

“InMobi Pulse has set us up perfectly to tackle the limitations of traditional research”

— Umesh Krishna K
GENERAL MANAGER - BRAND MARKETING



Background

In just four years, Swiggy has grown to become India's leading food delivery platform, with a valuation of over \$3 billion. Their most recent \$1 billion funding round, led by Naspers, marked the largest investment in a food-tech venture outside of China.

From inception, Swiggy's core focus has been delivering the best possible customer experience. As a small startup, Swiggy created a base of loyal buyers who consistently purchased, enabling them to achieve higher customer retention than their competitors. With an expansive logistics network of 50,000+ restaurant partners and 40,000+ delivery executives, Swiggy is known for its consistent, unmatched delivery experience and its elegant, easy-to-use mobile application.

The Challenge

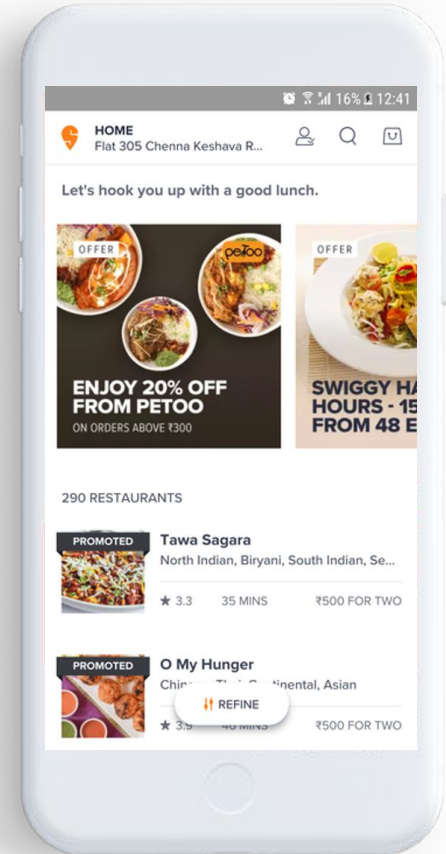
Swiggy had worked with traditional research organizations on understanding and measuring the customer experience. However, Swiggy had challenges with traditional market research methods because of inherent limitations in reaching their target audience: the urban millennial consumer. Long research cycles and lack of authentic responses also meant Swiggy was unable to identify the impact of their ongoing marketing campaign across outdoor, TV, radio and digital marketing mediums.

Now operational in more than 50 cities in India and growing rapidly, it was crucial that Swiggy partner with a research platform that could scale along with the business. While traditional research could effectively deliver smaller samples, Swiggy could not count on existing tools to provide the scale, precision and speed that they needed. Swiggy needed an “upgrade” – a new platform that would allow them to not only target, reach and collect feedback from the right audience, but also accurately measure the impact of their campaign at scale.

Swiggy turned to the InMobi Pulse mobile market research platform to help them connect with their customers and garner genuine responses that would truly inform future strategies.

Methodology

Swiggy’s goal was to accurately analyze the impact of their cross-channel marketing campaign live across digital marketing and physical advertising mediums. To do this, Swiggy needed to gather genuine feedback from their core audience in target markets at scale. Using InMobi Pulse’s targeting capabilities, the Swiggy research team was able to identify and successfully reach their target audience and garner actionable feedback that helped shape future campaign strategy.



Results

- Precise demographic targeting, accurate responses and minimal spillage reduced costs to **1/3rd the cost of traditional research.**
- Using the InMobi Pulse platform enabled Swiggy to analyze results **much faster than was possible through traditional research** and identify and implement changes to deliver a more personalized experience to their consumers.
- Competitive benchmarking allowed Swiggy to **identify critical areas of impact and opportunity** across the entire food delivery supply chain.



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What makes InMobi Pulse a truly differentiated platform is its ability to connect us with our target audience with granular precision. We have been able to gather consumer insights more efficiently and quickly, and the platform has set us up perfectly to tackle the limitations of traditional research methodologies.