

**inMOBI™** & 

Swiggy partners with InMobi to drive high-quality user acquisition In India

# PERSONAS TARGETED ON NETWORK



Data Savvy  
Audience



Shopping  
Enthusiasts



Millennials



Upscale residence  
dwellers



Business Park  
Employees

## OBJECTIVE

Drive high-quality app installs at scale across the top 7 metro cities in India.

## STRATEGY

InMobi helped Swiggy employ a data-driven strategy to achieve the user acquisition goals on mobile

# SEVEN MAJOR CITIES





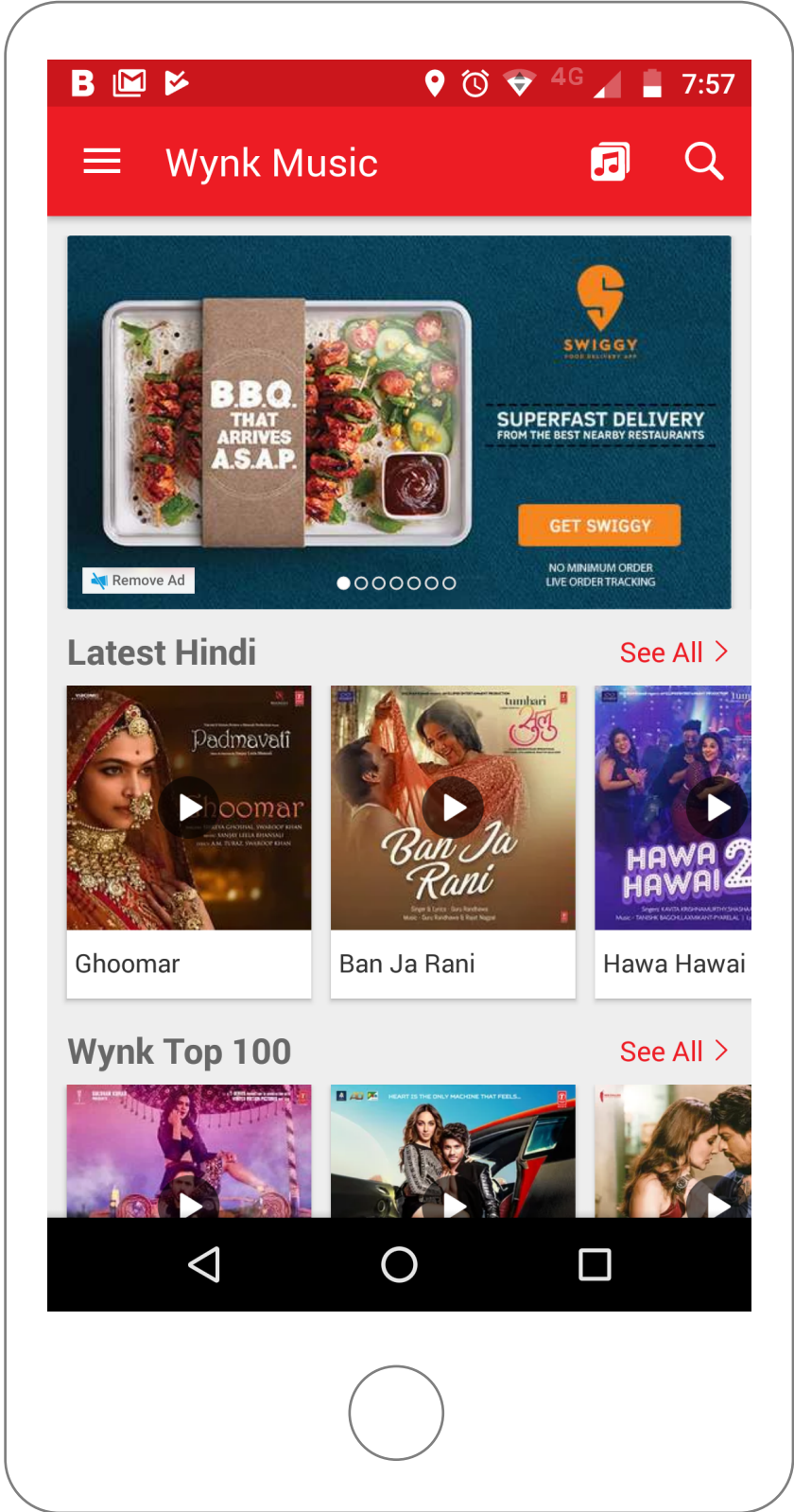
InMobi worked with Swiggy to showcase the app's value proposition to target audiences using:

- Audience insight
- Advanced targeting
- Predictive Marketing

InMobi also leveraged it's unique polygon mapping technology to deliver mobile ads with high precision within cities, thereby improving ROI of the campaign.

