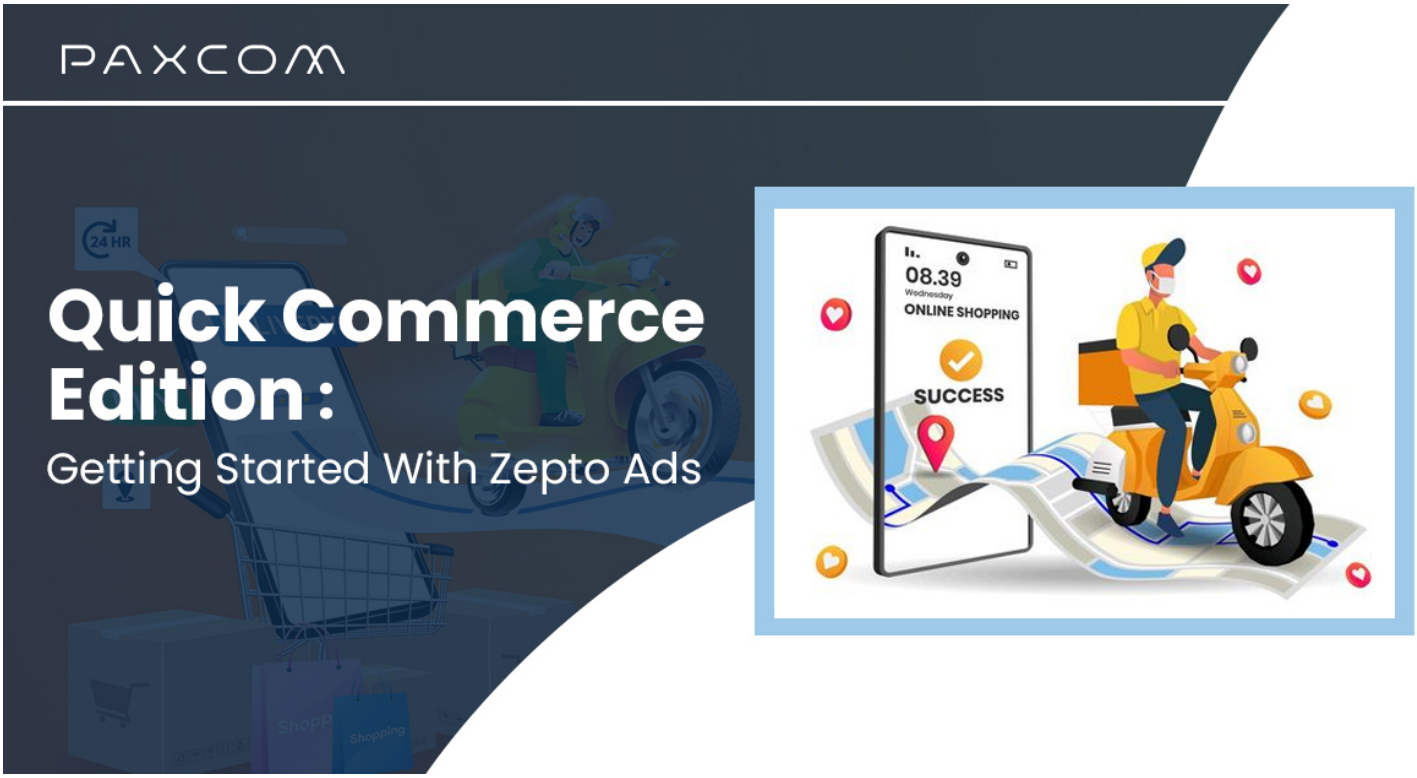

Quick Commerce Edition: Getting Started With Zepto Ads

Description

Zepto: Groceries Delivered in Ten Minutes

Imagine this: You're lounging at home, craving a snack, or suddenly realizing you're out of milk. With just a few taps on your phone, your essentials arrive at your doorstep in under ten minutes. Welcome to the world of quick commerce—a revolution in convenience that's transforming how we shop.

Leading this charge is Zepto, a pioneer in the quick commerce space. Not only is Zepto delivering groceries and essentials in record time, but it's also helping businesses connect with consumers through its innovative Zepto Ads platform. From brand-specific events to hyper-local targeting, Zepto Ads offers brands a unique opportunity to captivate audiences in the fast-paced, mobile-driven landscape of quick commerce.

In this blog, we'll explore why advertising on Zepto is a game-changer, unpack strategies to maximize your campaigns, and share success stories that prove the power of this platform. Whether you're looking to boost brand awareness, drive customer acquisition, or master the art of digital marketing in quick commerce, Zepto Ads has you covered

Q-Commerce and Its Significance

Quick commerce (q-commerce) isn't just a buzzword; it's a rapidly growing market set to redefine shopping habits. Here are some eye-opening stats:

- **The industry's contribution is expected to grow from 10% to 45% in the coming years.**
- **By 2029, the Indian quick commerce market is projected to exceed $9.95 billion, with a CAGR of 24.33% (2024–2029).**
- **The average revenue per user (ARPU) is estimated at $127.70, while the user base is expected to surpass 60.6 million.**

With eCommerce players diving into this space, the potential for growth is immense. If you're an eCommerce brand looking to make your mark in quick commerce, now is the perfect time to leverage platforms like Zepto Ads. This blog will guide you through Zepto's advertising capabilities, helping you stand out in this competitive market.

Zepto Ads: The Key to Brand Awareness and Customer Acquisition

Starting with groceries and basic essentials, Zepto now deals in multiple categories that could be required on a day-to-day basis. The giant is redefining modern retail with over 20 million active users and over 6 million Zepto Pass users.

Why Zepto Ads Matter for Brands?

