

ASIA

MFine Partners with InMobi to Provide On-demand Quality Healthcare on Mobile



Solution
Identifying Target Audience, Engaging with Customers, Acquiring New Users

About MFine

MFine is an AI-driven, on-demand holistic healthcare platform that provides its users access to virtual consultations, diagnostics, medicines and connected care programs from the country's top healthcare providers. On MFine users can consult doctors from their preferred hospitals via chat or video to get prescriptions and for routine care, wherever they are. They can also book diagnostics at top centers near them, get medicines delivered or book lab tests at home.

The Highlights

1 out of 5

app installers subscribed to a healthcare plan

80%

lower Cost Per First Consultation for new users

2.7x

ROAS on high LTV users achieved during the campaign

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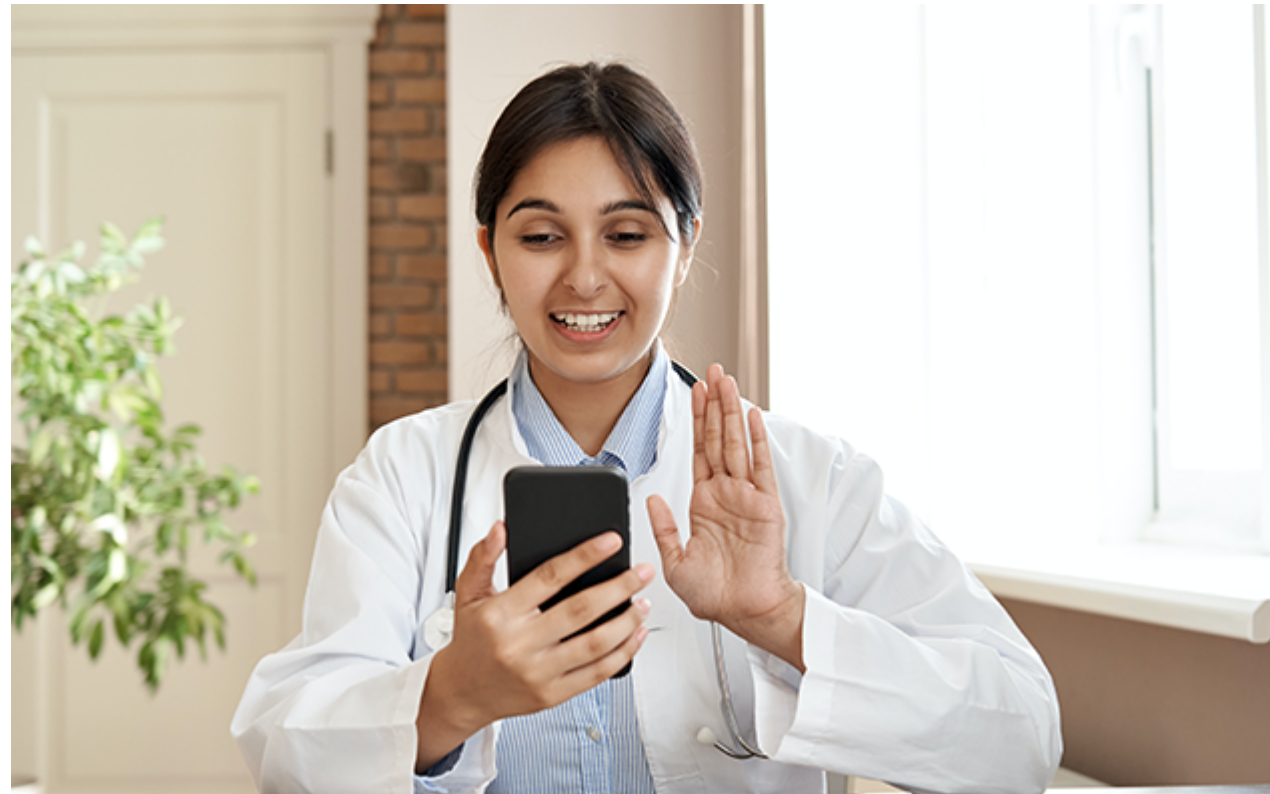
"We have seen a phenomenal 80% lower cost of acquiring high LTV users with InMobi when compared to other platforms. The key challenge for us was always targeting varied audiences for our different health care services and new offerings. With the Performance Marketing Solution suite, we've been able to experiment and optimize these campaigns, with an integrated approach across display, video, search. The result we have seen has made InMobi a preferred partner at MFine, for sustained growth."



Shanker Mohan
Associate Director, Growth and Product Marketing, MFine

The Brand Objective

The popularity of telemedicine has soared during the coronavirus pandemic. Since the early days of the lockdown, when health concerns were on the rise, MFine stepped up to connect patients with healthcare professionals and provide high-quality end-to-end healthcare services such as home delivery of medicines, online consultation, and follow-ups via video calls. Intending to ensure that patients could avail these services right at the convenience of their homes, the brand aimed to aggressively reach prospective users in need of such services across India, retarget dormant users and nudge them to upgrade their healthcare service plans (where they can get access to priority on-demand services) and reduce the overall cost per acquisition and maximize ROI.



