Quick Commerce Edition: A Guide to Swiggy Instamart Ads

Description

Who would've thought we'd be living in a world where everything you need is just a tap away? Whether it's last-minute ingredients to rescue your half-cooked pasta, a toy to calm your little one mid-meltdown, or snacks for an impromptu gathering with friends—skipping it isn't an option, and now it doesn't have to be. This is **Quick Commerce** for you.

After diving deep into qCom giants like [Blinkit](#) and [Zepto](#), we've set our sights on Swiggy's **Instamart** —breaking down how you can scale your business and tap into new growth opportunities through smart advertising.

Let us examine the [Quick Commerce market](#) size as reported by Statista:

- In 2025, the Quick Commerce market in India is expected to bring in $5,384,000,000 USD.
- The Quick Commerce market in India is expected to have 60.6 million users by 2029.
- By 2029, the user penetration rate—which is 2.7% in 2025—is expected to increase to 4.0%.

Instamart: A Growing Spectrum

Instamart, a key player in the quick commerce sector, offers ultra-fast grocery and essential deliveries, often within minutes. Quick commerce has disrupted traditional retail models, emphasizing speed, convenience, and localized delivery. This shift in consumer behavior presents a golden opportunity for brands to engage audiences in real-time.

Why does this matter for your brand? Because consumers are no longer willing to wait—they want instant gratification. Instamart Ads allow you to tap into this immediacy, positioning your products right where and when customers are most likely to buy.

Market Position & Growth

	Q3FY24	Q4FY24	Q1FY25	Q2FY25	Q3FY25
Total Orders (million)	44	50	56	68	73
Average Order Value [AOV] (INR per order)	469	465	487	499	534
Average Monthly Transacting Users [MTU] (million)	4.3	4.7	5.2	6.2	7.0
Active Dark Stores (#)	487	523	557	609	705
Orders/dark store/day (#)	989	1,050	1,103	1,210	1,129
Active Dark store area (Mn Sq ft)	1.40	1.52	1.66	1.95	2.45

Swiggy Shareholder Letter, 2025

Instamart has rapidly expanded its reach, now operating in **84 cities** across India. Some key statistics highlighting its market position and growth include:

- **Gross Order Value (GOV)**: Instamart's GOV grew by **88% year-over-year (YoY)** to reach **INR 3,907 crore** in the recent quarter. A 15% increase from the previous quarter.
- **Monthly Transacting Users (MTUs)**: Platform Average Monthly Transacting Users (MTU) grew 25.3% YoY to 17.8M (+3.7% QoQ) (Swiggy Shareholder Letter, 2025).
- **Dark Store Network**: Instamart has **600 active dark stores**, with plans to expand to **1046 dark stores** by March 2025.
- **Expansion**: Instamart has launched in **43 new cities** over the past year, including Tier 2 and 3 cities.

Why Instamart ads? Why Brands Should Advertise on Instamart?

- **Unique Value Proposition**

Instamart offers brands direct access to a highly engaged and conversion-ready audience. Unlike traditional e-commerce platforms where purchase intent can be delayed, Instamart users are often looking for instant solutions. This high intent means brands can experience quicker conversions and increased sales velocity. Additionally, Instamart's **hyperlocal delivery model** ensures that ads reach the most relevant audience based on real-time availability and demand.

- **Consumer Behavior Insights**

Consumers on Instamart make **fast, need-based purchase decisions**, often completing transactions within minutes of browsing. This presents a golden opportunity for brands to capitalize on impulse buying behavior. Studies show that over **60% of quick commerce purchases** are driven by urgency, making Instamart Ads an effective tool to push limited-time offers, seasonal promotions, and everyday essentials.

- **Competitive Advantage**

Advertising on Instamart provides a **competitive edge** over other digital channels by combining precision targeting with immediate fulfillment. Unlike social media or search ads that drive traffic to external sites, Instamart ads keep users within the shopping ecosystem, reducing drop-off rates and increasing conversions. Moreover, **Instamart's first-party data** allows brands to optimize campaigns based on real purchase behaviors, making ad spend more efficient and impactful.

