



2024

GROWTH DARJI

2024

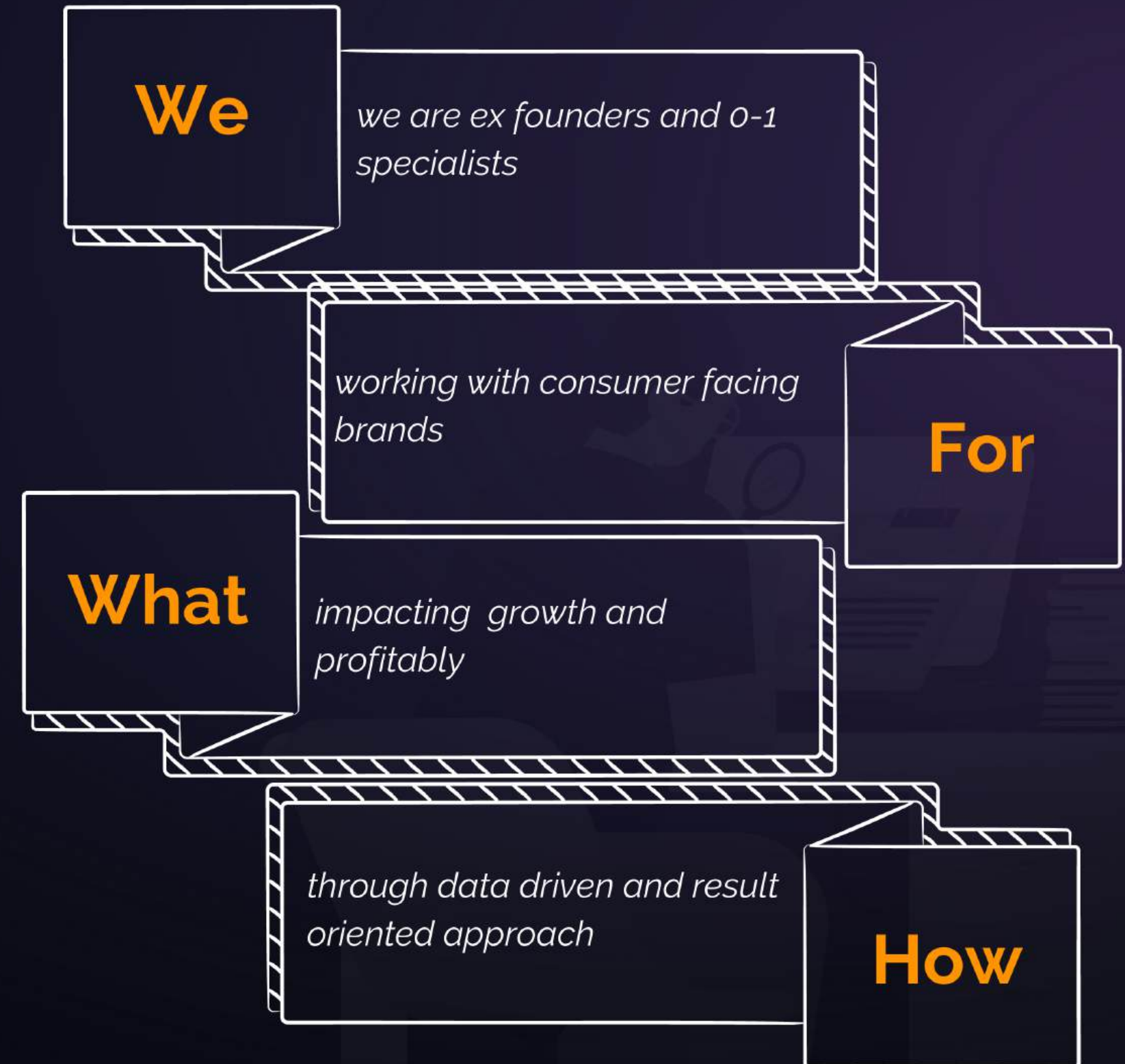
BUILDING BRANDS. GROWTH. RETENTION



WHO WE ARE



We are Founders on a mission to turbocharge growth and profitability of brands





WHAT DO WE SOLVE..



we focus on addressing the fundamental challenges faced by growing brands and assist in resolving them at their core.



Strategy

solving the "why" and "what" of a business together!



