



Cloudnine Discovers the Needs of Expectant Mothers Through InMobi Pulse

Cloudnine is the market pioneer in birthing and maternity services in India, having celebrated over 85,000 births across regions, with a 3,000+ strong team. Cloudnine, India's leading woman and child healthcare hospital, has been offering top-notch healthcare services since 2007.

The Challenge

“Accurate insights helped us create meaningful and frequent touchpoints with customers and get a holistic view of their expectations to increase brand adoption in India”

–Chaitanya Shravanth, CMO, Cloudnine

As a leading maternity service provider, Cloudnine aimed to understand the key factors shaping and influencing the birthing center preferences, and the research, shopping, and spending habits of expecting mothers. Cloudnine needed a trusted research partner to proactively discover the needs of their customer through insights at scale in a short span of time. This was vital for Cloudnine to optimize accessibility and readiness and to be the preferred choice for birthing and maternity needs across India.



The Methodology

Cloudnine gathered the demographic and psychographic attributes of urban women from Delhi NCR (Gurgaon and Noida), Mumbai, Bengaluru, Pune, Chandigarh, and Chennai, using InMobi Pulse -a mobile market research platform.



Focus on the upper-middle class and above to understand the pre-delivery behavior and related activities that expecting mothers sign up for



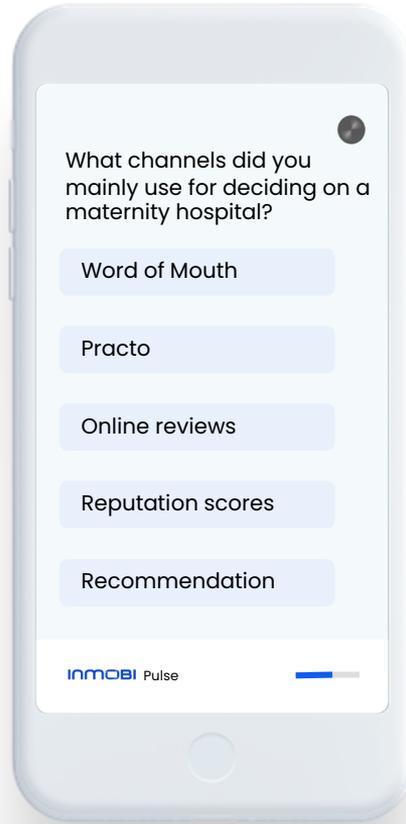
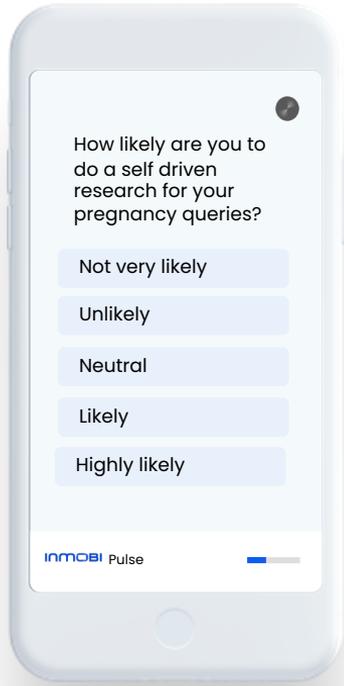
Understand the difference of behavior across regions and demographics using advanced targeting capabilities with AI-backed validation on custom location, personas, and behavioral attributes



Survey a massive sample size of over 1200 expecting mothers from seven cities in India



360-degree research approach with a complete analysis of the behavior of expecting mothers right from their engagement in prenatal activities to expectations during the delivery process to their brand preferences.



The Key insights

- 2X faster and efficient results achieved when compared to the traditional methods of research
- Accurate information on more than 14 parameters like demographics, parental and societal influence in choosing the birthing center, and spends on delivery, etc., for the audience from seven major cities in India, gave Cloudnine the competitive advantage in the market
- Contrasting differences between demographical parameters like the preferences of migrant vs local residents, working expectant mothers vs housewives, expectant mothers below the age of 30 vs above 30 years have helped Cloudnine in setting new areas of impact to become the most preferred birthing center in Urban India.



Cloudnine Understands its Niche Audiences to Become the Most preferred Birthing Center in India

By understanding the highly granular custom insights about mothers who may be interested in choosing Cloudnine services, the brand could reach its niche audiences with personalized communication around key facilities and other brand differentiators. Key findings on demographics, lifestyle choices, channel preferences, spends on delivery, and expectations from birthing centers helped Cloudnine understand its target audience mindsets and helped them in making informed, actionable decisions to increase their customer base.

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