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

**The Challenge**

1. Increase the share of female first orders on the app
2. Get women resellers to sign up on the app from tier II and III cities in India
3. Increase Meesho app installs from Google Play Store
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

- Bangalore: 18%
- Hyderabad: 14%
- Delhi: 9%
- Mumbai: 9%
- Jaipur: 8%
- Patna: 7%
- Ahmedabad: 7%
- Calcutta: 6%
- Nagpur city: 5%
- Pune: 5%
- Coimbatore: 5%
- Others: 5%
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.

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%.
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.
Creative Innovation

Earn Via Phone

meesho
Make Your Phone An Earning Machine
Download the Meesho App & earn upto ₹25,000/month

Earn Online

meesho
Discover A New Way Of Earning Online
Sell products online & earn upto ₹25,000/month

Family Support

meesho
Contribute To Your Family's Income
Work from home & earn upto ₹25,000/month
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.

**The Results**

- **30%** reduction in the cost of unique orders
- **150,000+** orders placed
- **4 MN +** installs driven
- **80,000+** orders placed by women
- **24%** increase in the total orders by women
InMobi Marketing Cloud

Understand & Identify

Engage & Acquire

Powered by

Mobile Intelligence ● Transparent ● Always On ● Integrated

Visit us at https://inmobi.com/case-study | Reach out at mobilemarketing@inmobi.com to partner with us