The Solution

MFine leveraged InMobi's Performance Marketing Solutions to identify, engage, and acquire mobile app users across India. The brand primarily leveraged InMobi's Audiences, Video, and Remarketing capabilities to achieve its marketing objectives.

Identifying High LTV Users Using Lookalike Audiences

Partnering with InMobi, MFine delved deep into its existing high LTV customer base to create seed audiences out of them. These seed audiences were used to curate various lookalike audiences such as fitness enthusiasts, urban residence dwellers, and lifestyle and wellness enthusiasts, thereby enabling MFine to identify millions of its core target audience in the connected world.

Leveraging the Power of Mobile-first Creative including Video

Building mobile-first creative was of crucial focus in the campaign as MFine aimed to innovatively address concerns that patients might have during the pandemic and educate them on how connecting with doctors and healthcare professionals was just a few clicks away. The brand leveraged 25-second vertical videos to convey the key messages of how health concerns are normal, why one shouldn't neglect them, why it's not necessary to get a doctor consultation in person, and how it's easy to consult a doctor online on the MFine app. Addressing these concerns at a time when stepping out of homes was considered risky encouraged consumers to look at MFine as a reliable, alternative, and most importantly, easy solution to consult doctors online.

Widening Campaign Reach with App Store Search

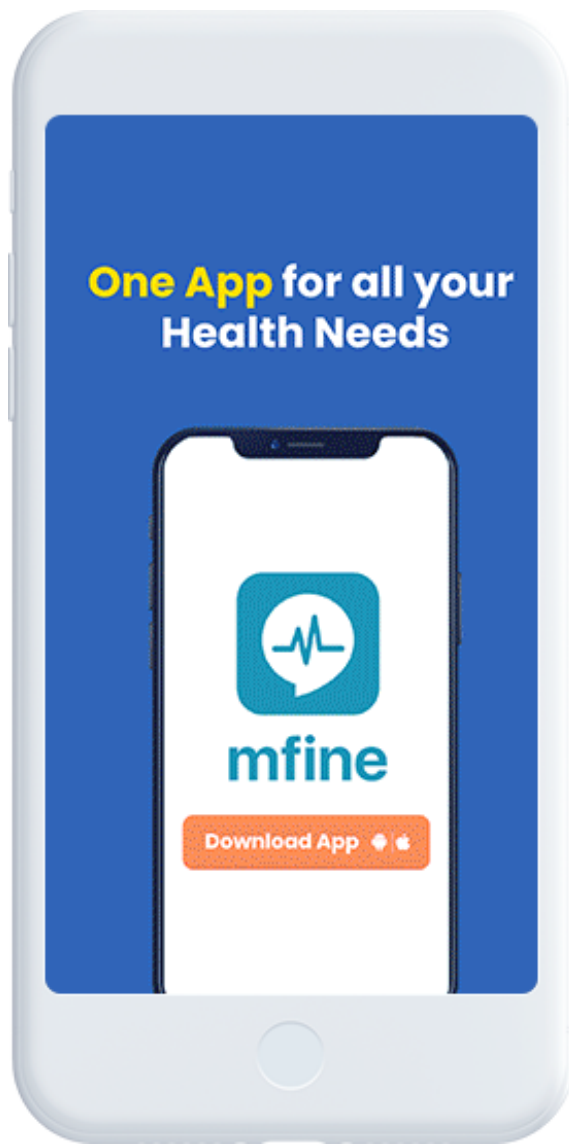
To reach out to a significant share of iPhone users in India, the brand also launched Apple Search Ads. The search marketing helped MFine reach a highly valuable user base right at the time of discovery in the App Store. Using the right blend of branded and non-branded keywords, the brand ensured that the audiences who are searching and in need of healthcare were able to avail MFine's services.

Reactivating Dormant users and Nudging First-time Registrants

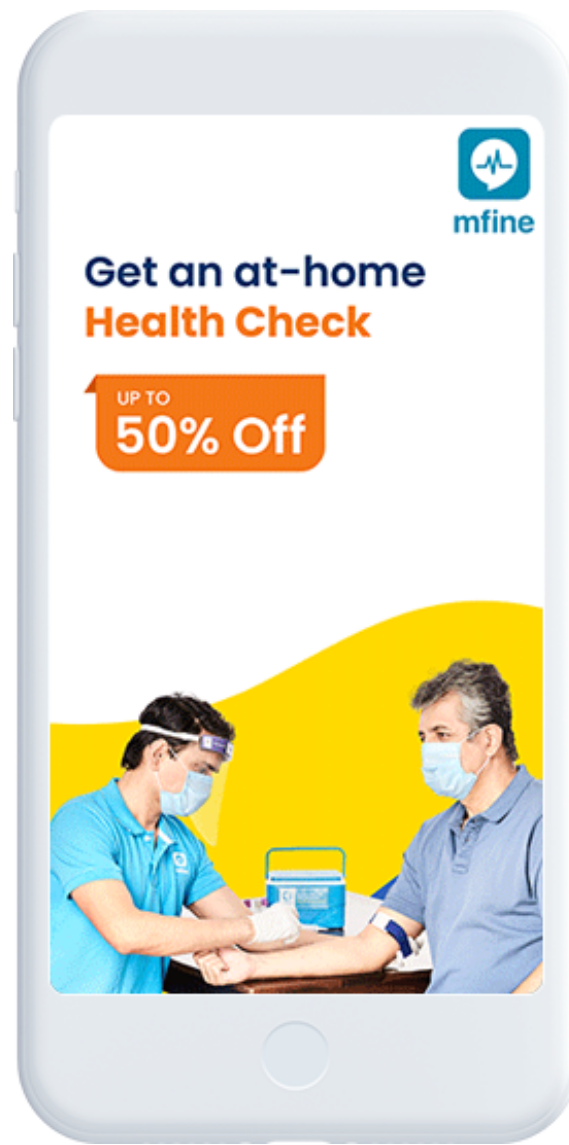
Leveraging InMobi's remarketing capabilities, the brand encouraged dormant users, first-time registrants, and high-intent users to transact on the app or upgrade to paid plans so that they can have full access to priority health services on the app. The remarketing campaigns helped acquire thousands of incremental conversions.



Ad Creative 1



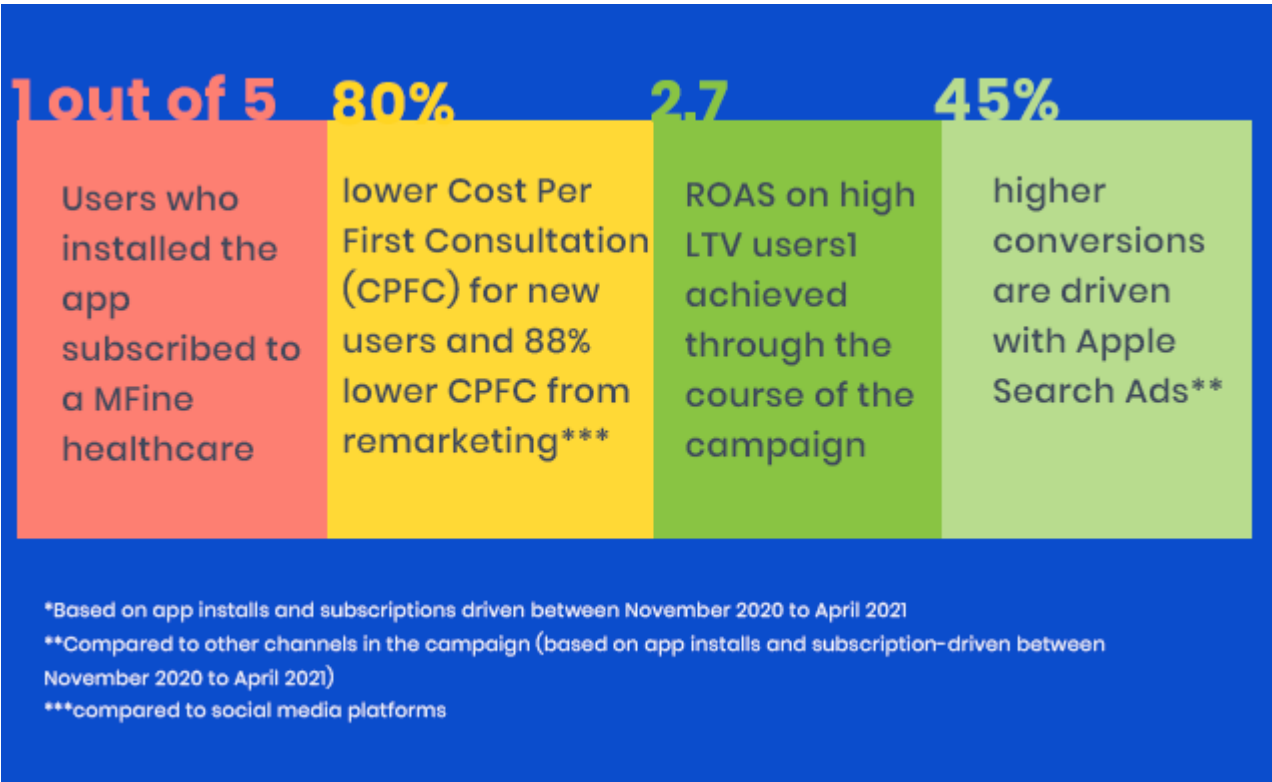
Ad Creative 2



Ad Creative 3

The Results

MFine successfully provided quality healthcare services to the right users looking for them, right in the moments when they needed it and at the channels where they were looking for it. The right culmination of the audiences, messaging and retargeting ensured maximum efficiency in driving conversions while consistently reducing the Cost per First Consultation.



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"With the always-on nature of performance campaigns, constant support and optimizations are most critical for their success. InMobi's account management team has provided us with the right strategy and tactics regularly, thereby maximizing the impact we could drive. We have consistently maintained a ROAS of 2.7 with our high LTV user1 acquisition through this partnership."



Goutam Singh
Digital Marketing Manager, MFine