Also Read: Quick Commerce: End-to-End Digital Shelf Management

Campaign Setup and Management

Setting up and managing an Instamart ad campaign effectively is crucial for maximizing ROI. Below is a step-by-step guide to launching a successful campaign, an overview of the platform dashboard, and creative specifications to ensure compliance, followed by a detailed summary of Instamart's ad assets.

Step-by-Step Campaign Guide

Account Creation & Access

- Sign up or log in to your **Instamart Ads Manager** platform.
- Ensure your brand is registered as an advertiser and has an approved payment method linked.

Defining Campaign Objectives

- Choose the right **campaign goal**:
    - **Brand Awareness** (Increase visibility)
    - **Product Sales** (Drive direct purchases)
    - **Retargeting** (Reach past visitors)
- Select the **ad format**: Sponsored Listings, Display Ads, Product Boosters, or SpecialtyCollections.

Speciality Collection – Your Special Collection of products will show up to users as a part of their app experience on the home page. Useful to showcase a collection for increasing reach & conversions.

Target Audience Selection

- Define targeting based on:
    - **Demographics**: City-Based.
    - **Shopping Behavior**: The option is applicable on item boost ads, i.e., browse ads, go-to items, and last-minute add-ons.

Ad Creative Upload & Approval

- Design and upload creatives based on platform guidelines.
- Ensure compliance with image/video specifications.
- Submit for review and approval by Instamart's ad team.

Budget & Bidding Strategy

- Set **daily or total campaign budgets**.
- **Cost-Per-Impression**-based bidding
- Optimize bids based on historical performance.

By choosing the precise number of days, only the overall campaign budget is set. Dates and the budget can be extended as necessary. Budget cannot be reduced once they are established.

Campaign Launch & Monitoring

- Once approved, **activate the campaign** and monitor real-time performance in the dashboard.
- Use Instamart's analytics tools to track **CTR, conversion rates, and ROAS**.

Optimization & Scaling

- Regularly adjust bids, creative assets, and audience targeting based on performance metrics.
- A/B test different creatives and CTAs for improved results.

Platform Dashboard Overview

The **Instamart Ads Manager Dashboard** offers essential tools for tracking and optimizing campaigns:

- **Real-Time Performance Metrics:** Monitor impressions, clicks, conversions, and ROAS.
- **Audience Insights:** View demographic and behavioral data of engaged users.
- **Budget & Spend Overview:** Keep track of ad spend efficiency and adjust budgets as needed.
- **Ad Placement Control:** There is no option to control the ad placement (homepage, category pages, etc.).
- **Automated Optimization Features:** AI-driven recommendations for improving targeting and bids.

Creative Specifications

To ensure high-quality and effective ad delivery, brands must adhere to Instamart's ad creative guidelines:

1. Image Ads

- **Dimensions:** 1080×1080 px (square) or 1200×628 px (landscape)
- **File Type:** JPEG, PNG
- **Max File Size:** 2MB
- **Best Practices:**
  - Use **high-resolution product images** with clear branding.
  - Avoid excessive text (keep it under 20% of the image).
  - Highlight unique selling points (e.g., "Delivered in 10 minutes!").

2. Video Ads

- **Resolution:** 1080p (Full HD)
- **Aspect Ratio:** 1:1 (square) or 16:9 (landscape)
- **Length:** 6-15 seconds (recommended for better engagement)
- **File Type:** MP4, MOV
- **Max File Size:** 5MB
- **Best Practices:**
  - Keep the message clear and **CTA visible within the first 5 seconds**.
  - Use captions for better accessibility.

3. Ad Copy & Messaging

- **Headline Limit:** 30-50 characters
- **Description Limit:** 90-150 characters
- **CTA Examples:**
  - "Order Now & Get It in 10 Mins!"
  - "Limited-Time Offer – Shop Today!"
  - "Fresh Groceries, Delivered Fast!"

Swiggy Instamart Ad Solutions: A Comprehensive Breakdown

Swiggy Instamart provides businesses with an array of advertising solutions designed to capture the **attention of high-intent buyers in the quick commerce ecosystem**. The platform's ad solutions are divided into two categories:

1. **Ad Formats:** Specific ad placements that brands can purchase to enhance visibility, engagement, and conversions.
2. **Campaign Types:** Strategic marketing approaches that integrate multiple ad formats to engage users at different stages of their shopping journey.

