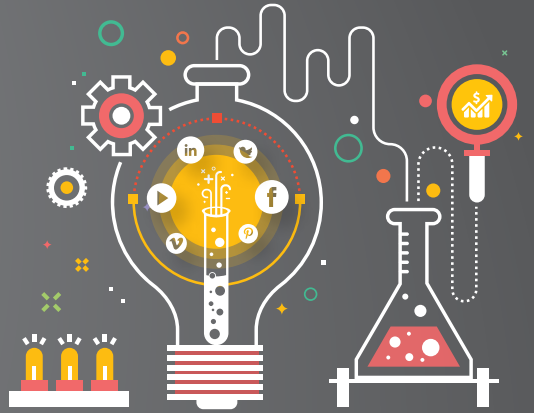


DIGITAL MARKETING powered by AI AUTOMATION



Requirement

- Increase IOS app installs
- Acquire new customers
- Increase website traffic
- Increase conversions

Freshmenu is a unique food delivery chain which has daily changing menu with gourmet foods. They were not able to acquire new users and scale their conversions. Freshmenu wanted to acquire more customers and reach as many people as possible to increase their brand visibility, conversions and iOS installs as the LTV of iOS users was higher.

Solution

Social Frontier analyzed customer behavior to keep the customers engaged. We took a unique approach of creating flat pages with required call to actions specific to individual products and interest base on Facebook to engage with the customers and increase their daily orders.

How Social Frontier does that:

The tool analyzed the site and created customer personas which helped in grouping the audience into buckets based on the specific foods they like. The tool then pushed content relevant to those specific products with rich images which would make it desirable and the purchase instant.

The content team created engaging content rich pages and videos related to food hacks and DIY campaigns to engage users who are interested in food. The AI tool automatically analysed the time which people would be likely to place an order and pushed more relevant content at particular time slots. The AI tool also worked based on the weather conditions and optimized campaigns based on the weather at particular locations. It analyzes which products customers would place an order and maps it with the weather condition and auto pauses and starts relevant campaigns when weather changes

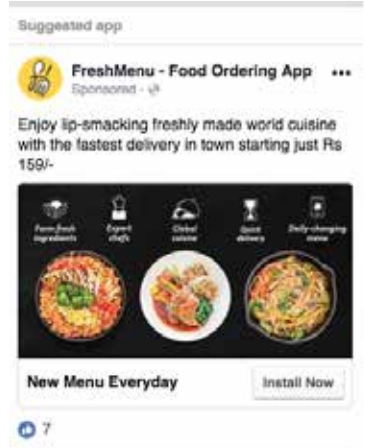
App installs

iOS installs were the main revenue driver for Fresh Menu but it was costly to acquire iOS users. To solve this problem, we have taken an approach of driving app installs through content using deep linking. We have made an intermediate interface for deep linking on the site and pushed relevant interesting content to the user calling him to install the app to read the content. Once he installs he is directed to land on this particular content on the app.

Our tool also optimized Fresh Menu's ads with DPA ads where the tool created ad templates and pushed it on higher performing platforms which resulted in higher CTR and conversions.






App install costs were reduced by half for iOS installs by analyzing creative and content formats for driving app installs. The AI automatically analyzed which content is more engaging and creates ads using the same content (can be videos too) for better results.

Audience targeting is the key. We can analyse audience patterns on Facebook and retarget them with specific products resulting in better conversions.



Account overview	Campaigns	Advert Sets	Adverts	1 selected				
+	Create Advert	Duplicate	Edit	Create Rule	1-200 of 755	Columns: Performance	Breakdown	Export
Advert name	Delivery	Results	Reach	Cost per re...	Amount spent			
SF_AI_IOS_Carousel_July13	Not delivering Advert Set Completed	3,154 Mobile App Inst...	518,348	₹68.50 Per Mobile App In...	₹209,756.00			
SF_AI_Android_july27-MealforSteel	Not delivering Advert Set Completed	1,173 Mobile App Inst...	280,793	₹8.53 Per Mobile App In...	₹10,000.00			

Results

-  **50%** Lower app install cost
-  **75%** First time unique users on the site
-  **50%** Reduction in bounce rate
-  **2x** Increase in retargeting base
-  **2%** MOM increase in overall orders