



How Haptik Augmented Mondelez India's Seasonal Marketing Strategy

A CASE STUDY

56%

ABOVE TARGET

12.9%

CONVERSION

THE PLAYERS



Mondelez India Foods Private Limited (formerly Cadbury India Ltd.) is a part of Mondelez International, a world leader in biscuits, chocolate, gum, candy and powdered beverages.

Cadbury Dairy Milk entered the Indian market in 1948, and since then for consumers across India, the word 'Cadbury' has become synonymous with chocolate.



Haptik is one of the world's largest chatbot platforms, building applications for consumers, publishers and enterprises.

The company has been at the forefront of the paradigm shift from apps to bots, having worked across various chatbot use cases such as commerce, customer service, utility and lead generation.

THE CHALLENGE

Mondelez India wanted a new platform to create engagement for the Valentine's Day seasonal sale campaign, without solely relying on a standard digital video marketing ploy.

Seasonal marketing is extremely vital to drive product sales and e-commerce is essential to bring in young, millennial spenders.

Banner ads and simply being available on online retailers wasn't enough and Mondelez India wished to **create a conversation around the product with a short-term but high-return marketing campaign.**

OUR SOLUTION

To create a buzz around the campaign, a **dedicated channel "Valentine's Special Store" was created on the Haptik platform** with the Valentine's Day branding.

