

Mobavenue significantly increases Zepto's user acquisition with its brand-performance campaign.



Context

Zepto is a leading online grocery service founded in 2021 that aims to deliver groceries within 10 minutes. The company has generated over one million deliveries and employs its cloud shops and micro-warehouses to timely fulfil its orders. Zepto is live across 10 major cities with a pan-India presence and delivers 3000+ everyday essentials, including fresh fruits, vegetables, dairy, health-and-hygiene products, etc.

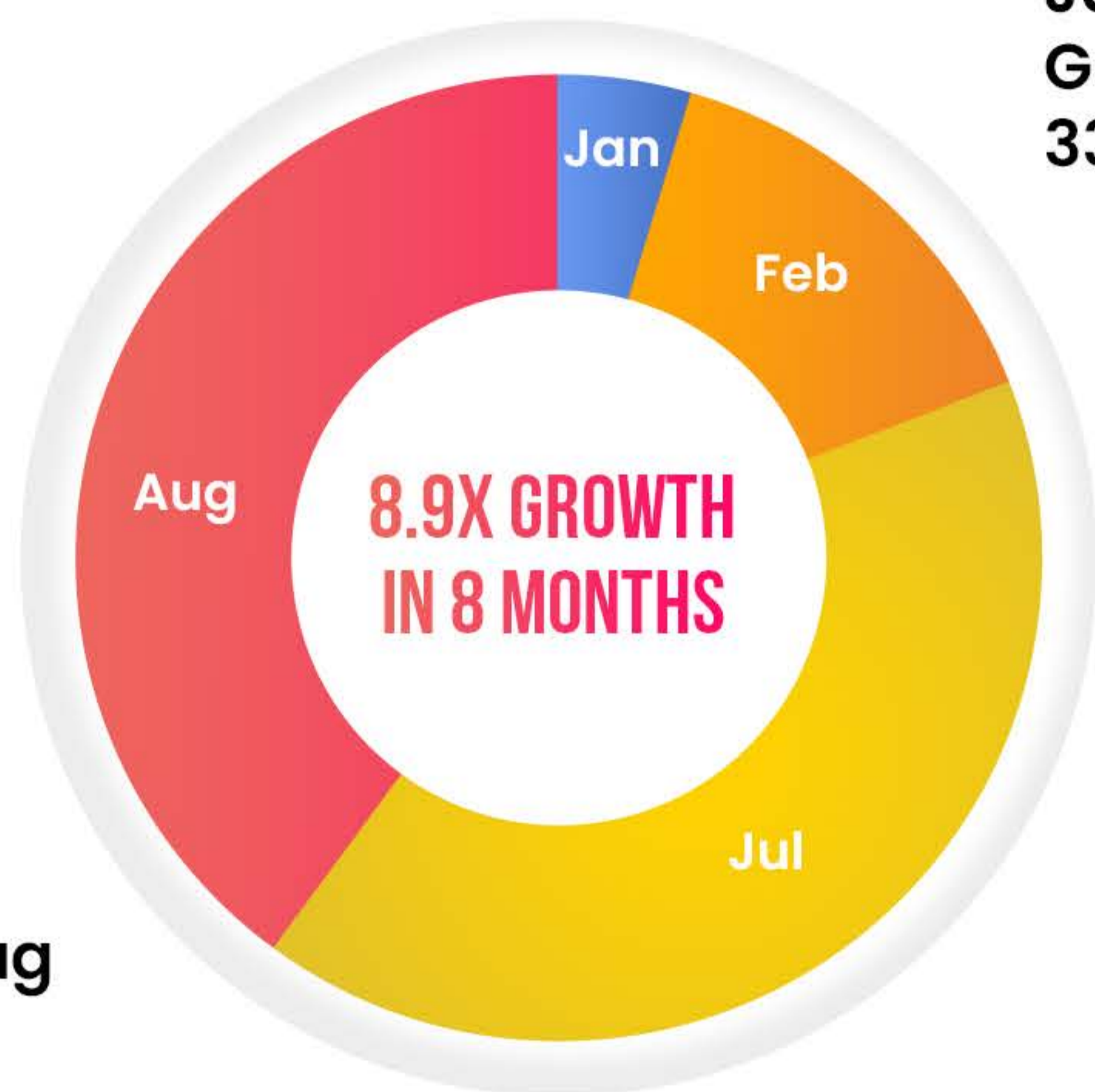
Objective

The company set its objectives in user acquisition, targeting specific cities in the country. The goal was to acquire new users and further enable first-order purchases. At the same time, the brand was keen on minimizing ad fraud to stay relevant with its users to gain new potential customers. Zepto aimed to re-target existing users who haven't made their first-order purchase.



