



ASIA

GRT Jewellers Leverages Mobile to Drive Store Footfalls



Solution
Identifying Target Audience, Engaging with Customers, Acquiring New Users

About GRT Jewellers

With a rich history of delivering scintillating jewelry for over 5 decades, G.R. Thanga Maligai (GRT) is a jewelry firm headquartered in Chennai. With a single-minded focus on customer satisfaction, GRT soon became a household name in South India, gaining renown for the purity of its ornaments, diverse choice of designs and has been the reason for delight among jewelry lovers.

The Highlights

1.2X

CTR recorded

3X

effective cost per footfall

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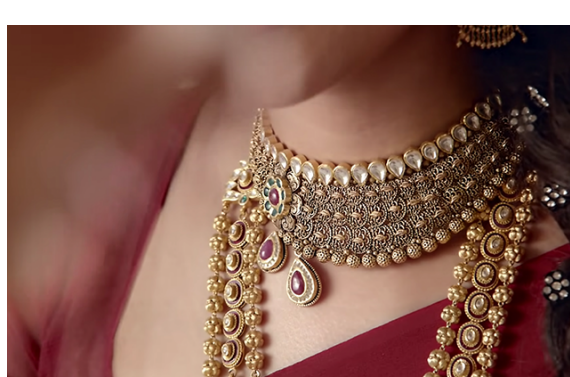
"The Bangle Mela from GRT Jewellers is a most looked-forward event for jewelry lovers in India. To be able to scale the event on an online platform to drive offline results was a core challenge for the brand. With InMobi Audiences, we reached the high-intent audiences and broke through the clutter in the market. Reaching only the niche audience and delivering a compelling message on a map-enabled interactive ad unit resulted in a win-win scenario for us."



Kunik Patel
Head- Industry Sales

The Brand Objective

Since time immemorial, Gold is considered a valuable investment, a crisis commodity during economic uncertainty, and is an auspicious cultural celebration descending across generations in India. GRT Jewellers, known for upholding the tradition of delivering jewelry that's made to last, and designs that are made to captivate, aimed to leverage mobile to drive awareness by promoting their annual event, 'Bangle Mela,' with the largest collection of bangles across stores. With the consumer behavior shifting to mobile, GRT aimed to better identify their target group, engage them using an interactive experience, and capture purchase intent with footfall attribution during the low-key 'Aadi' season, all on the primary screens of the users.



