

CASE STUDY

IndiGo Stretch

The Client

IndiGo (InterGlobe Aviation) — Stretch, Business & Luxury Travel
India · Tier-1 metros · 11–31 May 2026 · 21-day flight

Objective

Drive awareness for IndiGo Stretch — its business and luxury travel product — among premium travellers in India's Tier-1 metros, through contextually curated luxury and premium YouTube content.

Strategy

DotContext Contextual Curation on YouTube

Ads ran only inside a curated luxury + premium universe — travel, lifestyle, business and finance — with hard brand-safety exclusions, placing Stretch beside aspirational, high-trust content.

Results

<p>VTR 12-sec completion</p> <p>89.7%</p>	<p>CTR 1.9x reach-camp. avg</p> <p>0.15%</p>	<p>CURATED whitelist + exclusions</p> <p>100% ✓</p>
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CTR vs YOUTUBE REACH-CAMPAIGN BENCHMARK



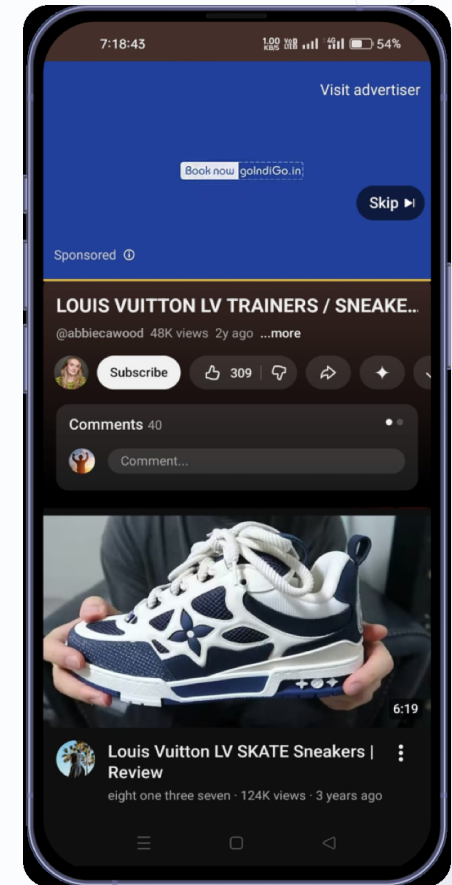
= 1.9x the YouTube reach-campaign CTR benchmark

Contextual relevance did the work — IndiGo Stretch clicked through at ~1.9x the YouTube reach-campaign benchmark, on a 100% curated luxury + premium universe.

Benchmark: YouTube video reach-campaign avg CTR = 0.08% (industry, 2026). View-through is delivered completion on a short 12s in-stream creative — not indexed to ~32% view-rate averages, which blend longer creative lengths.

IndiGo

STRETCH · BUSINESS & LUXURY TRAVEL
INDIA · TIER-1 METROS · MAY 2026



IN-STREAM CREATIVE · SERVED IN A LUXURY CONTENT CONTEXT