


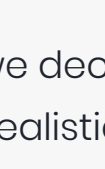
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Kredivo Leverages InMobi Pulse to Translate Consumer Insights into Business Growth


Solution
Understanding Consumers, Identifying Target Audience

About Kredivo

Kredivo is a digital credit platform based out of Indonesia. The app checks the credit credibility of users in real-time and provides instant retail financing for e-commerce and offline purchases, as well as personal loans. Upon approvals, users can directly shop using Kredivo's Buy Now and Pay Later (BNPL) feature on 1000+ merchant partners such as Tokopedia, Lazada, Bukalapak, JD.ID, Tiket.com, with a two-click process.



With the changing digital landscape and emerging modes of payments, we decided to understand their adoption in today's connected world. Leveraging a brand track study on mobile opened doors to new insights that helped us realistically understand the consumer behavior with respect to payments, map the brand imagery in the minds of the consumers, and figure out key differentiators against the competition. By validating consumer intent with mobile behavior with respect to digital payments, we could understand the key gaps and reshape performance plans accordingly to drive business growth.



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VP Marketing, Kredivo

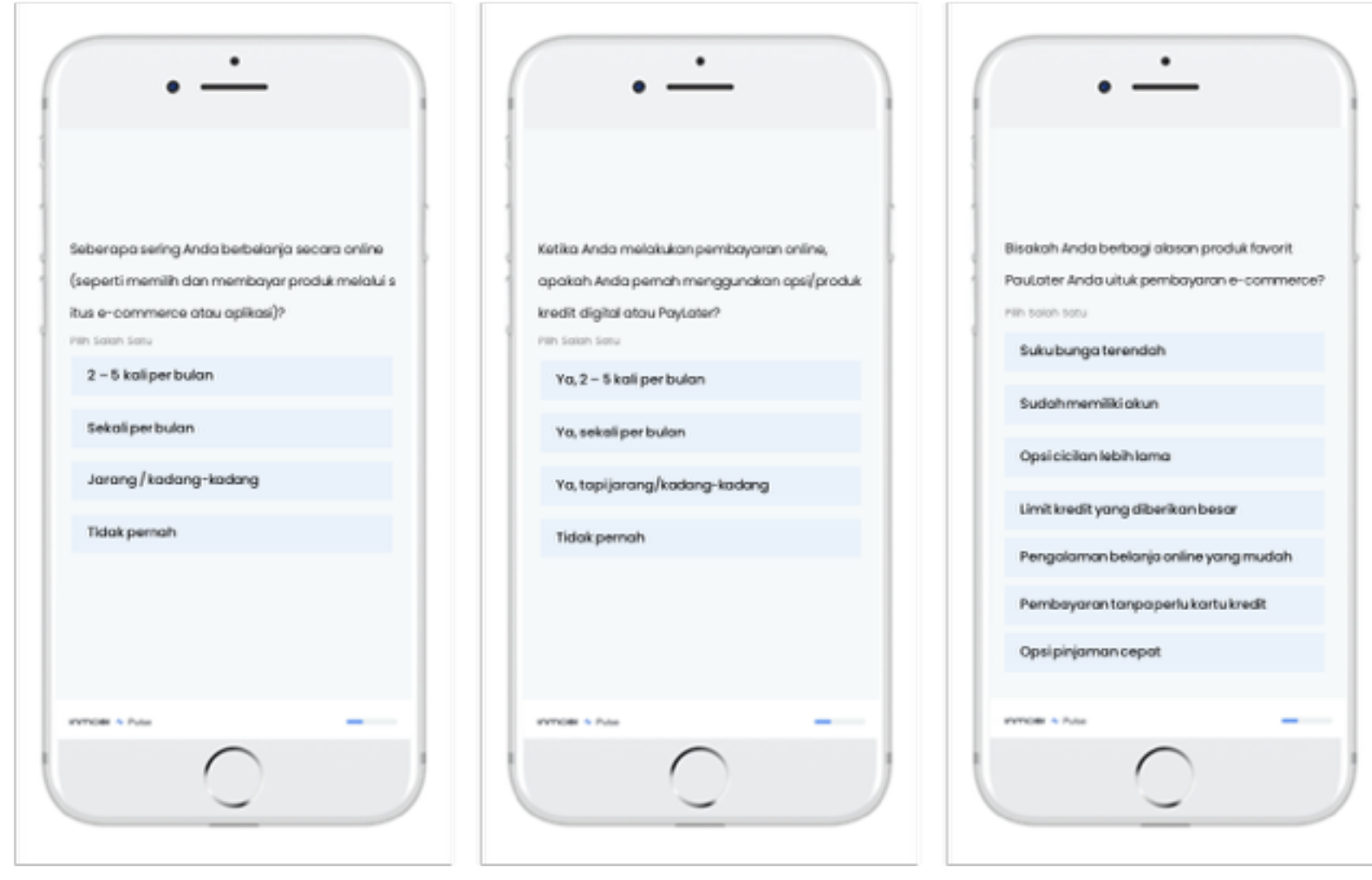
The Objective

With the outbreak of the pandemic, many countries had imposed lockdowns to contain the spread of the virus, leading to a steep reduction in discretionary cash spending. While digital has become the prerogative for global payments, all forms of electronic consumer-to-business payments saw a consistent spike. The contactless payments benefited the online payment options that stood up to be the substitute for cash-averse consumers. Point of sale financing has seen new light with payment modes such as BNPL (buy now, pay later), reshaping the e-commerce shopping experiences. Pioneering the launch of BNPL in Indonesia, Kredivo now intended to understand the evolving landscape of digital payments across the country. The brand aimed to understand in detail the changing dynamics of online shopping, the adoption frequency of the BNPL solution and measure it against the holistic health of the brand in the minds of the consumer. Additionally, Kredivo focused on understanding the brand's market position, consumer favorability, and affinity towards the brand versus the competitor brands. By assessing these parameters, Kredivo intended to optimize its communication strategy to suit the needs of the connected Indonesian consumer. To achieve this state of understanding of the marketplace, the brand needed to partner with a strong mobile-focused consumer intelligence platform that can decipher the real voice of the consumer through actionable feedback.



