

# IRIS PERIDOT

## App Marketing Case Study



## ABOUT THE APP

IRIS Peridot is designed to simplify GST compliance and now goes beyond tax management by empowering MSMEs with innovative features:

MSME TV: Live expert sessions, scheme updates, and funding insights.

AI Scheme Matchmaker: Instantly helps businesses discover relevant government programs.

Backed by IRIS, a GST Suvidha Provider and Invoice Registration Portal, IRIS Peridot has evolved into a one-stop solution for compliance and growth.

## CHALLENGES

Despite a strong foundation in GST compliance, IRIS Peridot faced three main challenges:

- Low awareness among MSMEs — Most users associated the app solely with GST filing

- Expansion beyond GST — Positioning the app as valuable for a broader MSME audience.
- Driving adoption of new features — Encouraging engagement with MSME TV and AI Scheme Matchmaker.



## DCI'S MARKETING SOLUTION

To overcome these challenges, Dot Com Infoway (DCI) implemented a multi-channel marketing strategy that combined targeted acquisition with brand repositioning:

### App Store Optimization (ASO)

- MSME-focused keyword research to rank for industry-relevant terms.
- Optimized Play Store and App Store listings to reflect the app's expanded offerings.

### Paid Campaigns

- Meta Ads targeting MSME owners and entrepreneurs.
- Google UAC Campaigns with creatives highlighting MSME TV and AI Scheme Matchmaker.

### Content & Video Marketing

- Short videos explaining MSME TV's benefits and funding opportunities.
- Educational content on government schemes and compliance updates to position IRIS Peridot as a growth partner.

### Event-Based Promotion

- Special campaigns aligned with GST deadlines to leverage peak user activity.
- Webinars and expert sessions promoted via push notifications and social channels.

### Engagement & Retargeting

- Retargeting inactive users with new-feature announcements.
- Incentives for first-time MSME TV viewers and scheme searchers.



## Results Achieved (6 Months)

- 10,000+ installs from targeted ads and organic reach.
- 35% increase in active MSME users, showing strong adoption beyond GST compliance.
- 40% boost in engagement for MSME TV and Scheme Matchmaker features.
- Lower CPI achieved through optimized creatives, audience targeting, and high-performing keywords.

**Impact:**

DCI's strategy successfully repositioned IRIS Peridot from a GST compliance app to an essential MSME growth tool. By combining ASO, targeted advertising, and value-driven content, the campaign not only expanded its user base but also deepened engagement with the app's newest features.