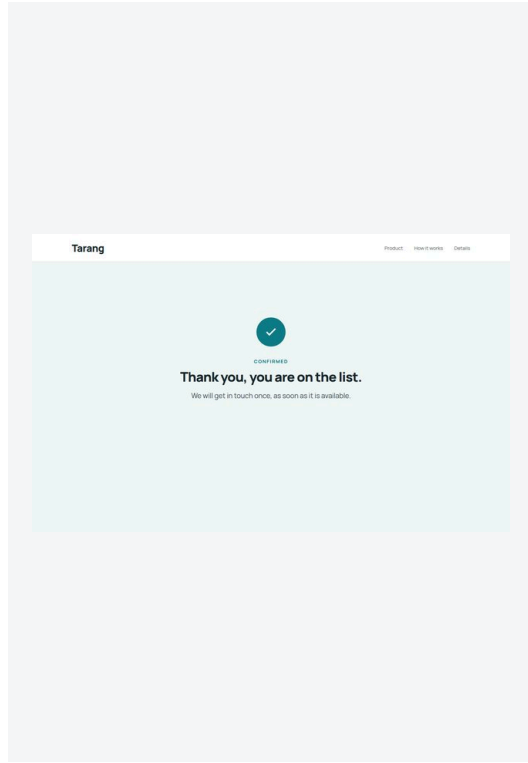
“Not available yet”, optional question, email.



STEP 05

Confirm

Please confirm your email address.



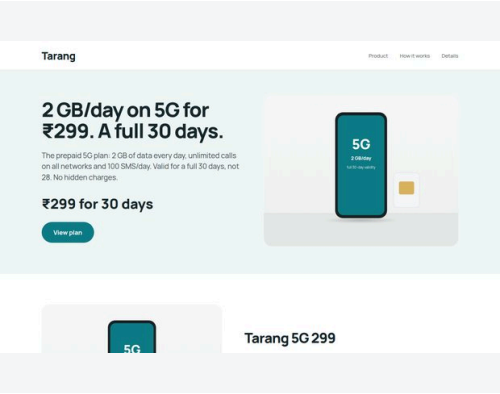
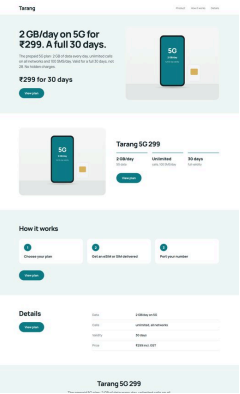
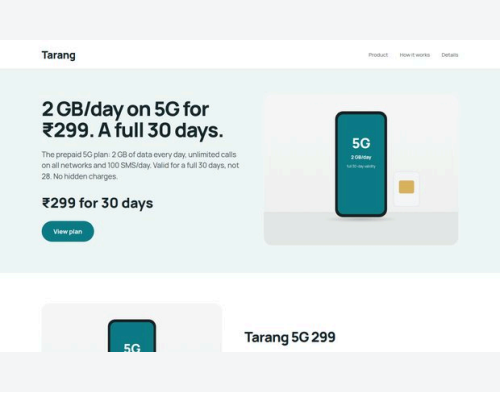
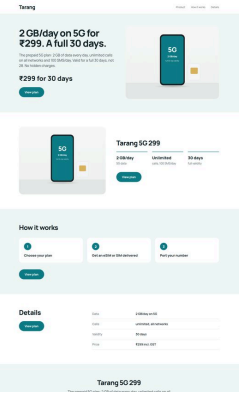
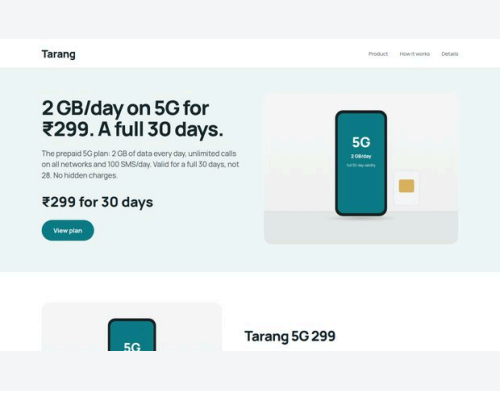
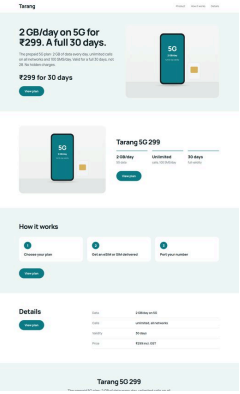
STEP 06

Confirmed

Signed up for the notification.