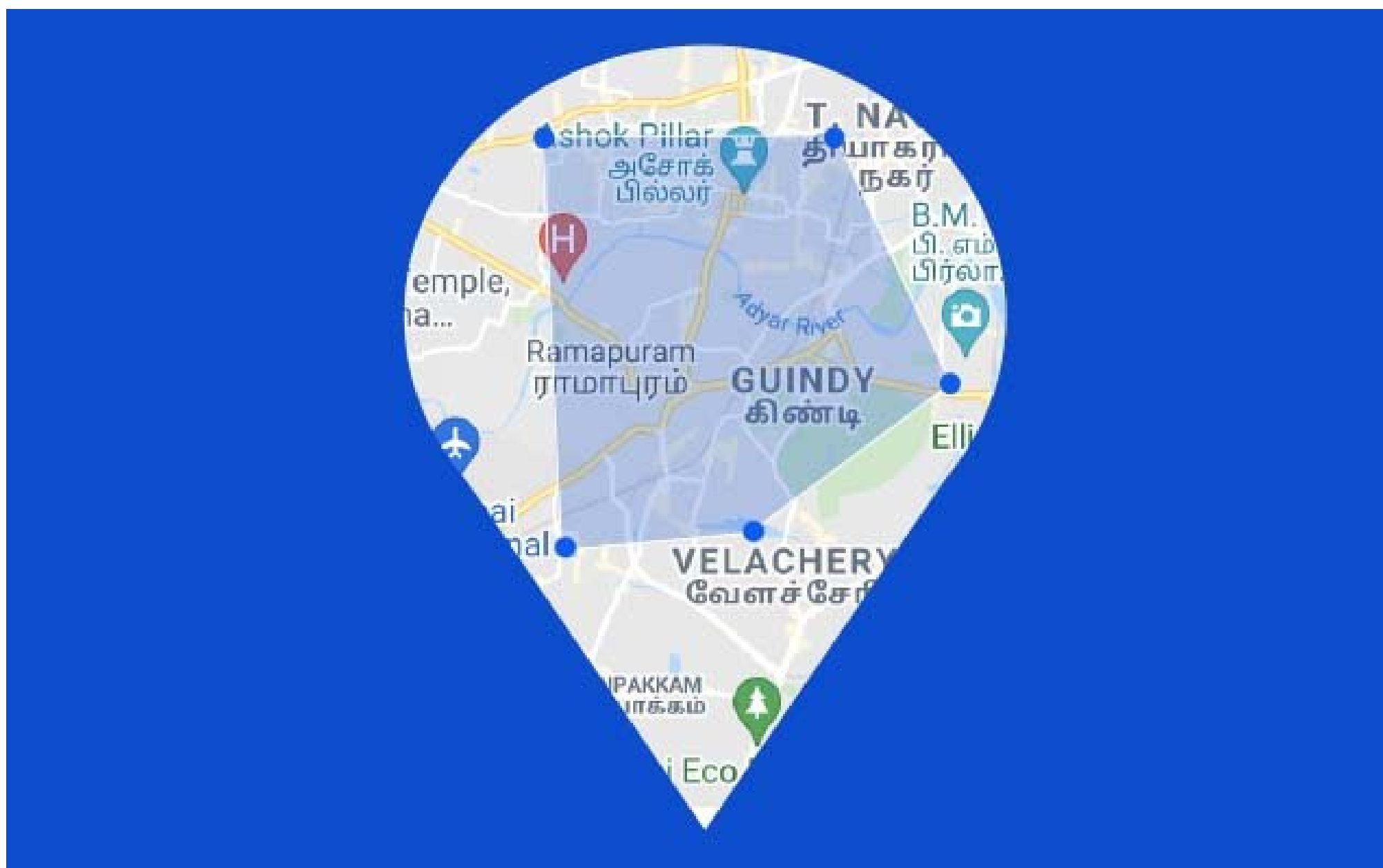
The Solution

GRT partnered with InMobi and delved into Precision Targeting to identify the luxury jewelry buyers, deliver an immersive Ad Experience that engages the audiences, measure online-to-offline Attribution, and encourage the audiences to visit the nearest GRT store.

Precision Targeting: Identifying Jewelry Lovers from South India

As a part of their objective, it was important for the brand to push sales during the "Aadi" season when South Indians predominantly refrain from auspicious activities such as gold purchases. Hence, the brand needed to push its culture-driven consumers to stores to encourage them to make purchases. Reaching out to a jewelry buying audience didn't suffice in this case; it was paramount for the brand to reach the audiences who can afford to purchase luxury/ precious jewelry to break through the clutter in the market and identify a niche high-intent consumer segment.

By leveraging the scale and potential of InMobi Audiences, the brand delved into the high-value first-party data attributes and identified the high-end/luxury shoppers, precious jewelry lovers, luxury shopping enthusiasts, frequent travelers, and upscale apartment residents in the connected world. These audiences were identified based on the demographic-, appographic-, and technographic profiles available on the InMobi Audiences platform.



Upon identifying these cohorts, the brand then polygon mapped 51 popular GRT stores from Tamil Nadu, Andhra Pradesh, Telangana, and Bengaluru. These geofenced store polygons enabled the brand to identify potential shoppers that visited the brand stores and capture the recency and frequency of store visits. With a strong history that accounts for 50% lesser ad spillage, 3X improved ROI, and 2X better engagement rates on the InMobi Audiences platform, the brand could accurately reach and target the niche, affluent audiences. These advanced capabilities on mobile opened up new possibilities for the brand to identify, connect and influence the audiences virtually, which the offline media couldn't solve.

