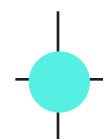




Campaign Type: CPA

www.applabs.ai





blinkit

Campaign Objectives

Being a popular quick grocery delivery aggregator, Blinkit App wanted to:



Increase
Brand Presence



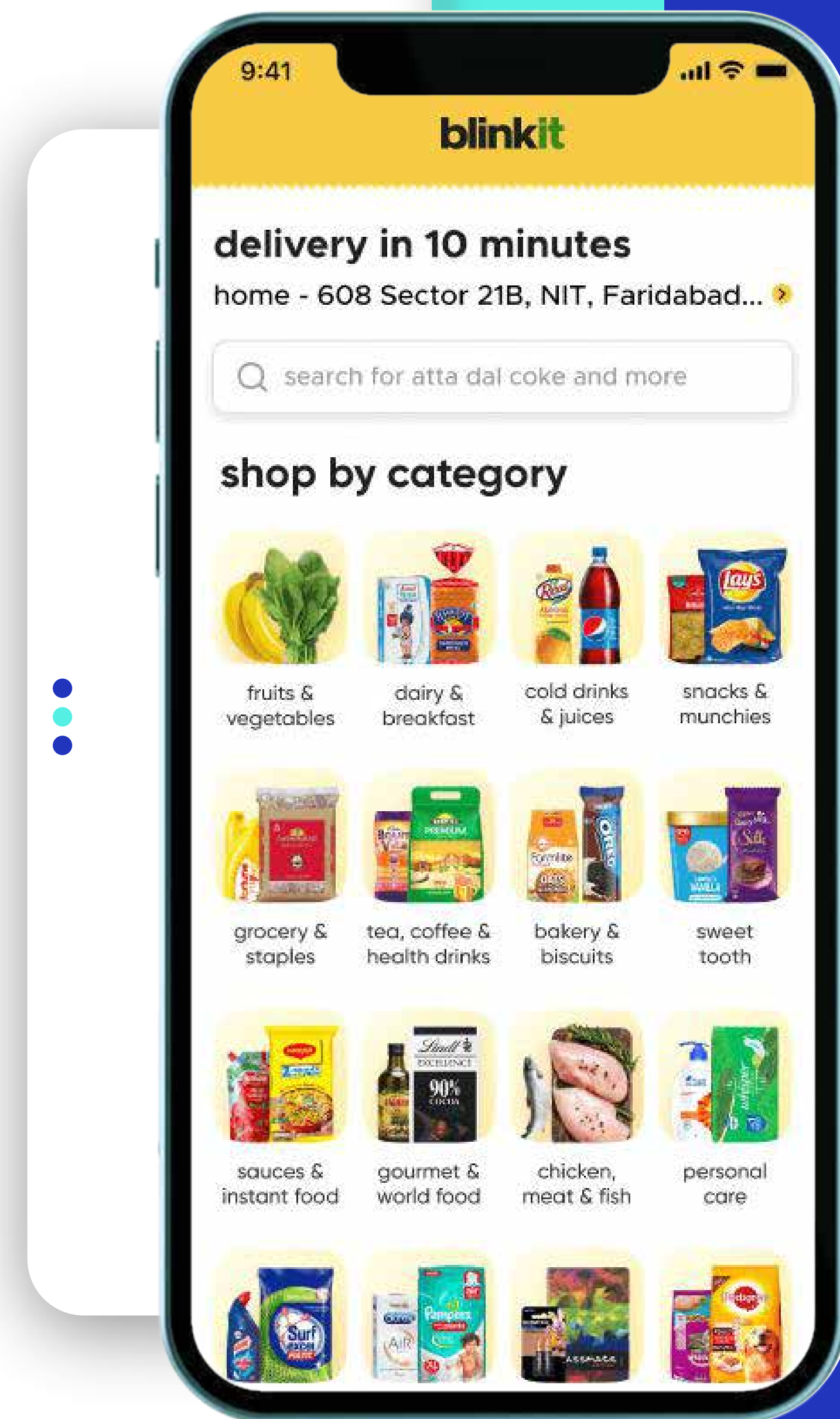
Increase User Registration
While Ensuring First Orders



Boost
App Installs



Stay Ahead Of
The Competition





blinkit

Campaign Strategy

Blinkit wanted to increase the App installs as well as the first orders by the new users, so we targeted the following audience segment using Applabs AI/ML- enabled platform:

