

InMobi & Angara – Angara Boosts Conversion Rates by 37.4X With Microsoft Advertising

**Submission by
InMobi**

Key Highlights



**4.5x increase in
brand search rate**



**37.4x increase in
conversion rate**



**3.3x increase in
domain visitation
rate**

The Objective



- Angara had two goals with its international expansion: To increase brand awareness and drive consumers further down the funnel for consideration and purchase. It was crucial for the brand to stay top-of-mind with high-intent audiences as well as close the loop with conversions to drive consistent return on investment (ROI).
- Driving discovery and boosting awareness among audiences in a highly cluttered jewelry market was a major barrier that Angara had to overcome. With a plethora of options available for shoppers online, it was tricky to capture their attention and ultimately drive them to make a purchase.

About the Brand

With a heritage of gemstone cutting, polishing, and design for generations, Angara has risen to prominence in the online jewelry industry. Angara cares deeply about bringing customers the finest quality gemstones and leaves nothing to chance—sourcing, cutting, designing, and delivering everything themselves to ensure a premier service for its customers.

The Strategy



- Angara partnered with InMobi to leverage Microsoft Advertising's exclusive reach across markets to identify high-intent audiences who were searching for distinctive jewelry designs online.
- It was crucial for the brand to stay top-of-mind with the high-intent audiences as well as close the loop with conversions to drive consistent return on investment (ROI).
- Achieving that in a highly fragmented market and targeting an audience that has access to a wide variety of options from brands required a smart solution to help them break through the clutter.

The Execution



- To maximize brand awareness, Angara, Microsoft Advertising, and InMobi worked together to deliver stunning multimedia shopping ads. These ads were visible right on top of the Search Engine Result Page (SERP), capturing viewers' attention from the get-go.
- The unmissable merchant promotions of a wide range of products facilitated higher engagement, ultimately driving quality conversions. Microsoft Audience Network's (MSAN) dynamic remarketing feature delivered tailored ads with specific products to consumers who have already shown purchase intent signals for these products. With a combination of ad excellence, optimized audience targeting, and automated bidding, Angara not only drove new user acquisition from the US market but also expanded to newer markets such as the UK.
- MSAN's deep understanding of customers and proprietary artificial intelligence (AI) helped Angara find an extensive array of audiences, such as similar audiences, custom audiences, and in-market audiences who were more likely to purchase jewelry. Shifting from a 'product' perspective to a more intuitive 'audience' perspective strengthened the campaign's performance across markets.

The Results



- While the automated bidding strategy on MSA ensured the spend optimization, the location-based advertising on the platform targeted top audiences by a specific area, from cities to states and countries, ensuring maximized reach. This impacted Angara's global footprint immensely, increasing conversion rates by 45%, YoY. Furthermore, with dynamic remarketing campaigns, MSAN was instrumental in delivering a 12% incremental conversion rate.
- To further strengthen its presence as a global jewelry brand, Angara had to tackle shifting customer preferences and buying behavior in a highly competitive market. With multimedia shopping ads and dynamic remarketing, the brand maximized ROI, as made evident by the post-campaign lift measurement study.
- Segmenting an exposed group of people who saw the ads and a control group that didn't, MSA measured the lift in search behavior, site visitation and conversion. An impressive 4.5x increase in brand search rate was recorded, along with a 3.3x increase in domain visitation rate and a whopping 37.4x increase in conversion rate.

Supporting Creatives

- Case Study: <https://about.ads.microsoft.com/en-in/insights/stories/angara>
- Ad Creative : https://go.inmobi.net/hubfs/IND_2023_IDMA/Angara/Angara%20Ads.jpg