



ASIA

Swiggy Rescues “Foodies in Need” with a One-Click Install Experience on Glance



Industry
Food

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

About Swiggy

Founded in 2014, Swiggy is India's leading on-demand convenience platform with a vision to elevate the quality of life for the urban consumer by offering unparalleled convenience. It connects consumers to over 1,85,000 restaurant partners and stores in over 500 cities. Its quick commerce grocery service Instamart is present in 23 cities. It also offers other services like Swiggy Genie and meat delivery.

Using innovative technology, Swiggy provides a hassle-free, fast, and reliable delivery experience. Every order delivered by Swiggy's delivery executives, ensures a host of customer-centric features like lightning-fast delivery, no minimum order value, live order tracking, and 24/7 customer support.

The Highlights

29%

increase in overall first orders on food MoM

30%

lower cost per new user on food delivery

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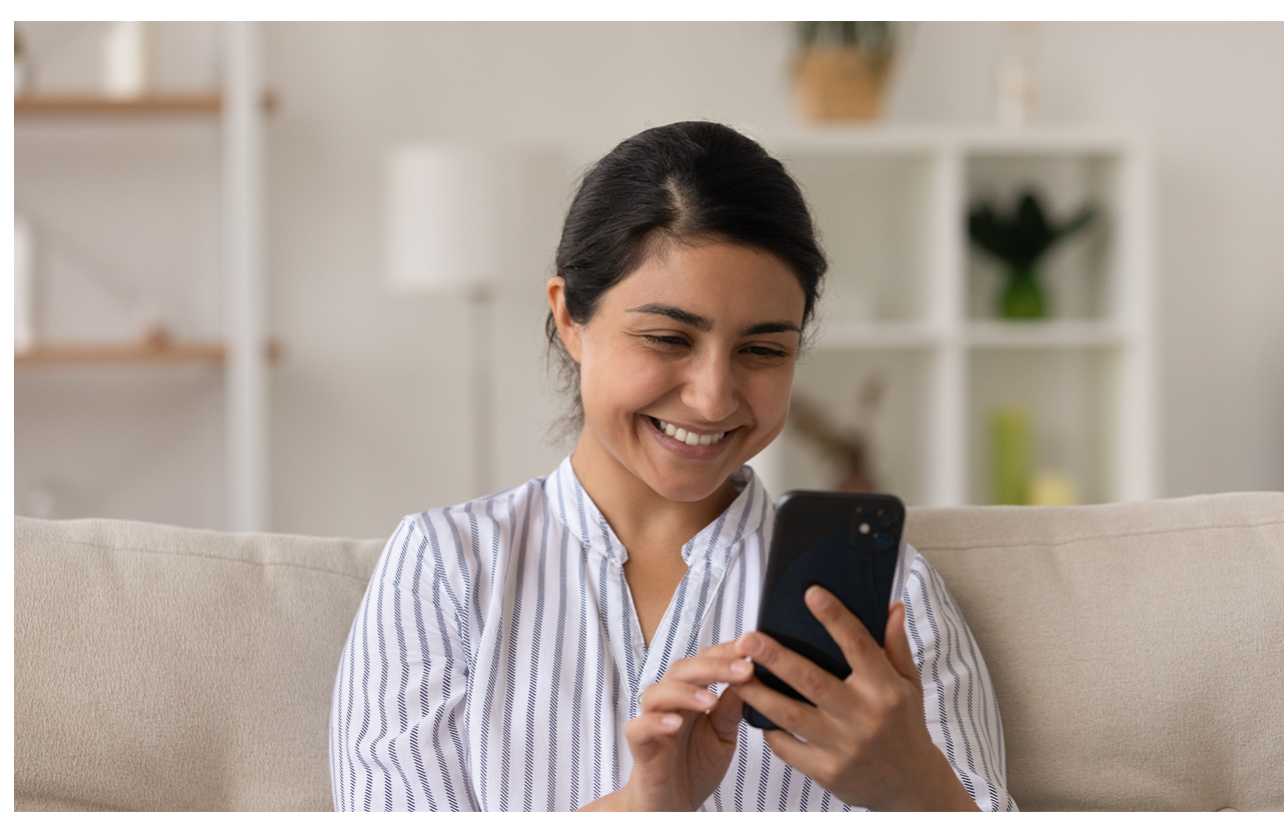
“As the leading on-demand convenience delivery, we are constantly looking for newer channels to acquire users for Swiggy. Scale, Efficiency, and Quality of users are three parameters that we focus on. Our first campaign on Glance has fueled relevant growth for us by connecting us with India's food-loving populace. We are delighted to see this campaign deliver growth at 30% higher efficiency and we are looking for a continued association with Glance.”



