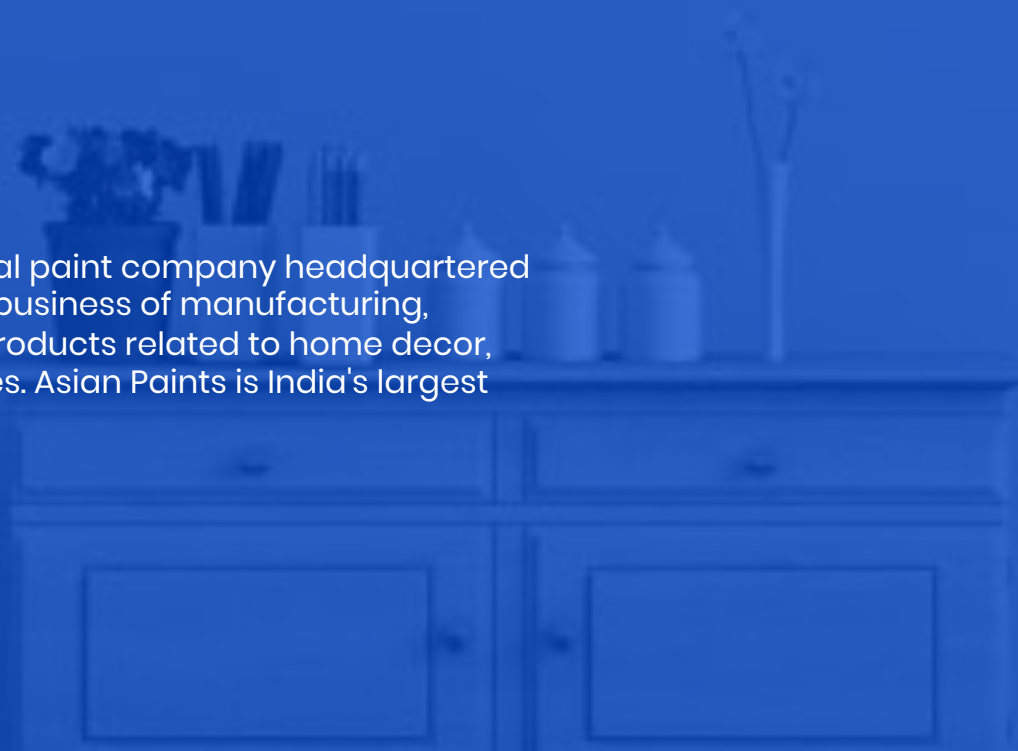


## ASIAN PAINTS REACHES OUT TO HOME DÉCOR BUYERS WITH THE INMOBI POLYGONAL MAPPING SOLUTION

Asian Paints Limited is an Indian multinational paint company headquartered in Mumbai. The Company is engaged in the business of manufacturing, selling and distribution of paints, coatings, products related to home decor, bath fittings and providing of related services. Asian Paints is India's largest and Asia's third largest paints corporation.



## THE CHALLENGE

Asian Paints launched “AP homes,” its first multi-category home improvement store. The store offers a wide array of products ranging from paints, wall papers, wood finishes, decorative lights, bath fittings, sanitary wares, curtains and upholstery, furniture, tiles and modular kitchen. Asian paints aimed to drive footfalls to AP Homes stores in Raipur and Coimbatore, and create awareness about the entire range of product offerings.

## THE SOLUTION

Asian Paints targeted consumers who were seen at places of interest (POI) such as high streets and in home décor outlets.

InMobi’s Polygon Mapping technology\* helped Asian Paints create and target a cohort of users who had visited the POIs in the last 60 days. The dynamic cohort was refreshed to include consumers who visited the POIs and stores in the last 7 days.

