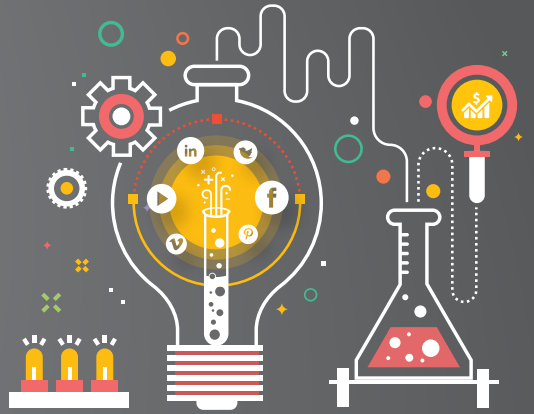


DIGITAL MARKETING powered by AI AUTOMATION



Requirement

- Acquire new customers
- Increase website traffic
- Increase conversions at online store

BigBasket wanted to acquire first time customers by reaching out a new audience to increase their brand visibility and convert them at an optimised lower cost

Solution

Social Frontier's cross channel ad management and optimization tool – KINTEGRA™ analyzed BigBasket's website. With the help of Social Frontier Pixel™, Kintegra™ was able to track what customers are looking for, how much time they spent on what types of products, and what kind of information they read before making a purchase or dismissing the shopping cart. With this information, and multi channel attribution, the tool segregated the customers into different buckets based on certain parameters, and then with display DCO, it efficiently retargeted them to keep them engaged.

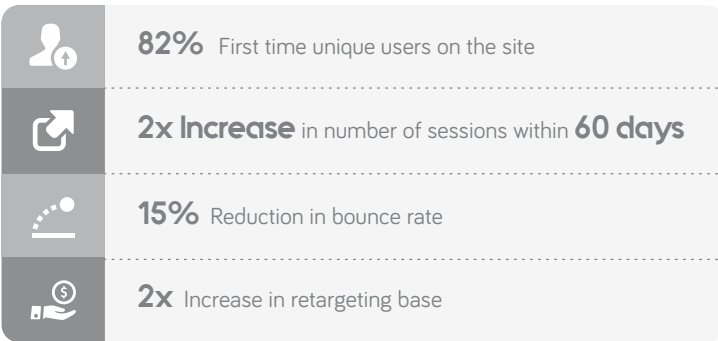
Now that the tool had accurate customer data, Social Frontier's experienced marketers and content writers took a direct call-to-action driven approach and started a content marketing campaign. The Big Basket Blog was created with recipes and a list of ingredients to make the dish, which could be purchased instantly from their e-store, with a click of a button.

How Social Frontier did that:

Social Frontier's AI automatically searched targeted platforms for trending keywords with a high search volume. Content developed with these keywords would attract the right audience to the site with a higher rate of conversion. The content was promoted across platforms to a high targeted audience. Kintegra™ made new pages for specific keywords which had a high search volume that were not already present in the blog. This would be redirected to a similar recipe with similar ingredients. Eg: 'Shahi Paneer' was coming up repeatedly in customer searches with no dedicated page for it. Kintegra™ recognized this gap, automatically created the page, and redirected it to 'Paneer Tikka Masala' with its list of ingredients.

Our AI analyzed campaign performance across platforms and optimized based on reach, impression, bounce rate, time spent, and traffic source. It then automatically paused poor performing campaigns, in real time, and pushed its budgets to better performing campaigns. Next level retargeting was possible because of Social Frontier's advanced Pixel which gave Big Basket a better ROAS and conversion.

Result



Screenshot:

