


Case Studies



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Bonakid Pre-School 3+ Leverages InMobi for Commerce to Grow In-store Purchases

Solution
Engaging with Customers

About Bonakid Pre-School 3+

Wyeth Nutrition developed an accessible nutritional product scientifically designed to meet the needs of Filipino children. Bonakid Pre-School 3+ is a powdered milk drink that has a Triple Boost Formula which helps give plus in Immunity, plus in Growth and plus in Energy support nutrients to help support the nutritional needs of children above 3 years old.

Highlights

1.2X

click-through rate recorded

37%

footfall uplift

35%

purchase uplift



As mainstream moms are heavily affected by the pandemic, our objective was to remind them of the PLUS in immunity, PLUS in energy and PLUS in growth nutrients that is in Bonakid Pre-School 3+ that their 3+ children need, especially at this time. And with not many relaxations due to the lockdowns, our objective to increase footfalls to the local stores in the Philippines and that called for a promising effort. InMobi helped us precisely target the right households, engage them through immersive brand interventions, and close the loop by accurately measuring the purchase uplift. Overall, in such an extensive campaign, the execution was top-notch, and the results were extraordinary. We are delighted to see our efforts in helping local stores succeed at a massive scale.



Bea Ignacio
Product Manager, Wyeth Nutrition

The Brand Objective

Filipinos tend to visit hyper-local supermarkets and grocery stores for their grocery needs and Wyeth Nutrition encourages the development of these local businesses by partnering with them. However, with the shopping habits shifting towards mobile during the pandemic, Bonakid Pre-school 3+ aimed to leverage the potential of mobile in driving the Filipinos back to these stores. Hence, the brand decided to run a mobile-first campaign that drove footfalls to select retail stores.



The brand aimed to achieve the following objectives: 1. Leverage mobile to drive consumers to offline stores 2. Capture offline purchase intent with footfall attribution 3. Drive and measure the lift in the purchases as a result of the incremental footfalls

The Solution

To achieve its objectives, Bonakid Pre-School 3+ leveraged the InMobi for Commerce solution that included Household Targeting, Immersive Experiences, and Online to Offline Attribution.



Household Targeting: Guiding Families in their Decision Making The pandemic has drastically shifted household behaviors. With repeated lockdowns and increased risk of contracting COVID, men are now the primary members stepping out for household needs in The Philippines. They are also taking up household chores and childcare responsibilities. Additionally, the key influencer or decision-makers in the household for Bonakid Pre-school 3+ – the mothers – are moving away from appointment-based viewing habits and consuming more content on digital devices. Overall, this means that household buying in this category has become increasingly non-linear, complex, and tight-knit.

The brand leveraged the InMobi Audiences platform to identify "Moms" who visited pediatric clinics, daycare centers or consumed related content. The highly relevant "Moms" segment was mapped onto the InMobi Household Graph to then identify relevant households across the country. This seed household audience for Bonakid Pre-school 3+ was then scaled to similar households enhancing the reach by 15X.

Result of Household Targeting

	Females – Standalone Segment	Household with Females	Incremental Reach
Segment Size	10.6 Mn	16.1 Mn	1.5X
Total Device IDs			



Delivering Interactive Communication to Drive Purchase Intent The brand created an interactive communication to connect with users on their primary devices – smartphones. The first card of the ad unit contained animated icons of all the nutrients. Once the user taps on the first card, it delivers the message 'Help build immunity with Bonakid Pre-school 3+' followed by the CTA 'Find Nearest Store'. Upon clicking on the CTA, the user is redirected to the second card of the ad unit, which is divided into two horizontal sections. The first section shows the maps with the user's current location and the second section is embedded with the brand's banner ad with the CTA 'Get Directions'. Once the user clicks on the CTA, they are redirected to the default maps app on their smartphones.

Measuring Footfall and Purchase Uplift By assessing the visits and purchases of the exposed group against the controlled group, the brand could ascertain the impact of the mobile ad campaign. The brand used InMobi's polygon mapping technology to measure the actual increase in footfalls⁵ across major retail stores. To measure the impact on revenue, the brand gathered the uplift in purchases using POS data. As consumers redeemed cashbacks by uploading their receipts, the brand understood the significant impact InMobi for Commerce was driving.



One week after the campaign closure, the brand surveyed over 350 women aged between 18 to 44 years across the Philippines. The survey also featured the brand's 'trustworthiness, superiority, the user consideration and likeliness to recommend the brand.' These parameters are assessed along with the campaign metrics (Such as performance metrics, store visits) to derive the purchase, penetration, and consumption uplift.

Results


- 1.5X unique reach¹
- 1.8 million unique users reached
- 1.2X click-through rate recorded¹
- 37% footfall uplift
- 25% of store visitors purchased the product
- 41% purchase uplift²
- 35% purchase uplift³

1. Compared to industry benchmarks in the Philippines
2. Sale value of an exposed user against the controlled user (Wyeth internal data)
3. The lift in capturing first-time purchasers


The Results

The campaign unraveled the new ways of online-online and online-offline interactions for the brand, enabling a holistic path to reach, and engage consumers. This multifold campaign, a perfect blend of household targeting, immersive creative, footfall attribution, and uplift measurement, delivered impeccable purchase lift in just two weeks.


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