



ASIA

Zomato Wins Over Hearts and Fulfills Carts of Millions of Customers Through Glance

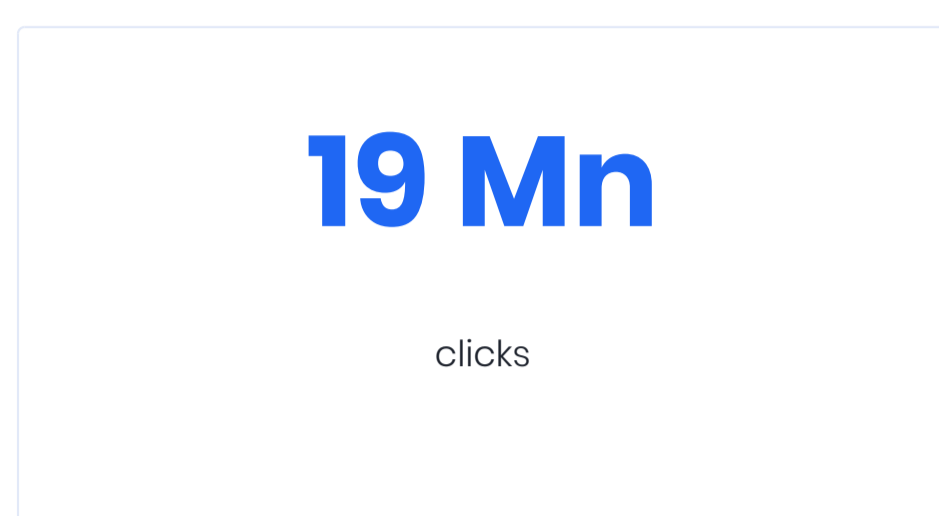
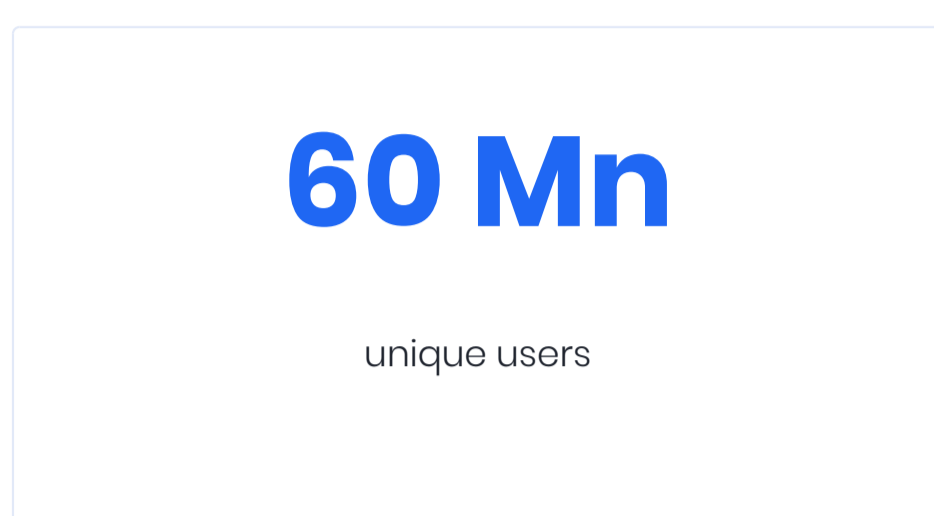


Solution
Engaging with Customers, Acquiring New Users

About Zomato

Started in 2008, Zomato offers services like restaurants discovery and reviews, home delivery of food, online table reservation, and digital payments when dining out. It also works with restaurant partners to provide tools that enable them to engage and acquire more customers while empowering them with a last-mile delivery service and a one-stop procurement solution.

