

ASIA

Tata Img Boosts On-demand Healthcare Adoption by Remarketing with InMobi



Solution
Understanding Consumers, Identifying Target Audience, Acquiring New Users

About Tata Img

Founded in 2015, Tata Img is India's leading digital consumer healthcare platform. It is a trustworthy provider of medical services, including e-consultations and diagnostics, and is a one-stop solution for all things nutrition and alternative wellness. Its e-pharmacy services are known for quick and reliable Pan-India delivery. Tata Img was born in the spirit of public service, with a vision to empower Indian consumers and caregivers with superior healthcare at an affordable price.

The Highlights

21%

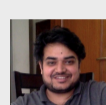
increase in purchases MoM

5.4x

ROAS achieved



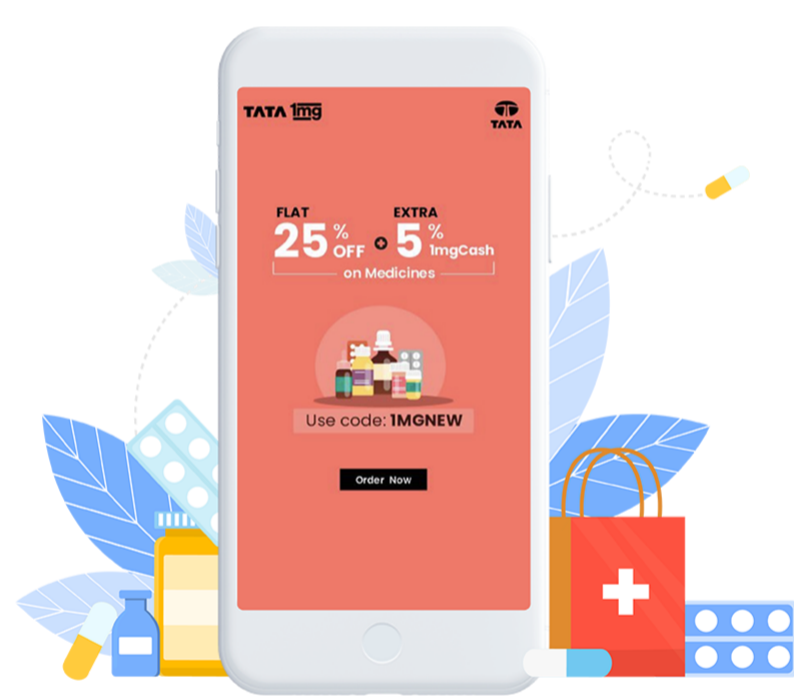
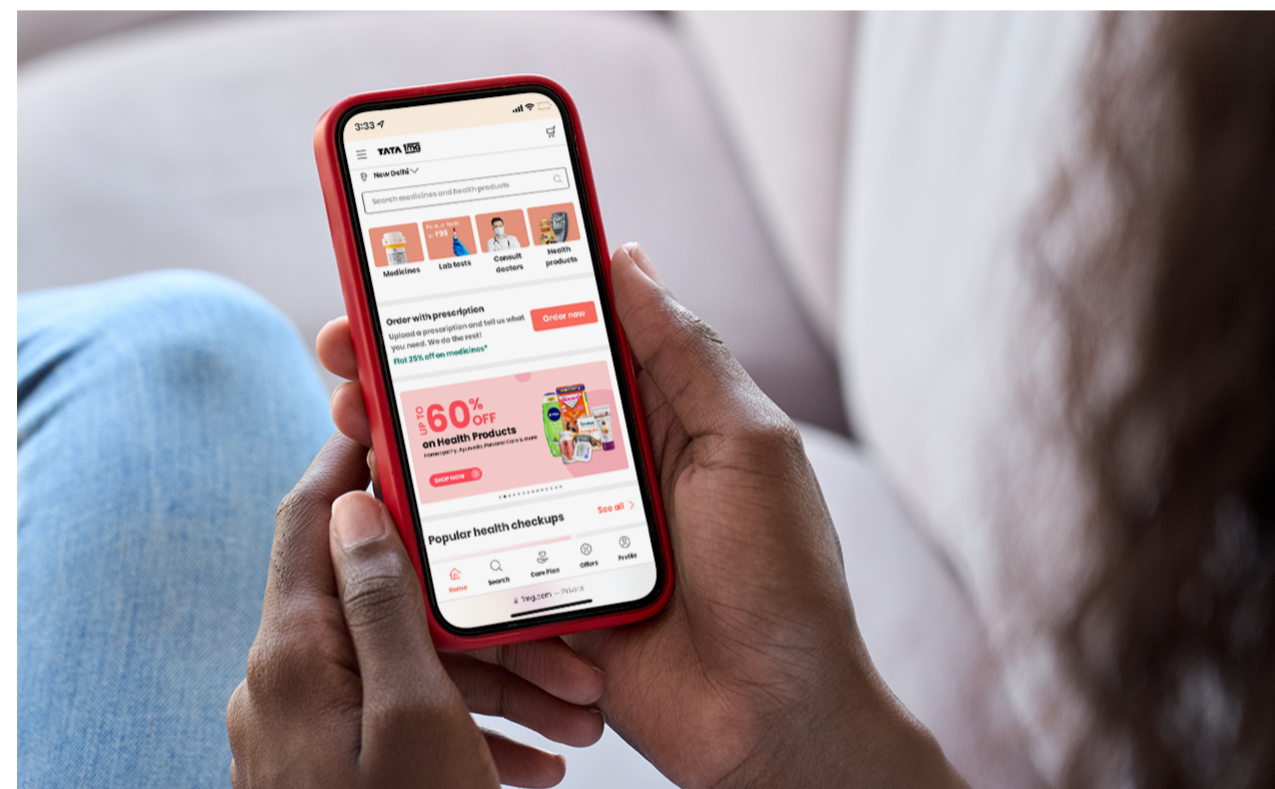
Ensuring that every Indian is aware of their access to easy, affordable healthcare from the comfort of their home and driving them to take action and purchase their medicines online was our single-pointed goal. InMobi has helped us implement our mobile-first strategy and enhance adoption among our customers and is our trusted remarketing partner in scaling ROAS.



