
 ASIA

## Meesho Makes Mobile Shopping Accessible and Affordable for Indians in a Glance



Solution

Understanding Consumers, Engaging with Customers

About Meesho

Meesho is India's largest and most trusted marketplace for Resellers, who sell products online through WhatsApp and Facebook. Trusted by over 50,000 Resellers, the brand helps them grow their online business.

The Highlights

1.3 X

glances locked compared to the brand target

8.6 Mn

unique users reached in just two days

1.7 X

CTR recorded compared to the brand target



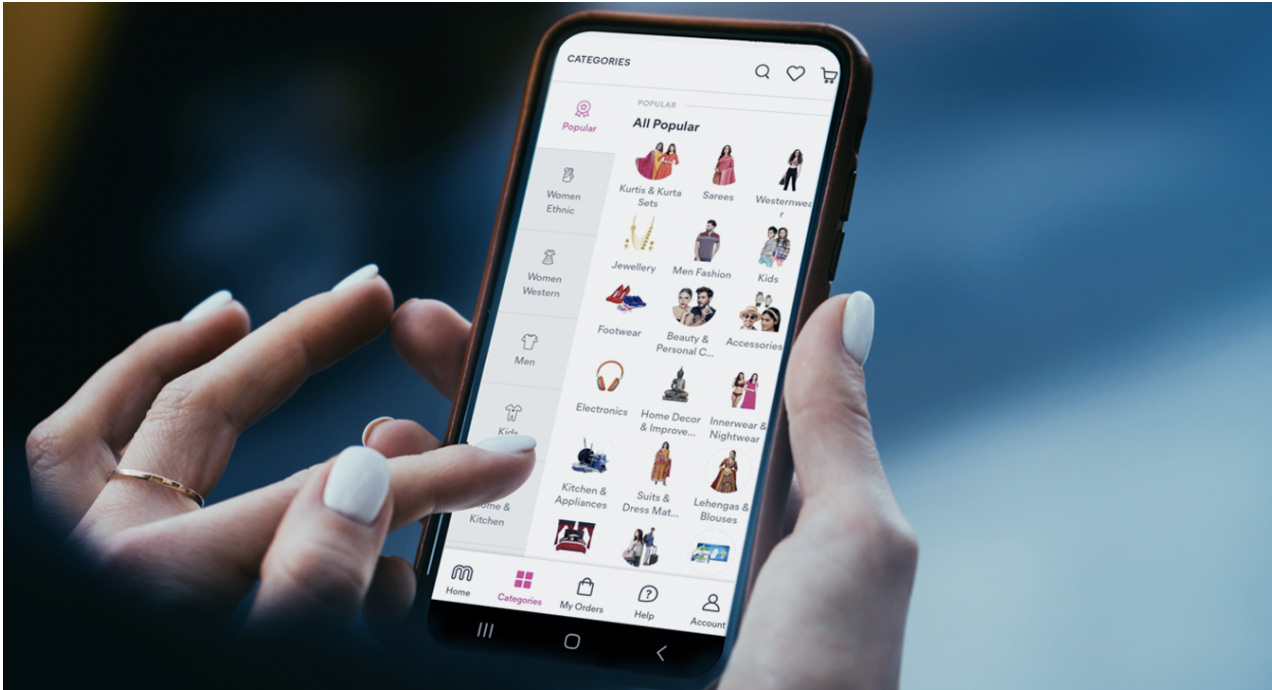
"As a part of our evolution, it is important for us to take a leap with newer channels that promise greater impact. Glance, with its lock screen takeover, is a perfect platform for us to achieve reach across the tier II and III cities in India, to truly capture the pulse of India. Glance has provided the much-required exposure to these audiences while engaging them in an unintrusive fashion. While we were looking to primarily drive awareness, the Glance team has also helped us drive mid-funnel impact. We are elated with the results and looking forward to more associations with Glance."



Team Meesho

The Brand Objective

As the latest e-commerce destination for Indians, Meesho launches its "Maha Indian Savings Sale" (MISS) in the first week of every month. The monthly sale provides handy shopping experiences at jaw-dropping low prices, so consumers can shop for all the products they need, predominantly from small local sellers, thus giving small businesses the much-needed support to grow. Meesho wanted to launch and drive awareness about the "Maha Indian Savings Sale" en masse among Indian online shoppers, especially those residing in non-urban cities. With lock screen content becoming a mainstream channel in locking user glances, Meesho aimed to reach these online shoppers at the right time by creating a personalized discovery on the first screen they see on mobile phones.



The Solution

The brand partnered with InMobi and Mindshare to deliver a frictionless interactive lock screen experience. In diverse countries like India, most of the populace lives non-urban cities and need an efficient marketing channel that has exclusive access to audiences across the country. By leveraging India's favorite content platform – Glance, Meesho could exclusively reach these untapped audiences in cities where Glance noticed a 77% increased lock screen content. Meesho brought the MISS to the front page of consumers' mobiles by taking over the lock screen. This facilitated the seamless discovery of offers from the sale for pan-India consumers, who could go through the content at their convenience without any intrusions. The lock screen takeover consisted of full-screen, peak-brand-safe visuals with mind-blowing offers of up to 70% off on over 10 million merchandises, encouraging interested shoppers to install and browse through the app. Furthermore, the "Know More" CTA enabled users to download the app with the industry-leading one-click install feature without having to visit the Play Store.

The Results

With customer-centricity and digital agility as the core pillars of the campaign, Meesho's saw phenomenal growth with the lock screen partnership on Glance, providing a promising and sustainable platform to fulfill its marketing objectives.