Sudeep Bansal
AVP, Growth Marketing, Swiggy

The Brand Objective

As a forerunner in India's food ordering & delivery space, known for trailblazing ways to bring more convenience into the lives of consumers, Swiggy decided to explore innovative channels to grow its business. With content consumption on mobile switching between the apps to waking up to a smartphone's screen, Swiggy chose to add newer content capabilities that can steadily generate performance gains at optimized costs. Hence, the brand decided to leverage the first touchpoint for users on mobile – the lock screen, as a mainstream channel to strengthen its media mix. By doing so, the brand aimed to amplify its growth plan by acquiring high-quality users across India.

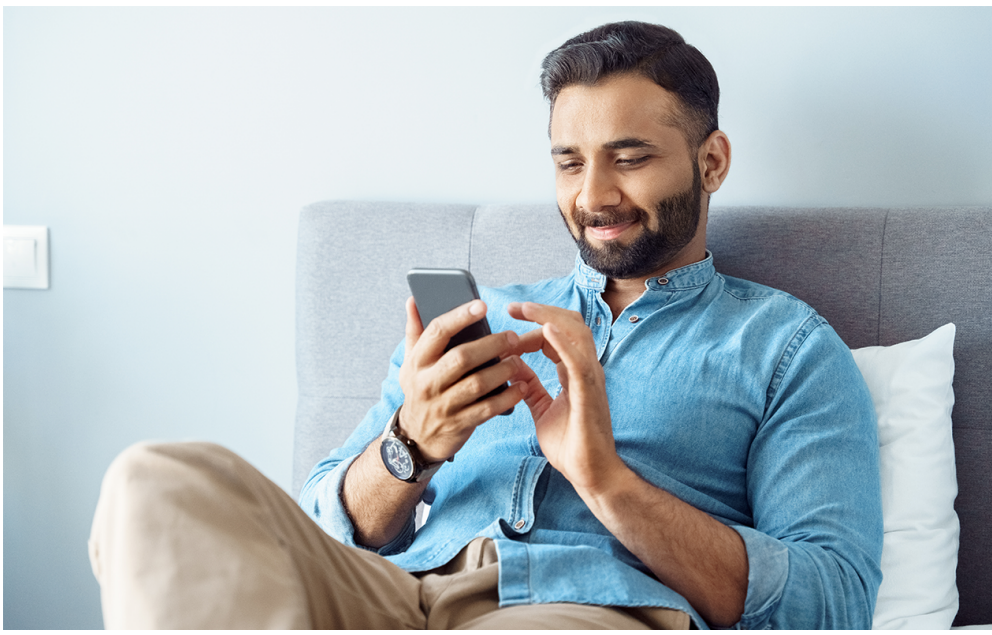


The Solution

Swiggy leveraged the InMobi Advertising platform to reach food lovers on Glance, the first-of-its-kind lock screen content platform integrated on 80% of new smartphones sold in India.

