



Shaadi.com Doubled The Number Of High-quality Leads With Globale Media

Shaadi.com, the world's leading matchmaking service, was founded with a simple objective - to help people find happiness. By redefining the way Indian brides and grooms meet for marriage, Shaadi.com has created a world-renowned brand that has changed the way of finding a life partner.



Highlights

10-12%

conversions from
installs to profile creation

70+%

conversions from profile
creation to subscription

2X

growth in high-quality
leads in a week

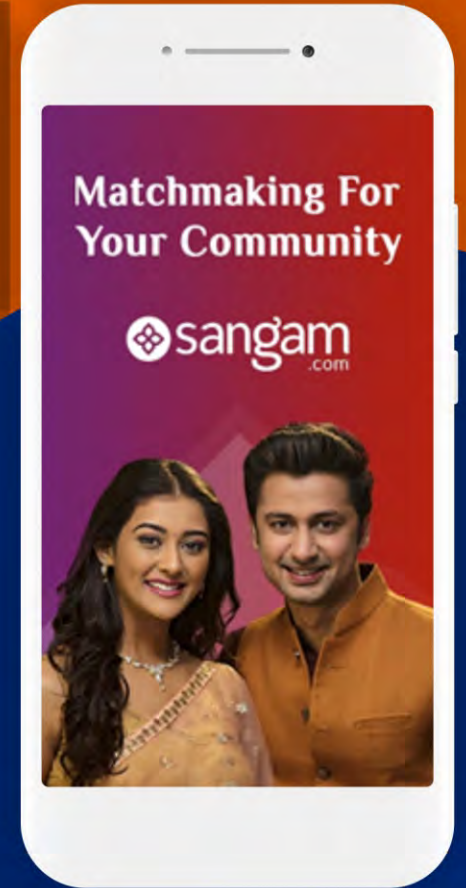
"With Globale Media we have partners who share our goal to improve business performance and build the strong, effective, and successful user acquisition strategy we needed. Their tools, expertise, and support have directly impacted our business profitability."

PRATIK MEHTA,
Shaadi.com

Challenges and Goals : High-Quality Leads

As a matchmaking service, Shaadi.com is constantly looking for new ways to attract more quality profiles into their system. Working with different advertising channels, Shaadi.com faced the problem of fraud and fake profiles being generated on their platform. Thus, Shaadi.com was looking for a solution to successfully detect and prevent low-quality traffic and increase the volumes of quality profile leads.

The target audience of Shaadi.com is males and females of 25+ years old.
The desired conversion rate from installs to profile creation was 5-8%.



Execution

Increased share of high-quality profiles : Utilizing proprietary traffic - detection technology, Globale Media drove high quality traffic for Shaadi.com, increasing the volume of quality profile leads.

AI-based targeting : With the help of AI - driven app recommendation engines, 25+ years old males and females were targeted based on their interests and preferences; and then remarketing tools were used to capture their attention.

High Quality OEM & SDK placements : High-quality placements on Samsung and Xiaomi were utilized to gain on-device traction for Shaadi.com; along with driving in-app visibility on top SDK partners.

Immersive Mobile - first creatives : Banner and interstitial ads were run on Android and IOS devices with attractive Mobile - first creatives.



About Globale Media

Globale Media is one of the largest AI-driven mobile advertising platform that supports advertisers aiming to reach their brand awareness and user acquisition goals. Through their direct partnerships with top OEMs, publishers and app developers, Globale Media creates a unique experience for app marketers. They do it by ensuring 100% direct traffic over mobile and OEMs utilizing their white-label technology that predicts app users based on their profiles. Globale Media accelerates enterprise growth by driving high-quality traffic to all major app verticals including gaming, e-commerce, lifestyle, utilities, social, education, entertainment and others.

