

Gradeup Becomes the Preferred Learning Platform for Competitive Exam Aspirants



Solution
Understanding Consumers, Identifying Target Audience, Engaging with Customers

About Gradeup

Established in 2015, Gradeup is India's leading exam preparation center trusted by millions of aspirants across India. At its heart, Gradeup has nurtured a highly engaging exam-specific community with both students and mentors for various types of exams, including SSC, Banking, NET, Teaching, MBA, GATE, Law, UPSC, Defence, and State level exams.

The Highlights

1 out of 5

users registered on the app watched the video tutorials

~2x

ROAS compared to benchmarks



"With students facing intense competition in India, only daily preparation with innovative learning modules can help aspirants achieve desirable results. As digital learning emerges as the primary education channel in India, Gradeup kicks the gears in delivering top-class exam preparatory guidance with easy-to-follow and structured frameworks. InMobi stands as a trusted partner in driving awareness of our structured learning program among exam aspirants and converting them into committed learners. With the innovative one-click install feature on Glance, we could reduce the friction from awareness to conversion."



Ankit Gautam
AVP, Marketing, Gradeup

The Brand Objective

The EduTech ecosystem in India is highly competitive. However, Gradeup is innovating the way aspirants learn and prepare for competitive examinations in India and therefore intended to establish itself as the preferred platform for exam preparation. Through its latest campaign with Kartik Aaryan as its brand ambassador, the brand aimed to convey that students should use their precious time on the platform's structured plan for live classes, mock tests, and revision to help prepare for the exam rather than devising multiple study plans. With mobile becoming the primary device for Indians, Gradeup aimed to leverage a mobile-first ad strategy. Gradeup intended to reach young aspirants in India on smartphones non-intrusively so that they can install the app, learn and be future-ready for their exams.



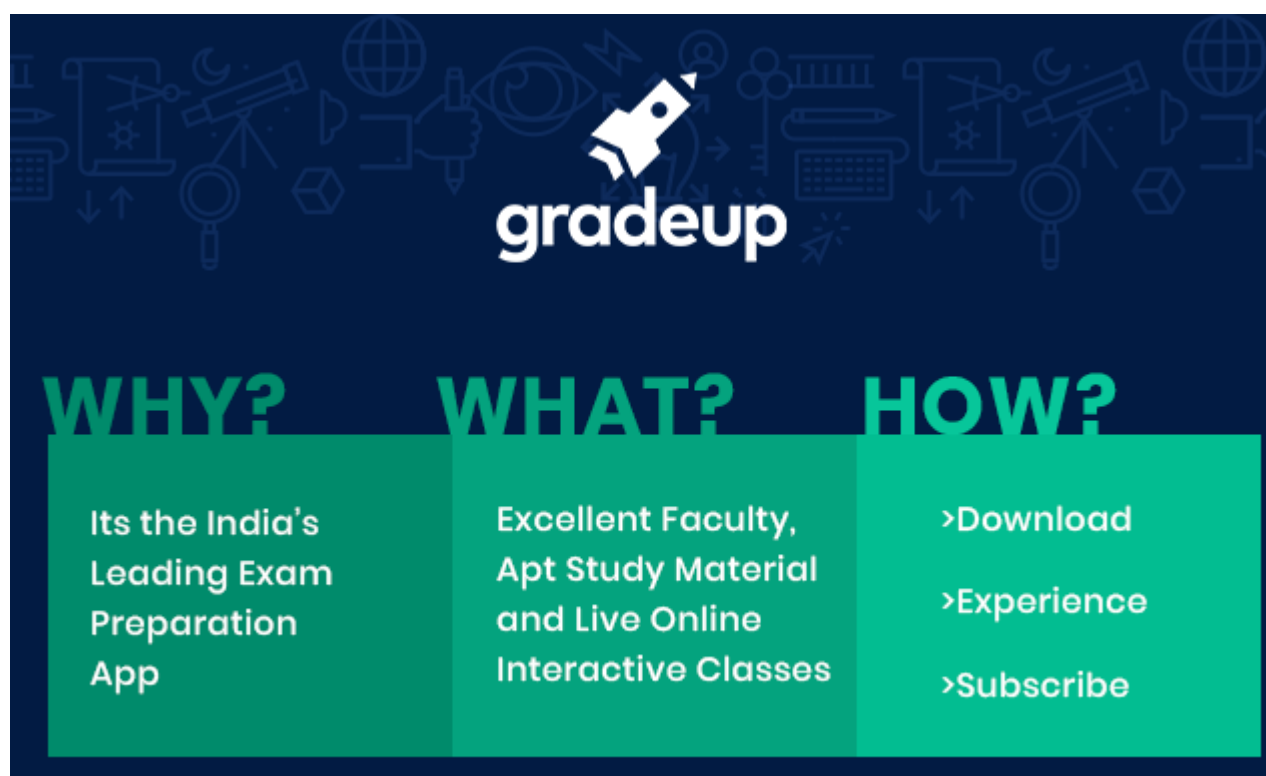
The Solution

The brand leveraged InMobi's media platforms and properties, including the InMobi Marketing Cloud (IMC) and Glance, to identify, engage and acquire exam aspirants across tier I and tier-II cities in India.

