



India's largest digital screen network

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Taking **digital ads** beyond personal devices



LIFT 02



# Quick Commerce Case Study

In a previous Consumer Survey conducted by AdOnMo, we found that users are 47% more likely to consider a brand for their next purchase after seeing their ads on AdOnMo screens. Through the Quick Commerce Case study, we wished to further substantiate the same by seeing real sales uplift for a specific brand.

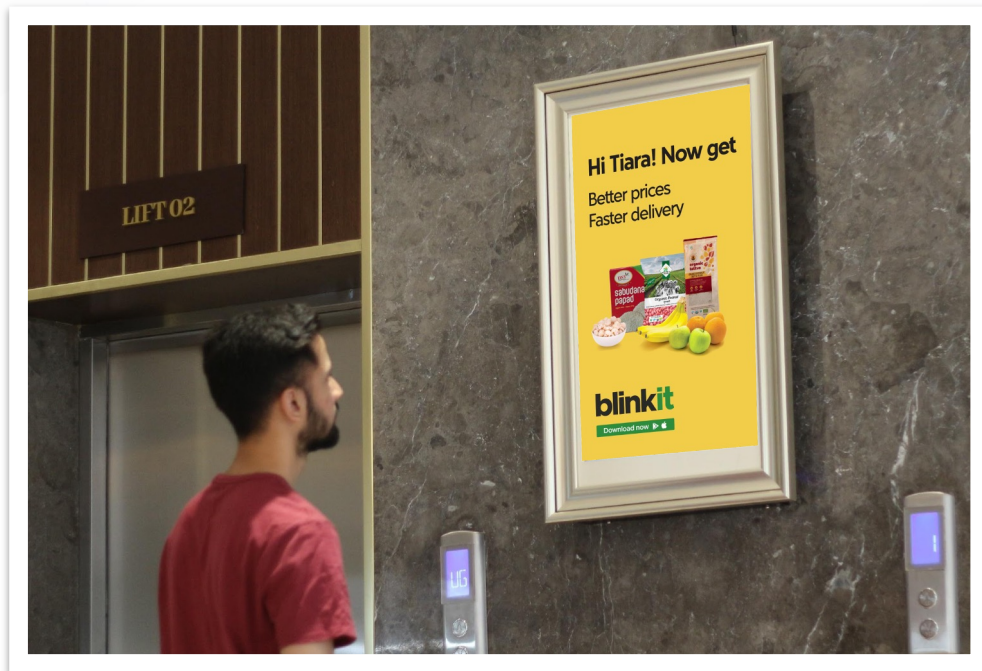
## Objective

To measure the **impact of advertising on AdOnMo screens on delivery volumes** of multiple quick commerce brands.

## Approach

We tracked changes in delivery volumes of various Quick Commerce providers such as Blinkit, Swiggy, Dunzo, Big Basket, Zepto etc.