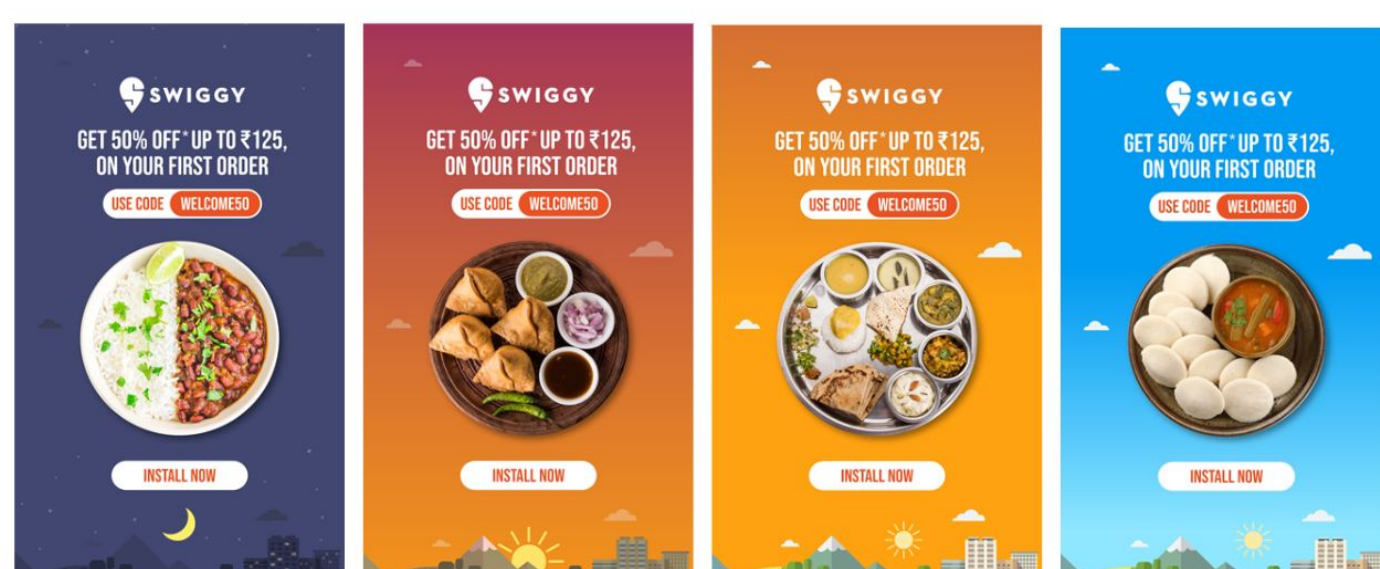
Leveraging Mobile Audiences

Glance as a platform records high engagement from tier II and tier III cities in India. Banking on this exclusive reach, Swiggy prioritized audiences from metropolitan cities and the Bharat beyond metro cities to truly scale new user acquisitions. To increase the install-to-purchase ratio, Swiggy targeted the audiences with higher purchasing power by identifying premium smartphone users and high intent audiences on e-commerce apps, real money games, payment, and fintech apps. Furthermore, by combining organic brand data with rich intent signals from InMobi, Swiggy targeted niche users who are more likely to convert into frequent purchasers.



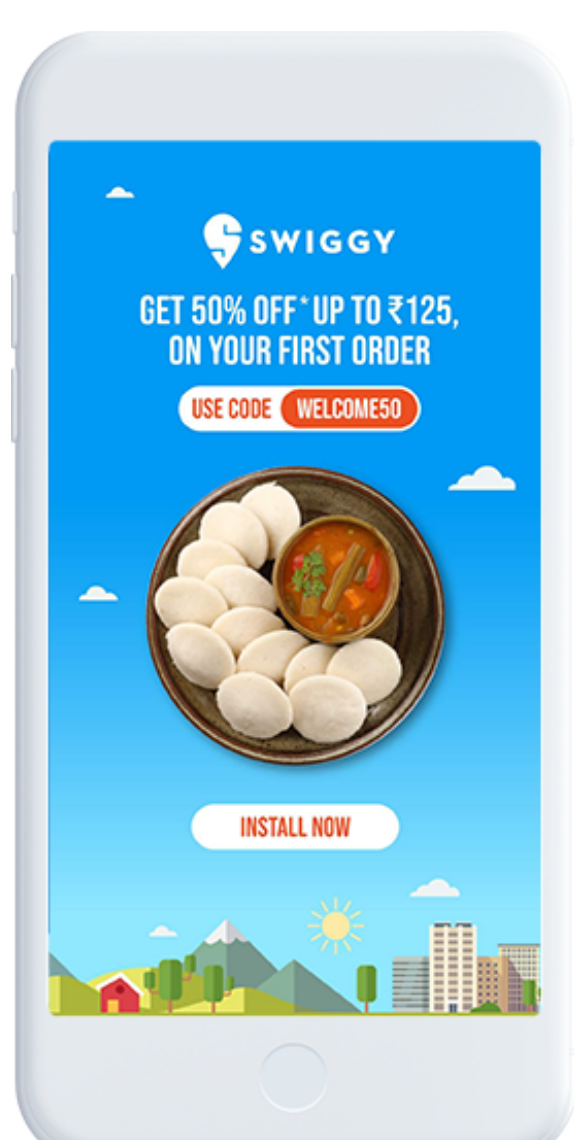
Delivering an Unintrusive Screen-zero Experience

