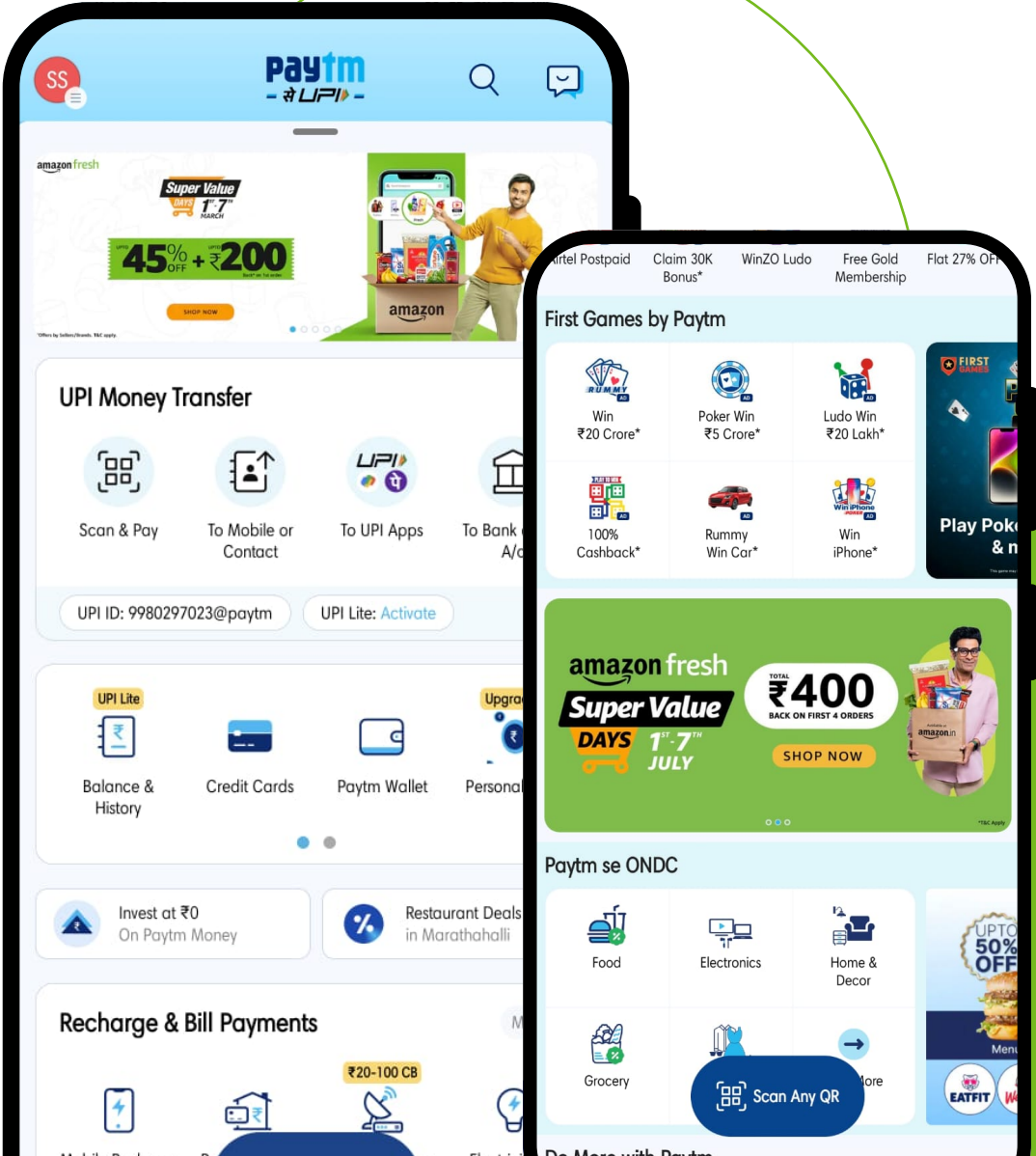


Paytm Ads' Strategic Solutions for Amazon Fresh's Super Value Deal Campaign



India's Most Automated Digital Grocery

After its merger with Pantry, Amazon Fresh officially launched in November 2021 as a single unified store. Now operating in over 300 Indian cities, Amazon Fresh has the tremendous opportunity to serve a vast customer base by providing an extensive selection of fresh fruits and vegetables at competitive prices with convenient delivery options. As a comprehensive online destination for daily grocery needs, Amazon Fresh aspires to become India's most automated digital grocer. As part of its mission, Amazon Fresh actively connects with local sellers and sources directly from farmers, highlighting the importance of supporting local businesses and ensuring the freshness and quality of its offering.

