

RevX Success Story

Highlights

Driving Revenue Growth and User Engagement for Swiggy Instamart with Targeted Campaigns

- 2.7X

increase in the number of orders placed
- 20%

decrease in cost per order
- ~35%

of first-time purchasers became repeat customers
- 40%

boost in ad click-through rates

*Campaign period is Feb'24 to Jun'24

Introduction

Quick commerce (Q-commerce) in India has experienced rapid growth, driven by the increasing demand for instant deliveries and the convenience it offers. With urban consumers seeking faster solutions for groceries, essentials, and other daily needs, the adoption of Q-commerce has been swift, particularly among tech-savvy millennials and Gen Z.

This surge in demand has led to fierce competition among Q-commerce platforms. To stand out, these brands are heavily investing in advertising strategies, using personalized campaigns, video content, and data-driven insights to attract and re-engage users while building brand loyalty.

About Our Client

Swiggy Instamart, launched in August 2020, is Swiggy's quick-commerce platform designed to deliver groceries and essentials within 10 minutes, along with other retail goods in 15-30 minutes. Its value proposition centres around saving time and enhancing convenience for users.

The platform primarily targets urban, tech-savvy millennials, Gen Z, working professionals, health-conscious individuals, and late-night shoppers who prioritize convenience and speed in their shopping experience. Currently, Instamart operates in over 35 cities across India, catering to the fast-paced needs of its diverse customer base.

Challenge

As competition in India's Q-commerce market intensified, Swiggy Instamart's team saw the need to move beyond just driving app installs. The team partnered with RevX to launch a programmatic new user campaign utilizing first-party data to deepen engagement and encourage first-time use, knowing that a positive first experience would lead to repeat usage.

Objective:

- Re-engage installed users with engaging ads highlighting Instamart's benefits.
- Drive first purchases and convert users into loyal customers by showcasing Instamart's speed and convenience.

Strategy

Swiggy Instamart partnered with RevX to target app users who had installed the app but had yet to make a purchase. These users were located across more than 30 cities in India, including major metropolitan areas as well as Tier 1 and Tier 2 cities.

Audience segmentation & targeting:



Users were segmented into cohorts ranked from 1 (max) to 8 (min) by conversion propensity using advanced data science models, significantly improving cost efficiency. Cohorts were further segmented by recency (7D, 14D, 30D, 45D) based on in-app actions such as installs, product views, and add-to-cart behaviors. Dormant non-transacting users were retargeted with higher ad frequency to prevent churn. A video-centric approach boosted CTRs and CVRs, driving consistent growth through eCPM programmatic bidding on a click-attribution model.

Campaign optimization:



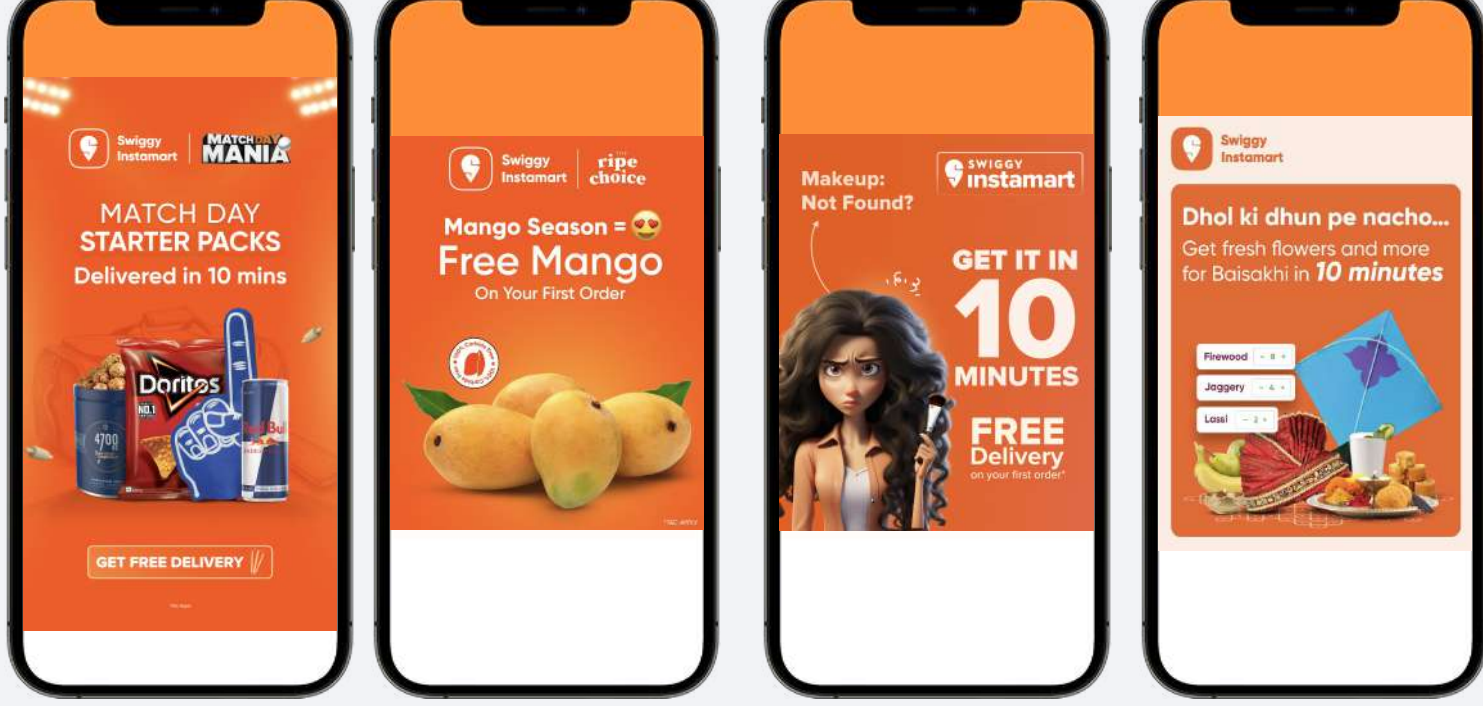
Real-time bid adjustments and budget reallocations were made based on audience, timing, and performance to maximize cost efficiency while scaling. Frequency capping was used to prevent ad fatigue. A dynamic approach using whitelisting/blacklisting, quality filters, and vertical-specific placements ensured relevance and avoided low-quality inventory.

Creative strategy:



Ads were designed around cultural and seasonal themes like Back to School, IPL, T20 World Cup, and local festivals such as Ugadi, Ramadan, and Baisakhi. Over 30 creative sets were deployed in English, Hindi, and regional languages. Generative AI creatives were also tested to leverage trends, alongside brand collaborations with Harry Potter, Star Wars, Hamleys, and Rohit Sharma for the cricket season. Frequent ad creative refreshes were made to maintain engagement and relevance.

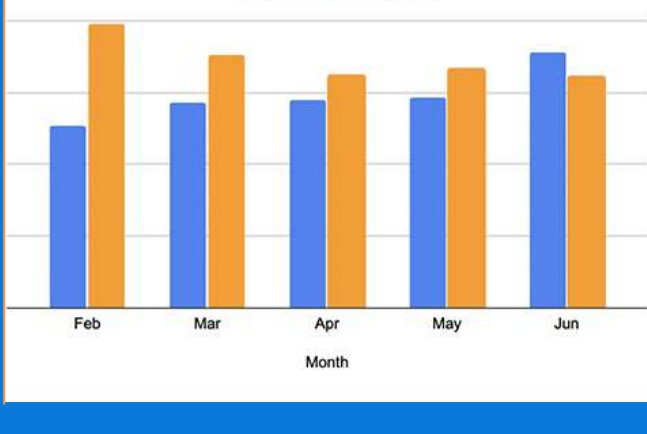
Campaign Creatives



Results

The retargeting campaign for Swiggy Instamart delivered impressive results, reaching millions of users and effectively expanding the app's active user base.

From February through June 2024, the app experienced a 2.7X increase in the number of orders placed, along with a 20% decrease in cost per order and a 40% increase in ad click-through rates. The RT campaign successfully led to ~35% of first-time purchasers becoming repeat customers.



CTR vs. Cost per Order: While CTR steadily increased, the campaign successfully reduced CPA, demonstrating improved cost efficiency alongside higher user engagement.



CTR vs. Conversion Rate (CVR): As CTR improved, the conversion rate also saw an upward trend, indicating that higher engagement led to more successful conversions per click.

Customer Testimonial



Rahul Doss
General Manager - Growth, Swiggy Instamart

“RevX played a pivotal role in amplifying our reach and driving new orders. Their strategic insights and execution helped us achieve remarkable growth while optimizing costs.”

Build your own success story with RevX

Find out how we can help you succeed.

Get Started