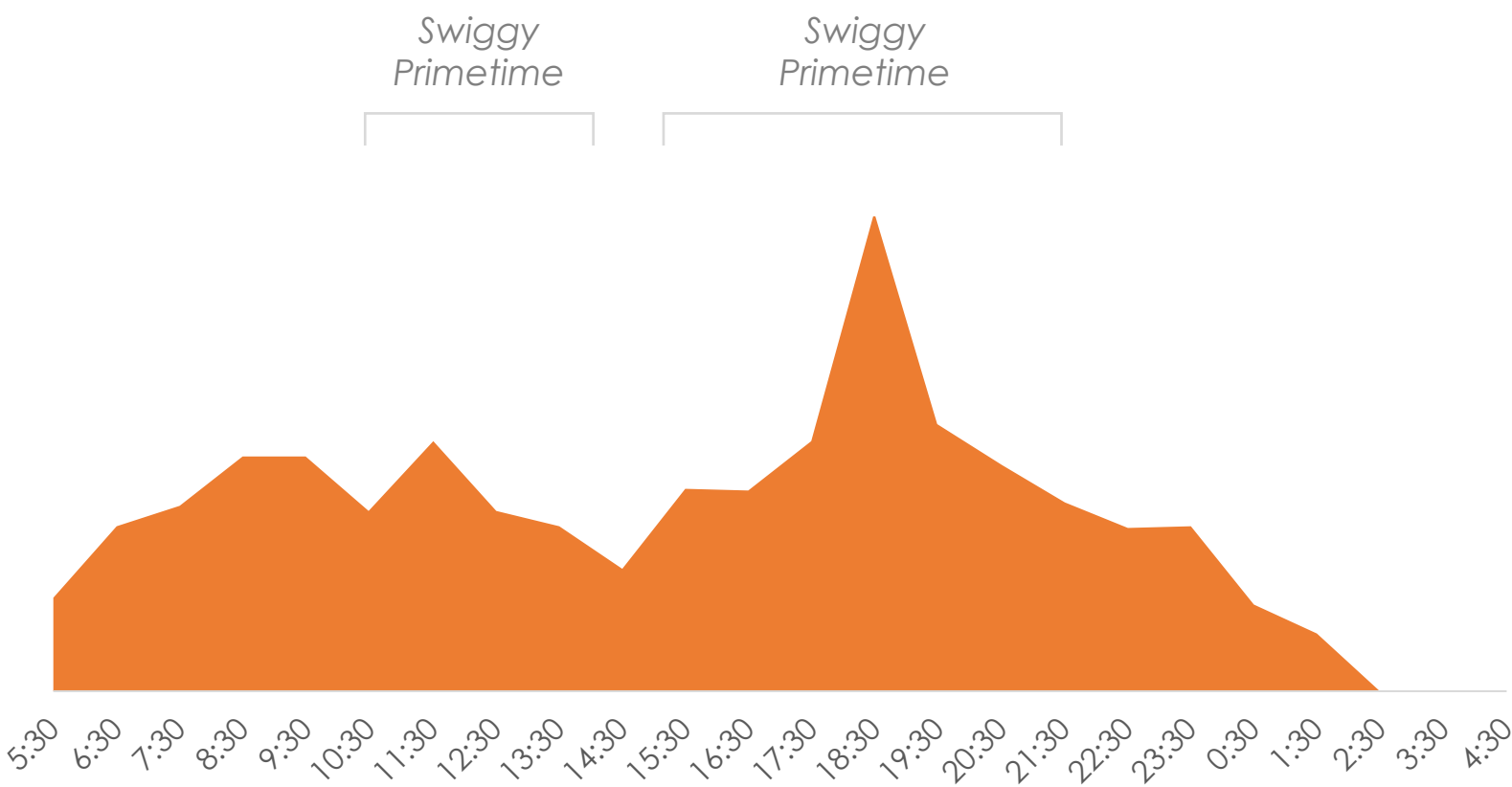
# 1 APPOGRAPHIC TARGETING

Drive user engagement at scale on popular apps such as Airtel Wynk and Truecaller



# 2 TIME TARGETING

Reach users when most engaged on mobile - end of week, afternoons and nights



# 3 LOCATION TARGETING

Reach audiences in and around malls, tech parks and upscale residences with high accuracy, zero-spillage



