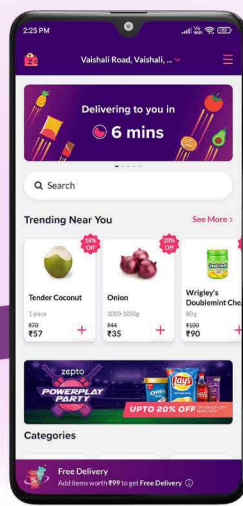


zepto reaches to new heights with Appnext's tech-powered discovery solutions



About Zepto

Zepto is a grocery shopping app that delivers your groceries in 10 minutes. You can Choose your orders from thousands of popular items including fresh farm vegetables and fruits, groceries, dairy & more at the best prices from Zepto & a Zeptonian Rider will be at your door in about 10 minutes. Zepto ensures you enjoy hassle-free online grocery shopping and schedule your grocery delivery at your convenience at just a click of a button. You can Install the Zepto App and get your groceries delivered in Mumbai, Thane, Navi Mumbai, Dombivli, Delhi, Gurugram, Noida, Ghaziabad, Bangalore, Hyderabad, Kolkata, Chennai, Pune.



The Challenge

Acquiring new users and growing in specific cities with optimized CAC (Customer Acquisition Cost).

Solution Offered by Appnext

1. Campaign was City-level targeted
2. With the Appnext timeline technology, Zepto has been recommended to most relevant users at the right time which helps with a very high conversion rate.



The Results

Growth Percentage(%) Month on Month



Installs



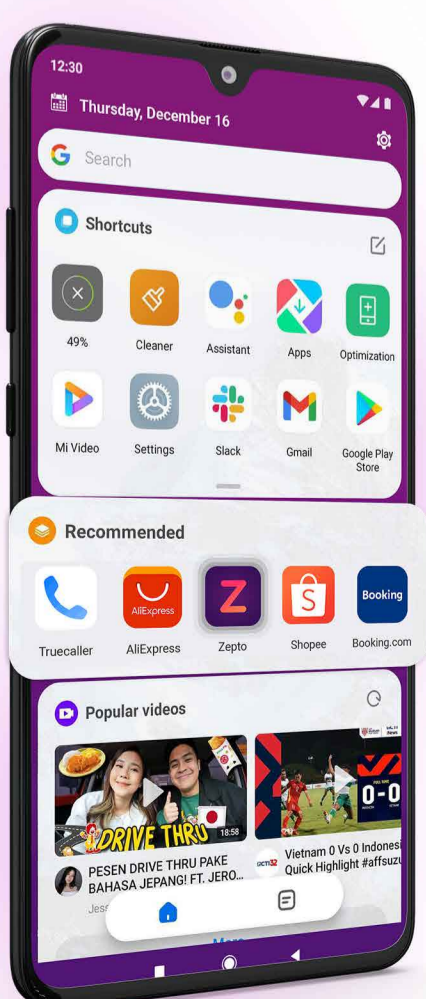
First Purchase

“ Appnext grew customer acquisition by 93%, maintaining the quality at the same time, with a 63% rise in first order. ”



Paras Ramesh Sanghvi
 Senior Manager, Digital Marketing
 Zepto

BENEFITS (WHY APPNEXT WORK'S)



- Exclusive OEM partnerships that have integrated Appnext's unique recommendation engine enabling highly intent users to intuitively discover apps and services directly on their devices
- Faster time to install enabled by Appnext 'Timeline' -a proprietary AI-driven predictive analytics technology that maximizes user's context, analyze intent and boost engagement
- Multiple continuous and seamless touchpoints to ensure valuable and repeated customer engagements throughout the daily mobile journey