**We selected Blinkit & Zepto** for the pilot as it had a stable order share of between 12%-15% and 5-7% respectively.



# Quick Commerce Case Study Results



## Objective

To assess change in Blinkit order volumes during AdOnMo campaign period



## Targeting

Pune

City

5

Screens

14 days

Duration

100k+

Impressions



## Reach



Households:  
233



Audience:  
HNI Households



## Result

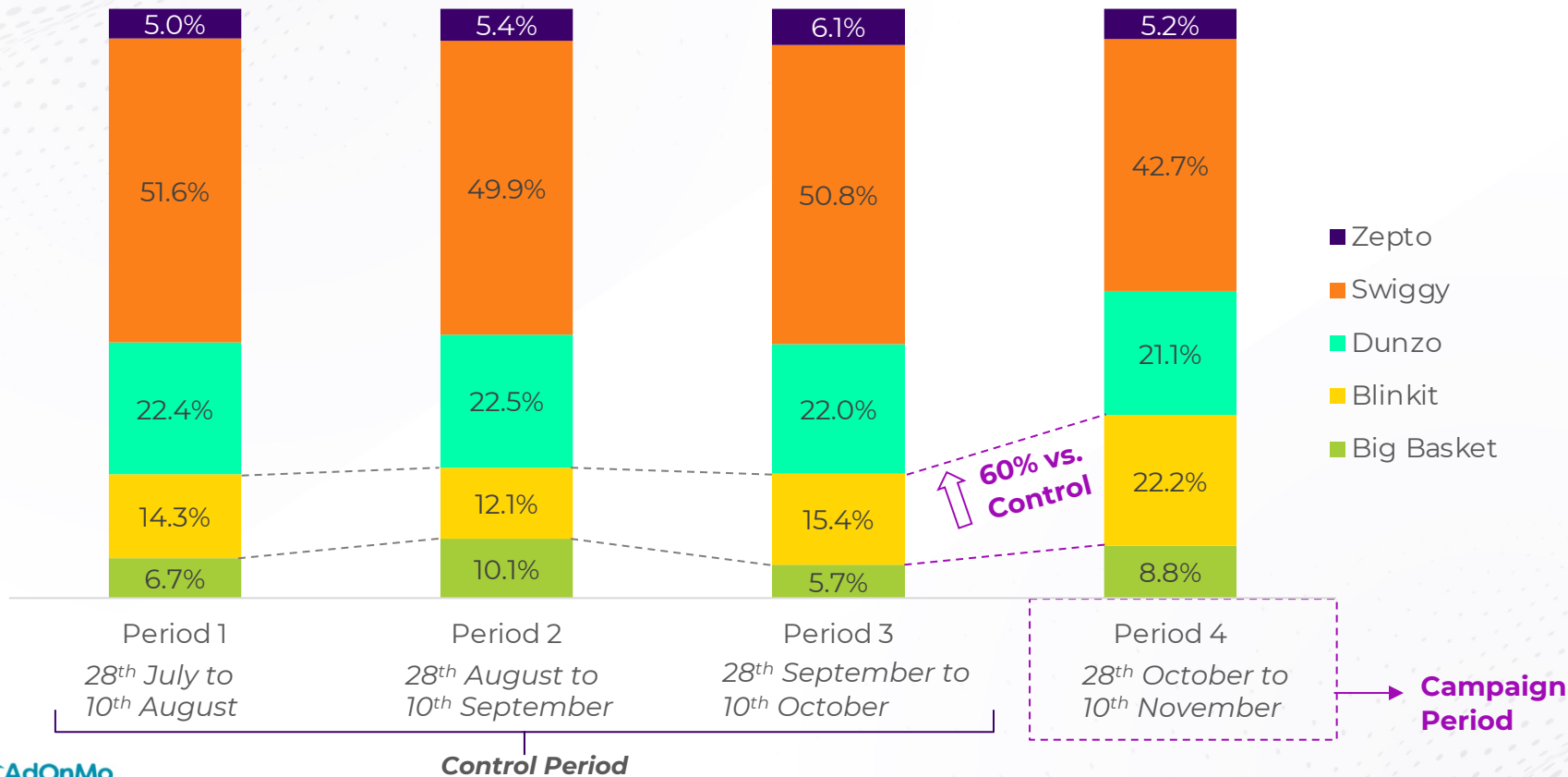
- Blinkit order share **increased 60%** from 13.9% to 22.2% of total quick commerce order volumes
- There was a **49% increase in Orders/Day** for Blinkit in the society from 4.9 to 7.4
- Swiggy order share shrunk from 50.8% to 42.7%
- Dunzo order share shrunk from 22.3% to 21.1%





