

# AI delivers more users for **Swiggy**, at 43% better cost

Industry : Food ordering and delivery  
Pixis Solutions : Targeting AI, Creative AI, Performance AI  
Channels : Facebook

## Results:

**+270%** ▲

Install volume

**-41%** ▼

Cost per Install

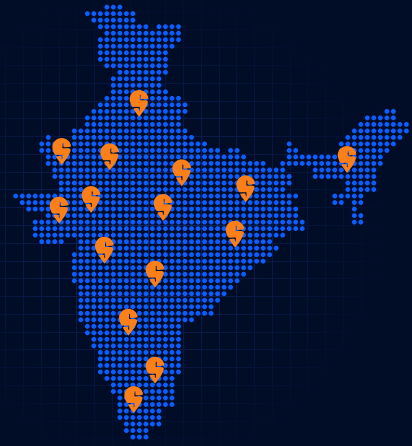
**-43%** ▼

Cost per First Transaction



## Swiggy: A leader in food ordering and delivery

Valued at \$10.7 billion, Swiggy is India's leading on-demand convenience platform with a vision to elevate the quality of life for the urban consumer by offering unparalleled convenience. Since 2014, Swiggy connects consumers to over 200,000 restaurant partners in hundreds of cities. Its quick commerce grocery service Instamart is present in over 25 cities. Using innovative technology, Swiggy provides a hassle-free, fast, and reliable delivery experience.



### Challenge: Unlock additional channels outside of Search

To support their continued expansion, Swiggy had built a powerful growth engine for their mobile app, based on high intent channels. Specifically, Search was highly effective in identifying customers for whom Swiggy's service offering was immediately relevant. At the same time, these high intent channels offered limited volume at comparatively high cost and were vulnerable to disruption by competitors. The leadership team at Swiggy determined that it was of strategic importance to diversify their media sources. Early tests proved that Facebook had strong potential to deliver high traffic volume at lower costs. But the quality of installs generated from broad targeting was lacking. When it came to Cost per First Transaction – Swiggy's north star metric – the campaigns fell short of their goal.

### Solution: Leverage Pixis' complete AI Infrastructure across Facebook campaigns

1

#### Targeting AI

##### Granular targeting at scale

Swiggy turned to Pixis to implement an intelligent and scalable approach to micro target specific audiences. Instead of relying on broadly defined criteria that would have to be created and maintained manually, they automated the process through Targeting AI. Pixis' Targeting AI uses machine learning algorithms to run thousands of experiments across available targeting parameters on a daily basis and continuously optimizes them while balancing against cost. For example, in addition to usual demographic criteria and location, Targeting AI also integrated complex sets of interests, and even regional weather data. In the first six weeks, Targeting AI identified over 10,000 distinct personas to fuel Swiggy's campaigns.

2

#### Creative AI

##### Consistently customized assets

The extensive number of audiences then needed to be matched by an equally large amount of custom creatives. This is where Creative AI comes in. Using proprietary generative AI technology, it integrates existing templates and artwork as well as newly generated copy and assets to produce infinite creative variants. A seamless integration with Adobe Creative Suite and advanced workflow and approval rules ensured that Swiggy's creative team remained in full control of the published ads at all times. In the first six weeks of their collaboration Pixis, Swiggy published over 60,000 custom creatives.

3

#### Performance AI

##### Always-on optimization on down funnel metrics

Finally, Pixis' Performance AI brought all the components of Swiggy's Facebook strategy together: By connecting directly with their mobile attribution provider of choice, Performance AI was able to persistently optimize against Swiggy's main campaign goal: Cost per First Transaction.

## Results: Goal-driven growth with confidence

The deployment of Pixis AI Infrastructure quickly paid off for Swiggy. In the first six weeks of deploying the solution, they achieved:

**+270%** ▲

Install volume

**-41%** ▼

Cost per Install

**-41%** ▼

Cost per First Transaction

The strong results gave Swiggy the confidence to **scale up their budgets**, and permanently incorporate **Facebook** as a major component of their growth strategy as they **expand their partnership with Pixis**.



“The ability to scale our campaigns and make Facebook work for us without doubling the team was a game changer for us. And the fact that we could optimize against down funnel metrics meant we could do so with confidence.”



**Awant Bhagat**

General Manager, Digital Marketing - Swiggy



With Pixis AI Infrastructure, Swiggy published **60,000** custom creatives in six weeks