paytm

amazon fresh
**NAHI TOH
 MEHENGA PADEGA**
 SHOP NOW



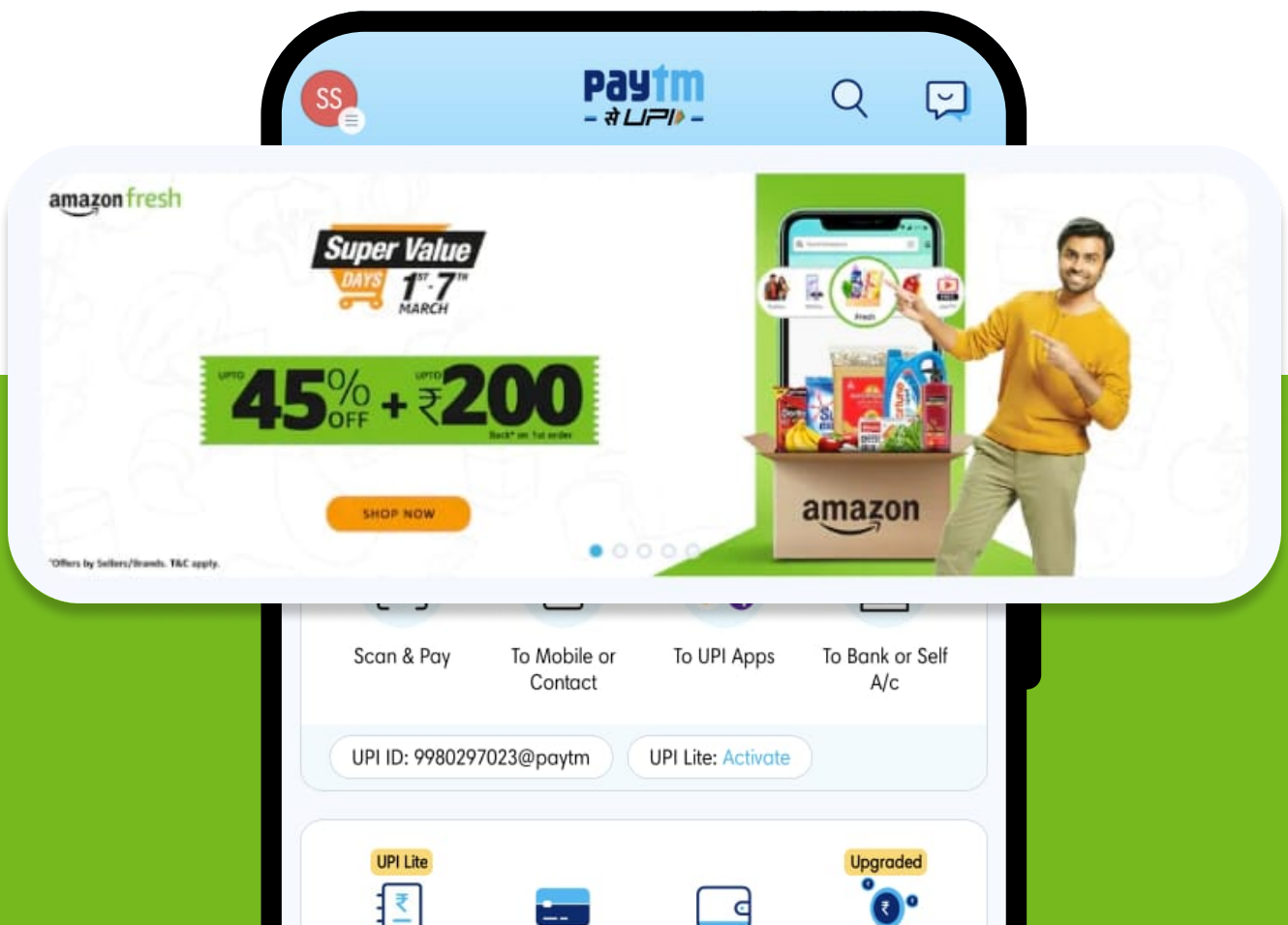
SAVE UPTO 30%



Campaign Objective

Amazon Fresh partnered with Paytm Ads to promote their Super Value Deal promotion, which runs from the 1st to the 7th of every month. The aim was to create awareness and impact among the target audience and drive high-quality visits to the Amazon Fresh app. To achieve this goal, Interactive Avenues, the marketing agency for Amazon Fresh, strategically identified Paytm Ads as the best-fit platform to effectively reach and engage the target audience, thereby boosting awareness and driving user engagement

Campaign Duration - Feb'23 - June'23



Campaign Strategy

For the successful generation of awareness and increased participation in the limited-time promotion offered by Amazon Fresh, Paytm Ads campaign strategy was

- **Target Audience:** Online grocery shoppers in Paytm's top 60 cities
- **Approach:** Effectively communicate Amazon Fresh's unique proposition
- **Maximize Visibility:** Targeted approach for maximum engagement.
- **Messaging:** Highlight exclusive benefits and value of the Super Value Deal.
- **Goal:** Entice users to explore offerings and drive quality visits to the Amazon Fresh app



Paytm Ads Custom Solutions

To effectively execute the monthly seven-day campaign for Amazon Fresh's Super Value Deal, several strategic solutions were implemented by Paytm Ads.

Banner Ads

- The campaign heavily relied on high-frequency banner placements to create maximum touchpoints and capture the attention of online shoppers. Paytm Ads strategically placed these banners at crucial moments, such as the Above the Fold (ATF) banner, which is the first sight of entry into the Paytm app, ensuring that users were immediately exposed to the Super Value Deal promotion. Additionally, the campaign leveraged the post-transaction screen banner, which served as the actual moment of truth, capitalizing on the customer's engagement.
- In order to reach deal-seeking audiences within the grocery transacting cohort, the campaign also ran on Below the Fold (BTF) banners. By targeting this specific segment, Paytm Ads effectively captured the attention of users who actively seek deals and discounts while making grocery purchases. These BTF banners provided an additional touchpoint, further reinforcing the visibility and appeal of the Super Value Deal promotion.

- By employing these strategic solutions, including high-frequency banner placements, targeting key entry points, leveraging the post-transaction screen, and capturing deal-seeking audiences, Paytm Ads successfully amplified awareness and engagement for Amazon Fresh's Super Value Deal campaign, ensuring maximum visibility and driving quality visits to the app.

Results

- Awareness and engagement among over **50 million** users on Paytm's platform
- Captured the attention of online grocery shoppers with **650 million impressions**
- Achieved a remarkable **10% increase** in click-through rates (CTRs) month-on-month