Prateek Varma
Vice President - Product, Tata Img

The Objective

E-healthcare has been the 'go-to' and most preferred way of ordering medicines and lab tests for consumers in India during the pandemic. Furthermore, these service providers have not just catered to consumers in need during the pandemic, but their very nature of being easily accessible, affordable, reliable, and on-time has brought in permanence to the way consumers opt for these services even in the post-pandemic world. Standing by the ethos of the Tata Group, Tata Img is a pioneer in enabling the dream of democratizing 'on-demand' healthcare and bringing forth its complete range of services and pharmaceutical products at a discounted rate to consumers across India. With a mobile-first strategy and a campaign centered around convenience and affordability, the brand intended to encourage both first-time consumers and repeat transactors on the app to easily purchase medicines and opt for lab tests from the safety of their homes. To do so, the brand needed a technology partner to build a scalable, innovative approach to reach these consumers effectively, convert them into repeat purchasers, and, most importantly, encourage them to explore newer categories on the app such as wellness products to boost sale diversity.



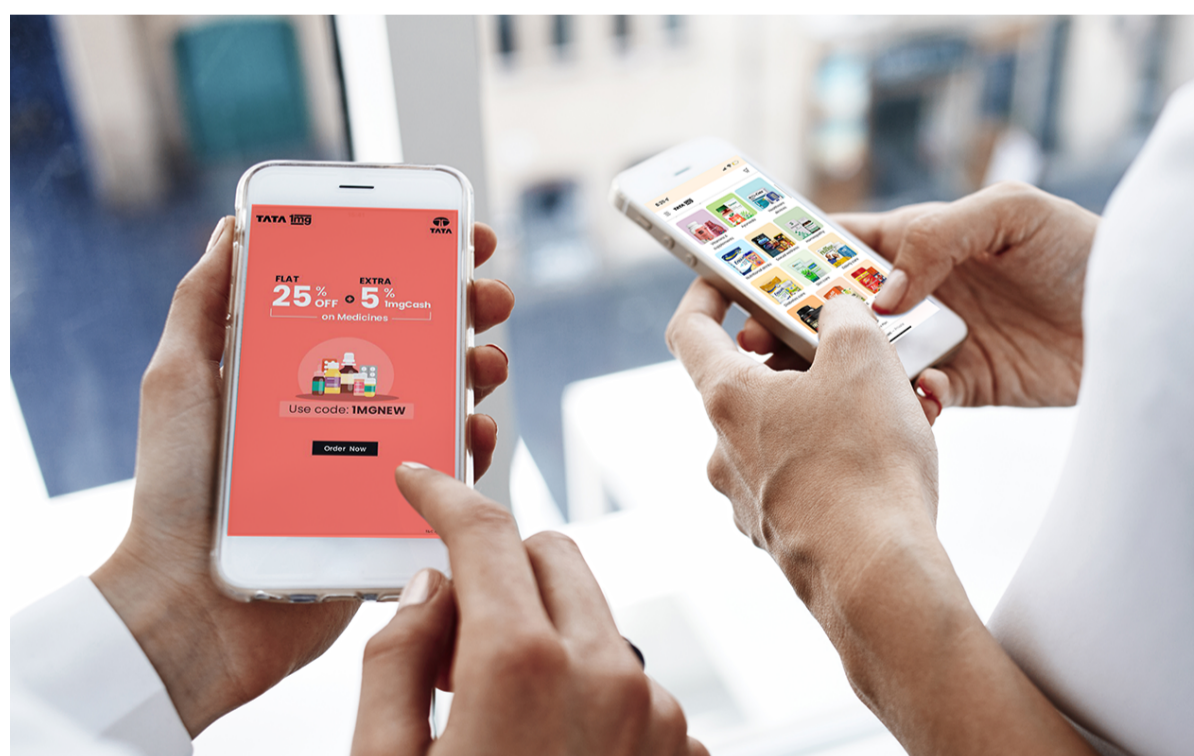
The Solution

Tata Img leveraged programmatic capabilities on InMobi DSP to reach customers – both active and dormant – on the Tata Img app and to nudge repeat purchasers with thoughtful messaging and placements.

Leveraging Dynamic Audience Segmentation and Dynamic Creative Optimization

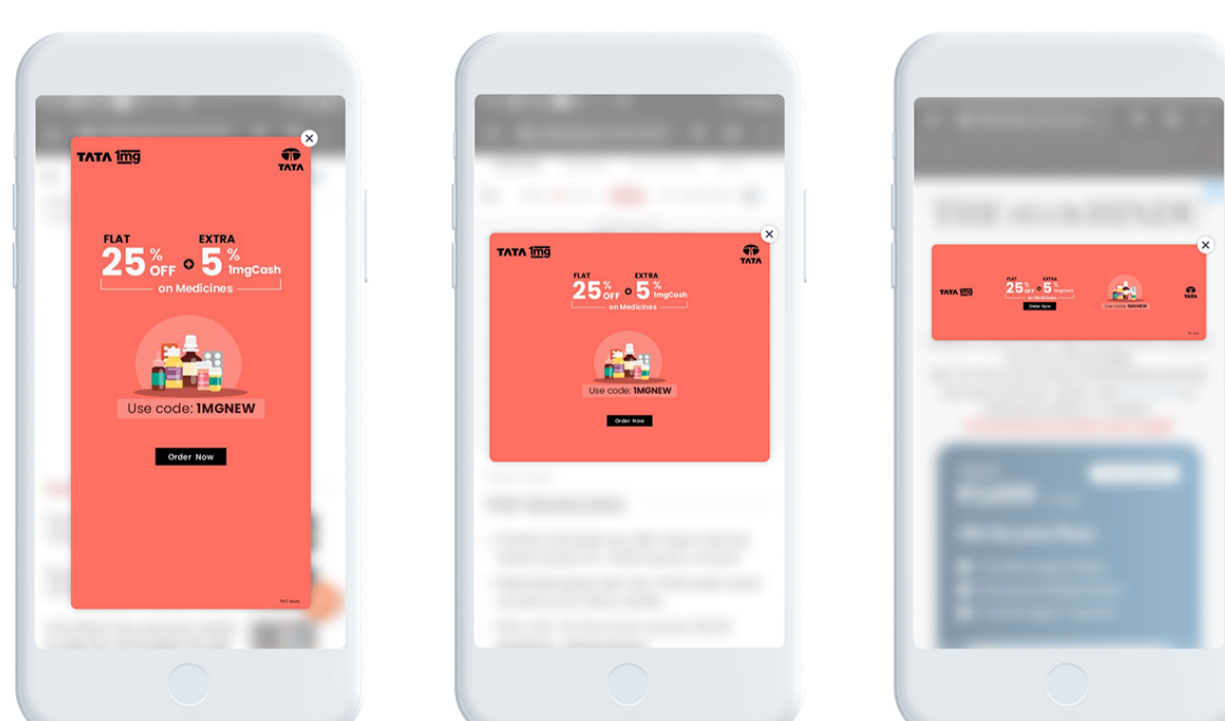
Tata Img and InMobi focused on improving the first-time and repeat purchases for the brand, especially across Tier II and Tier III cities in India. The brand leveraged rich, in-app signals such as the various behavioral touchpoints on the home page, the frequency of home page visits per user, and frequency/nature of searches and views for related products and services on the app, to dynamically create the following audience segments.