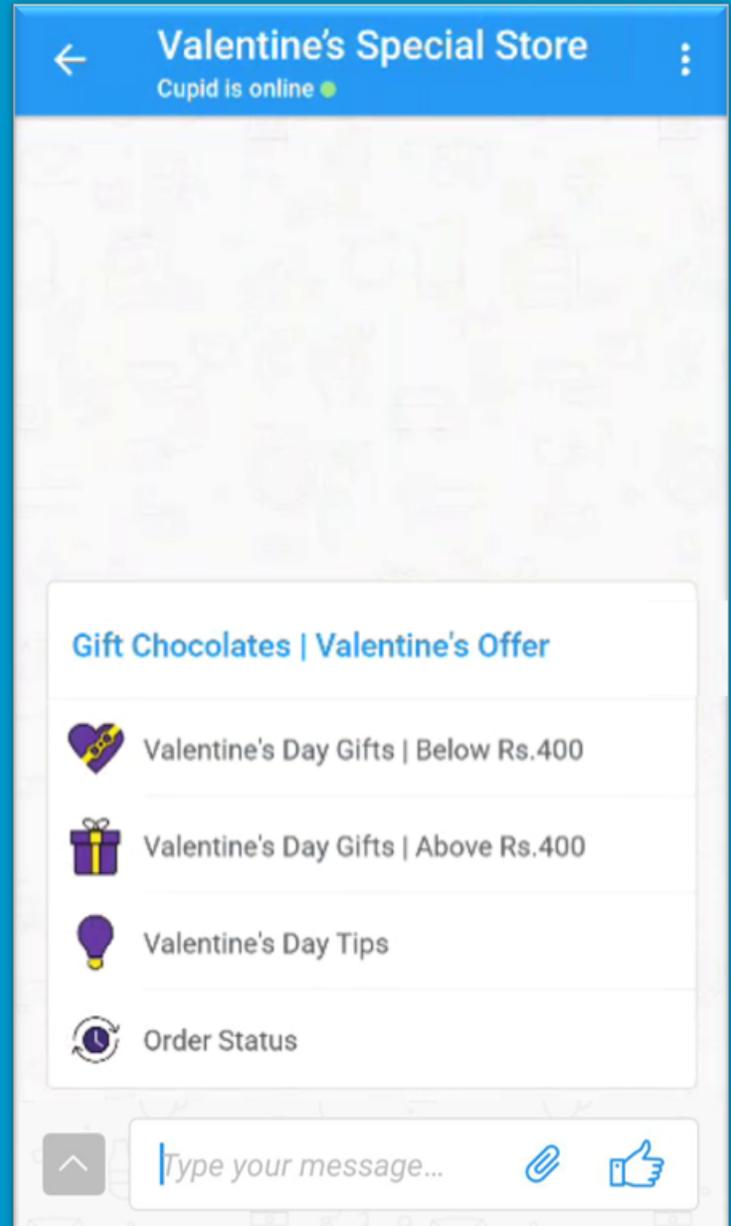
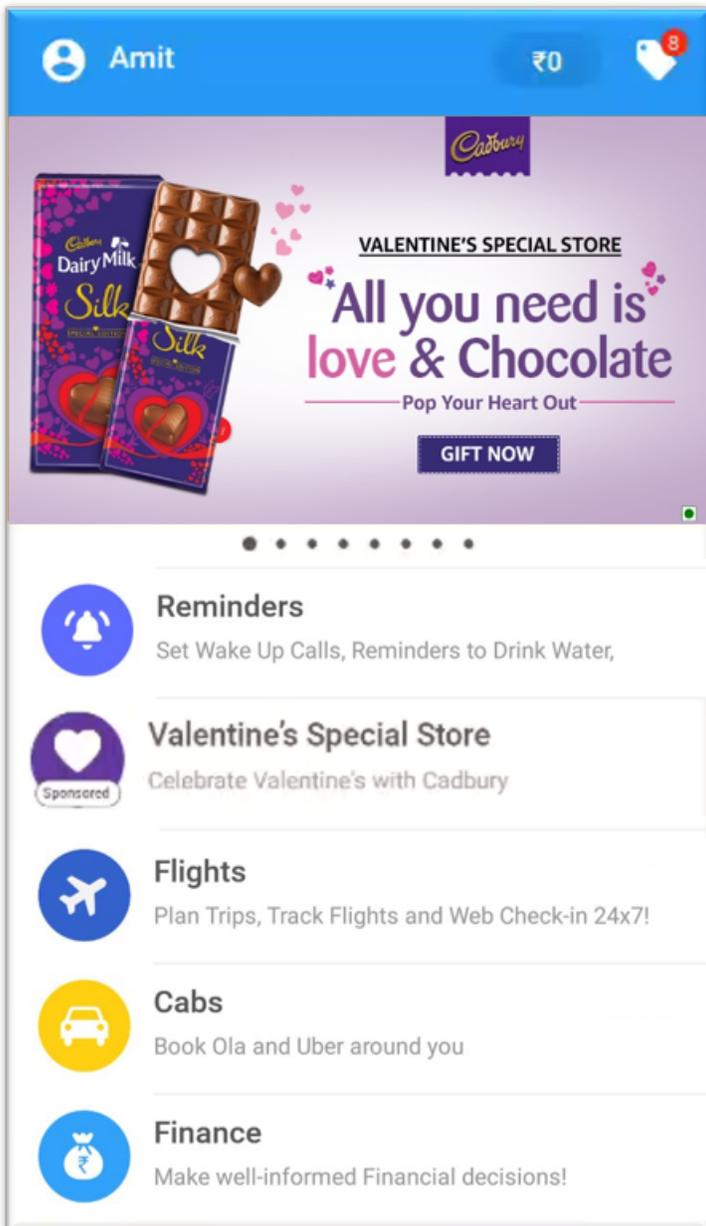
Once a user entered the channel, they were taken to the customised Valentine's Store chat flow which was designed to fit with the romantic theme. Mondelez India's chatbot helped the consumers navigate through the store.

The chatbot **generated interest in the products and even gave non-purchasing users a takeaway** with cute Valentine's Day tips and suggestions to impress loved ones that amplified the brand's presence.

This staggered method of presenting the product **created a conversation about the brand and resonated well** with the highly-coveted **millennial audience** in the 25-40-year-old age group.