Below, we provide an in-depth look into both **Ad Formats** and **Campaign Types**, explaining their placements, benefits, and best use cases.

Ad Formats (Paid Placements for Brand Promotion)

Swiggy Instamart offers multiple advertising options to help brands increase visibility and sales. These ad formats allow businesses to place their products in high-visibility areas, ensuring they reach the right audience at the right time.

1. Keyword Ads

Keyword Ads place your products at the top of search results and category pages, helping brands secure prime placement in a competitive marketplace.

- **Placement:** Displayed at the top of search results and product category pages.
- **Best For:** Maximizing visibility for competitive products.
- **How It Works:** Advertisers bid on specific keywords, ensuring their products rank higher when users search for related items.

2. Display Ads

Today's Featured

These visually rich ads appear across high-traffic areas like the homepage and checkout pages, capturing user attention even if they're not actively searching for the product.

- **Placement:** Homepage banners, category pages, checkout pages.
- **Best For:** Building **brand awareness** and product recall.
- **How It Works:** Brands create compelling banners that appear in key sections, drawing attention to promotions and new launches.

3. Item Boost ads

Item boost ads give select products an extra push by placing them in highlighted sections within relevant categories, increasing visibility during high-demand periods.

- **Placement:** Highlighted product listings within relevant categories.
- **Best For:** Promoting new arrivals, high-demand products, or limited-time deals.
- **How It Works:** Brands pay to boost product visibility in key zones of the app—category pages, reorder suggestions, and last-minute cart recommendations. These ads appear in three targeted formats:

1. **Browse Boost (Category Ad):**
   - Shown in product category pages while users are browsing.

○ Ideal for discovery-driven shopping moments.
2. **Go-To-Items Ad (Homepage):**

Previously Ordered, Source: Swiggy Instamart

- Displayed in the "Previously Ordered" section on the homepage.
- Great for encouraging reorders from frequent buyers.