Swiggy leveraged the unlimited opportunities Glance provides as the screen-zero content platform. The brand delivered unintrusive content on the lock screen with scrumptious delicacies with a CTA 'Install Now.' The brand served offers to the target audiences with location-specific hyperlocal cuisines that appealed to their taste buds. The brand further personalized the user experience by showcasing breakfast, lunch, and dinner recipes according to the time of the day. By displaying mouth-watering delicacies right before mealtime, the brand drove distinctive installs. Additionally, first-time users received a special welcome discount code that nudged them to complete their order.

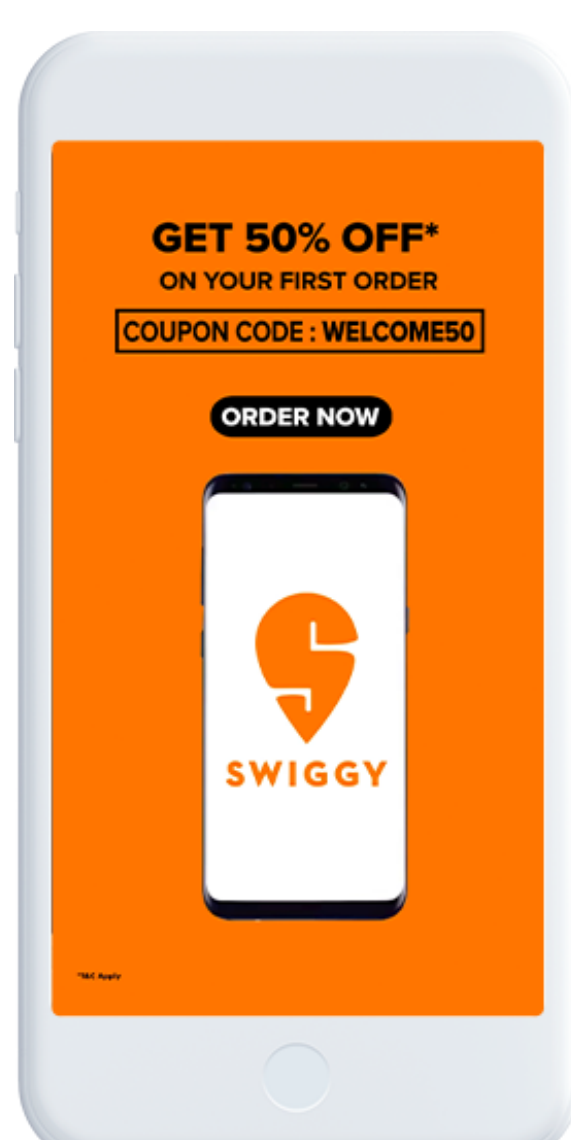


One-click Install (OCI) Facilitates a Seamless Path to Purchase

By leveraging Glance's one-click install feature, the ad viewers could download the app without visiting the Play Store. Upon clicking on the CTA 'Install Now' on the lock screen banner, the app automatically downloads directly on the user's phone. The user gets a notification on the completion of the app download. Upon clicking on the notification, the app opens on the user's smartphone, where the user can sign up and make a transaction. To nudge the app installers to place the first order, the brand showcased a visually appealing offer and 10-second video ads on Glance with a 50% discount coupon.



Creative Experience 1



Creative Experience 2

The Results

As a result of the mobile-first, frictionless screen-zero discovery and the subsequent one-click install experience, the brand acquired a high-quality consumer base (transacting on the app for 9 weeks* after installing the app).

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increase in first orders
MoM on food delivery**

30%

lower cost per new user
on food delivery***

*A strong Retention range for Swiggy is considered between 6 to 9 weeks

**Data from August 2021 to February 2022 on food delivery

***Data from Swiggy