Brand Story

building compelling brand stories that drive engagement and affinity



Growth

identifying the right levers to acquire and activate user cohorts



Retention

maximising lifetime value across user cohorts for a brand

GETTING DEEPER IN WHAT WE DO



BRAND BUILDING



- Creating Pull: Emotional connections, brand visibility.
- Reducing CAC: Lead quality, conversion rates.
- Creating Differentiation: Unique brand identity, value proposition.
- Enabling Premium Pricing: Perceived value, higher prices

ACQUISITION



- Increase your traffic and generate leads
- Discover new customer acquisition channels
- Optimize your marketing campaigns
- Get traction for new product launches
- Enhance your SEO and Content Marketing

ACTIVATION



- Optimize your onboarding process
- Automate your onboarding communication
- Identify "Aha moments" & user's journey
- Remove activation bottlenecks
- Make your customers actual ambassadors

RETENTION



- Capture Accurate retention analysis
- Intendify & implement tactics about stickiness
- Collect feedback and implement loops
- Optimize levers for keeping top-of-mind
- Build advanced techniques for pulling users back

REVENUE



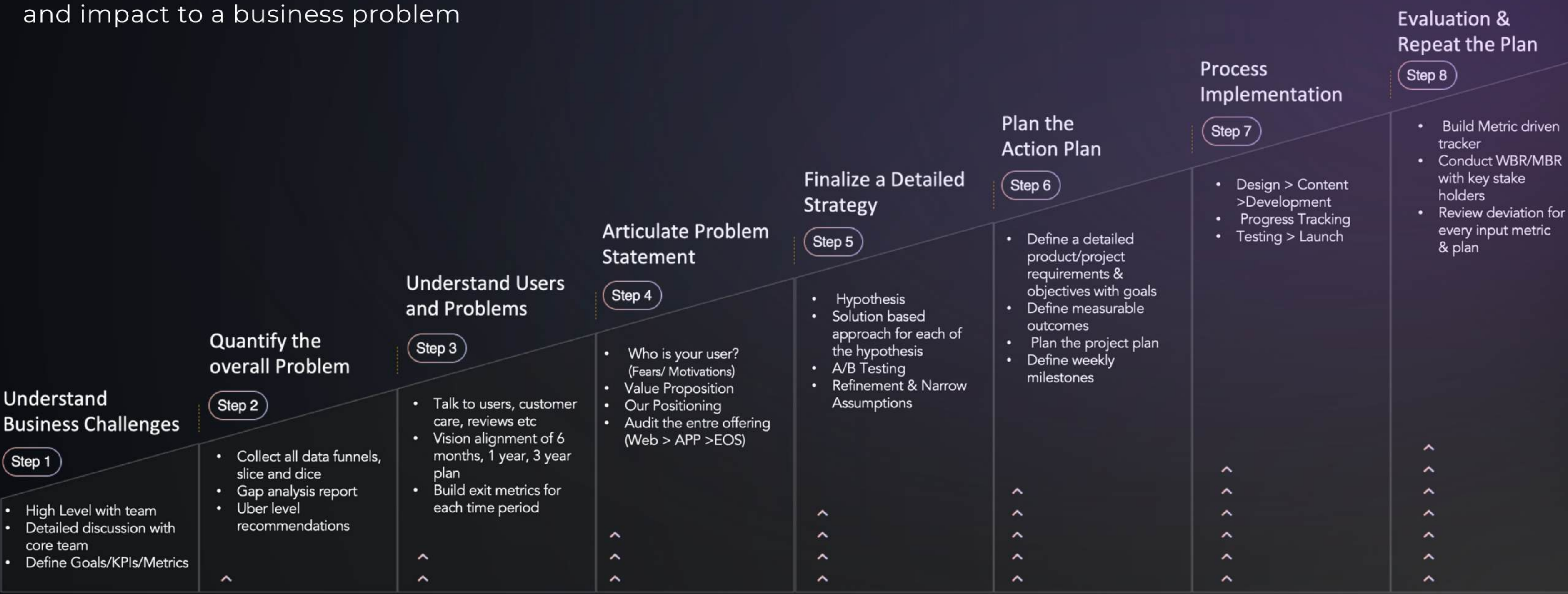
- Increase your trial to payable customer base
- Capture & Measure the correct Metrics i.e. MRR
- Engage your customers and decrease churn
- Maximize your free trial and freemium conversions
- Find and implement levers for upgrades