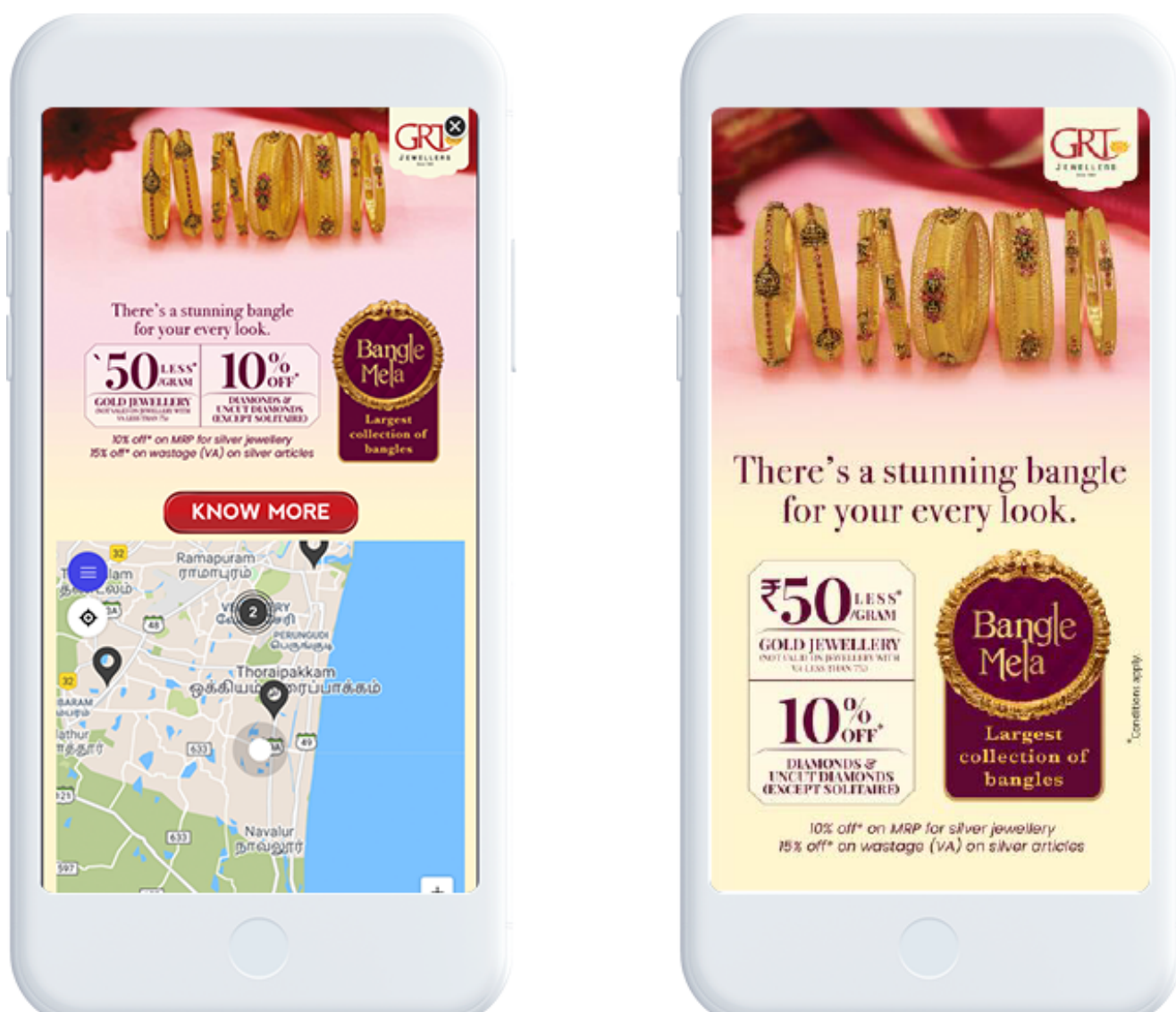
Capturing Purchase Intent with a Rich Media Map-based Ad Experience

To drive jewelry lovers to the nearest stores, the brand launched an interactive map-based discovery ad experience.

Building Awareness: The single card ad unit is divided into two vertical sections, where the first section shows a simple yet effective message - 'There's a stunning bangle for your every look.' With a compelling offer and breathtaking jewelry designs displayed on the ad, the first section visually appeals to the consumers to click on the CTA 'Know More.' By clicking on the CTA 'Know More,' the ad viewer is redirected to the official GRT Bangle Mela page for more information.

Driving Discovery: The second section of the card is integrated with a map that intelligently displays the nearest stores based on the viewer's current location. With the live capabilities of the default map app, the ad viewer can click on the store location and get directions to the nearest store, all of which are enabled with a single click on the ad unit.

With this seamless integration of map-enabled ad unit, the brand could deliver the message effectively and encouraged the ad viewers to visit the nearest store to indulge in some jewelry shopping.



The Results

With the pitch-perfect execution, the brand could identify luxury shoppers in India and pitched the right communication with a map-integrated experience resulting in audiences walking into the stores and dwelling for a higher time than expected.

