



## **InMobi Helps Meesho Empower Women to Start Their Business with Zero Investment**

Meesho is India's #1 reselling platform, trusted by 10 Million+ resellers who earn more than INR 25,000 per month. Today, Meesho serves over 5 million individuals and enterprises, has raised \$215 million and achieved 50x growth in three years.

## Highlights

“InMobi’s ad targeting helped us capture women resellers from tier II and III towns in India. This otherwise would have been a challenge for us to acquire such a quality subscriber base. Their understanding of the audience and commercial strategies are impeccable and aid real growth.”

– Sudhanshu Shekhar, Vice President,  
Reseller Growth, Meesho

**25X**

increase in unique  
orders

**900,000**

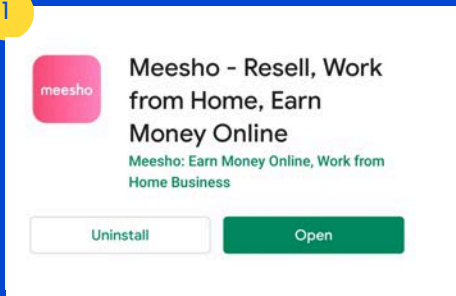
app installs  
driven



## The Challenge

With more women resellers showing interest in earning money, Meesho partnered with InMobi to achieve the following:

1



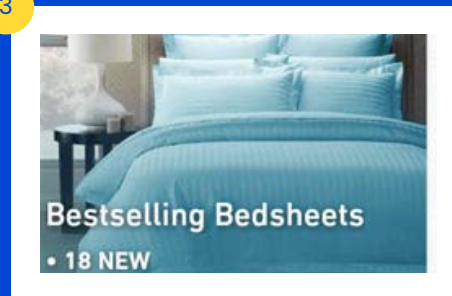
Increase Meesho app installs from Google Play Store

2



Get women resellers to sign up on the app from tier II and III cities in India

3

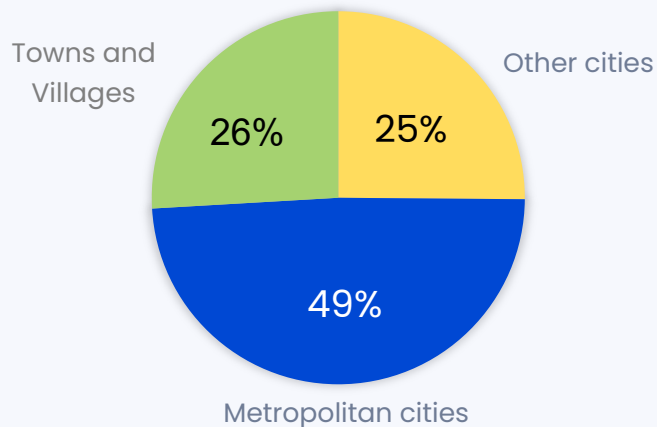


Increase the share of female first orders on the app

## The Solution

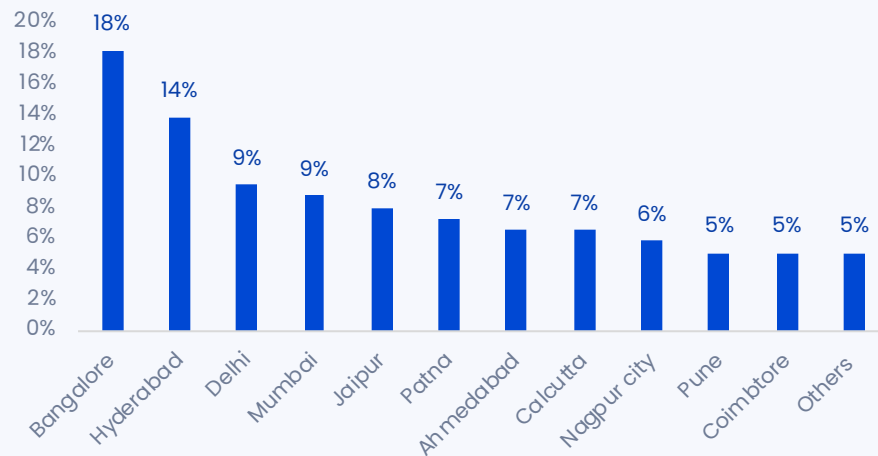
### PAN India Targeting

The campaign was targeted to achieve installs and drive orders all over India.



The following chart represents the market share of installs from the top cities in India.

Market Share – City wise



## The Solution

### Gender-based Targeting

Based on the category segments, InMobi extensively focused on women between the ages of **30 to 45 years** from tier II and tier III towns in India. A total of **6 Million** women were reached during the campaign.

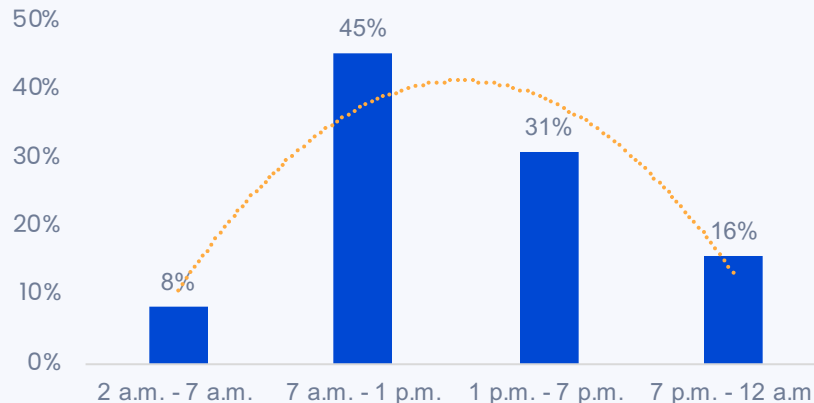
**6 Million**

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### Peak Hour Optimization

Meesho's peak hours are during mornings, so InMobi ran ads extensively in the mornings to drive maximum installs. Optimization of ads during peak hours amplified app installs and reduced **cost per install by 55%**.