Upscale Apartment Residents



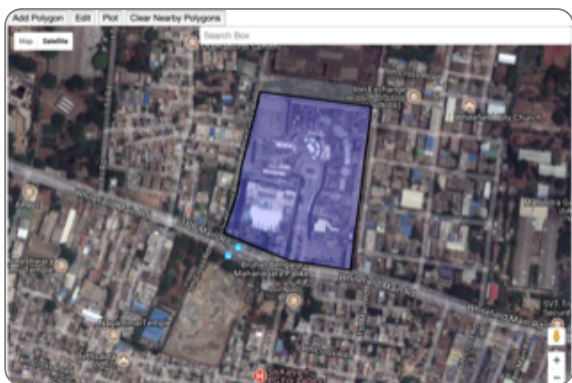
Shopping/ Food Enthusiasts



Tech Park Employees/ Millennials



ADARSH PALM RETREAT



PHOENIX MARKET CITY



EMBASSY GOLF LINKS



InMobi used **innovative creative** to improve user engagement and conversions.

**2.6x**

Higher installs  
driven

**17%**

Lower cost  
per install

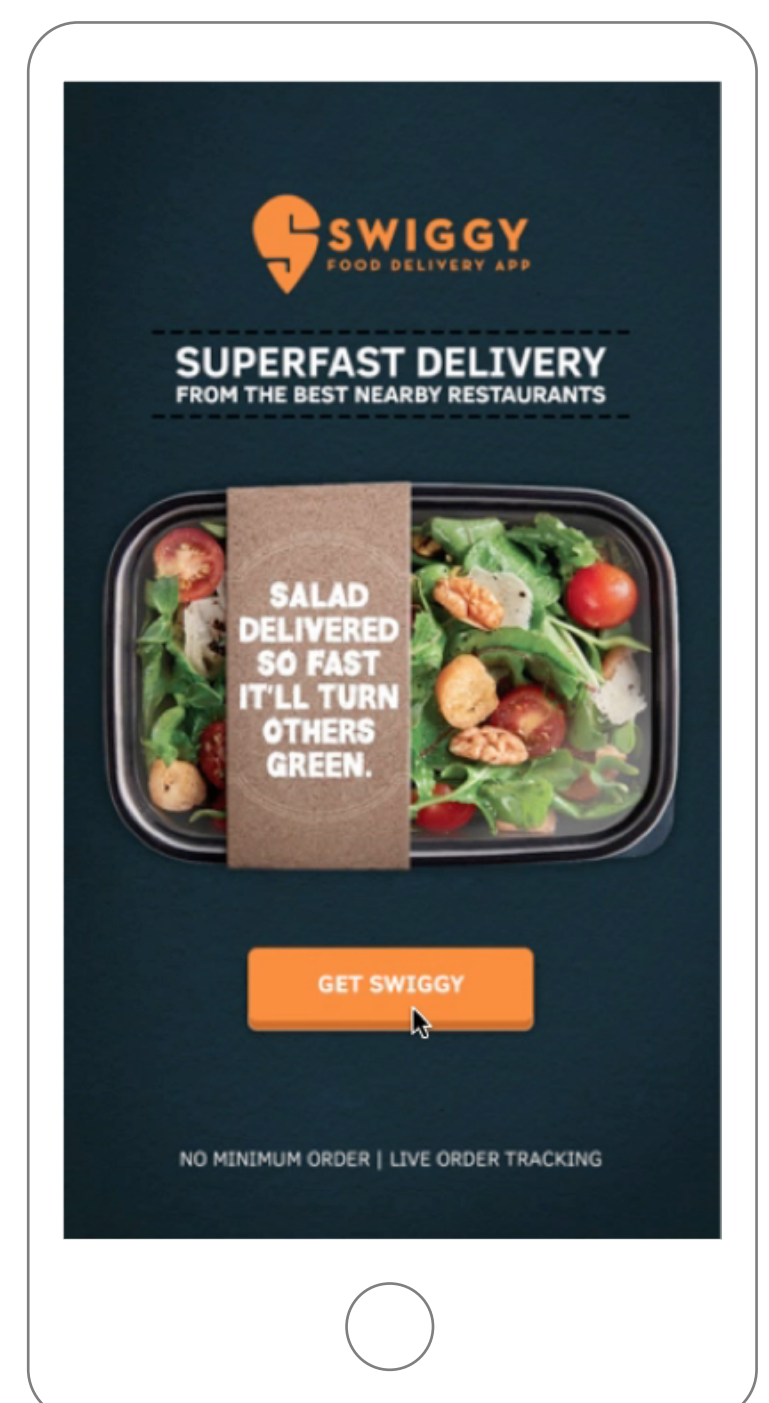
**6%**

Lower cost  
per user  
acquired



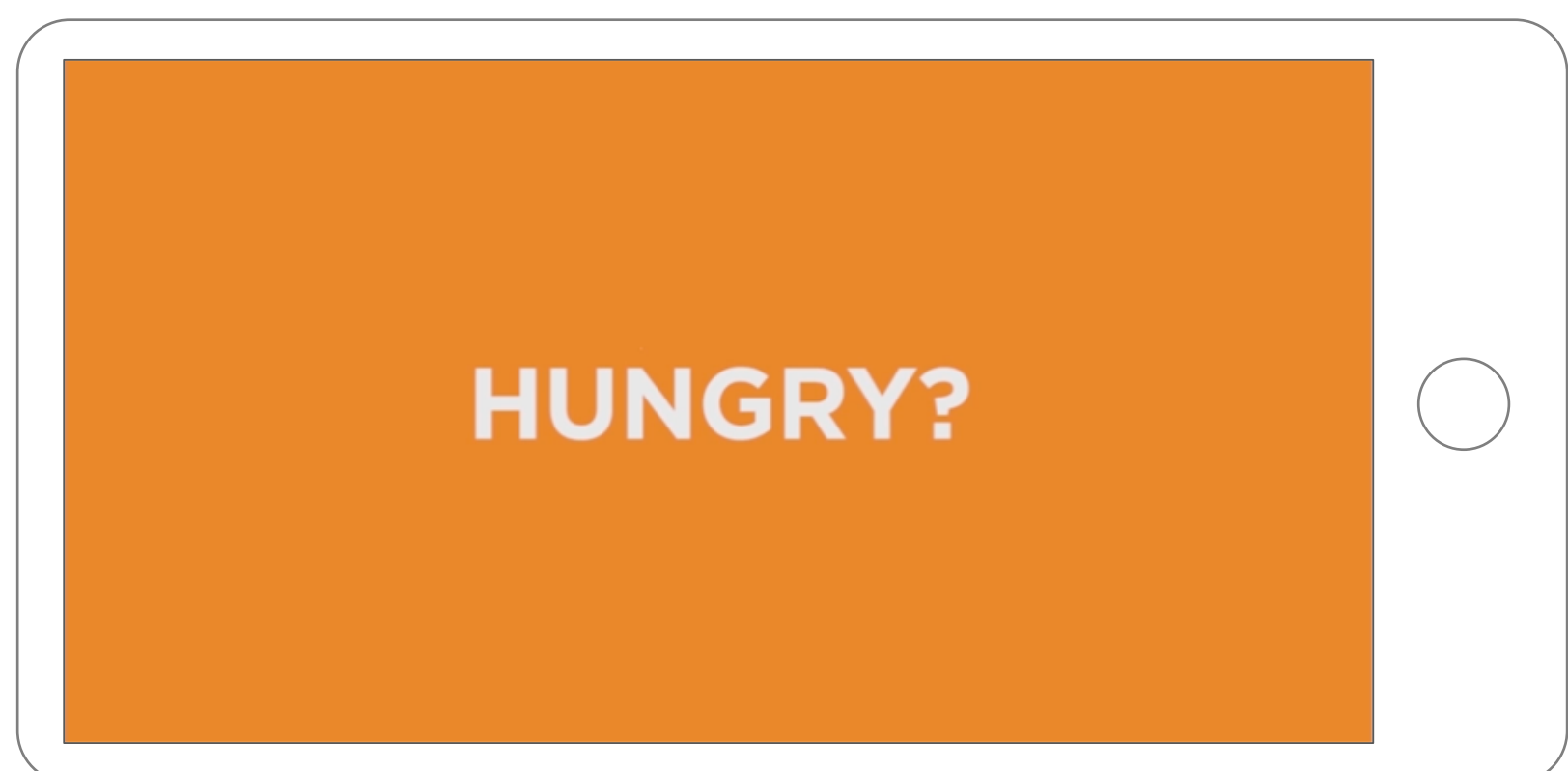
**Cinemagraph**

Creatives for an enhanced  
visual experience



**Animated GIFs**

To engage the users  
effectively



**Landscape  
Video**