Driving Installs with the Right Audience and Messaging

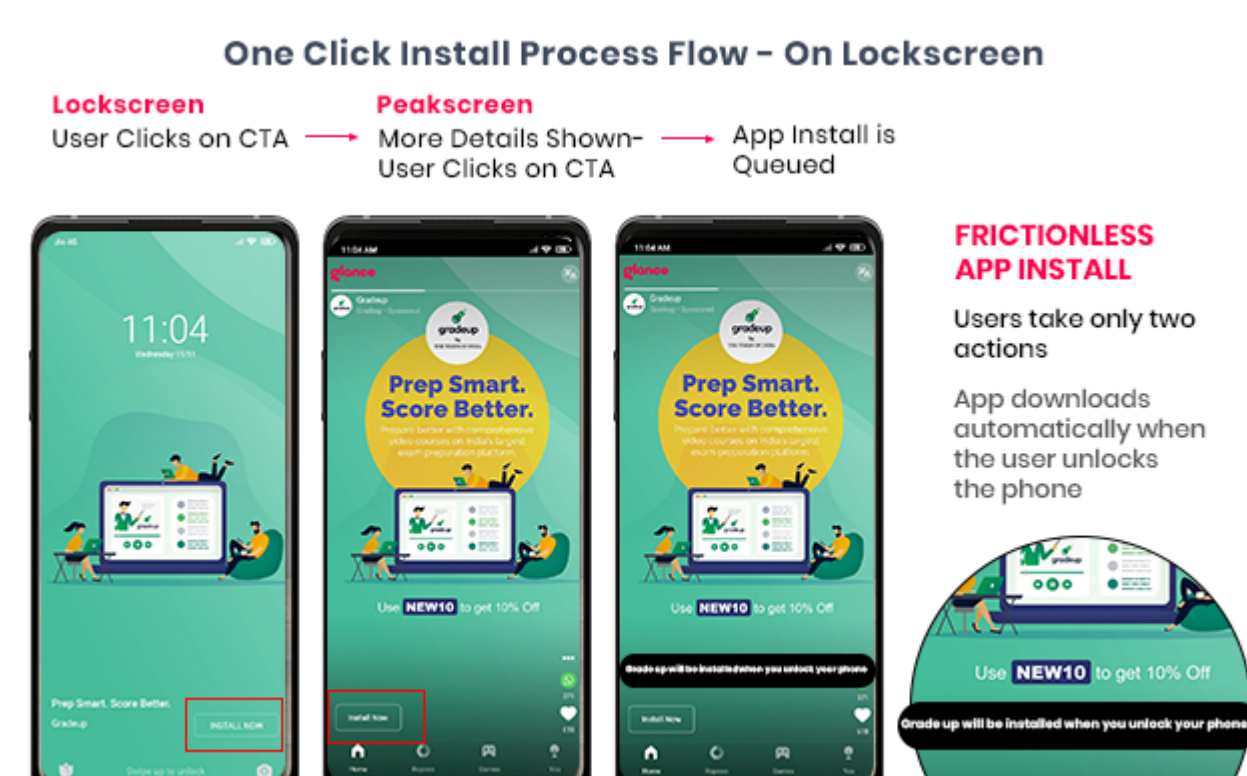
Gradeup created lookalike audiences from their existing high LTV users by leveraging rich mobile signals such as user interests, demographic, appographic, and technographic profiles.

The lookalike audiences were encouraged to download the app using a variety of mobile-first creatives. The creatives featured Kartik Aaryan, the new brand ambassador of the brand, advocating three key aspects: 1. Why Gradeup is India's most effective exam preparation app 2. The list of competitive examinations students can prepare for 3. The call-to-action (CTA) - 'Download Now' redirects the user to the Play Store.



Creating Seamless User Experiences on Glance

Glance's screen zero platform helped deliver a non-intrusive ad experience by interspersing the Gradeup creative in the users' lock screen newsfeed. Gradeup leveraged the Glance OCI (One-click install) feature to enable a seamless experience where smartphone users could directly download the app without having to visit any landing page or play store. This reduced the churn rate, which otherwise leaves a negative impact on the experience and engagement of the customer.



Converting the One-time Users to Committed Learners

The philosophy of Gradeup is to foster structured learning. They believe that it is only by learning actively every day that aspirants can make significant headway to meet their objectives. Hence, the most pivotal step for Gradeup was to convert their one-time visitors and dormant users, who have the zeal to prepare but are unsure how, into subscribers of virtual learning programs where they can delve into study plans and online learning courses on a daily basis. The brand identified these one-time users who already downloaded the app and then via effective remarketing, nudged them to subscribe to Gradeup's virtual learning courses. The remarketing ads encouraged users to crack competitive exams with the right prep and displayed a promo code to avail discounts, thereby raking in subscriptions.