2. **Last-Minute Add-Ons (Cart Injection):**
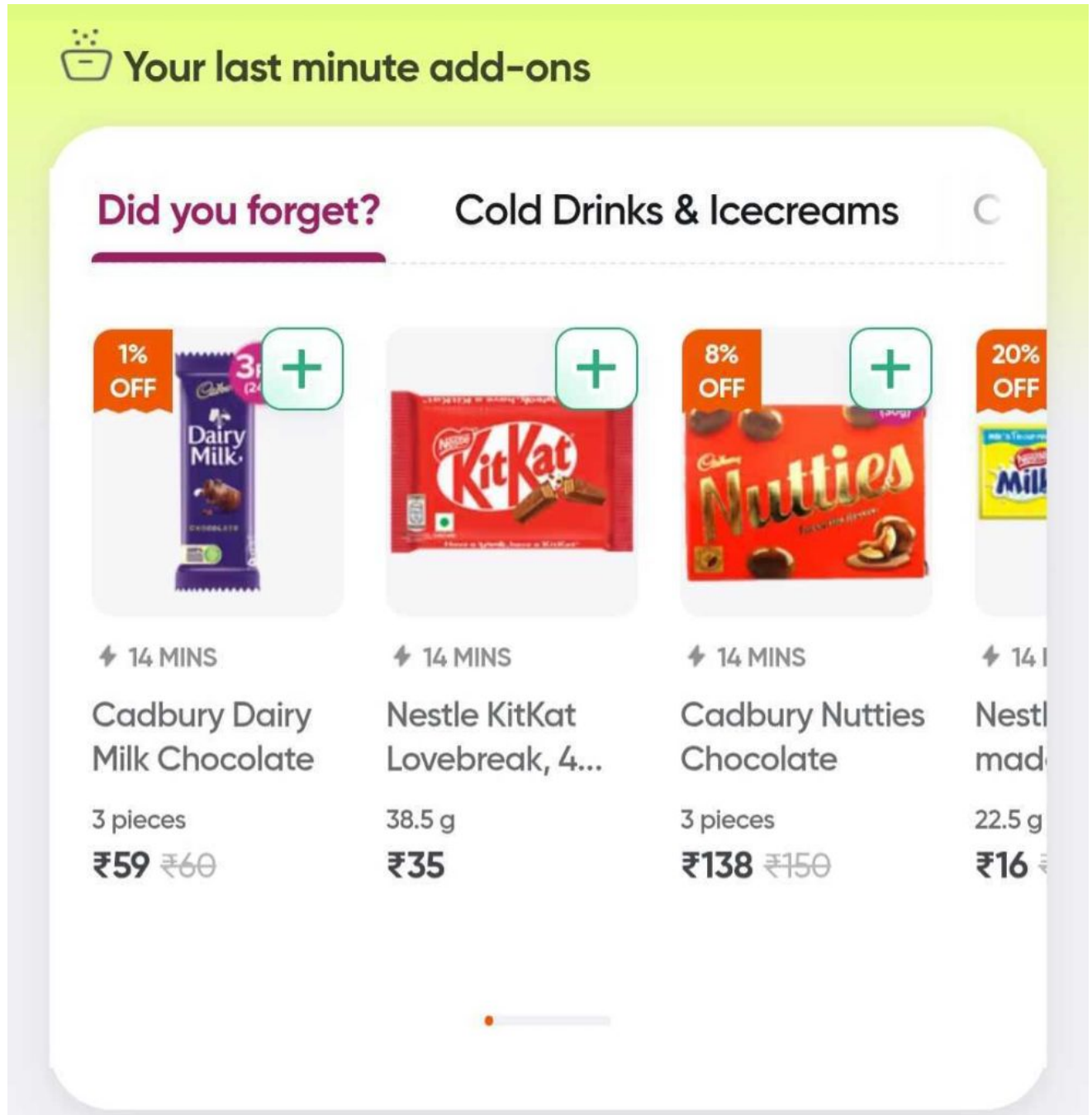
Source: Swiggy Instamart

- Appears on the order confirmation or checkout page.
- Designed to increase cart value with contextually relevant product suggestions.

4. Push Notifications

Push notifications directly engage users by delivering personalized messages about discounts, limited-time offers, and reminders for abandoned carts.

- **Placement:** Sent as personalized app notifications to targeted users.
- **Best For:** Engaging users with flash sales, discounts, or cart recovery.
- **How It Works:** Swiggy Instamart sends direct alerts, encouraging users to complete purchases.

5. **Search Inline Banner (SILB) Ad**

A high-impact, native banner ad that appears within the search results when a user looks up a specific product or category.

- **Placement:** Inline (mid-scroll) within the **search results feed**—typically below the first few organic or sponsored product listings.
- **Best For:** Driving **brand visibility** and **category dominance** right at the point of high purchase intent.
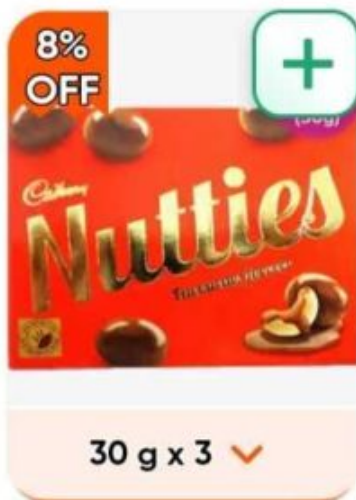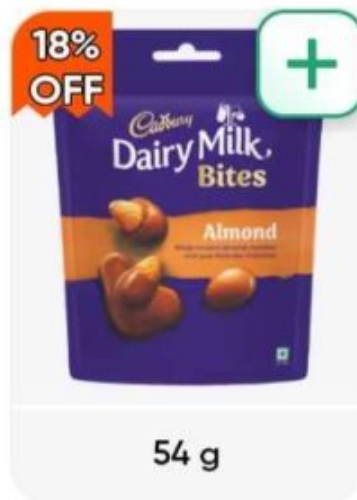
Chocolate Flavour | Milk Chocolates | Cream Biscuits