OUR SPRINT APPROACH



our 8 step approach to bringing structure and impact to a business problem



EXPECTED OUTPUTS >>>

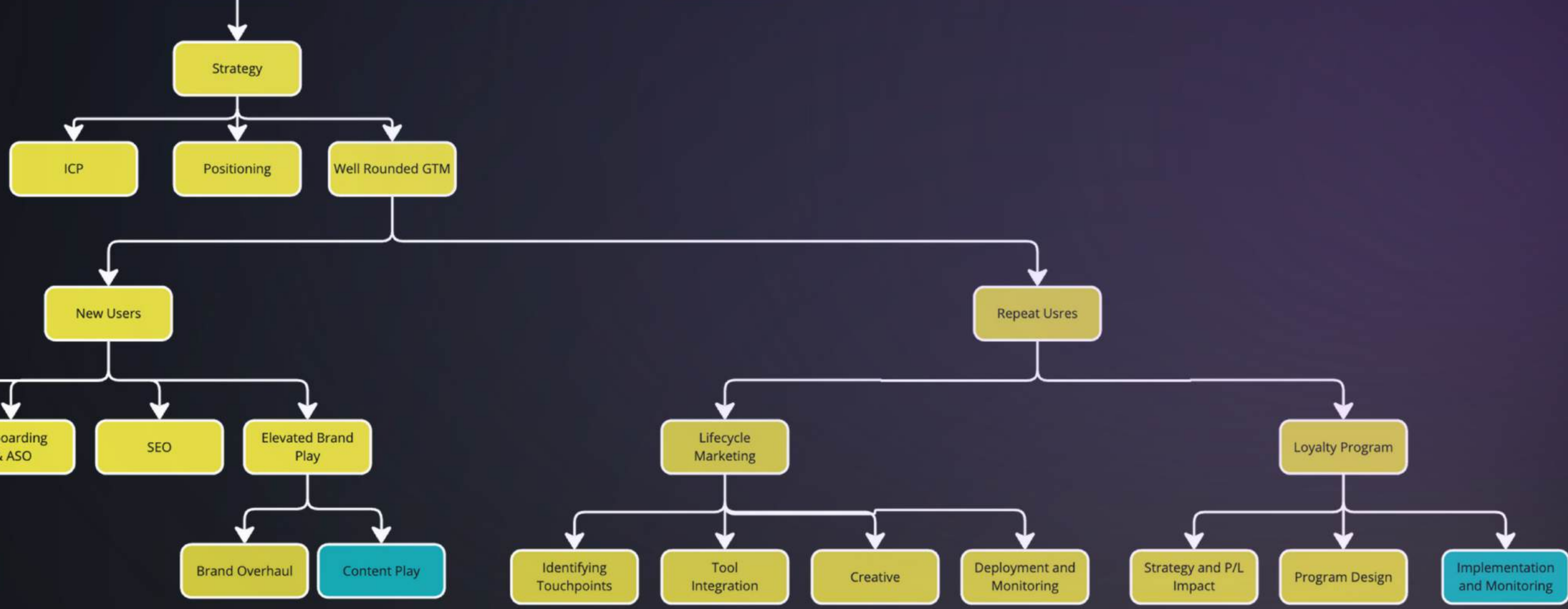


THINGS WE DO



From thought to impact - we cover end to end

$$\text{Customers} \times \text{Spends} = \text{Revenue}$$





OUR TEAM



over a decade of experience in building brand stories, growth and monetisation funnels, user retention and business strategies across top firms