Targeting:



18-40+ of Age
(Male & Female)



Smartphone
Users



Pan India

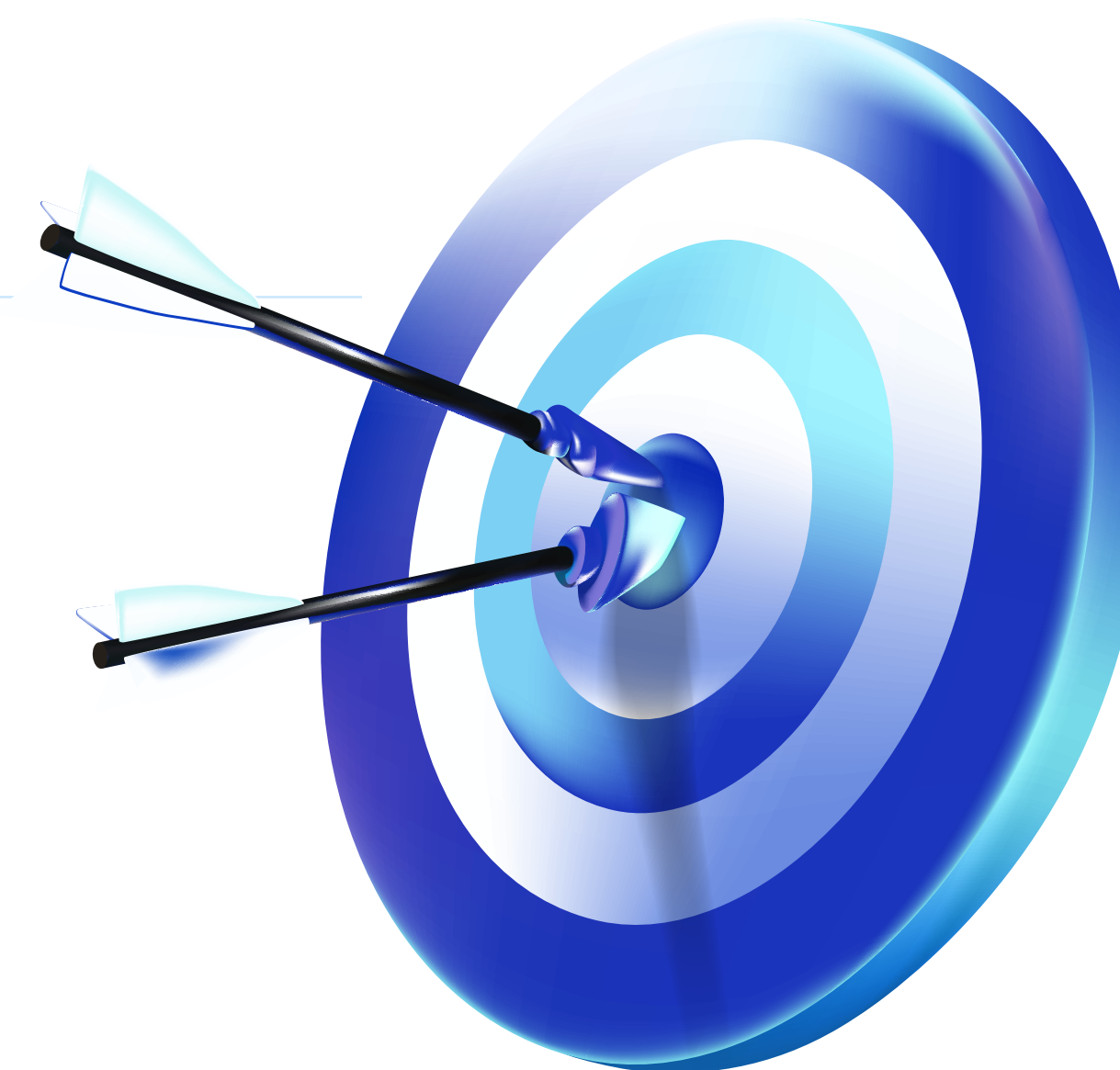
Placements:



In-App



Banner Ads





How We Executed

Our proprietary AI/ML platform with its data-driven insights helped in a successful campaign execution, via:

AUDIENCE SEGMENTATION



With the help of our DMP, we targeted a lookalike audience who would be interested in quick grocery delivery apps, especially where Blinkit services are available.