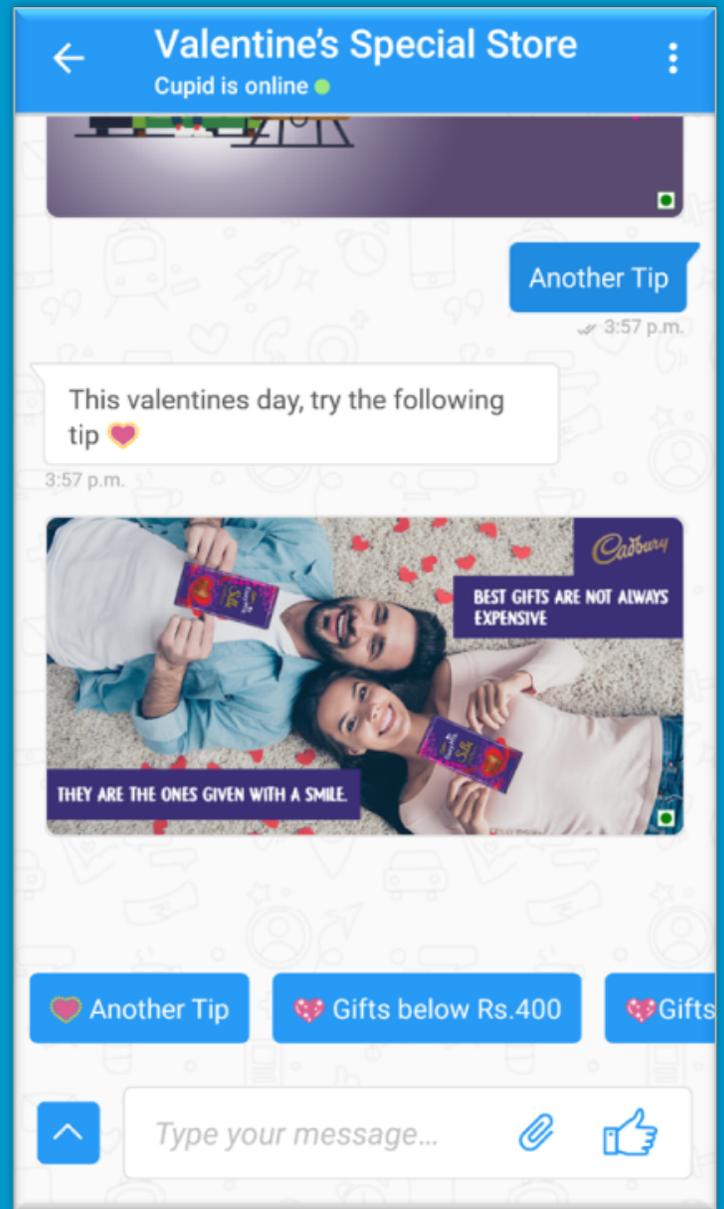
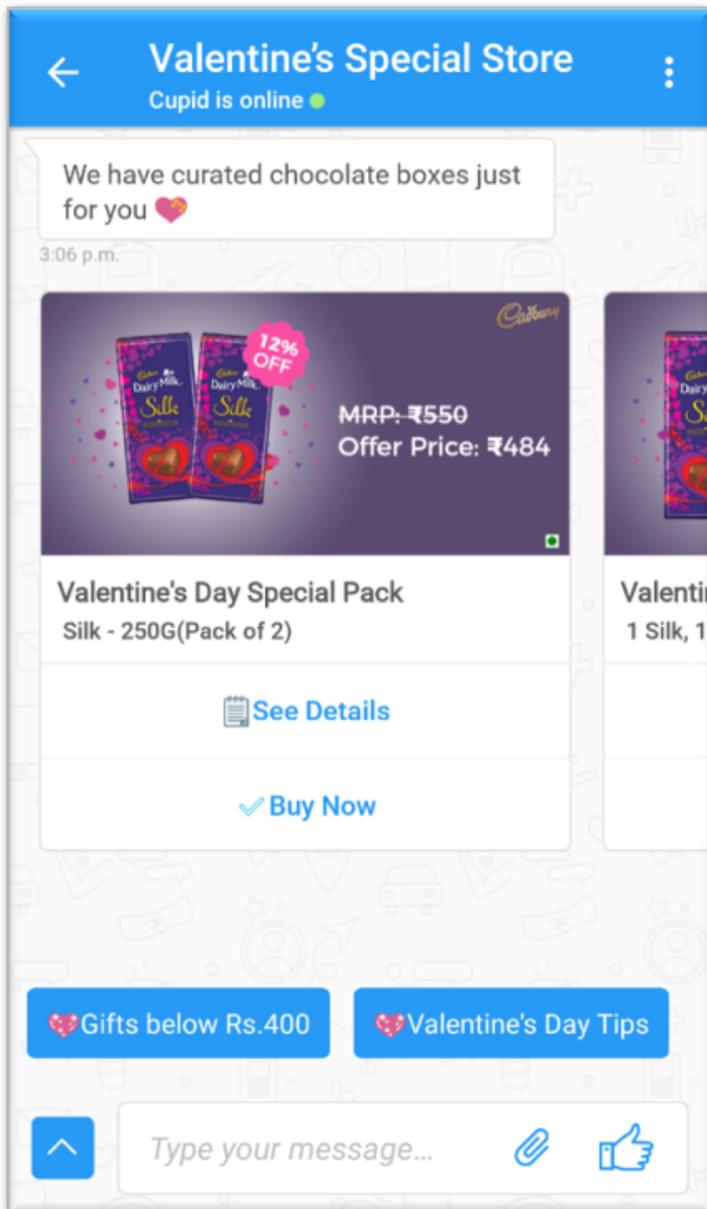
The campaign overachieved its target by 56% within 10 days of being live and saw a conversion rate of 12.9%.

