

Swiggy Acquires New Users for Instamart on iOS Devices With InMobi Advertising

Submission by
InMobi Advertising

Key Highlights



**70% increase in installs
in two quarters with
SKAN**



**373% increase in first
orders in two quarters
with SKAN**

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 a strategic user acquisition campaign.
- InMobi's DSP recommended tapping into iOS users for Swiggy Instamart's acquisition campaign because these users are most likely to have a higher propensity to buy, and thus, can be effectively nudged to make their first purchase and turn into high-LTV customers. The objective of this campaign was to acquire high LTV new users on iOS devices across India.

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



- InMobi's DSP recommended tapping into iOS users for Swiggy Instamart's acquisition campaign because these users are most likely to have a higher propensity to buy, and thus, can be effectively nudged to make their first purchase and turn into high-LTV customers. To ensure better attribution and campaign reporting, InMobi's DSP worked with the **StoreKit AdNetwork (SKAN)** to power optimization across all available iOS inventory.
- Swiggy's target audience for this campaign comprised urban Indian consumers exhibiting varying degrees of engagement with the platform's services. These users, predominantly residing in Tier-1 and Tier-2 cities, were characterized by their need for convenience and frequent smartphone usage. Demographically, the audience was diverse, yet unified by shared attitudes and behaviors, such as a propensity for online ordering and for quick service. Appropriate ad placements ensured seamless user journeys and high engagement, supported by data-driven insights and creative optimization.
- 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 Execution



- For Swiggy Instamart, using SKAN (StoreKit AdNetwork) was key to acquiring high-LTV iOS users, optimizing campaigns based on Apple's attribution framework to ensure high-quality **app installs** and boosting post-install conversions, including first orders. Lookalike audiences and SKAN data further enhanced performance.
- The brand ran a mix of in-app display and video ads programmatically on SKAN inventory by leveraging lookalike audiences created using the advertiser's unattributed data.
- 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, using personalized, event-specific promotions and distinct deals for each city tier to maximize impact and encourage first-orders.
- InMobi's DSP further optimized and enhanced campaigns based on SKAN's postback data that offered insights into conversions.

The Results



- The campaign successfully achieved its objectives by significantly boosting new user acquisition. The enabling technology enhanced targeting and personalization, leading to improved customer engagement and cost efficiency.
- By utilizing a multi-faceted strategy, including user acquisition on iOS and optimized creative strategies, Swiggy significantly boosted customer acquisition and retention.
 - **373% increase in first orders** in two quarters with SKAN
 - **70% increase in installs** in two quarters with SKAN

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>