All three audiences see the same journey. Differences arise solely from who gets to see the ad.

Three audiences, one offer: only who sees the ad varies.

VARIANT	AD	LANDING PAGE	FULL LANDING PAGE	ISOLATED VARIABLE
College students 18–25 years				College students aged 18 to 25 with interests in college, university and student life. Price-conscious, high data needs, often still on a recharge paid by their parents.
Young families 28–45 years				Parents aged 28 to 45 with interests in family, parenting and household. Often recharge several numbers in the household.
Over-50s 50–65 years				Aged 50 to 65 with interests in travel, retirement, devotional music and grandchildren. Often with the same network for many years.

Ad and pages are identical in all three arms; the isolated variable is the audience Meta delivers to.

VARIABLE ISOLATION

- Price: ₹299 for 30 days in all arms, visible on ad and landing page.
- Page layout: the same landing page and product page, identical byte for byte.
- Creative: the same ad with the same copy for all three audiences.
- Brand: MVP brand Tarang in all arms, no Orvia branding.
- Budget and runtime: ₹17,500 per arm, the same time window, Advantage+ off.

Same frame, three separate audiences.

FRAME	
MARKET	 India
CHANNEL	Facebook · Instagram
AD AND PAGE	identical, in English
BUDGET PER ARM	₹17,500
ADVANTAGE+	off
VARIED	Age and interests

- WHO WE REACHED
- College students: 18 to 25 years, interests college, university, student life; est. audience 48–56 M.
 - Young families: 28 to 45 years, parents, interests family, parenting, household; est. audience 62–73 M.
 - Over-50s: 50 to 65 years, interests travel, retirement, devotional music, grandchildren; est. audience 21–25 M.
 - Advantage+ Audience was off so that Meta would not mix the audiences. Any difference in demand comes from the audience, not from the offer.
 - 472,998 impressions and 4,563 clicks; the click-through rate of 0.96 % is above the illustrative benchmark of 0.85 %. Slide 12 shows how it differs by audience.

Demand by audience.

Whether one audience responds more strongly to the offer, whether clicks say the same as Purchase Signals, and how strong the offer is overall.

3,997 visitors split across three audiences.

HOW TO READ THIS Columns are the three audiences in fixed order. Percentages refer to the unique landing-page visitors of the audience. The framed row is the primary endpoint; stages below 30 signals per arm are grey.

