

Swiggy Reactivates Dormant Users for Food and Instamart Services

Submission by InMobi Advertising
and Glance Advertising

Key Highlights

Swiggy Instamart



174% increase in repeat purchases in one month through Glance smart lock screen



82% increase in repeat purchases in one month through in-app ads



25% decrease in CPO through Glance smart lock screen

Swiggy Food



8x increase in first orders



30% decrease in CPO in one month through in-app ads

The Objective



- Retaining market share, increasing order volume, and enhancing customer lifetime value (LTV) remain challenges for players in India's on-demand delivery space. This can be attributed to the boom in hyperlocal deliveries and a competitive market.
- Even for a leading platform like Swiggy with a massive presence and a vast app user base in top-tier cities, these factors pose a challenge, which Swiggy sought to tackle through strategic and cost-effective remarketing.

About the Brand

Swiggy is India's leading on-demand convenience platform with a strong presence in 650+ cities across the country, having fulfilled over 3 billion orders to date. Its unified, multi-service mobile app available on Android and iOS simplifies online ordering for urban Indians.

Among several services available on the app are Swiggy Food and Swiggy Instamart. Swiggy Food lets people order dishes from a wide range of restaurants and avail doorstep delivery. The quick commerce platform, Swiggy Instamart, delivers groceries and essentials across 20+ categories in minutes in 25+ cities.

The Strategy



- Swiggy's campaign seamlessly integrated InMobi's DSP with the Glance smart lock screen and in-app ads, creating a cohesive strategy. This approach ensured consistent customer engagement across various touchpoints, optimizing the remarketing efforts.
- InMobi's DSP provided unparalleled reach and engagement through the Glance smart lock screen and high-engagement mobile apps, which other channels lacked. This technology ensured high visibility and immediate user interaction, driving seamless transitions from ad to app. The machine learning-driven insights allowed for highly effective, data-driven campaign adjustments.
- The technology enabled precise demographic targeting, focusing on urban Indians across multiple cities. By identifying high-engagement content categories and optimal times for ad delivery, the campaign reached users with tailored messages during key moments, such as festivals and special occasions.

The Execution – Swiggy Food



- Swiggy Food targeted dormant users across top app categories in Tier-1 and Tier-2 cities, using personalized, event-specific promotions and distinct deals for each city tier to maximize impact and encourage repeat purchases.
- Since calendar events drive heightened engagement and interest in food, Swiggy Food revived dormant users through tailored in-app advertising on weekends and holidays. Snappy messaging on visuals and videos, like “Want it? Swiggy it!”, enticing deals, and coupon codes drove a notable increase in first and repeat purchases.
- InMobi’s DSP took creative optimization to a whole new level for Swiggy Food, serving deals differently to Tier-1 and Tier-2 cities for maximum impact. While Tier-1 cities saw “60% OFF”, Tier-2 city dwellers saw “FLAT ₹150 OFF”. This ensured consumers saw ads they were most likely to respond to.

The Execution – Swiggy Instamart



- Swiggy Instamart targeted customers aged 18-45 who made fewer than 10 transactions, using machine learning to identify high-engagement content categories like Communication, Sports, Music, Shopping, and Finance. The campaign utilized Glance smart lock screen and in-app ads, delivering time-targeted messages with tempting deals during festivals and special occasions to boost engagement.
- Using time-targeting strategies, the brand showcased tempting deals on groceries, gifts, and more, with relatable communication crafted to appeal to consumers on festivals, special occasions, and beyond. Event-themed content and visuals for occasions such as Valentine’s Day, Mother’s Day, and major cricket tournaments promoted engagement.
- **On the Glance smart lock screen**, customers were seamlessly led to the app launch with a single tap. The in-app ads also encouraged customers to open the Swiggy app. Additionally, the promise of a 10-minute delivery in the messaging was used to drive excitement. The “Order Now” call to action (CTA) with deep links to specific product pages simplified user journeys and boosted repeat purchases.
- InMobi’s DSP enhanced creative optimizations such as selecting top cities for orders and installs and identifying high-performing ad product categories to enhance engagement.

The Results



- Before Swiggy's campaign with InMobi, the brand was already a dominant player in India's on-demand convenience market. Despite this strong presence, Swiggy faced significant challenges in retaining market share, increasing order volume, and enhancing customer lifetime value (LTV) amid competition.
- **Reactivated dormant customers for Swiggy Instamart**
 - **82% increase** in repeat purchases in one month through in-app ads
 - **17% decrease** in CPO (cost-per-order) through in-app ads
 - **174% increase** in repeat purchases in one month through Glance smart lock screen
 - **25% decrease** in CPO through Glance smart lock screen
- **Reactivated dormant customers for Swiggy Food**
 - **8x increase** in first orders in two quarters through in-app ads
 - **30% decrease** in CPO in one month through in-app ads

Supporting Creatives

- Video: https://www.dropbox.com/scl/fi/p834r2uvxs5ag3esfuvsj/InMobi_Swiggy-Case-Study-Video.mp4?rlkey=9rnuc7mgf5s91byenzbgfy65p&st=yf4ipb8p&dl=0
- Case Study: <https://advertising.inmobi.com/case-study/swiggy-revives-dormant-users-and-captures-new-ones-with-inmobi-and-glance>
- **Campaign Creatives:**
<https://www.dropbox.com/scl/fo/wuc1dbafpei7ype87qhu3/ABVW9LKt5lKiUrIMeWiX88w?rlkey=wmcd5nd1w80iqldm732304mtm&st=4ra45ptx&dl=0>