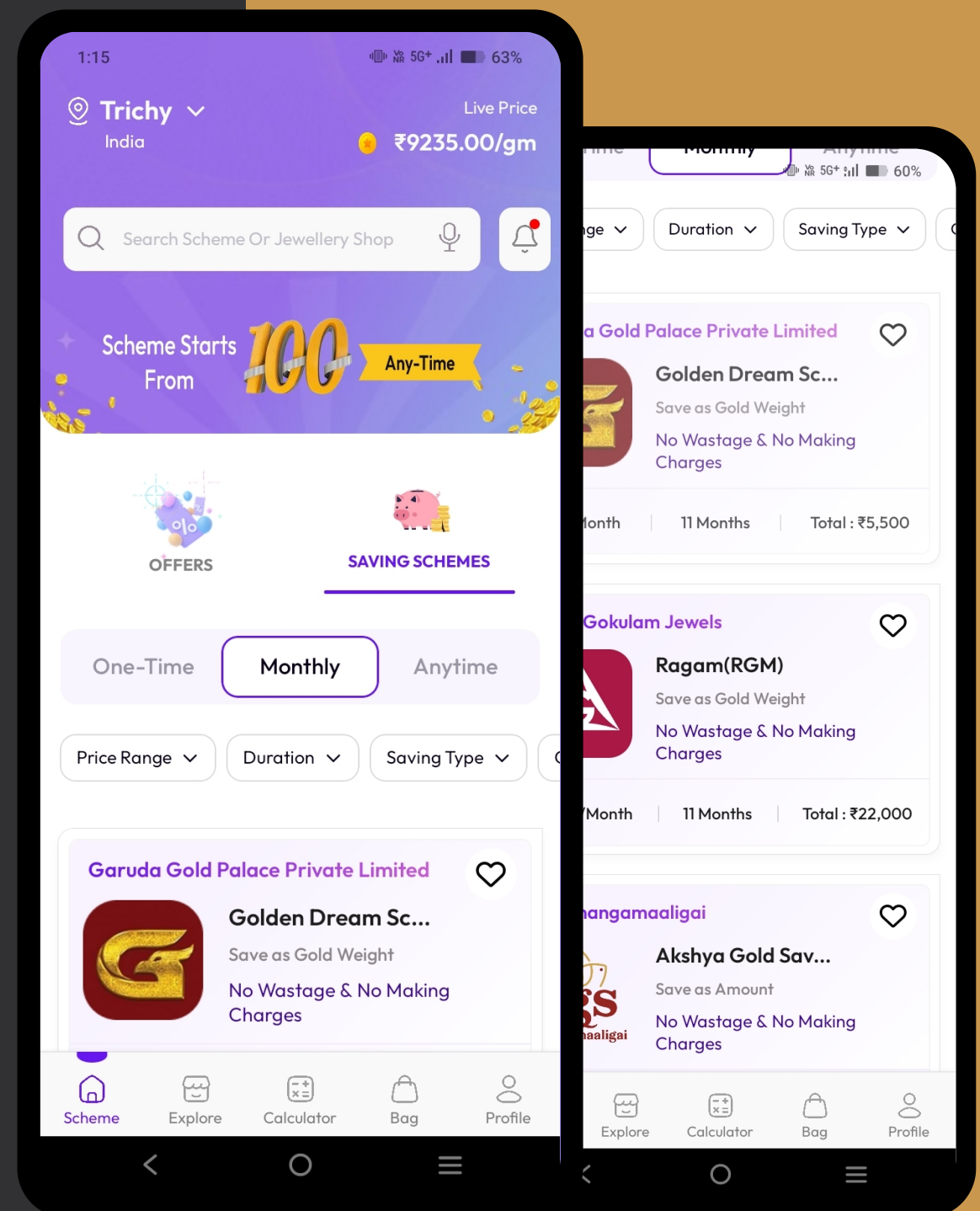


CASE STUDY



Peppy Gold—

Digital Gold Savings & Jewellery Schemes App - Case Study



ABOUT THE APP

- Digital gold savings and jewellery schemes platform designed to make gold saving simple and accessible
- Allows users to start saving from as little as ₹100
- Brings multiple jewellers and their savings schemes together in one app
- Enables customers to:
 - Explore jewellery savings schemes
 - Compare offers from trusted jewellers
 - Track real-time gold rates
 - Save digitally in gold
 - Access sign-up and referral rewards
 - Participate in lucky draws
 - Access loans of up to 80% of eligible deposited amounts through participating jewellers

- Helps customers explore and choose suitable gold savings plans without visiting multiple jewellery stores
- Focuses on transparency, convenience, and local accessibility



KEY MARKETING CHALLENGES

- Build awareness in targeted local markets
- Drive app installs and adoption
- Acquire relevant and high-intent customers
- Overcome limited geographic reach
- Build trust around digital gold savings
- Convert app users and leads into regular gold savings customers
- Reach relevant audiences specifically in Madurai and Trichy



OUR MARKETING SOLUTION

DCI implemented a hyperlocal marketing strategy focused on building brand awareness, generating leads, and driving customer acquisition in Madurai and Trichy.

Digital Marketing

- Ran localized social media marketing campaigns
- Used WhatsApp Messenger campaigns to directly connect with potential customers
- Implemented contest-based promotions to increase engagement and brand visibility
- Targeted audiences based on location and customer relevance

WhatsApp Lead Generation

- Used WhatsApp campaigns to generate quality customer enquiries
- Engaged users interested in gold savings schemes
- Nurtured leads through direct communication and follow-ups
- Guided high-intent users toward becoming regular gold savings customers

Offline Marketing - Creative Support

- FM radio promotions
- Newspaper advertisements
- Promotional stickers
- Auto flex advertisements
- Bus flex campaigns
- Promotional flyers and brochures
- TV display creatives

Integrated Approach

- Combined digital advertising, WhatsApp engagement, contests, and offline promotions
- Created strong local visibility across the target markets
- Connected awareness campaigns with lead generation and customer conversion
- Continuously focused on acquiring quality users rather than just increasing reach



RESULTS

5,000+ App Installs

Generated across the focused markets of Madurai and Trichy.

600+ Quality Leads

Generated through WhatsApp Messenger campaigns across both target cities.

200+ Regular Customers

Successfully converted 200+ users into regular gold savings customers through lead nurturing and follow-up.

2 Key Markets

Established stronger brand visibility and customer acquisition across Madurai and Trichy.



KEY IMPACT

- Generated 5,000+ app installs through hyperlocal marketing
- Generated 600+ quality leads through WhatsApp campaigns
- Converted 200+ users into regular gold savings customers
- Strengthened Peppy Gold's presence in Madurai and Trichy
- Built greater local awareness and trust around gold savings
- Combined digital and offline marketing to maximize local reach
- Used direct WhatsApp communication to engage and nurture high-intent customers
- Built a stronger local customer acquisition engine for Peppy Gold