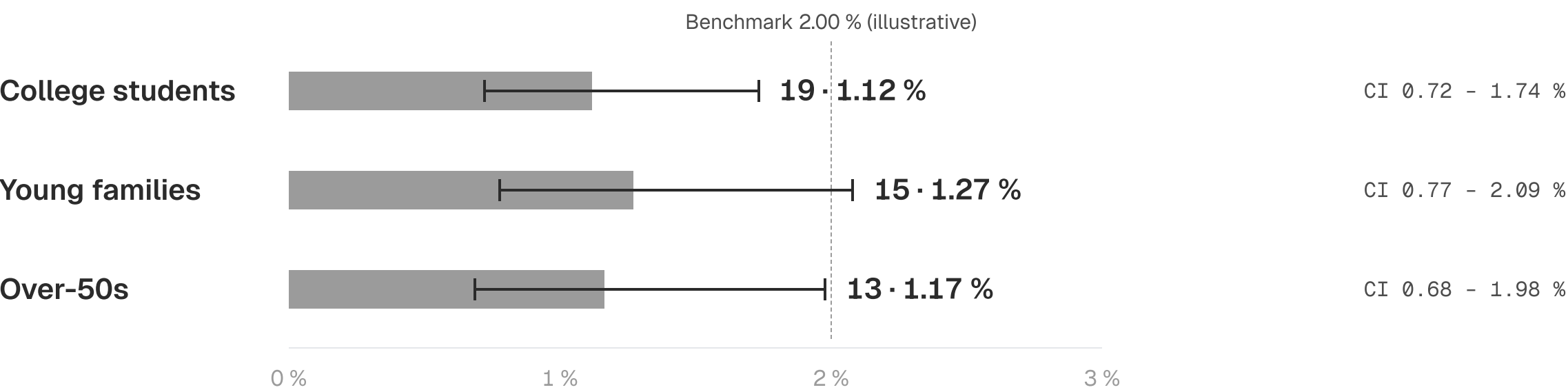
	College students	Young families	Over-50s	
MEDIA SPEND	₹17,500	₹17,500	₹17,500	
IMPRESSIONS	155,520	158,353	159,125	
CLICKS · CTR	1,944 1.25 %	1,346 0.85 %	1,273 0.80 %	
CPC	₹9.00	₹13.00	₹13.75	
LANDING-PAGE VISITORS (UNIQUE)	1,702	1,180	1,115	
INTEREST SIGNAL · CTA I	204 11.99 %	146 12.37 %	131 11.75 %	
PURCHASE SIGNAL · CTA II	1.12 % 19 Purchase Signals	1.27 % 15 Purchase Signals	1.17 % 13 Purchase Signals	← PRIMARY ENDPOINT
OPT-IN · SINGLE	7 0.41 %	6 0.51 %	5 0.45 %	
OPT-IN · DOUBLE	4 0.24 %	4 0.34 %	3 0.27 %	
COST PER PURCHASE SIGNAL	₹921	₹1,167	₹1,346	

Rate = count ÷ unique landing-page visitors of the audience. All three arms are below 30 signals at the primary endpoint; the interval is the finding. Data source: Meta Ads Manager and Horizon Dashboard, as of 16 March 2026.

The three audiences are neck and neck on Purchase Signals.

Question: Which of the three audiences shows the highest Purchase Signal rate?

PURCHASE SIGNAL (CTA II) BY AUDIENCE · SHARE OF LANDING-PAGE VISITORS · SCALE 0–3 % · WHISKER IS THE 95 % INTERVAL



The only difference between the arms: age and interests of the ad delivery; ad, page and price are identical.

EXPLANATION Of 1,000 visitors, these want to get the plan: young families 13, over-50s 12, college students 11. (Denominator: landing-page visitors)

Purchase Signal = clicks on “Get this plan” with the price visible ÷ unique landing-page visitors. Benchmark illustrative: prepaid mobile plans, Meta, IN, MVP brand, good fit.

The package does not speak to any specific life stage: 2 GB/day, unlimited calls and a full 30-day validity pull equally weakly with all three groups. An audience decision here would be opinion, not evidence.

- P(best): young families 46.7 %, over-50s 32.3 %, college students 21.1 %. No value comes close to a clear lead.
- Largest gap: young families vs. college students +0.2 pp, 95 % interval –0.6 to +1.1; an effect in either direction remains possible.
- Even with twice the sample, a difference of this size would be hard to prove.

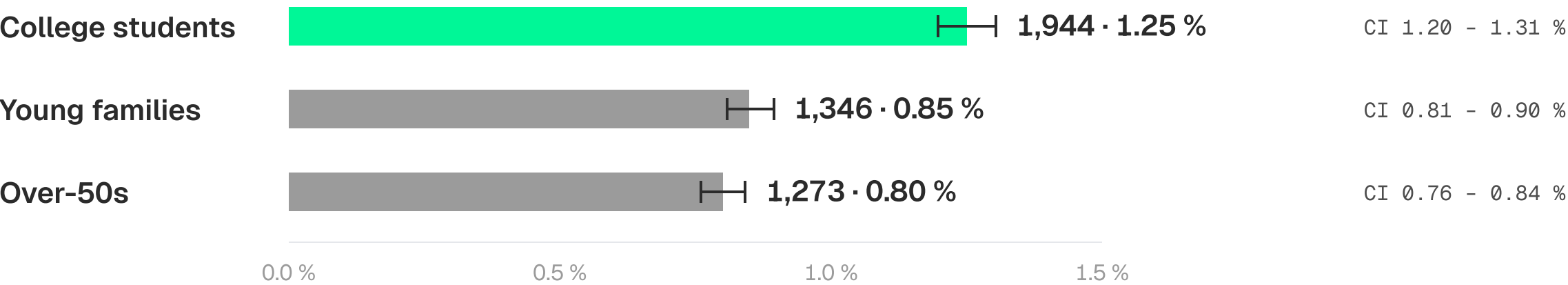
STATISTICS — NO DIFFERENCE

z-test, Bonferroni-corrected, threshold 0.0167 · all pairs above the threshold · chi² 0.15, p = 0.93.