TARGETED PLACEMENTS



To get the best possible outcome we tapped the target audience via banner ads using interesting creatives that increased brand presence.

USER ACQUISITION AND FIRST ORDERS

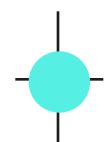


Using insights from our DMP and third-party datasets we targeted the 'right' audience to highlight under 10-minute delivery which boosted first orders.

BRAND SAFETY

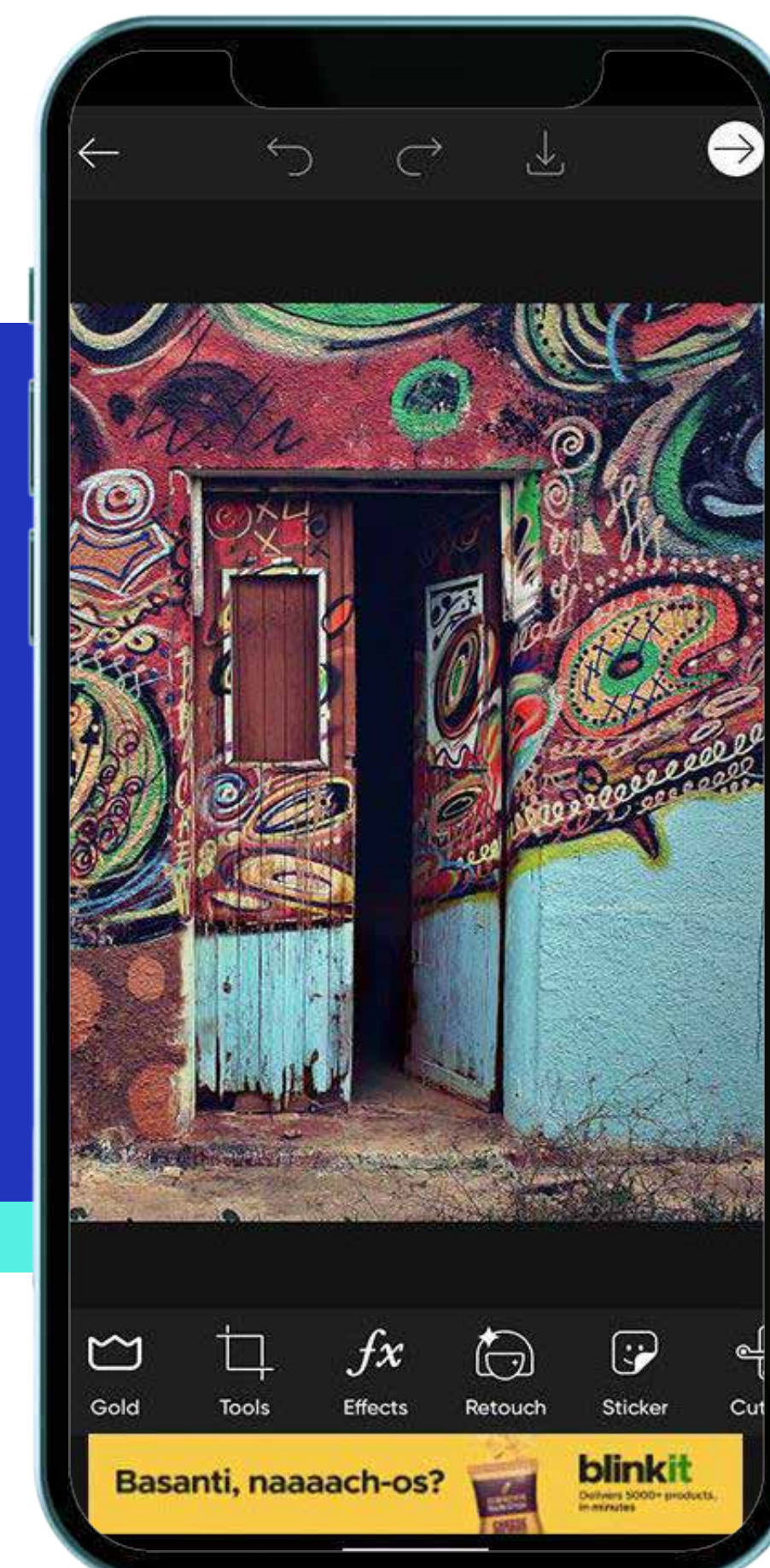