S Shrikanth

strategy and scale




Deepa Pillai

brand and content




Kalpesh Jaju

growth and performance



a team that has delivered for some of the best brands in the country



OUR CORE TENETS



values that drive us and guide us to do a better job, every single day

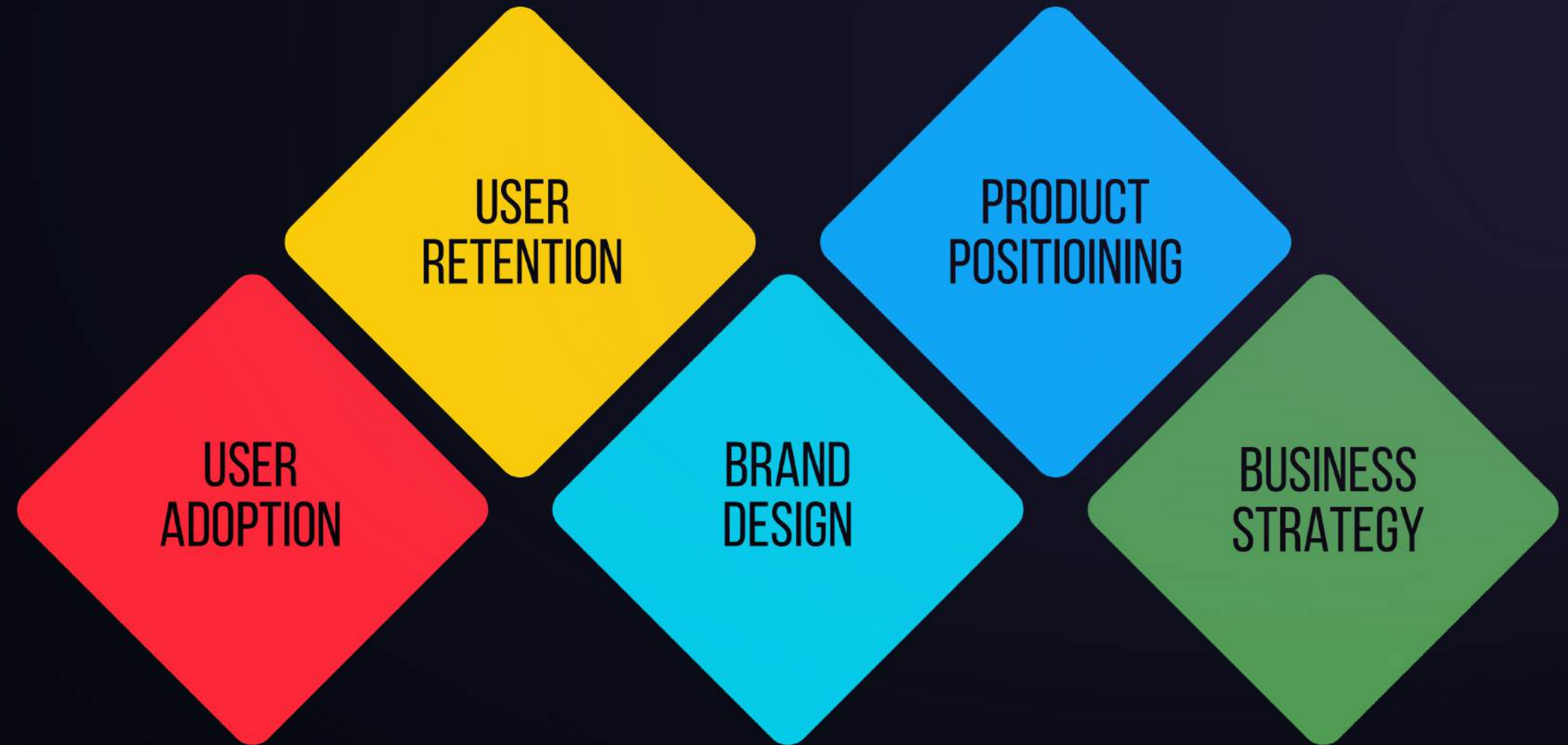


and have lots of fun doing what we do....

CASE STUDIES



data doesnt lie...



Case Study 1: USER ADOPTION



A prepaid card player was getting a single digit cost of instal, however cost of activating the card was over Rs 3k, leakage through the journey leading to lower adoption of product

! The Problem They Had

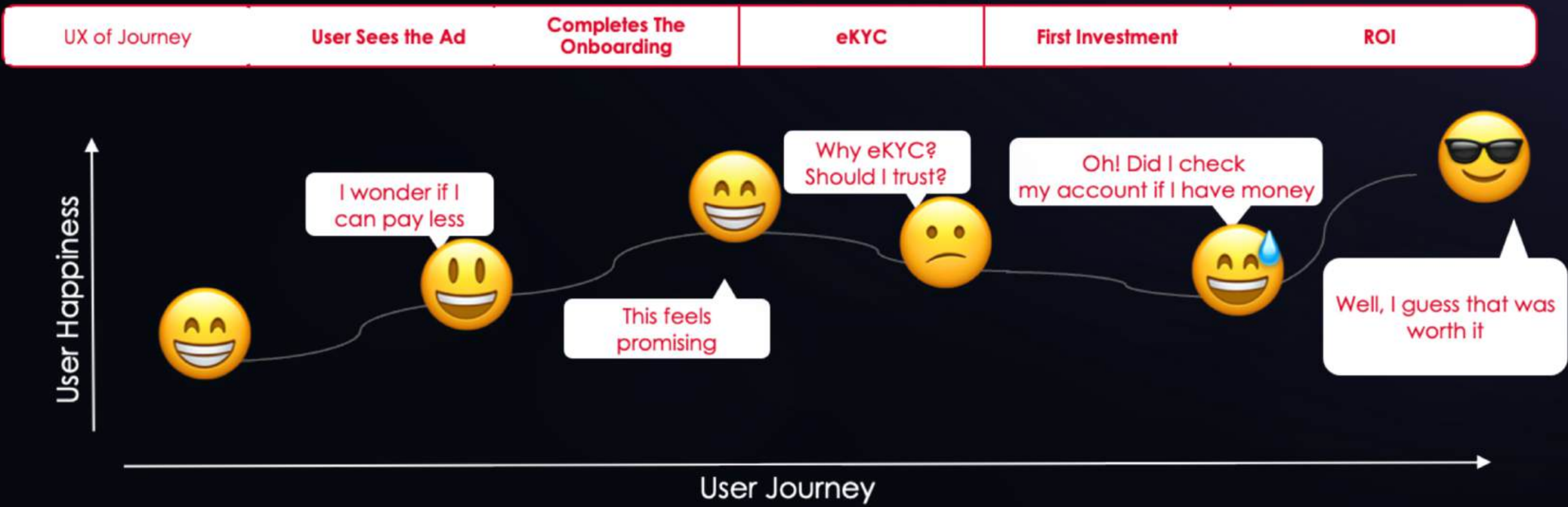
With influencer and performance marketing, brand was getting a Rs 20 cost per instal, however, the overall card registrations were single digit contributions

🎯 Our Approach to the Problem

We audited current creatives, communication hooks and ICP. Did user callings to identify perception of communication vs need in financial instruments

💡 What Did We Do

We changed the ICP and hook for users. We made tweaks to the overall value proposition suiting the ICP and optimised for biggest bottlenecks in the user Funnel



Opportunity:

- Onboarding should set the right user expectation and product flow goal is to activate 1st transaction
- Educate user about product security, eKYC and explicit mention of this being pre-paid card
- Customer support via text messaging or chat

Key Metrics

- Customer Support Team : reduce funnel drop-off
- Product Team : Accessibility and availability of FAQs and flow optimisation for 1st payment
- Marketing Team : Aggressively pitch USP with clear communication on pre-paid offering



Case Study 1: USER ADOPTION



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The Revised Flow



The original target was housewives and youth in Tier 2 cities. This was shifted to earning men in Tier 2 cities to facilitate faster decision-making.