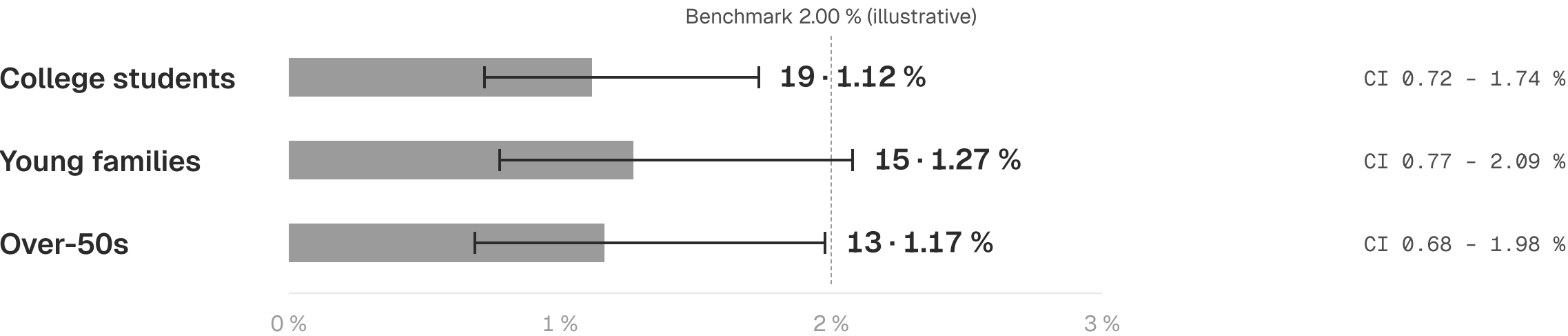
College students click more often, but do not sign up more often.

Question: Does the audience with the most clicks also win the most Purchase Signals?

STAGE 1 · AD CLICK-THROUGH RATE (CTR) · $\text{CLICKS} \div \text{IMPRESSIONS}$ · SCALE 0–1.5 %



STAGE 2 · PURCHASE SIGNAL (CTA II) · SHARE OF LANDING-PAGE VISITORS · SCALE 0–3 %



EXPLANATION Clicks per 10,000 impressions: college students 125, young families 85, over-50s 80. (Denominator: impressions)

CTR from Meta Ads Manager. Purchase Signal as in RQ 1.

“5G” at a low price sparks curiosity among college students, but on the page the package convinces them no more often than the others. The many clicks reflect a promise the page does not keep.

- CTR college students vs. young families: +0.40 pp (+0.33 to +0.47), vs. over-50s +0.45 pp.
- A campaign optimised for click-through rate would favour college students without getting more Purchase Signals.

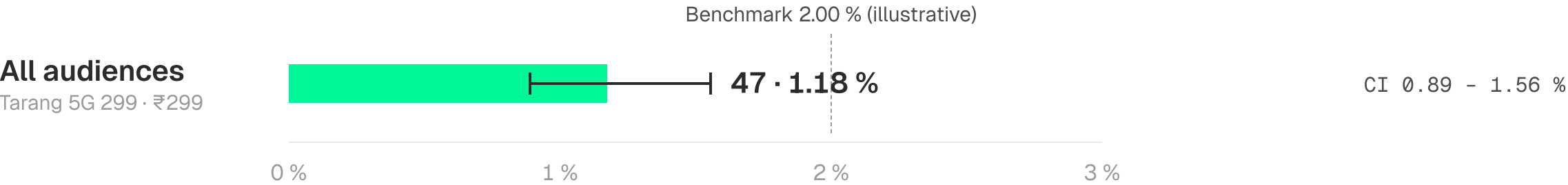
STATISTICS CONFIRMED

CTR: z-test on clicks per impression, Bonferroni, threshold 0.0167, college students vs. young families $p < 0.001$, vs. over-50s $p < 0.001$.
Purchase Signal: no difference (RQ 1).