## AUDIENCES SEEN AT HOME DÉCOR STORES

22.9%



News  
Readers

19.16%



Audio video  
enthusiast

14.9%



High-end  
upscale dwellers

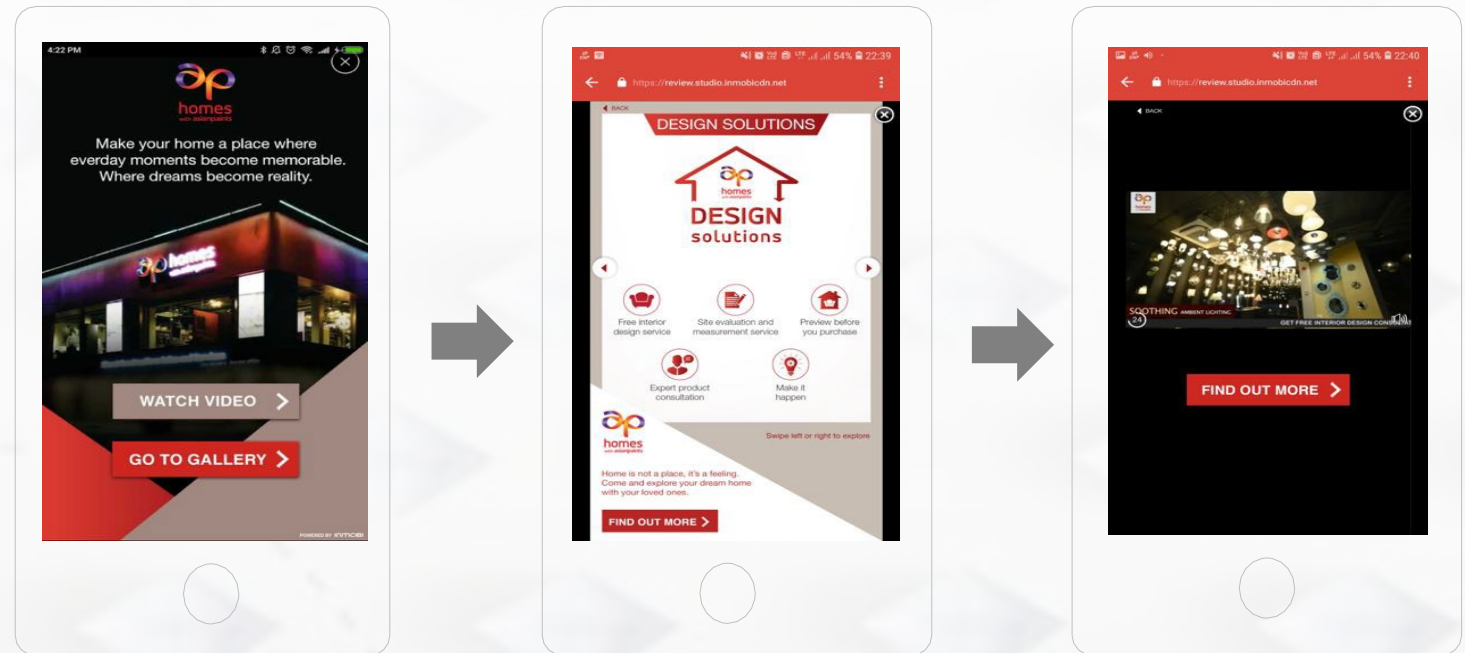
## STORE LOCATIONS

1. Bharat Construction Store – Raipur.
2. Annamalai Store – Coimbatore.

## THE CREATIVE

An immersive mobile experience (rich media) was designed for consumers to experience the entire range of home décor solutions offered by AP homes. With a video and scrollable carousel ad, users could explore their desired home décor and ancillary needs. The audience engagement was further enhanced by targeting the user in their leisure time. The engaged user was then directed to the nearest Asian Paints Home store.

## HOW DID AP HOMES ACHIEVE IT'S OBJECTIVES ?



INTERACTIVE RICH  
MEDIA CREATIVES



TIME  
TARGETING



AUDIENCE TARGETING

## RESULTS

### REACH

**1.6 Mn**

impressions  
delivered in 2  
months

**306K**

Unique users  
reached

### ENGAGEMENT

**2X**

Click-through  
rates as  
compared to  
industry average

### FOOTFALL

**3366**

Users driven  
to the store

**1.99**

Store uplift