Asian Paints Helps India's Small Businesses Thrive by Leveraging InMobi for Commerce

**The Highlights**

- 14595 store footfalls generated in just 20 days
- 2x Engagement delivered through the mobile-first experience

**Solution**

- Identifying Target Audience, Acquiring New Users
- InMobi in partnership with Madison India, delivered a mobile-first campaign that helped Asian Paints reach audiences meaningfully, connecting them to local stores by driving an increase in footfalls.

**The Brand Objective**

Asian Paints intended to spark positivity in a post-lockdown world and encourage consumers to give their homes a fresh look by repainting their walls. This was especially pertinent as consumers were spending more time indoors and looking for ways to enliven their surroundings. Additionally, Asian Paints saw an opportunity to help small and medium-scale enterprises (SMEs) during tough times.

**The Solution**

Asian Paints leveraged the InMobi for Commerce solution to design an engaging and impactful experience. InMobi crafted a rich media full-screen interactive ad unit with a message focused on why consumers should paint their walls with the luxurious products offered by Royale, which comes with a Teflon surface protector. The interactive ad delivered the core message using the most engaging format: mobile video.

**Identifying Premium Audiences**

The brand leveraged InMobi Audiences to reach out to niche audiences who would be most interested in the product. They achieved this by targeting those who owned smartphones priced above INR 20,000 across India. To connect potential customers with neighborhood dealers, the brand deployed custom location polygons that spanned a network of over 800 Asian Paints Colour World Stores across India. These polygons enabled the tracking of footfall and attribution of the footfall to the mobile ads.

**The Results**

- With the right targeting capabilities driven through the InMobi Audiences platform and an immersive ad unit, Asian Paints engaged audiences successfully and helped them re-paint their homes while also helping the local businesses grow by driving footfalls into their stores.