Overall, the offer sits below comparable tests.

Question: How strong is the Purchase Signal for the offer overall?

PURCHASE SIGNAL ACROSS ALL AUDIENCES · SHARE OF LANDING-PAGE VISITORS · SCALE 0–3 % · WHISKER IS THE 95 % INTERVAL



Calculated across all three audiences, the 95 % interval ranges from 0.89 % to 1.56 % and lies entirely below the illustrative benchmark.

EXPLANATION Of 1,000 visitors, 12 want to get the plan; in the range of comparable tests it would be around 20. (Denominator: landing-page visitors)

Pooling is valid because the audiences do not differ (RQ 1). Benchmark illustrative: prepaid mobile plans, Meta, IN, MVP brand, good fit.

The audience is not the lever. In this market, 2 GB/day for ₹299 is no reason to port: price and data allowance sit within the competitive field, and a full 30-day validity alone does not carry the offer.

- All three audiences are below the benchmark; this is proven for the pooled rate, not for each group.
- The unknown MVP brand depresses the rates; the benchmark also comes from MVP brands.
- How much price or data allowance triggers the switch is not measured by this test; the next one settles that.

STATISTICS CONFIRMED

The Wilson interval of the pooled rate excludes the illustrative benchmark. A comparison with comparable tests, not a product verdict.

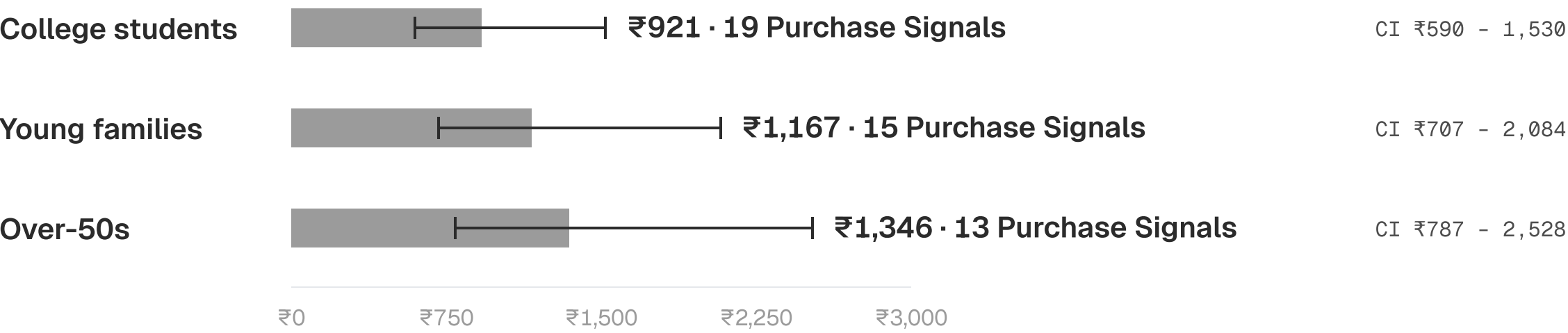
Cost of a Purchase Signal.

What a Purchase Signal costs per audience, and which values Orvia adds before it becomes a business case.

A Purchase Signal costs ₹921 to ₹1,346, with no proven difference.

Question: What does a Purchase Signal cost per audience at the same media budget?

COST PER PURCHASE SIGNAL · MEDIA SPEND ÷ PURCHASE SIGNALS · SCALE ₹0–3,000 · LOWER IS BETTER · WHISKER IS THE 95 % INTERVAL



Same media budget per arm (₹17,500), same runtime, ad and page.

EXPLANATION ₹25,000 of media spend yields around 27 Purchase Signals among college students, around 21 among young families, around 19 among over-50s. (Denominator: media spend)

Cost per Purchase Signal = media spend of the arm ÷ Purchase Signals; interval via the Poisson distribution of the count. CPC benchmark ₹12.00 (illustrative).

