

**GLOBAL
MEDIA**



**Medlife gains high-quality traction
across top OEMs through Globale
Media's targeted ad-campaigns**

Case Study



About **The Client**

Medlife is India's largest online health platform that provides pharmacy, diagnostics, and online consultation since 2014. It started with providing services at just 85 pin codes in Bangalore and now serves all 29 states of India with a total of 4000 cities. Medlife fulfills 25000+ deliveries every single day and has over 10 million customers across the country. The company was recognized as the 'Best Healthcare Startup' at the 11th edition of the FICCI Healthcare Excellence Awards 2019.

The Challenge

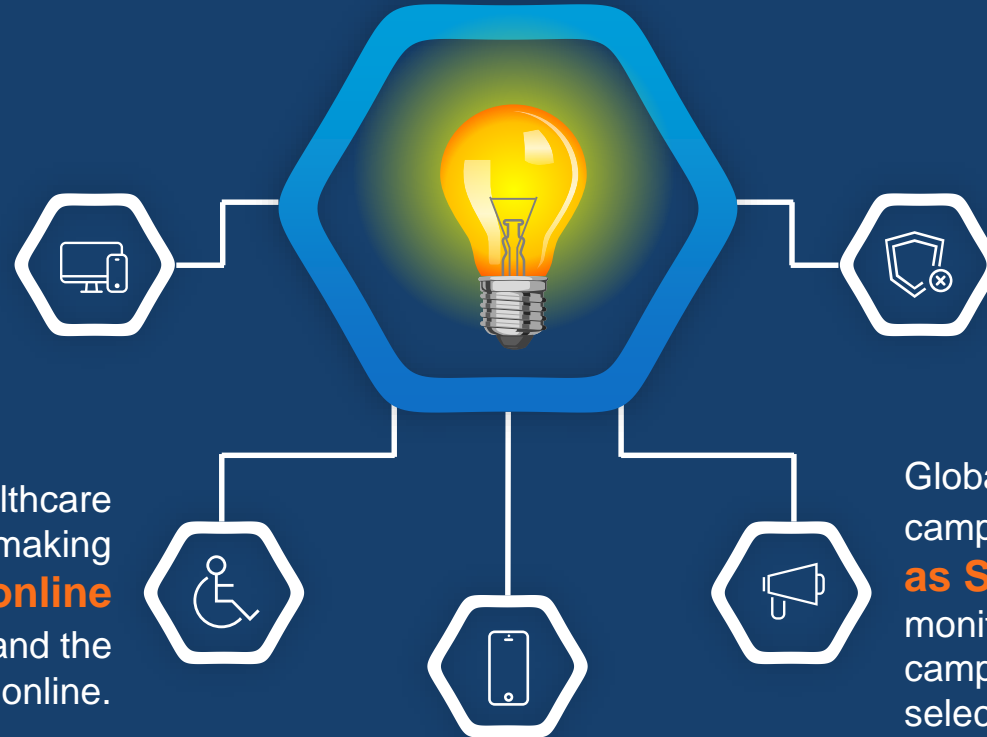
Make India Aware Of E-pharmacy

The biggest challenge faced by Medlife is the ignorance of the customers about what an e-pharmacy is about. Indian e-pharmacies haven't even penetrated 1% of the Indian medicine market and Medlife sees huge growth potential in the Indian online healthcare industry just like the way it has grown in the western countries. The challenge is to make the customers aware of such a facility and to build trust with them that they can get diagnosed online with the same efficiency as they are diagnosed during physical consultation.

Solution

Utilizing Globale Media's platform, Medlife gained high-quality visibility across top running applications in the country with the help of **targeted ad campaigns**.

The audience in need of healthcare facilities was targeted exclusively, making them **aware of the online consultation facilities** and the convenience of buying medicines online.

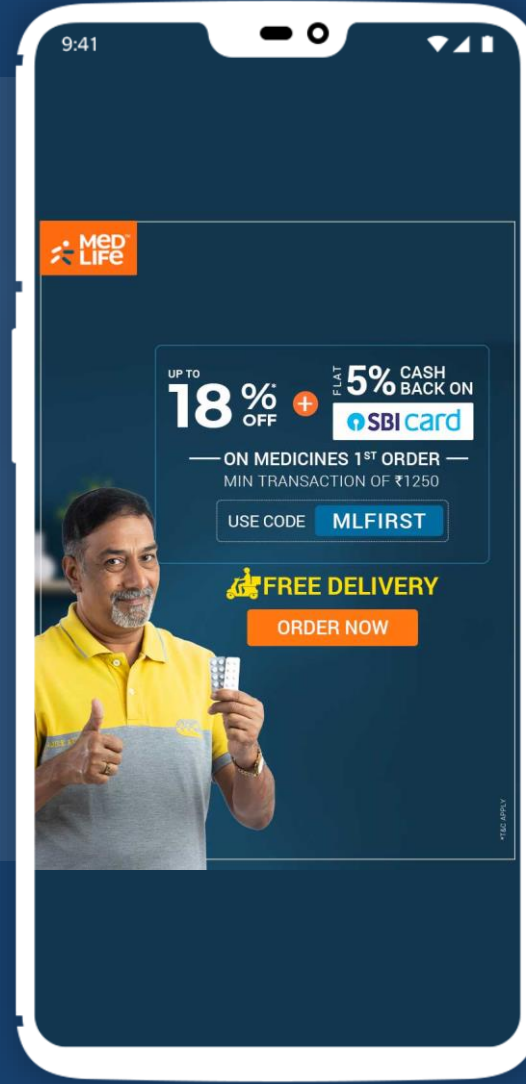


With the help of **fraud prevention tools**, Globale Media made sure that they are in control of the fraud rate and kept it to a minimum across all ad channels.

Globale Media further promoted Medlife campaigns via **OEM placements such as Samsung and Xiaomi** and monitored the results by rolling out the campaign in selected markets.

Medlife gained visibility across targeted users via **on-device and in-app** placements.

Mobile-first Creatives Personalized for the Audiences



Results



Consistently delivered **30000+** leads each month.



Clicks to Installs: **~1%**



Installs to Purchase Rate > **6%**



Average Order Value Delivered :
2850 INR

Testimonials

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Globale Media is one of our trusted partners to provide quality users at scale ultimately leading to ROI positive results with an excellent client support.

Akshay Suryavanshi
(Medlife)