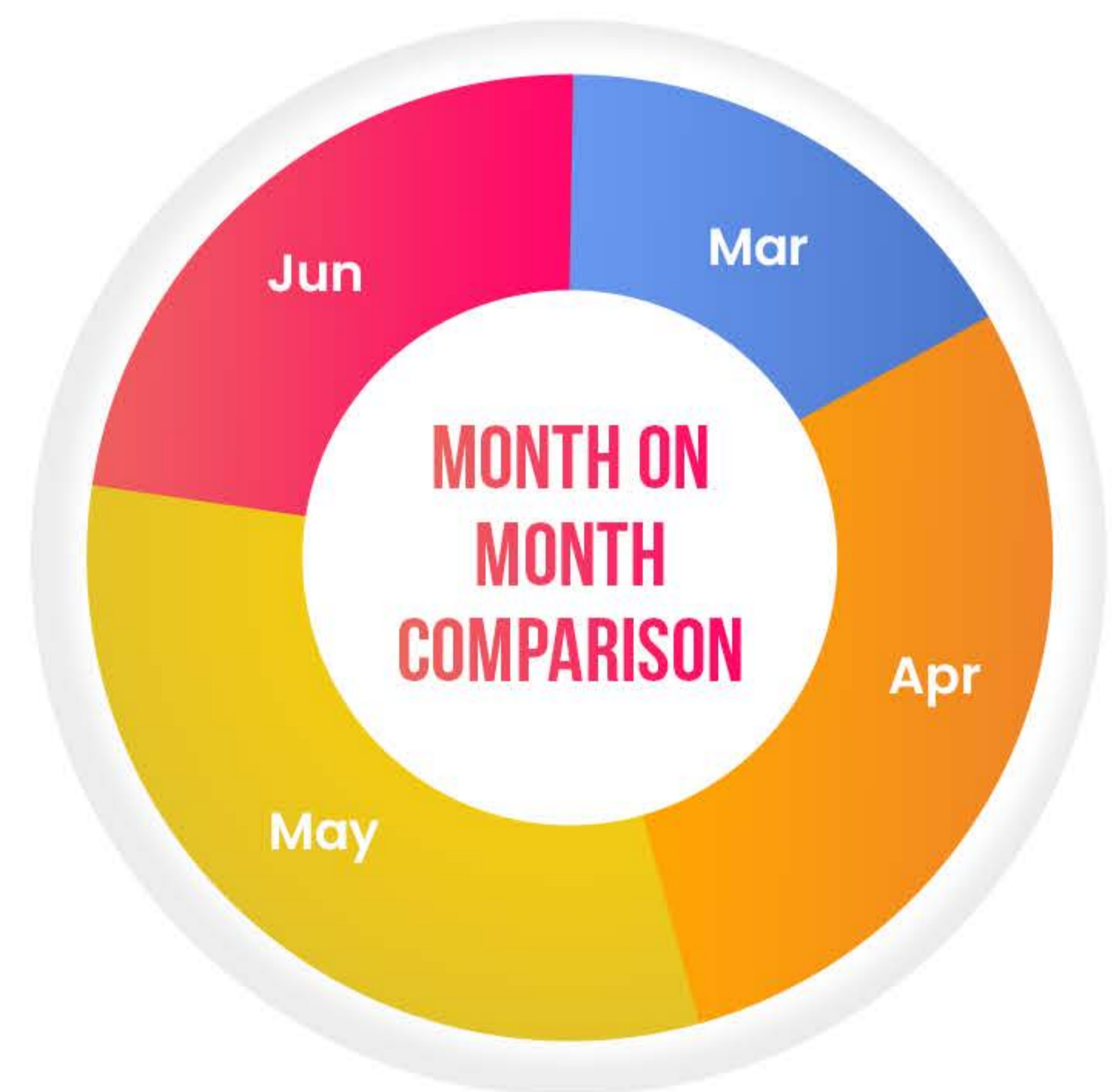
Solution

Mobavenue implemented a devised strategy for Zepto from the beginning of Q1 2022. We executed a CPC campaign targeting selective cities to boost user acquisition while maintaining the app inventory that converts well for the brand. From Q3, Mobavenue implemented a re-targeting campaign to initiate purchases from the app installs.



**Jan To Feb
Growth
330%**

**Jul To Aug
Growth
892%**



Results

The performance-driven user acquisition campaign surged the brand's orders with a 669% increase by the end of Q1. Zepto's orders soared even higher, with an 89% increase in mid-Q2. Mobavenue's well-curated re-targeting campaign for Zepto achieved a significant 790% MoM increase by the end of Q3.