Previously, there was no urgency in user onboarding. We introduced an incentive at the most critical stage—loading the wallet—which requires trust and a strong push to drive action.



The initial focus was on offering cashback through local merchants with a limited network. This was shifted to national anchor merchants like Swiggy and Flipkart to accelerate transactions and boost momentum.

The Impact



60k+
<5k

Total Downloads



15k+
<500

Total Registrations



INR 15L
vs INR 35k

Total Daily Wallet Loads



48%
vs <12%

Load : Spend Ratio



Rs 360
vs INR 2.3k

Effective CAC



5.6%
vs 1.3%

Click Through Rates



Case Study 2: USER RETENTION



A 3 year old apparel brand had <5% M3 retention. The goal was to take this to double digit M2 repeat within 60 days.



The Problem They Had

Against a healthy performance marketing led user acquisition, the brand had less than 5% of users repeat post 90 days. This was reducing overall LTV and therefore profitability of the brand



Our Approach to the Problem

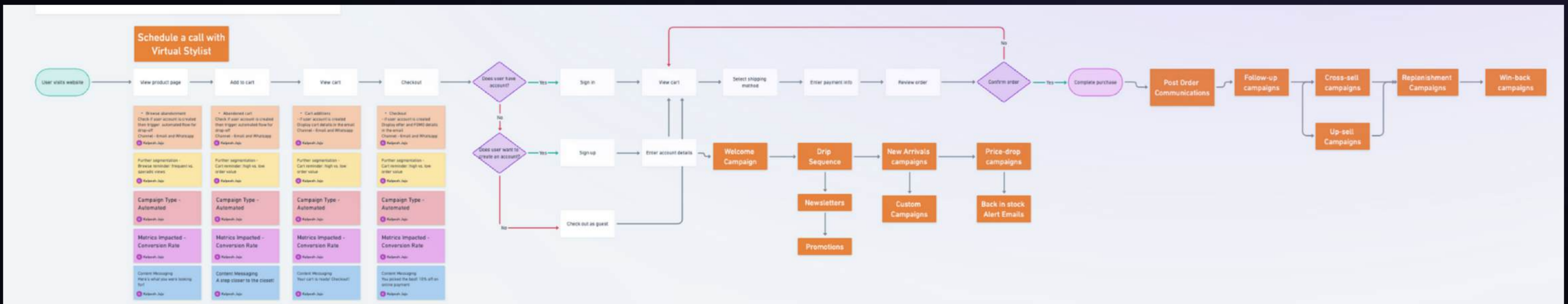
We audited their lifecycle marketing set up, spoke to their users, identified reasons for low repeats, picked the right tool for lifecycle marketing



What Did We Do

Set up the entire lifecycle marketing funnel across stages, built automated messages for users and monitored effectiveness

