

Apollo Partners With RevX To Empower Customers To Make The Best Quality Digital Healthcare Easily Accessible To Every Citizen



Objectives/Challenges of the campaign:

With more than 10 million app downloads, Apollo wants to empower consumers with the best quality healthcare by making it easily accessible online to every Indian.

Apollo partnered with RevX programmatic platform to:

- Reach the right audience at scale during unprecedented times.
- Drive incremental post-install engagement.
- Optimize its cost per acquisition.
- Boost average daily orders for all three lines of businesses (LOBs) - Pharmacy, Doctor Consultation & Lab Tests.



2.93%

Increase in monthly orders / Avg Daily Orders



1.66X

Reduction in Cost per Acquisition



227%

Boost in App Engagement

RevX Solution:

Apollo and RevX created a mobile-first ad strategy to reach the right users during the pandemic situation with targeted messaging. Its messaging was based on each user's needs, requirements, and location.

The ad campaigns helped connect patients with professionals to provide high-quality healthcare services (home delivery of medicines, online consultation, and diagnostic tests) from the comfort of their home, all under the one digital healthcare platform, Apollo24|7.

Follow
RevX:



Campaign Setup & Optimization:

Audience intelligence - RevX's CPA algorithm used the audience data available and segregated them based on event funnel, user intent, recency, predicted conversion rate. This helped us identify higher intent users and bid accordingly. We also utilized our internal DMP data sets to create separate campaigns for users based on their location: from top-tier cities or the rest of India. We also leveraged our audience intelligence and lookalike modeling to create different cross-selling strategies to achieve higher conversion rates across the entire funnel level.

Daypart Targeting: - The RevX platform automatically optimized the campaign to reach users during the most relevant day-of-the-week, time-of-the-day, and Pin-code-based ad targeting and blocking, ultimately driving maximum online orders, number of consultations, and diagnostic tests at home.

Creative & Site Level Blocking- RevX optimized the campaigns to show personalized ads catering to each user's need and requirements, ensuring that we don't over-expose users to these ads and spend too much on non-performing creatives. Throughout the campaign, we were also able to block and allow publishers based on best-performing ad formats and then automatically optimize the campaign budget resulting in a better performance.

Creative innovation:

RevX ran mobile-optimized ads across formats such as native, banner, animated gif, and video ads to engage users based on their requirements during these unprecedented times from the safety of their homes.

We customized the ad sets with different creative sizes, formats, and messaging based on each user's requirement and preferences. We kept refreshing the creatives based on offers and promotions, ensuring that we promptly met users' requirements. This approach allowed an improved app engagement and higher click rate.



Results:

By implementing core RevX Programmatic solutions, Apollo 24|7 reached out to millions of consumers even during the pandemic to make digital healthcare easily accessible to every Indian.

The campaign results in:

- An increase in monthly orders / Avg Daily Orders by ~2.93X (Jun-Sep).
- A reduction in Cost per Acquisition by ~1.66X
- And boost in App Engagement by a massive 227%



Testimonial

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“RevX has been a valued partner in retaining users. It understood our goals and helped us achieve higher performance. We’re pleased with their transparency and support. And most importantly, we’re glad to see our retargeting efforts positively impact our business.”

Rohit Kumar, Sr. Manager Digital Marketing

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About the Client:

Apollo 24|7 offers a Personalised Health Experience with benefits such as priority access, value prices, and the utmost care when you need it the most. With Apollo 24|7, you get the best care right at your fingertips from Online Doctor Consultations, Medicines Delivered, Diagnostic Tests, and Digitised Health Reports.

As a part of the Apollo Hospitals Group, India’s largest Healthcare Firm, Apollo 24|7 is a complete healthcare app created with the intent of becoming your round-the-clock Healthcare buddy.

The Apollo Group has been the pioneer of world-class Healthcare in India. The Group has been touching lives for over 35 years, and it works to bring the best care, empathy, and quality into the digital space so it can touch your lives, wherever you are, whenever you need it!

About RevX

Made for growth, built for app marketers.

RevX helps app businesses acquire and re-engage users via programmatic advertising to retain and accelerate revenue. We're all about taking your app business to a new growth level!

We help you build sound mobile strategies, combining programmatic UA, app re-engagement, and performance branding to drive real and verifiable results so you can scale your business: with real users, high retention, and incremental revenue. We are also in an advantaged position to help your business navigate the industry changes brought forth by iOS14.5 non-IDFA policies.

We rely on data science, innovative technology, AI, and a skilled team, to create and deliver seamless ad experiences to delight your app users. That's why RevX is the ideal partner for app marketers that demand trustworthy insights, a hands-on team, and a commitment to growth.