Your favourites, in share packs
SPONSORED
Cadbury
NEW
Nutties
Favourites forever
Dairy Milk Bites
Hazelnut

8% OFF
30 g x 3 ⌄
Cadbury Nutties Chocolate
₹138 ₹150

18% OFF
Dairy Milk Bites Almond
54 g
Cadbury Dairy Milk Bite...
₹85 ₹100
₹82 MAXXSAVER PRICE

18% OFF
Dairy Milk Bites Hazelnut
54 g
Cadbury Dairy Milk Bite...
₹85 ₹100
₹82 MAXXSAVER PRICE

DUO PACK
Ca
Ch
₹20

SILB – Cadbury. Source: Swiggy Instamart

- **How It Works:**
  - When a user searches for a keyword (e.g., "milk" or "chips"), the inline banner appears mid-scroll within product listings.
  - Brands can use **bold visuals** and messaging to stand out in the midst of otherwise product-dense results.

KinderJoy's SILB, Source: Swiggy Instamart

- **Key Benefits:**
  - **Contextual placement** ensures the ad shows up when users are actively searching.

- Larger, graphic-based format grabs more attention than standard listings.
- Boosts **brand recall** while also supporting conversions.

Campaign Types (Structured Advertising Strategies)

Campaigns help brands strategically promote their products based on user behavior, intent, and platform trends. These campaigns leverage multiple ad formats to achieve specific marketing goals.

1. Homepage Campaign ?

This campaign focuses on maximizing brand visibility by featuring products on the Instamart homepage—the first screen users see upon opening the app.