- Drop off users who would break the purchase journey at various touchpoints
- Dormant users who were inactive on the app between 30 to 45 days
- Users who started checkout before 2 days to 50 days
- Hourly active users identified during their peak hours on the app



Tata Img further optimized the remarketing strategy to avoid spillage and maximize efficiency via micro buckets of unique, dynamic user cohorts. Additionally, the brand identified the peak activity time of its customers and the apps they are mostly active on to deploy time-based targeting and ad serving. Nudging these cohorts to re-engage and then purchase, the brand could consistently maintain a growing lifetime value (LTV). By targeting users who visited the app frequently, the brand encouraged them to visit diverse app categories, expanding their purchase portfolio. The dynamic audience segmentation was combined with compelling rich-media banner and interstitial creatives that focused on two key areas:

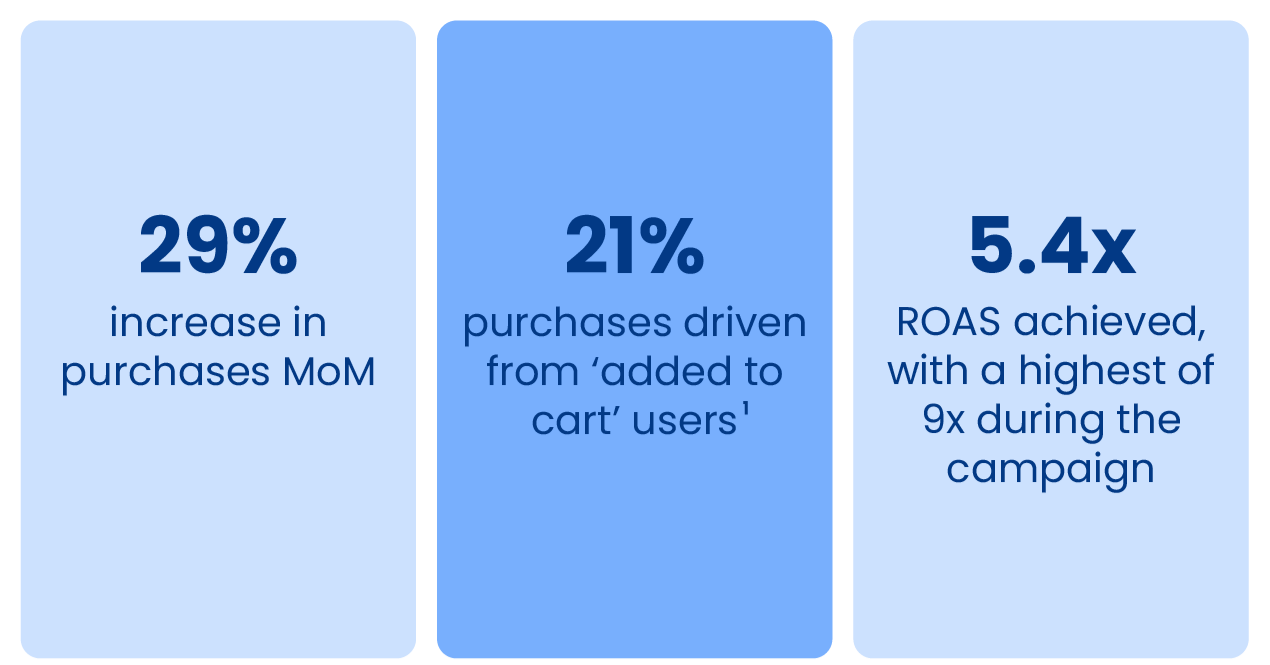
- **Affordability:** To make their offerings more accessible across income groups, the creatives featured discount codes for the users.
- **Convenience:** With crisp, direct messaging and a one-click call-to-action – "Order Now," the audience got the message clearly and were immediately directed to the Tata Img website, where they could purchase medicines at a discounted price.



Ad Experience

The Results

With effective remarketing and efficient lifecycle-based targeting, Tata 1mg saw a massive spike in purchases on its platform. The campaign has not only proven effective in driving efficient ROAS but also increased the sale diversity, as app users opted for products beyond regular pharmacy buys.



¹ The % users who added to cart made purchases
*All data points are calculated from August 2021 to April 2022