The Valentine's Special Store channel on the landing screen lead users to the store chat screen



The user was prompted to pick a price range or get Valentine's tips before the bot could proceed

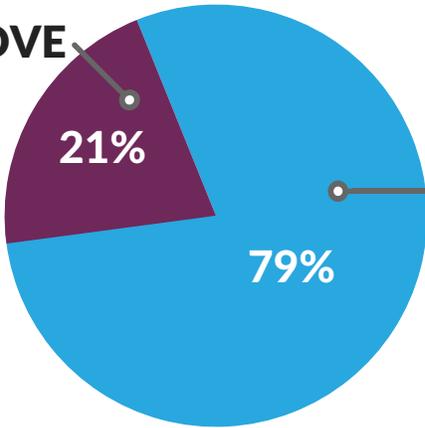
The catalog and product details were presented as a carousel where the user could directly purchase a product or view details



The user could also read Valentine's tips and stay engaged with the product over time

THE SALE STATISTICS

RS. 400 &
ABOVE



BELOW
RS. 400

price distribution
of products
ordered

geographically
highest
audience



DELHI
18%



BANGALORE
15%



MUMBAI
15%



87%



13%

gender-wise
response rate

35% audience
age group

25-40 years

56% above
target

10 day
campaign

THE CAMPAIGN RESULTS

REACH

Cumulative Brand Reach

>5 MILLION

ENGAGEMENT

Unique Users Who Initiated Chat

4.27%

INTEREST

Engaged Users Who Inquired About Products

64%

CONVERSIONS

Interested Users Who Placed Orders

12.9%

TIME SPENT

Average Engagement Time Per User

2 MINS 45 SECS

The campaign was a huge success among users and in 10 days achieved 56% more than its target. Over 35% of the customers fell 25-40 years age group proving that this **chat-based campaign works very well for the millennial audience**. Mondelez India was pleased with the results and intends to push for future campaigns in this chat-based format.

“

We partnered with Haptik for Valentine's Day & this was our first foray into using AI/Chatbots to drive engagement & sales. Haptik gave us the perfect platform to connect with millennials who look for gifting solutions around occasions like Valentine's Day. The overall results have been extremely encouraging seeing that we have exceeded all our benchmarks with respect to revenue & media deliveries.

**- Abhishek Ahluwalia,
Business Head - eCommerce, Mondelez India**

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