1. **Hyper-Local Targeting**

Zepto's business model revolves around hyper-local fulfillment centers. This enables Zepto Ads to offer granular targeting at the city or neighborhood level, allowing brands to tailor their messages to highly relevant local audiences. This approach enhances customer acquisition efforts, particularly for brands

looking to drive regional campaigns and localized promotions.

2. **Instant Conversion Opportunities**

Quick Commerce operates on a shortened purchase cycle, where users often order with immediate fulfilment in mind. This means brands can leverage search ads and cart injections to target users at key decision-making points, significantly increasing the likelihood of conversion. The combination of high-intent users and product visibility leads to a higher return on ad spend (ROAS).

3. **Boosting Brand Awareness**

Even for larger brands with national reach, Zepto Ads serve as an effective way to build brand awareness. Quick commerce platforms like Zepto are gaining massive traction among urban consumers who use them for their daily needs. By running consistent ads on Zepto, brands can stay top-of-mind with customers who make frequent purchases, cultivating long-term brand loyalty.

4. **New Customer Acquisition Strategies**

With the ability to target specific demographics and geographic locations, Zepto Ads present an attractive option for customer acquisition. Brands can create focused campaigns that speak directly to Zepto's user base, particularly urban consumers who value convenience. This precision, coupled with the platform's high engagement rate, results in cost-effective customer acquisition strategies.

To increase visibility and tap a new audience, it is important to scale up your strategies. This can range from running search ads to co-branding campaigns across social media platforms. Zepto Ads offers a wide range of ad assets to choose from and ramp up your conversion process.

Zepto segments the reach into **search campaigns and awareness campaigns.**

Search campaigns are run across the platform to increase visibility and drive conversions, while the awareness campaigns target relevant audiences across social media through co-brand promotions (off-app). But before diving into it, here is a small guide on key features of selling and scaling your business via Zepto.

Ad Formats: Maximizing Reach with Zepto Ads

1. Performance Ads (Product Listing Ads)

These ads boost visibility by appearing at the top of search results when a customer hunts for a specific product or category. Since Zepto's platform is built around essentials and fast-moving consumer goods (FMCG), search ads are particularly effective for categories like groceries, personal care, and household products.

Zepto revealed that over 1.2 million searches are conducted per day, and an average of 3-4 searches are made before making a final decision. Hence, targeting high-intent keywords with concise product titles, descriptions, and images improves the search ad's performance.

Keyword Targeting

1. **Automatic Keyword Targeting**: Zepto promotes the use of AI and NLP. The system automatically targets relevant keywords to your products, where search phrases are trimmed down to their core meaning and automatically mapped to products that are of high relevance.
2. **Automatic Product Selection**: After analyzing more than 50 signals in shoppers' profiles, the algorithm automatically promotes the right product at the required time across different pages.

Zepto Ad-Assets

1. Brand Card Carousel: This widget is exclusively for the brand to showcase their promotional offers and launches on the homepage banner.
2. Trending Products: First and third widgets are sponsored, promoting brand visibility, while the remaining products are placed on an organic basis to maintain a seamless user experience.
3. Cart Injections: Visible on the checkout page with recommended products to increase conversion.
4. Direct-to-Cart Shelf: The product is visible on the homepage with a direct add-to-cart button.

2. Display Ads

Display ads are utilized to promote awareness and enhance shopper engagement on the homepage, category page, and similar placements. Banner ads are run across the app for broader visibility and higher conversions.

1. Homepage Banner: Zepto offers a total of six to eight banner carousels for brand visibility on the homepage, search page, and category pages.
2. Feature Banner: A static space that can be used to monetize during a campaign by showcasing

high-selling products, offers, and brand communication (if any).
3. Category Banner: Clickable banners for every category for the brand.
4. Thin Banner: Accessible on the homepage, these thin banners engage users in a quirky way via versatile branding on the homepage, search page, and category page.

Zepto attracts 1.5 million unique homepage visitors, and 50% of traffic is driven by analyzing consumer's buying trends and patterns. You can choose to leverage the required asset as per your campaign's objective. For example, video ads on the homepage can be utilised for compelling storytelling, while targeted display ads are a perfect strategy for promoting efficiency and capturing demand.

Leveraging story ads or highlights leads to a significant increase in engagement and conversion. Short videos, GIFs, promotional deals, or static images can be used with a compelling CTA to measure the impressions, views, and conversion rate to analyze the consumer trends and formulate new strategies.

BRAND OF THE DAY provides an added boost to the brand's offerings through its unique properties and placement on the homepage. The brand is visible to the audience in the form of LP and garners shoppers' attention the moment they are on the homepage.

Future of Quick Commerce Advertising: Trends to Watch

1. **AI-Driven Personalization**: Expect hyperpersonalized ad experiences powered by AI and machine learning.
2. **Omnichannel Integration**: Seamlessly connect your campaigns across platforms for a unified brand experience.
3. **Voice and Visual Search**: Ads tailored to voice commands and visual search will redefine user engagement.

4. **Sustainability Messaging**: Leverage eco-friendly products to align with conscious consumers.
5. **Augmented Reality (AR)**: Offer virtual product trials for categories like beauty and home décor.

Final Thoughts

As the quick commerce market accelerates, platforms like Zepto are shaping the future of digital marketing. With its **innovative ad formats**, **hyper-local targeting**, and **data-driven insights**, Zepto Ads offers brands an unparalleled opportunity to grow in this dynamic space.

Paxcom can help you navigate this journey with expert guidance, campaign management, and actionable insights. Don’t miss the chance to elevate your brand in the world of quick commerce.

Shoot your queries to **info@paxcom.net** and let’s get started!