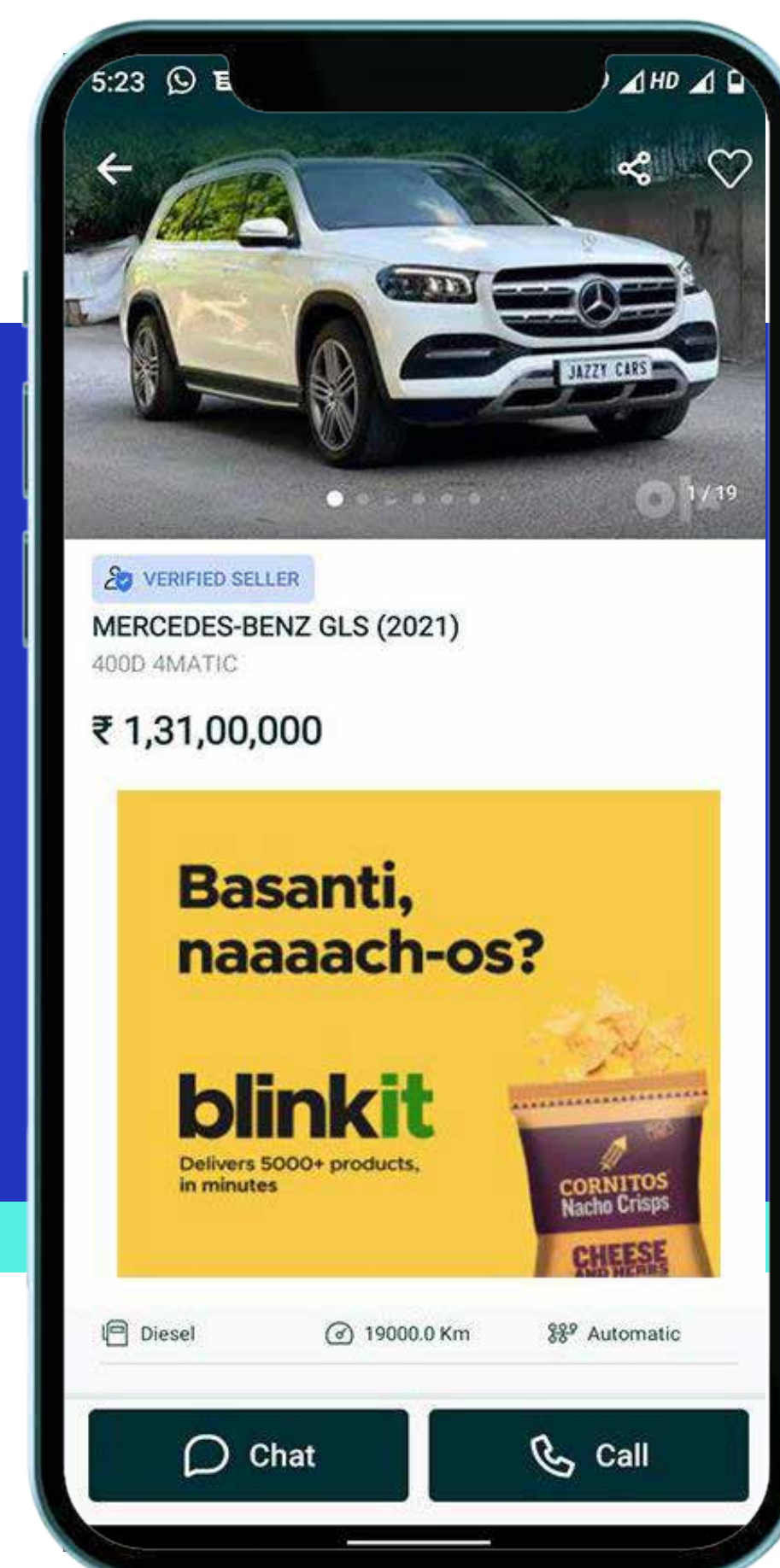
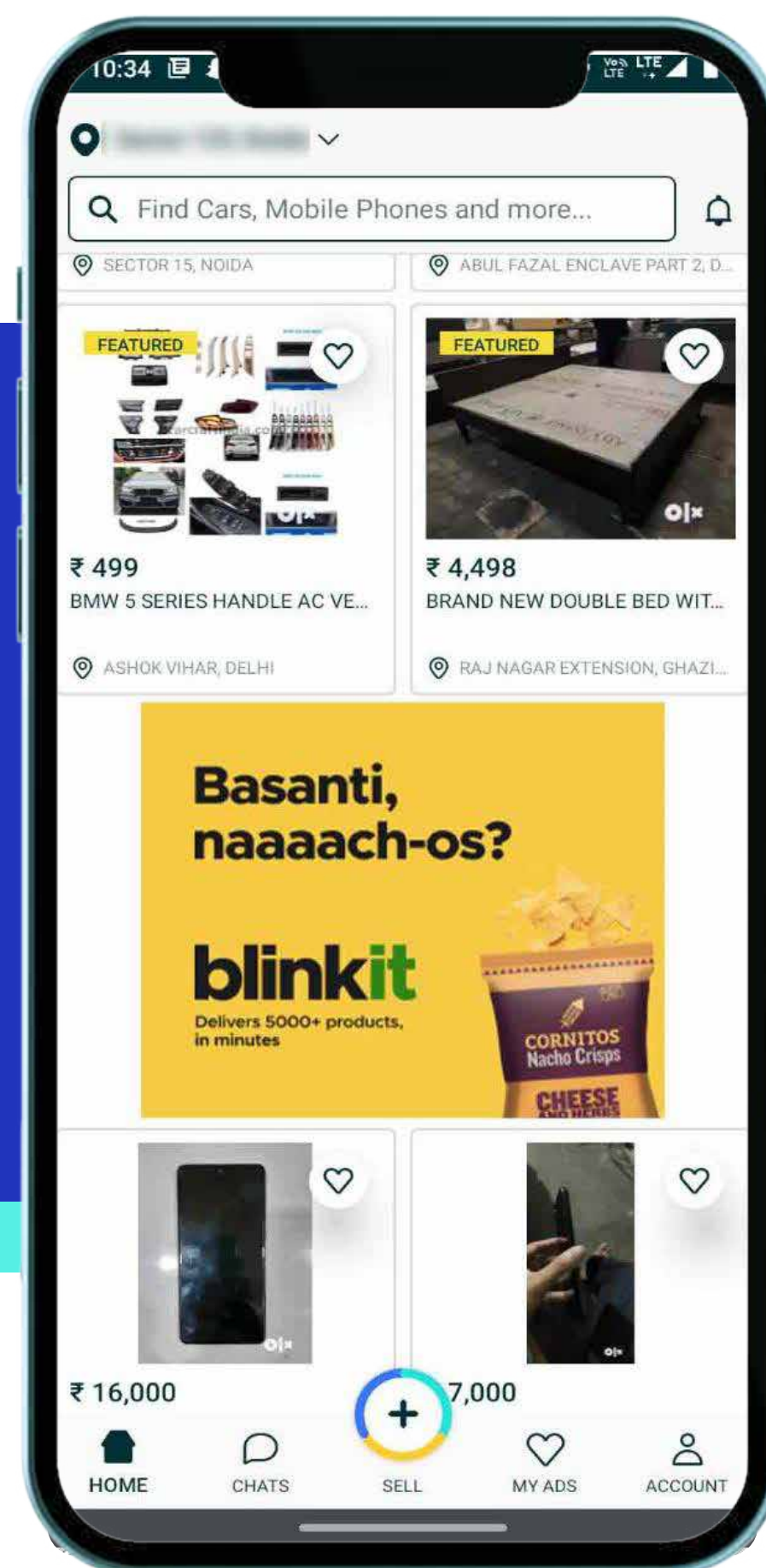


Integrated with Appsflyer to enable Protect 360 which detects and eliminates fraud before it reaches advertisers that helps brand optimize their ad-spent & improve the ROI of the campaign.

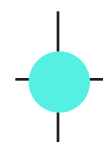


blinkit

Campaign Screenshots



blinkit: Grocery App



blinkit

Results

The successful execution of the CPA campaign helped Blinkit to achieve:

133M+
CUSTOMER
REACH

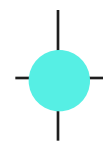
311K+
INSTALLS

64K+
FIRST
ORDERS

20.5%
INSTALL TO
FIRST ORDER

blinkit

blinkit: Grocery App



blinkit

About Applabs

At Applabs, we let advertisers connect to their audience through OEM & Premium Mobile Apps to make an impact and drive results. Our technology fine-tunes the campaigns to ensure the desired user journey to achieve the KPIs at reasonable price point.



Thank You

www.applabs.ai