- **Placement:** Instamart homepage.
- **Best For:** Brand awareness, product launches, and festive promotions.
- **How It Works:** Brands secure premium homepage placement, ensuring high engagement.
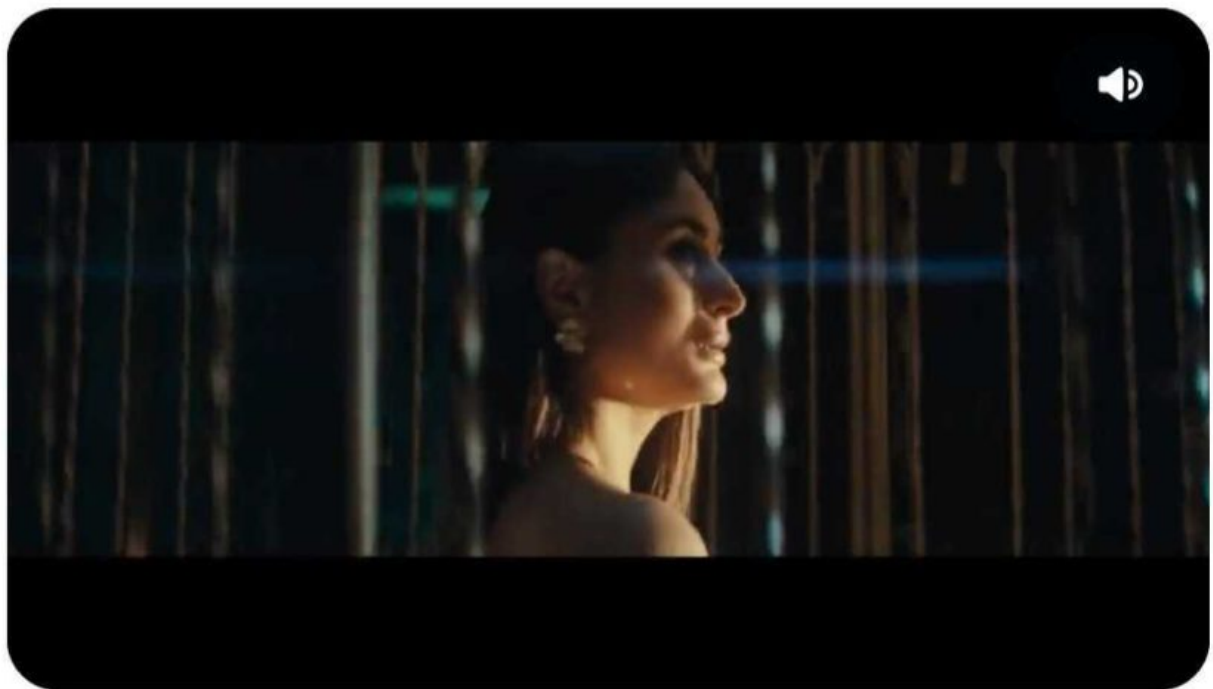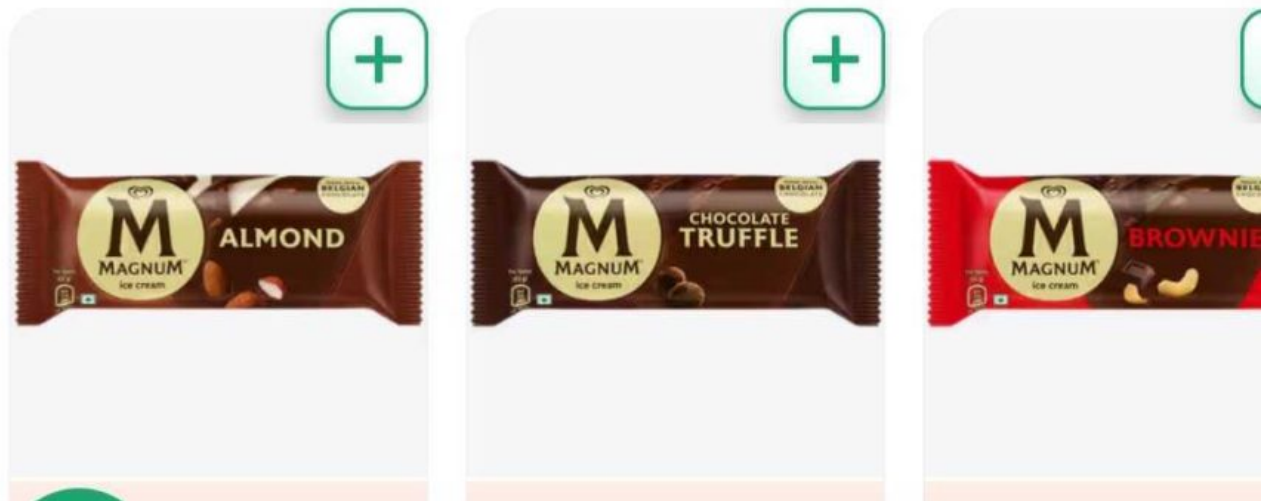
Magnum's video ad on Instamart homepage, Source: Swiggy Instamart

2. Search Campaigns

Search campaigns help brands capture high-intent shoppers actively looking for specific products. By bidding on relevant keywords, brands can place their products at the top of search results.

- **Placement:** Top of search results.
- **Best For:** Targeting high-intent shoppers searching for specific products.
- **How It Works:** Advertisers bid on keywords to ensure their products rank higher in search queries.

3. Browse Campaigns

Browse campaigns target users who are casually exploring product categories, encouraging product discovery and impulse purchases.

- **Placement:** Category pages & browsing sections.
- **Best For:** Encouraging impulse purchases.
- **How It Works:** Ads appear in relevant product categories while users browse, capturing their interest.

4. Post-Order Campaigns

This campaign type targets users who have just completed a purchase, offering them complementary products or discounts to encourage repeat buying.

- **Placement:** Checkout page, order confirmation screen, post-purchase notifications.
- **Best For:** Upselling, cross-selling, and driving repeat purchases.
- **How It Works:** Brands display product recommendations or special offers immediately after checkout.

5. Seasonal Campaigns

Seasonal campaigns align with major festivals, holidays, and shopping trends, helping brands maximize sales during peak demand periods.

- **Placement:** Special themed sections during festivals, holidays, and events.
- **Best For:** [Festive promotions](), seasonal discounts, and event-based marketing.
- **How It Works:** Brands create special deals and limited-time offers based on shopping trends.