Effective Optimizations for Better Results

1. Time-based Targeting

Gradeup identified the peak time when most in-app events happen and retargeted the users in the peak times between 9 am to 11 am, followed by 7 pm to 8.30 pm, to drive a higher impact.

2. Launching Ads During Festive Season

On occasions such as Holi and the peak festive season observed in the last quarter of the calendar year, the ad visibility is on the higher side. The campaigns delivered a much-required scale for Gradeup to drive user acquisition.



Ad Creative 1



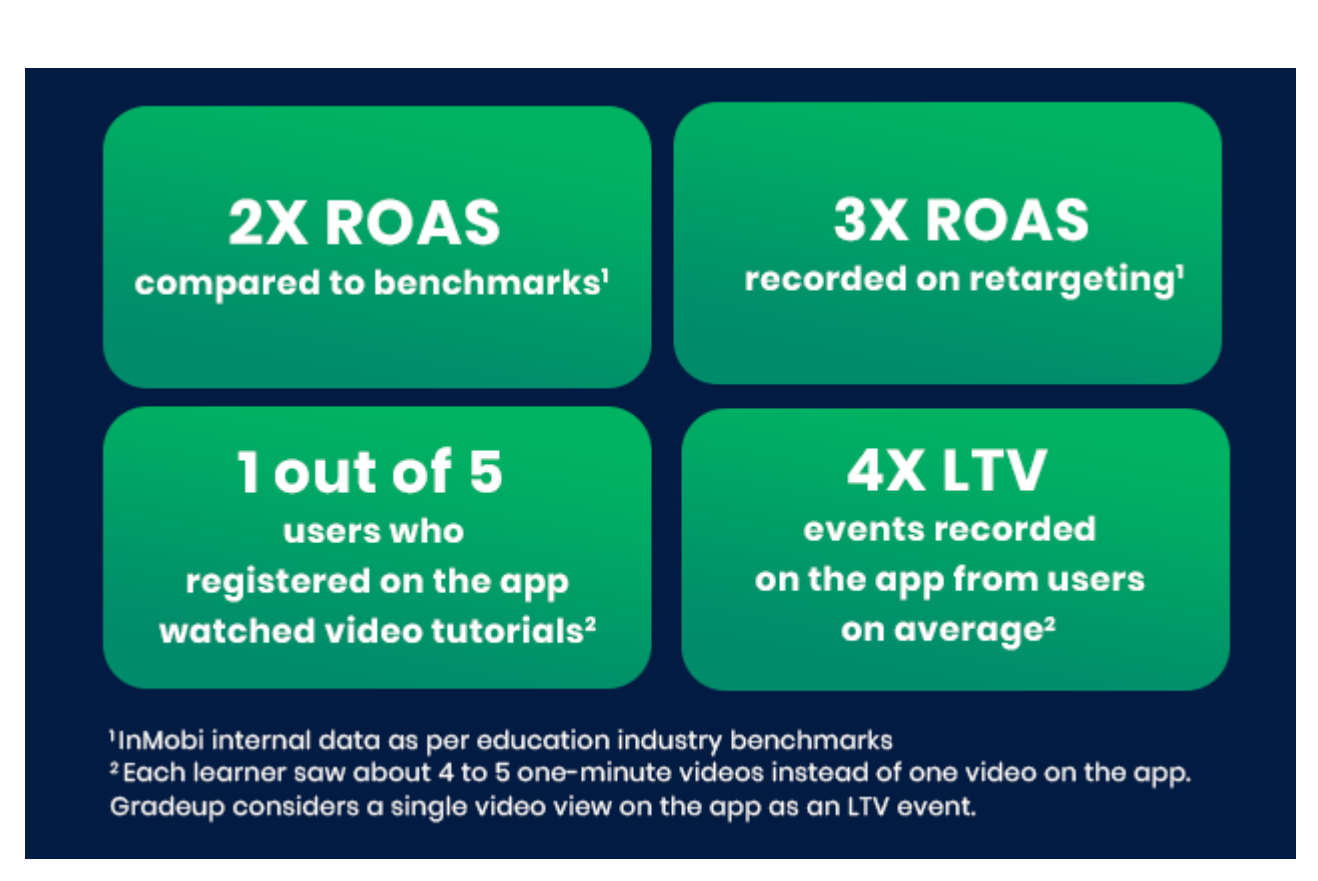
Ad Creative 2



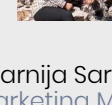
Ad Creative 3

The Results

The campaign not only achieved its objectives but also drove phenomenal results.



"Gradeup has been a pioneer in delivering quality exam preparation experiences for learners across India. InMobi has not only paved ways for us to connect with these learners, but also ensured a highly engaging campaign that turned one-time visitors to committed learners and frequent users of the app. We are elated with the 3X returns on the retargeting initiatives."



Tamija Sarao
Performance Marketing Manager, Gradeup