Cheap clicks do not make any audience cheaper to convert. College students are the cheapest to reach but not the cheapest to win; the economics depend on the offer, not on the ad delivery.

- College students click more cheaply (₹9.00 per click versus ₹13.00 and ₹13.75), but sign up less often per click on the page.
- Measured at ₹52,500 media spend over 7 days. Click prices rise with volume; the values are a lower bound for orientation, not a planning value.

STATISTICS — NO DIFFERENCE

Poisson interval per arm; all three intervals overlap. All arms are below 30 Purchase Signals, where the interval is the finding.

What a new customer has to bring in economically.

HOW TO READ THIS One line is measured in this test, the highlighted one. Every other line is an Orvia value; the green fields are filled in together after the readout.

LINE	BASIS	COLLEGE STUDENTS	YOUNG FAMILIES	OVER-50S
Net revenue per month	Plan price excl. GST, after discounts	₹X	₹X	₹X
Cost per Purchase Signal	Measured by Horizon in this test	₹921	₹1,167	₹1,346
Conversion to active users	Share of Purchase Signals that become active SIMs, from first- or third-party data	X %	X %	X %
Customer acquisition cost	Cost per Purchase Signal ÷ conversion	₹X	₹X	₹X
Network and service costs	Network, SIM, KYC, support per month	₹X	₹X	₹X
Customer lifetime	Expected months of recharges until churn	X months	X months	X months
Contribution margin per customer	(Net revenue minus network and service costs) × customer lifetime	₹X	₹X	₹X
Payback	Customer acquisition cost ÷ monthly contribution margin	X months	X months	X months

The cost per Purchase Signal must be adjusted with first- or third-party data before it is used as customer acquisition cost. Differences between audiences arise here more through customer lifetime than through cost.

THESE VALUES COME FROM ORVIA

- Net revenue per recharge after discounts and cashback offers.
- Network, SIM, KYC and service costs per month.
- Conversion from Purchase Signal to active SIM in comparable launches.
- Customer lifetime per audience from the existing base.
- Period within which a new customer has to pay for itself.

Conclusions and decisions.

What the test answers, what it makes decidable and what it leaves open.

Sharpen the offer first, then choose the audience.

RQ 1 · CORE AUDIENCE

No difference. No audience responds more strongly to the offer.

- Purchase Signal rate between 1.12 % and 1.27 %, all intervals overlap.
- The package does not speak to any specific life stage.

RQ 2 · AD AND SIGN-UP

Confirmed. College students click more often, but do not sign up more often.

- Click-through rate 1.25 % versus 0.85 % and 0.80 %.
- Optimised for click-through rate, the campaign would favour the wrong group.

RQ 3 · OFFER

Confirmed. The offer sits below comparable tests.

- 1.18 % across all audiences; the entire interval lies below the benchmark.
- 2 GB/day for ₹299 is no reason to port.

The audience is not the lever: **the offer** has to trigger the switch first; only then does choosing a core audience pay off.

The test supports three decisions; the audience is not one of them.

— DECIDABLE NOW

LAUNCH

Do not launch the plan in this form.

Evidence: Purchase Signal rate confirmed below comparable tests.

BUDGET

Release no audience budget until the offer holds up.

Evidence: no audience stands out.

CAMPAIGN

Do not optimise for click-through rate.

Evidence: the audience with the highest click-through rate does not sign up more often, confirmed.

— NOT DECIDABLE YET

AUDIENCE

Which audience carries the second brand.

Only measurable with a stronger offer.

OFFER

Whether price or data allowance triggers the switch.

One offer was tested at one price.

BRAND AND NETWORK

Effect of the Orvia brand and of network quality.

Measured under an MVP brand on Meta, online.

For the launch decision: The stop signal is robust, based on 47 Purchase Signals with an interval entirely below the benchmark. It does not yet support an audience choice; that first needs an offer that holds up.

An offer test clarifies whether price or data allowance triggers the switch.

WHERE THIS TEST ENDS

The audience question cannot be answered with this offer, because it holds up for no group. What remains open is which lever lifts the Purchase Signal rate above comparable tests.