The Solution

Kredivo leveraged InMobi Pulse, the leading mobile consumer intelligence platform with access to over 1.6 billion smartphone users across the world, to conduct a brand track study.



Segmenting Audiences to Enable Precision Targeting



The brand factored in custom audience cohorts based on demographics comprising of men and women aged between 18 to 34 years. Kredivo opted in for hyperlocal targeting and charted out three cities in Indonesia with the highest online shopper base; the capital city area - Jabodetabek, the second biggest city - Surabaya, the nearest city to the capital - Bandung, to conduct the study with a huge sample size of 6,000 respondents, accurately matching the brand's criteria.

Cracking the E-commerce Shopper Genome on Mobile



To begin with, it was pivotal for the brand to identify the patterns of e-commerce purchases in Indonesia. The survey included questions on the frequency of online shopping of these cohorts, followed by how frequently they used online payment options such as BNPL. By assessing the shopping frequency, the brand could ascertain the pre- and post-pandemic changes in online shopping patterns and payments of the connected consumers in Indonesia.

Measuring the Brand Performance in a Competitive Market



Kredivo measured the brand performance in a competitive context and understood its strong and weak demographic cohorts, key product features, and communication hooks that drive product adoption and differentiating aspects that drive consumer loyalty. By factoring in the consideration metrics that would enable online payments such as credit limit, interest rates, association with the brand, installment options, seamless shopping experience, flexible payment plans, and data security, Kredivo deconstructed the features that consumers consider the most important when making payments.

The Result



- 1) **Key Metrics Identification:** By considering over ten different consideration metrics that enable consumers to make online payments, the brand could redesign and optimize its consumer communication plan.
- 2) **Brand Affinity:** The competitor analysis helped Kredivo understand their market position and the consumer's affinity towards different brands in the market, and the reasons why they prefer a brand.
- 3) **Competitive Context:** Kredivo could identify the unique differentiators and key performance trends against the competitors and devise their performance strategies accordingly.
- 4) **Granular Insights:** The brand could narrow down to niche demographic and location level filters to truly reach audiences that matter and get insights that help.
- 5) **The Response Quality:** With 30+ checks by advanced AI algorithms, InMobi Pulse validated the most genuine surveys in real-time to ensure high response quality.

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