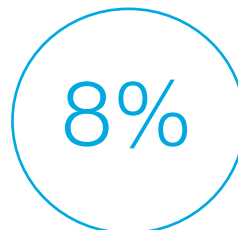
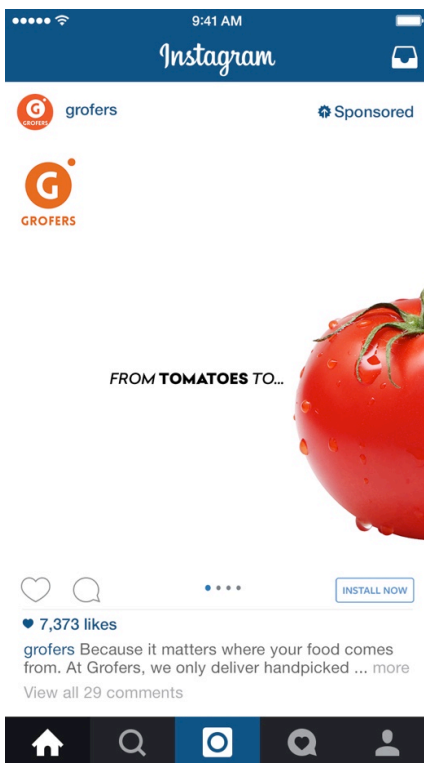


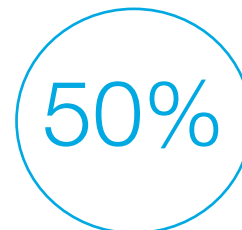


# Delivering App Installs

The Indian hyper-local delivery service used Instagram photo and carousel ads to raise brand awareness and drive installs of its mobile app.



incremental reach



lower cost per install

## STORY

### The one-stop shop

Grofers is a consumer goods hyper-local delivery service available in 17 cities across India. Users can simply order through the app to receive everything from groceries and hand-picked fruit and vegetables, to cosmetics, electronics and bakery items from their neighborhood stores.

## GOAL

### Growing its customer base

Grofers wanted to raise awareness and drive app installs among its target audience of 21 to 45-year-olds, across the 17 cities where its service is available.

## SOLUTION

### A fresh format

Over six weeks, Grofers shared Instagram photo and carousel ads with its target audience. Simple yet effective, the imagery profiled its fresh fruit and vegetable offering and highlighted its commitment to food quality and safety. The thumb-stopping imagery and narrative invited users to flick through the selection of photos to learn more about the Grofers offering.

By using Instagram to raise awareness of the brand among new users, Grofers saw an 8% incremental reach to its core target audience and significant improvements in cost efficiency, with a 50% lower cost-per-install of the app compared to other marketing.

“ We’re using Instagram advertising to raise awareness with new users and have seen an 8% incremental reach to our core target audience. In addition, the App’s Cost-Per-Install (CPI) is 50% lower compared to other benchmarks.

”

Kshitij Torka  
VP - Marketing  
Grofers