POSSIBLE NEXT TEST

Test 2 · Offer test for the 5G plan

Three offers on the same page, delivered to a broad audience. This concentrates the sample on the offers, and the worksheet on slide 16 gets its net revenue. The audience test then follows again with the strongest offer.

The ₹299 offer with 2 GB/day runs again in the next test as an anchor. Rates from different tests are not directly comparable, because time period and auction environment differ.

SET-UP OF THE NEXT TEST

— Arm A

Anchor

LANDING PAGE

₹299 · 2 GB/day

— Arm B

cheaper

LANDING PAGE

₹X · 2 GB/day

— Arm C

more data

LANDING PAGE

₹299 · X GB/day

— Varied between the arms: price or data allowance on ad and page, nothing else.

Measure market success upfront, avoid bad investments.

On this basis you can decide whether Orvia launches the 5G plan in this form and when audience budget is released, once competitor recharge prices, network quality and the brand strategy for the second brand are on the table.

CONTACT

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Backup.

All tests at a glance, alongside the offer pages.

TESTS AT A GLANCE

COMPARISON	DIFFERENCE	95 % INTERVAL	P
Purchase Signal · young families vs. college students	+0.2 pp	−0.6 to +1.1	0.70
Purchase Signal · young families vs. over-50s	+0.1 pp	−0.9 to +1.1	0.82
Purchase Signal · college students vs. over-50s	−0.05 pp	−0.96 to +0.74	0.90
CTR · college students vs. young families	+0.40 pp	+0.33 to +0.47	< 0.001
CTR · college students vs. over-50s	+0.45 pp	+0.38 to +0.52	< 0.001

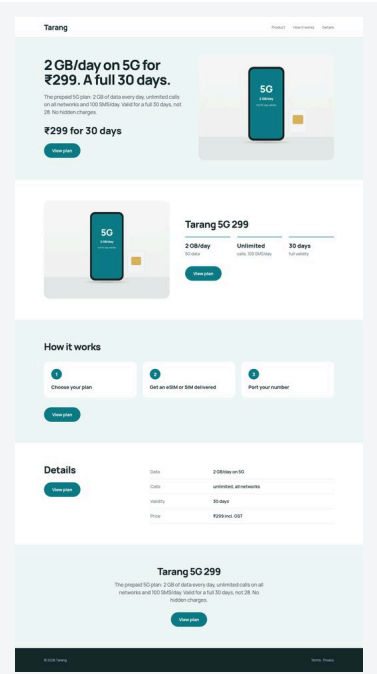
Chi² Purchase Signal 0.15 (df 2, p = 0.93). P(best): college students 21.1 % · young families 46.7 % · over-50s 32.3 %.

METHOD

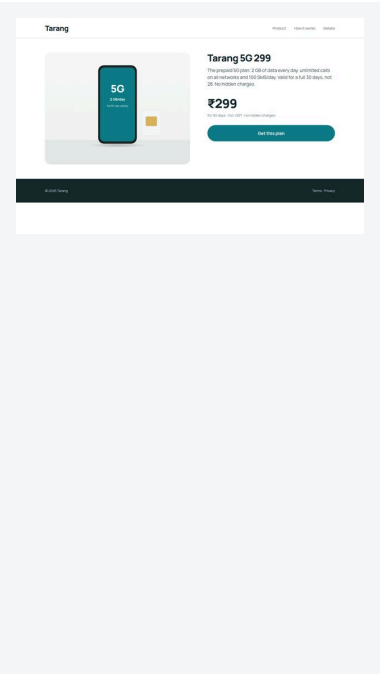
Chi-square across three arms, pairwise z-tests, Bonferroni-corrected (α = 0.05, threshold 0.0167). Bayesian Monte Carlo with Beta(1,1) prior, 400,000 draws. Intervals after Wilson and Newcombe.

TERMS

CTA Call to Action · **CTR** click-through rate · **CPC** cost per click · **LP** landing page · **MVP brand** brand built for the test · **pp** percentage points · **P(best)** probability of being the best variant · **DOI** double opt-in · **Purchase Signal** click on “Get this plan” with the price visible



LANDING PAGE



PRODUCT PAGE