Final Thoughts: Choosing the Right Ad Format & Campaign Type

Goal	Best Option
Max Visibility	Homepage & Display Ads
Targeting High-Intent Buyers	Search Campaigns & Sponsored Listings
Impulse Purchases	Browse Campaigns & Product Boosters
Festive & Seasonal Sales	Seasonal Campaigns
Repeat Customers	Post-Order Campaigns & Push Notifications

By leveraging the right **combination of ad formats and campaigns**, brands can maximize reach, engagement, and conversions on Swiggy Instamart.

Targeting Strategies for Maximum ROI

Effective targeting is the cornerstone of a successful Instamart ad campaign. With the right strategy, brands can ensure their ads reach the most relevant audiences, driving higher engagement and conversions.

1. Demographic Targeting

Tailored Messaging to Resonate with Different Sets of Audiences

Reaching users based on specific attributes like age, gender, income level, and lifestyle. Brands can refine targeting further by analyzing purchasing power indicators, such as average spending habits, frequency of premium product purchases, and financial behavior trends. Additionally, incorporating lifestyle trends—like health consciousness, eco-friendly preferences, or tech savvy—allows for more personalized messaging that resonates with specific audience segments. This approach helps create campaigns that are both relevant and compelling, ultimately improving engagement and conversion rates.

- Target premium products to higher-income brackets or health products to fitness enthusiasts.
- Refine targeting based on purchasing power, lifestyle trends, and customer segmentation for hyperpersonalized campaigns.
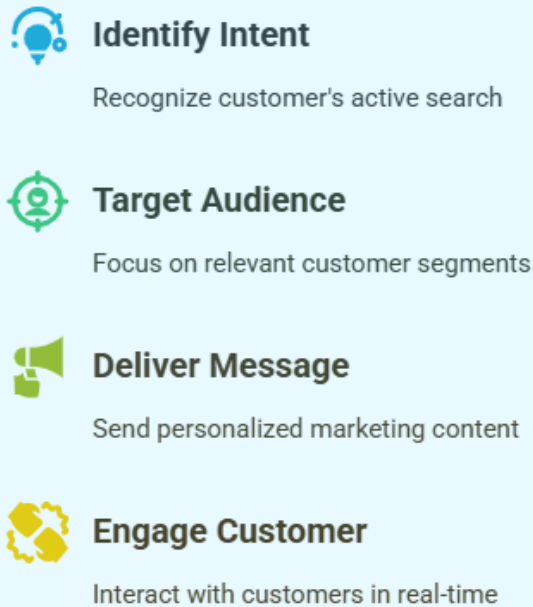
2. Behavioral Targeting

Tap into existing interests, increasing the likelihood of repeat purchases.

Ads shown based on a user's past shopping behavior, such as their purchase history, browsing patterns, and product preferences. Implementing retargeting strategies can significantly boost engagement and conversions. For instance, brands can create specific campaigns targeting cart abandoners with personalized reminders or exclusive discount offers to encourage them to complete their purchases. Additionally, re-engagement ads for dormant users—those who haven't shopped in a while—can be tailored with fresh product recommendations or loyalty incentives to revive interest and drive repeat business.

- **Example:** A pet food brand targeting users who've bought pet supplies achieved higher conversion rates.
- Implement retargeting campaigns to re-engage users who added products to their cart but didn't complete the purchase or to revive interest among dormant users.

3. Contextual Targeting

Customer Engagement Funnel

Identify Intent
Recognize customer's active search

Target Audience
Focus on relevant customer segments

Deliver Message
Send personalized marketing content

Engage Customer
Interact with customers in real-time

Leverage real-time intent and reach customers when they're actively looking for related products.

Displaying ads based on what the user is currently browsing. For example, brands can promote eco-friendly products in sustainability-related categories or feature health supplements in wellness sections to reach niche audiences effectively.

- **Pro Tip:** Bundle complementary products **(e.g., chips with dips)** for cross-selling.

4. Geo-Targeting for Hyperlocal Impact

Targeting users based on their specific location. Quick Commerce thrives on hyperlocal delivery. Geo-targeting promotes products available nearby for faster fulfillment.

