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# Instant Impact delivered for Swiggy with one click install campaign on Glance

**Submission by**
**InMobi**

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# Key Highlights

**29% increase in first orders MoM on food delivery**

**30% lower cost per new user on food delivery**

# The Objective

- With India's highly cluttered food and delivery space, **Swiggy** needed to create a **standout campaign** to acquire **high-quality users** and drive first purchases on the app.

- **Swiggy decided to explore innovative**, **newer media paths** to grow its business, **acquire high-intent users**, increase the install-to-purchase ratio and drive performance gains at optimized costs.

- By leveraging **Glance's one-click install feature, Swiggy** created a frictionless app download experience for users without leaving their lock screens. Additionally, the brand showcased captivating **10-second video ads and discount coupons on the Glance** carousel, nudging new app installers to place their first orders.

## About the Brand

Swiggy is an Indian online food ordering and delivery platform. Founded in July 2014, Swiggy is based in Bangalore, and operates in 500 Indian cities

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# The Strategy

- Swiggy aimed to reach out to following audiences from both **metropolitan and non-metropolitan cities** in India:

    - Food-lovers across India

    - Had means and affinity for making high amount online transactions

    - Had a higher probability of converting to frequent users

- With content consumption on mobile switching between the apps to waking up to a smartphone's screen, Swiggy chose to add newer content capabilities that can steadily generate performance gains at optimized costs. Hence, the brand decided to leverage the first touchpoint for users on mobile – the lock screen, as a mainstream channel to strengthen its media mix. By doing so, the brand aimed to amplify its growth plan by acquiring high-quality users across India.

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# The Execution

- **Swiggy leveraged Glance's one click install (OCI)** feature to drive instant impact and acquire first-time users. Swiggy delivered captivating **10-second videos**, banners, and interstitials on lock screens of target audience, featuring discounts and nudging the users to place their first orders with a one click **'Install Now' CTA.**

- **Glance provided Swiggy** with unlimited opportunities to reach users across **tier II and tier III cities** in India on their lock screens. Banking on this exclusive reach, Swiggy prioritized audiences from the Bharat beyond metro cities to truly scale new user acquisitions and have an instant impact.

- To increase the install-to-purchase ratio, **Swiggy targeted audiences with higher purchasing power by identifying premium smartphone users** and high intent audiences on apps such as e-commerce, real money games, payment and fintech.

- Full potential of mobile technology was leveraged to make the ad experience as personalized for the target audience. Based on **user's location and time of the day**, the brand served users with offers and **breakfast, lunch, and dinner dishes** from hyperlocal cuisines that appealed to their taste buds.

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# The Results

- By partnering with **InMobi and Glance** and delivering an **innovative screen-zero performance campaign, Swiggy amplified its growth** and acquired high-quality users across India. The campaign resulted in:
  - A **29% increase** in month-on-month first orders on food delivery between August 2021 and February 2022.
  - A **30% lower cost** per new user on food delivery, as shared by the brand.
  - A high-quality consumer base with **app transaction of 9 weeks**, as indicated by the brand's retention range data. (A strong consumer retention range for Swiggy is between 6 to 9 weeks, and users acquired through this campaign transacted on the app for 9 weeks.)

- As a result of the mobile-first, frictionless screen-zero discovery and the subsequent one-click install experience, Swiggy acquired a high-quality consumer base, transacting on the app for 9 weeks after installing the app. Further, the brand acquired these high-quality users at a **significant 30% lower cost per new user**, on food delivery.

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# Supporting Creatives

- Video: Swiggy Rescues "Foodies in Need" with a One-Click Install Experience on Glance - YouTube

- Case Study Page: Swiggy Rescues "Foodies in Need" with a One-Click Install Experience on Glance (inmobi.com)

- Ad Creative Experience: https://go.inmobi.net/hubfs/IND_2022_SMARTIES/Swiggy/Swiggy%20Creatives.png

- From Swiggy's Desk: https://go.inmobi.net/hubfs/IND_2022_SMARTIES/Swiggy/Mobile%20Marketing%20Mavericks%20Swiggy.png