



Swiggy Soars First-Time Dineout Customers by Leveraging Mobavenue's ReSurge and Surge DSP



About Swiggy Dineout

In 2022, Swiggy, India's leading food delivery platform, acquired Dineout, a restaurant reservation service. Swiggy Dineout is a unique feature within the Swiggy app that integrates table reservations, discounts, and digital payments into a single platform. The acquisition has created a win-win scenario for customers seeking convenience and savings and restaurants aiming for more efficient operations. Currently, Swiggy has a network of 1,90,000 restaurant partners, stores in over 520 cities, and Instamart grocery delivery service to 28 cities.

Brand Objective

Swiggy Dineout had two primary objectives for this campaign:

1. Following Swiggy's acquisition of the independent app Dineout, the objective was to successfully transition existing Dineout users to Swiggy Dineout through retargeting.

2. Increase the user acquisition of current Swiggy users who have utilized services such as Instamart, Ginnie, and Food Delivery but have yet to explore the Dineout feature and convert them into Dineout customers.



Results in a Nutshell



40 Million+
Sessions



25%
Click-through rate



19%
Click-to-engagement ratio



Our Approach

After Dineout’s acquisition by Swiggy, it now had 2 audiences: users of the independent Dineout app—which had to be retargeted to the Swiggy Dineout, and existing Swiggy Food, Instamart users, offering them make their first Swiggy Dineout purchase.

For existing Dineout users, we tailored our promotional activities using our retargeting platform, ReSurge, to ensure personalized and relevant communication with users’ preferences. One key aspect of our approach was aligning with the festive season of Diwali and the 2023 Cricket World Cup. We focused on specific events and prioritized areas with the highest concentration of restaurants for Dineout based on density and location.

To attract Swiggy users and successfully convert them into Dineout customers, we analyzed user behavior and preferences to tailor strategies for maximum impact.

Using our proprietary programmatic platform, Surge DSP, we focused on weekends to reach a larger audience who used Swiggy during leisure time.

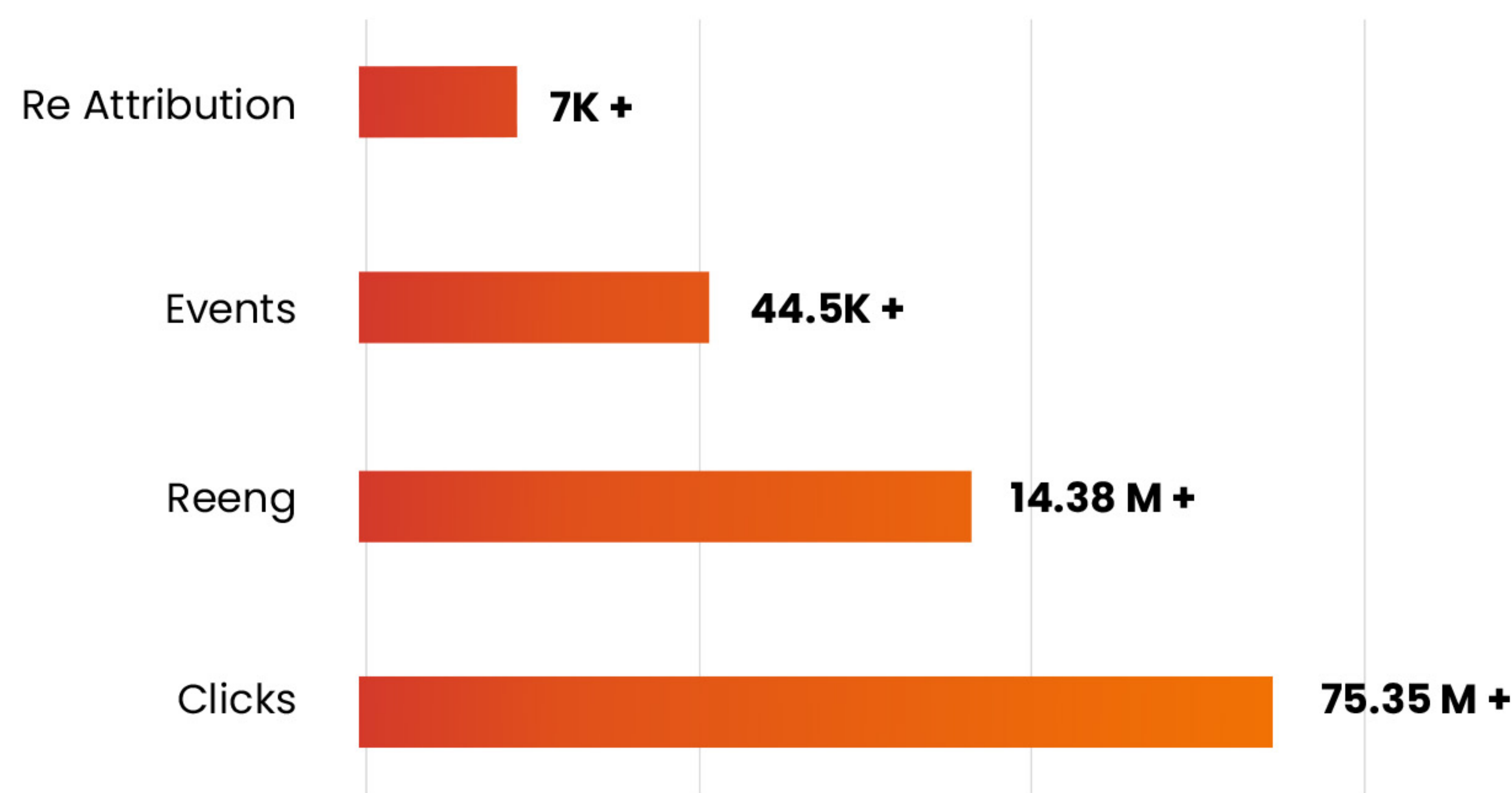
To further enhance the user experience, we strategically selected areas with a high concentration of Dineout-affiliated restaurants, allowing users to explore various dining options.

We understood user preferences in different locations and timeframes by tailoring our strategies. With advanced geo-targeting capability, we were able to create personalized and impactful experiences for each user.

Campaign Results

During our campaign for Swiggy Dineout, we implemented a data-driven approach to drive user engagement. With over 14 million converted clicks, Swiggy Dineout significantly increased its user base. The campaign also resulted in an impressive 25% click-through rate (CTR) and 19% click-to-engagement ratio by targeting the right audience with effective ad placements using Mobavenue’s programmatic capabilities.

Last Six-Month stats – Swiggy Dineout



About Mobavenue

Mobavenue is a leading growth and tech platform, empowering agencies, brands, and publishers with MadTech solutions(MarTech and AdTech) to drive acquisition, growth, engagement, and monetization. Our product suites are purpose-built to drive brand performance.