The Highlights



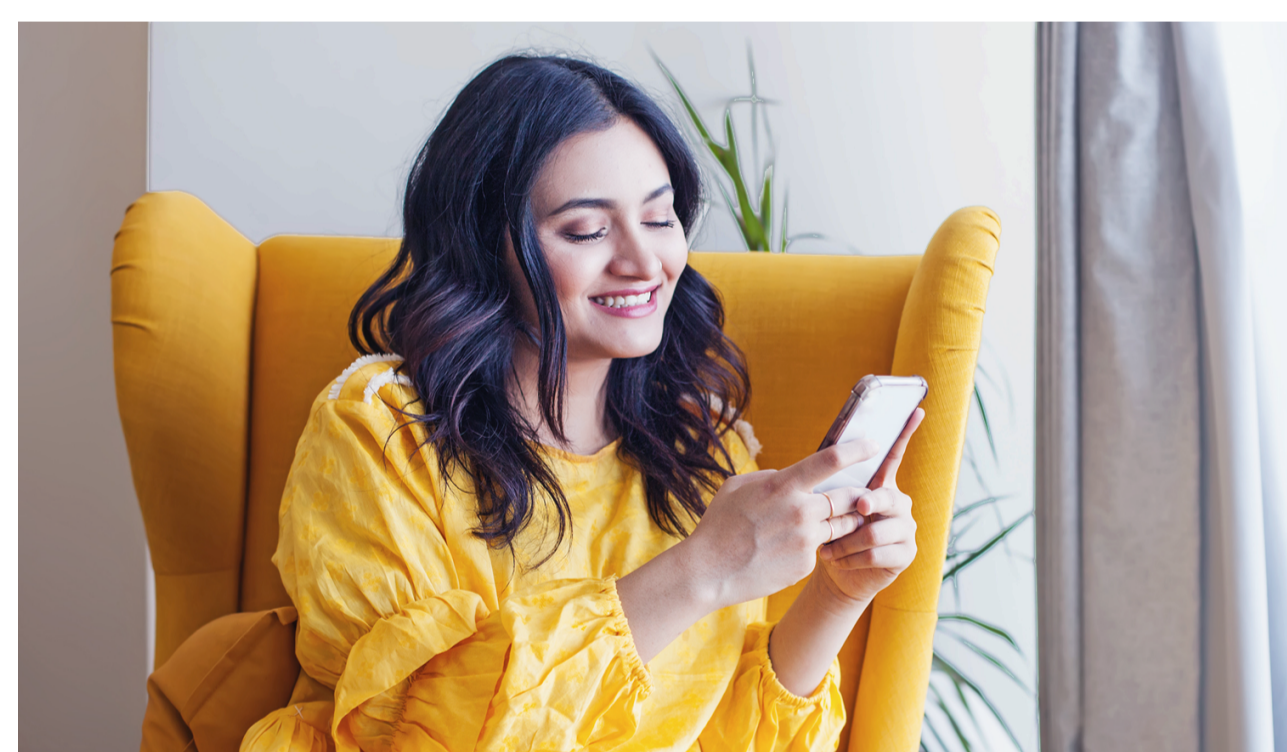
The lock screen has proved to be more than just an innovative medium – coupled with unprecedented reach, precise targeting, and opportunities to leverage mobile’s most under-utilized real estate, it sure packs a punch. The same has been evident in all our continued marketing efforts that have consistently delivered results over the last six months. We’ve been successful in going way beyond creating top of mind awareness, making the lock screen our canvas in interacting with existing and potential customers. As the lock screen transforms into a content machine, native storytelling on this medium has the potential to move the needle on the advertising efforts of any digital-first brand.



Team Zomato

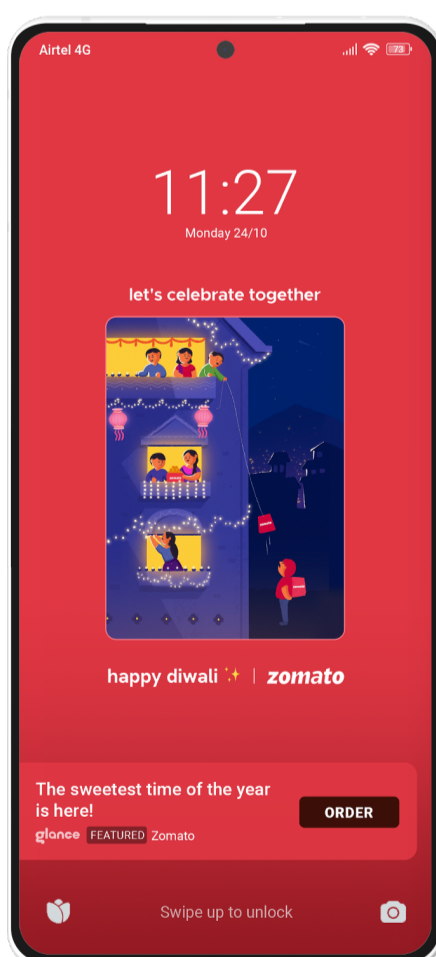
The Brand Objective

If the notifications of delicious treats won't tickle your taste buds, what will? Now imagine discovering a new treat every time you wake your phone or check out notifications! To bridge the distance between customers and their favorite dishes, Zomato decided to engage with millions of its customers through fun and non-intrusive communication (in the form of notifications). To own disproportionate mindshare and to engage customers, Zomato has adopted the lock screen as its medium of choice. Before food lovers could turn to any other app, their lock screens led them to their favorite dishes – be it a wholesome bowl of biryani or a chocolate-loaded brownie – all thanks to a seamless on-screen experience. What worked for Zomato was native storytelling done right. Every creative spoke to the Glance user, teasing their taste buds with quirky one-liners, topical and relevant quips around their favorite food and a funny meme. The purpose was to make it relevant to each and every customer. As quarter 4, financial year 2021 came to a close, Zomato created high and resonating engagement with millions of Zomato customers, through these efforts by using Glance.



The Solution

Zomato partnered with Glance to create personalized content around food, to engage with customers from different regions and in different languages. The brand messaging took shape in the form of quirky memes, regionalized content and seasonal quips. Reaching out to an 18+ pan-India customer base, Zomato wooed new and potential customers with a lock screen takeover feature on Glance. Clutter-free, engaging and minimalist content made sure of catching the fleeting attention of customers, with deep links seamlessly leading them to the Zomato app to claim the offerings.



Lock Screen Takeover 1



Lock Screen Takeover 2

The Results

Zomato's continued presence on the lock screen was built keeping in mind a frictionless experience, enriched further with compelling communication. The results spoke for themselves with cumulative impressions recorded at 2.5 billion. Zomato's screen zero activity kept 60 million unique users engaged month on month, with a record 19 million clicks delivered on the front page of mobile. Even though the focus was on in-app offerings, the content created around these made Glance users sit up and take notice. As millions stayed glued to their lock screens, Zomato was able to engage its key audience with precise targeting. No wonder, majority of the customers found the content to be highly relevant (and relatable), witnessed in the uplift of 12% in message association. Topical creatives took the cake, causing the highest uplift in ad impression. Moreover, the success of the campaigns was reflected in the purchase intent, which shot up by 6% at the end of the quarter.