- **Best For:** Local events, city festivals, and managing stock efficiently.
- **Dynamic Adjustments:** Utilize real-time data like weather conditions or local events to adjust geo-targeted campaigns, e.g., promoting hot beverages during cold spells.

Optimizing Your Targeting Strategy

- Combine demographic, behavioral, and geo-targeting for layered campaigns.
- A/B test targeting combinations.
- Regularly analyze data to refine strategies.
- Leverage lookalike audiences to expand reach without compromising relevance.

Measuring Success—Key Performance Metrics

Tracking the right metrics is crucial to evaluating the effectiveness of your Instamart ad campaigns. Here are the key performance indicators (KPIs) to focus on:

1. Click-Through Rate (CTR): A high CTR indicates your ad is relevant and engaging.

- Measures how many people clicked your ad after seeing it. On average, **Instamart ads tend to achieve a click-through rate (CTR) of 1.5–3%**, depending on factors such as the ad format, audience targeting, and creative quality. These benchmarks can help brands gauge the effectiveness of their campaigns and identify areas for improvement.
- **Use compelling visuals, strong CTAs, and A/B testing to refine creatives.**

2. Conversion Rate: Directly tied to your campaign's ROI.

- Tracks the percentage of users who complete a purchase after clicking your ad.
- **Optimization Tips:** Align ad messaging with product pages, ensure fast load times, and streamline checkout processes.
- **Advanced Metric:** Track micro-conversions (e.g., add-to-cart actions) to understand drop-off points and improve the sales funnel.

3. Return on Ad Spend (ROAS): A critical metric for evaluating campaign profitability.

- It indicates the revenue generated per dollar spent on advertising. Aim for a ROAS above 3:1 for healthy performance, though this may vary based on industry.
- **Case Example:** A personal care brand improved its ROAS from 2:1 to 4:1 by narrowing its targeting to high-intent users and optimizing ad creatives.

4. Impressions vs. Engagement: Measures user interactions like clicks, shares, and time spent on page

- **Impressions:** Total times your ad is displayed. Using engagement heatmaps might be effective to track the touchpoints that attracted the most attention.
- **Key Insight:** High impressions with low engagement may indicate a need for more relevant content.

5. Customer Acquisition Cost (CAC): The cost to acquire a new customer.

To lower the Customer Acquisition Cost (CAC), brands can refine their audience segments to target high-intent users more effectively. This includes analyzing customer data to identify segments with the highest conversion potential and excluding low-performing demographics. Additionally, enhancing ad creatives by using compelling visuals, personalized messaging, and strong call-to-action can significantly improve engagement rates, leading to more cost-effective customer acquisition. A/B testing different creatives and offers can also help determine the most impactful strategies for reducing CAC.

- It helps determine the efficiency of your marketing spend.
- **Goal:** Lower CAC = more efficient campaigns.

Tools for Performance Tracking

- **Instamart's Ad Dashboard:** Provides real-time insights into key metrics. Additionally, leveraging attribution modeling can help track multi-touch points across the customer journey, offering valuable insights into how different ads and channels contribute to conversions.
- **Third-Party Analytics:** Integrate with platforms like Digital Shelf Analytics for deeper data analysis.
- **Attribution Insights:** Utilize attribution modeling to track multi-touch points across the customer journey, helping you understand which ads contribute most to conversions.

Real-World Success Stories

Case Study: Frozen Snacks ft. Swiggy Instamart Brandverse

- **Brand:** A brand in Frozen Snacks Category

The objective was to acquire new customers and revive the dormant customers. The brand partnered with Swiggy Instamart Brandverse and targeted a highly defined user group with advertisements. The brand crafted a personalized experience journey to drive conversions.

- **Result:** 11% increase in sales, achieved 5x ROI with 9000+ new users.

Conclusion

In today's fast-paced quick commerce landscape, Instamart Ads offer brands an unparalleled opportunity to connect with consumers at the right time and place. Whether you're boosting product visibility, driving conversions, or building brand awareness, Instamart's diverse ad formats and targeting capabilities can deliver measurable results.

Ready to take your brand to the next level? Start your Instamart ad journey today to boost sales and outshine competitors in the quick commerce revolution. Contact us at info@paxcom.net for more information.