End to End Journey Mapping





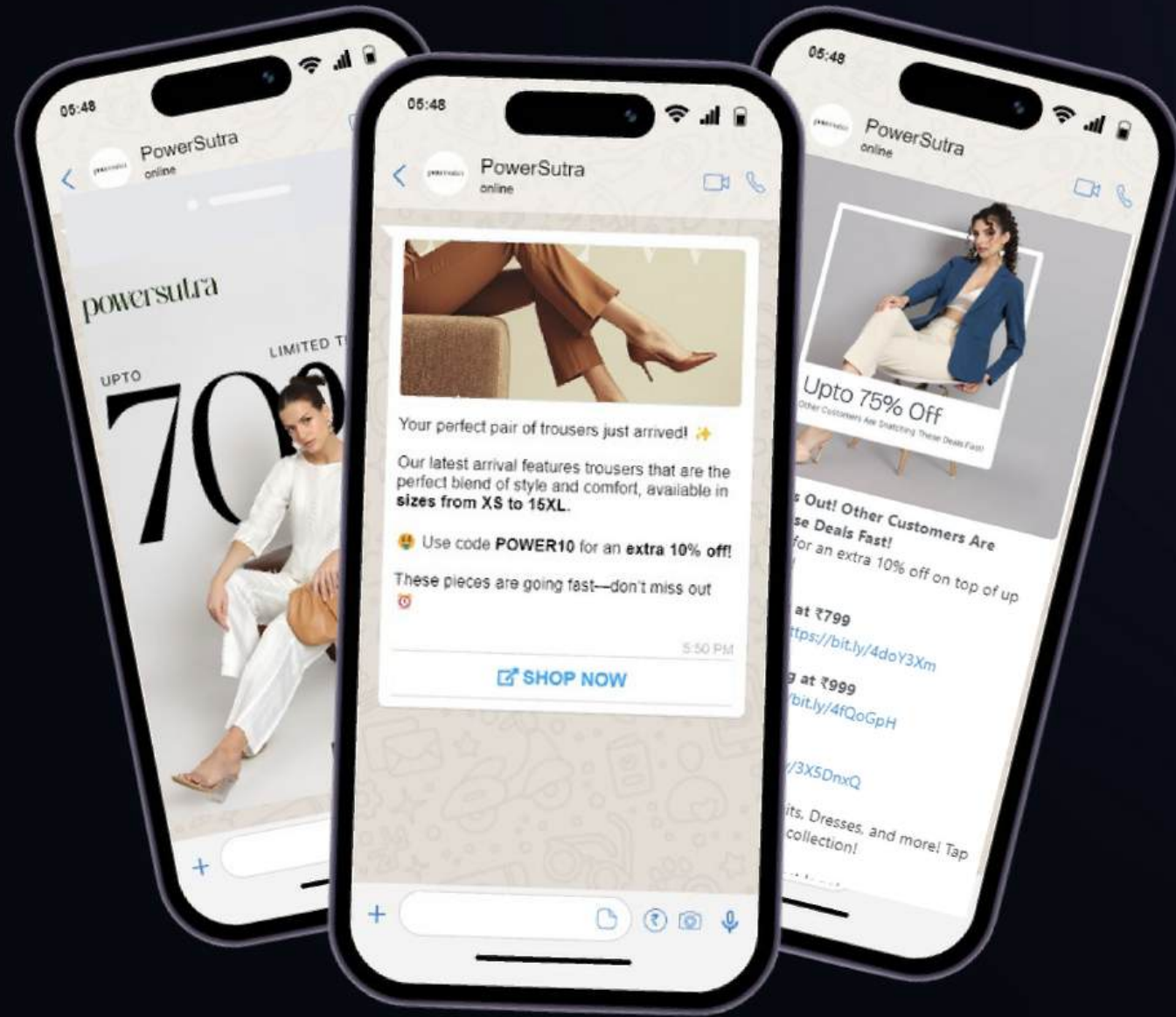
Case Study 2: USER RETENTION



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The Campaign



The Impact



15k

Base Covered



32%

Campaign Open Rate



7-12%

Click Through Rate



8X

ROAS of Campaign



Rs 3.5k

Average Bill Value



Rs 1.3L

Total Sales

Cohort wise targeted automated campaigns set up across the lifestages

Case Study 3:

BRAND DESIGN



A 3-year-old brand aimed to attract a higher-tier audience, but its look and feel didn't resonate with the target segment. The challenge was to create a more refined and impactful design language to align with its aspirational goals.



The Problem They Had

The brand's design was practical, yet it lacked the finesse needed to captivate those seeking a more sophisticated aesthetic.