## Phase 1: Blinkit

Order volume share by quick commerce brands at society Tiara CHS, Wakad, Pune

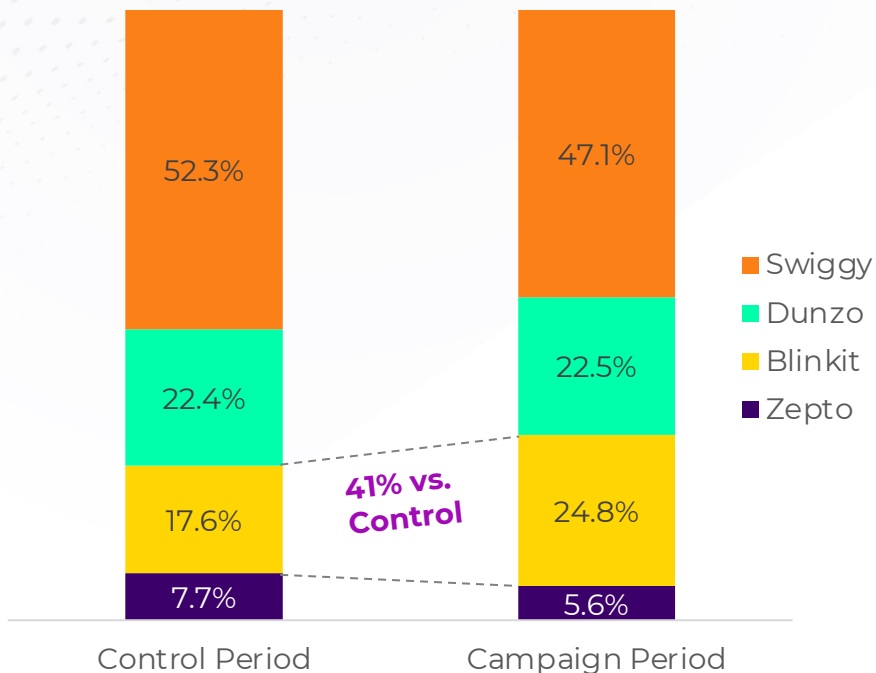




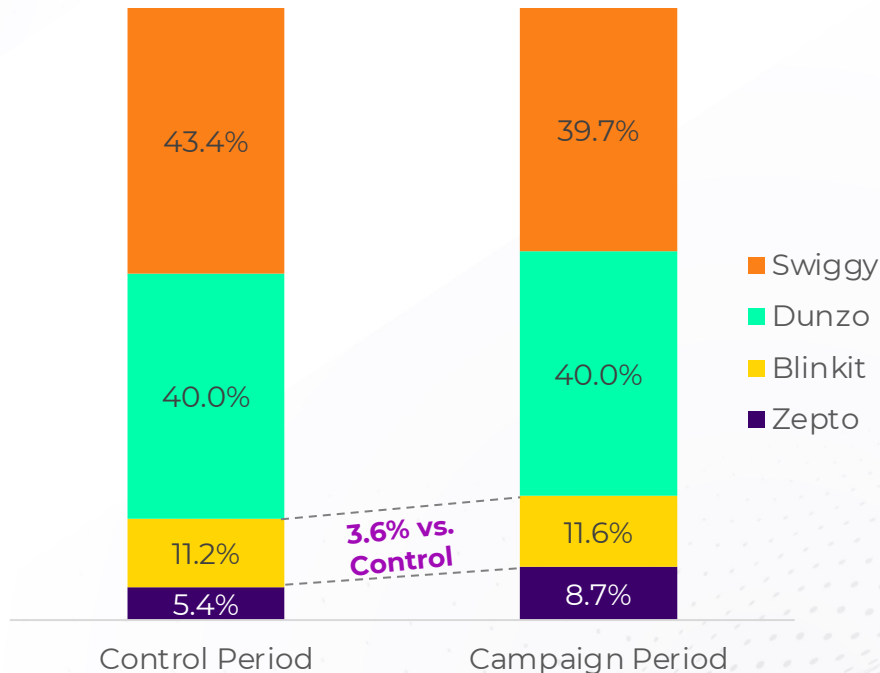
## Comparison with neighboring societies

“The increase in the order volume can be safely attributed to the AdOnMo campaign, as an adjacent society did not experience a similar lift in order volume”

Order volume share by quick commerce brands in Tiara CHS Pune where the campaign was activated



Order volume share by quick commerce brands in an adjacent society where the campaign was not activated



\*\*Due to the unavailability of Big Basket data for the adjacent society, we have excluded it from this analysis

## Phase 2: Zepto

To further substantiate the effectiveness of AdOnMo Campaign, we switched Blinkit Ads with **Zepto**. Within two weeks we noticed a **49% increase in order share for Zepto** and a **50% increase in average daily orders**.