Order placed – Time of the day



## The Solution

### Remarketing

InMobi focused on high prospect users to drive them to install the app. Once the app was installed, users were nudged to place first orders to increase overall engagement and to drive incremental value on orders.



### Creative Innovation

To support the cause, InMobi launched banner, interstitial and native ads, along with a focus on rich media and video ads, to grab the user's attention. The content and the visuals of the ads were tailored to nudge users to install the app and further engage with them to place orders.



Banner



Interstitial

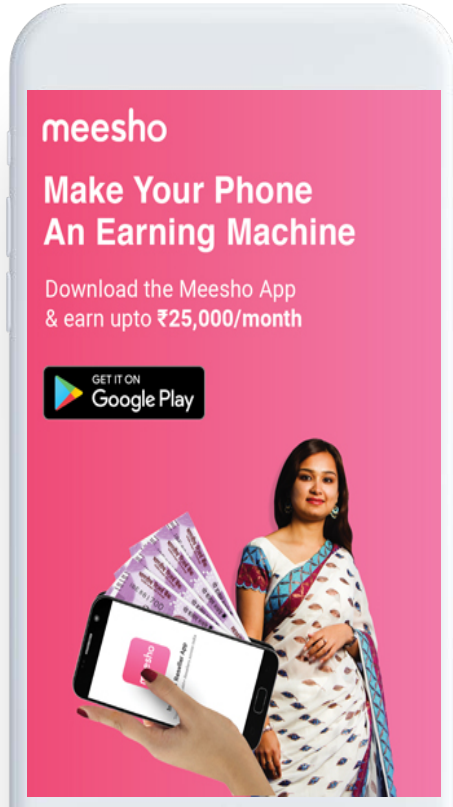


Native

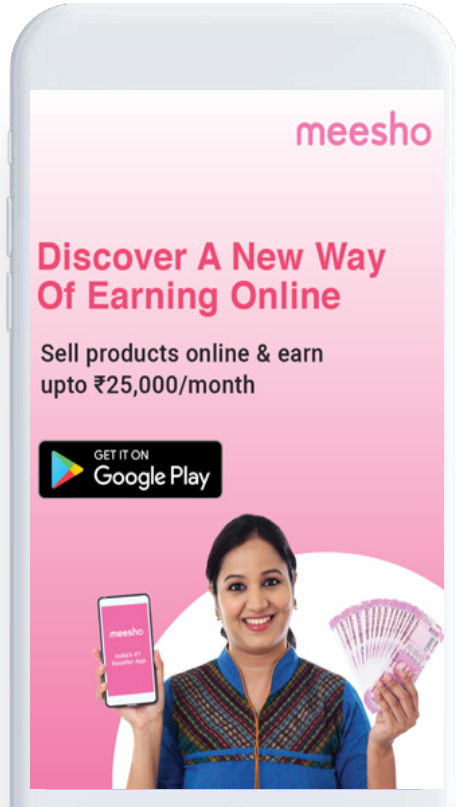


## Creative Innovation

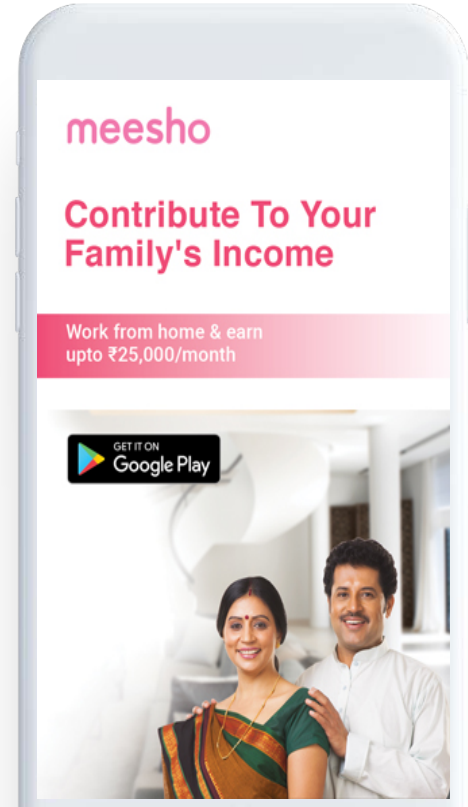
Earn Via Phone



Earn Online



Family Support



## The Results

The campaign drove over 900,000 app installs with a 25X growth in unique orders. 95% of app installs were driven on mobile internet (mobile data usage), which correlated to the increase in downloads from tier II and III towns where residential wi-fi connectivity isn't as prevalent as in cities.

**30%**

reduction in the  
cost of unique  
orders

**4 MN +**

installs driven

**150,000+**

orders placed

**80,000+**

orders placed  
by women

**24%**

increase in the total  
orders by women





# InMobi Marketing Cloud



Powered by  
**Mobile Intelligence • Transparent • Always On • Integrated**