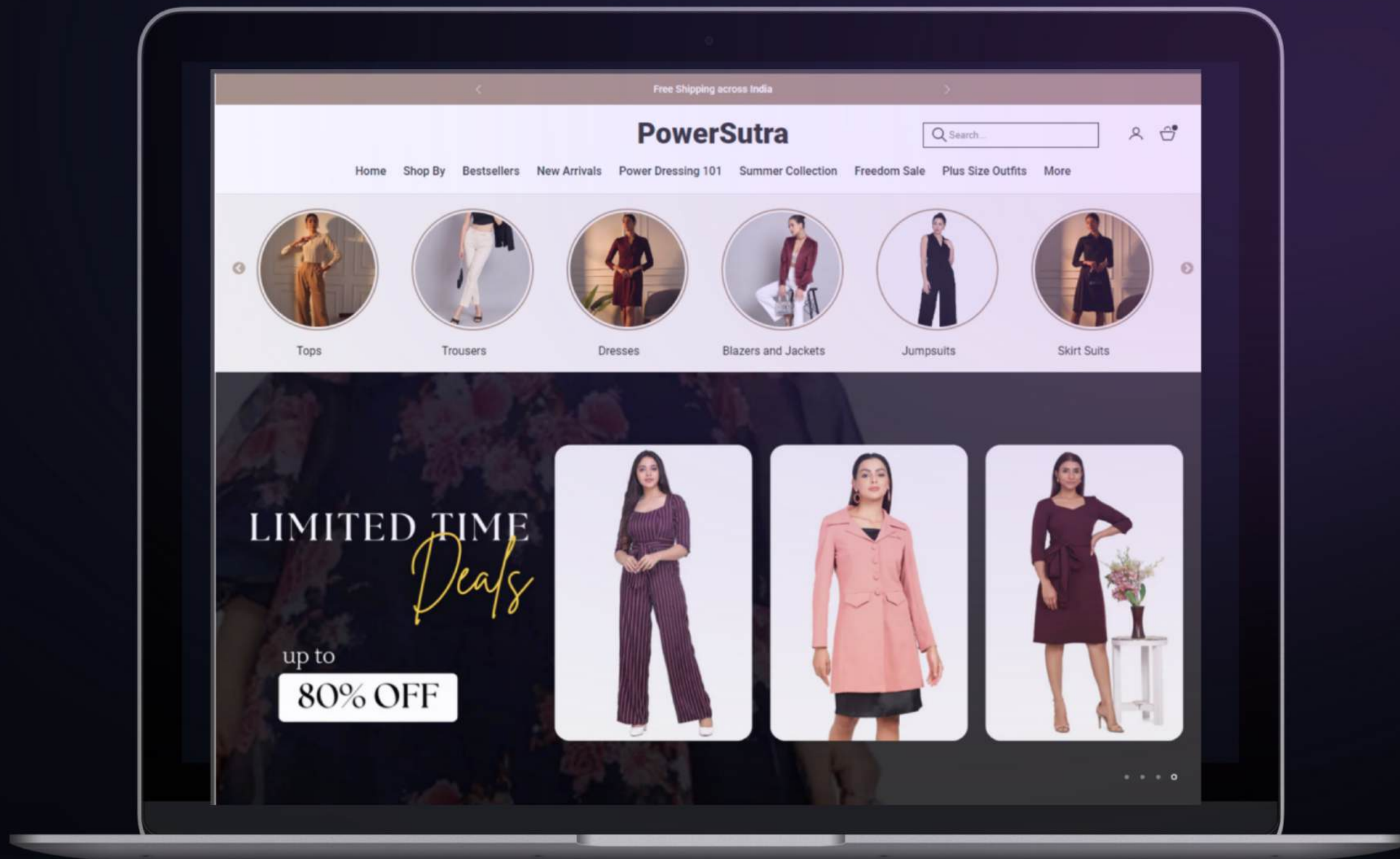
Our Approach to the Problem

Researched brands that align with the ideal customer profile (ICP), identified a distinctive brand hook, and created a user journey map tailored to the user.



What Did We Do

We revisited the brand's overall appearance, revamped the logo, communication language, and gave the entire look and feel a fresh update!



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The Impact



6mins 32secs
(<2 mins earlier)

Average Time Spent on Website



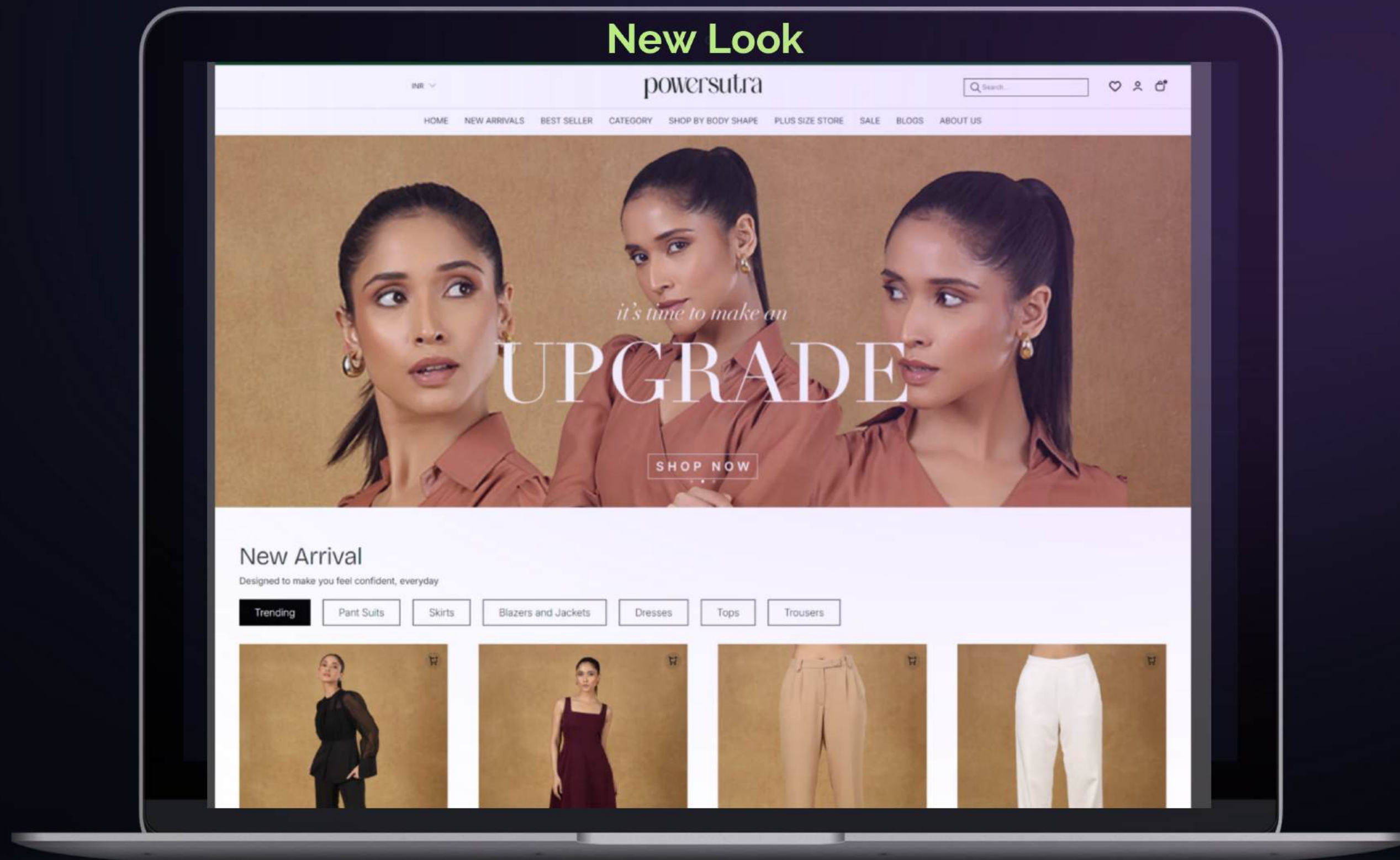
3.4 pages
(<1.5 pages earlier)

Average Pages per User



35% higher
on all posts

Engagement on Social Media





Case Study 4:

PRODUCT POSITIONING



A fintech struggling with PMF post 3 pivots and building value in the space of investment and wealth tech using AI and Account Aggregator to provide financial wellness services to users



The Problem They Had

Had multiple hero products, unable to gain >1% registration to core financial products, broken user journeys and communication not in sync with the overall value proposition



Our Approach to the Problem

Complete audit of user journey, user calling, benchmarking against top competition, and redefining ICP along with hook to align performance

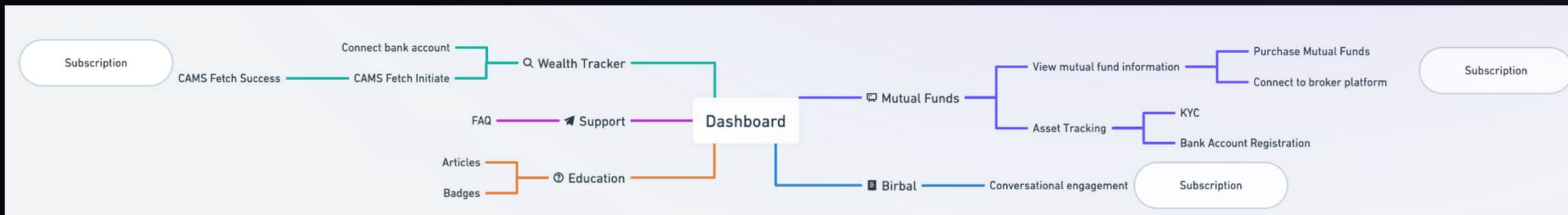


What Did We Do

Reduced noise with a single threaded value proposition, tweaked comms strategy for a clear value benefit and changed the onboarding journey to make it customer backward



Simplified User Journey To Clear The Clutter



Case Study 4:



PRODUCT POSITIONING

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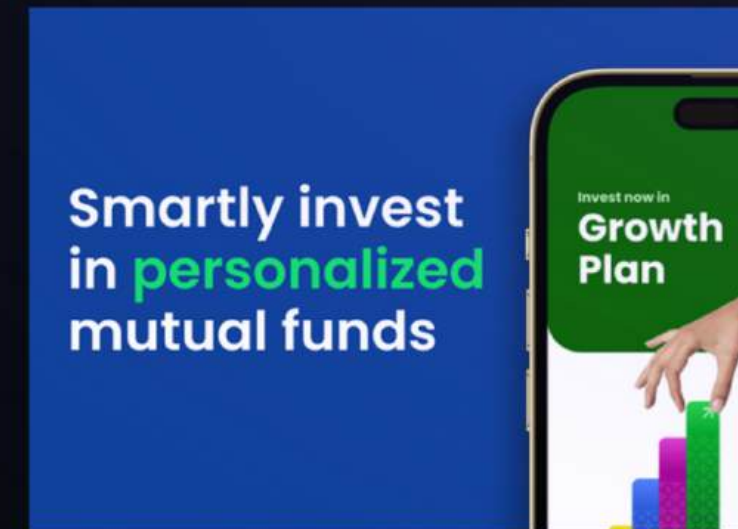
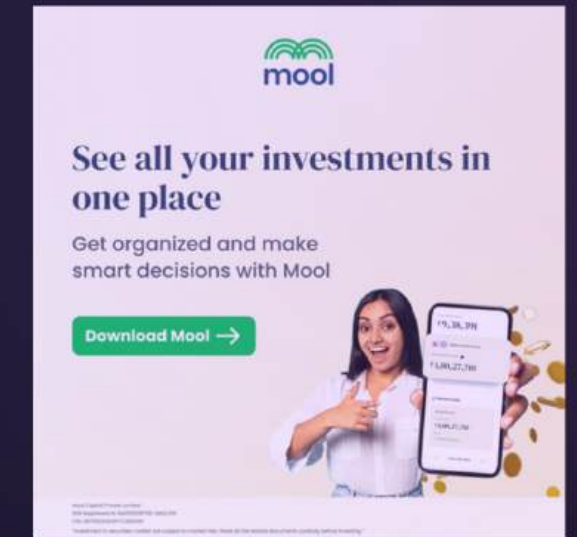
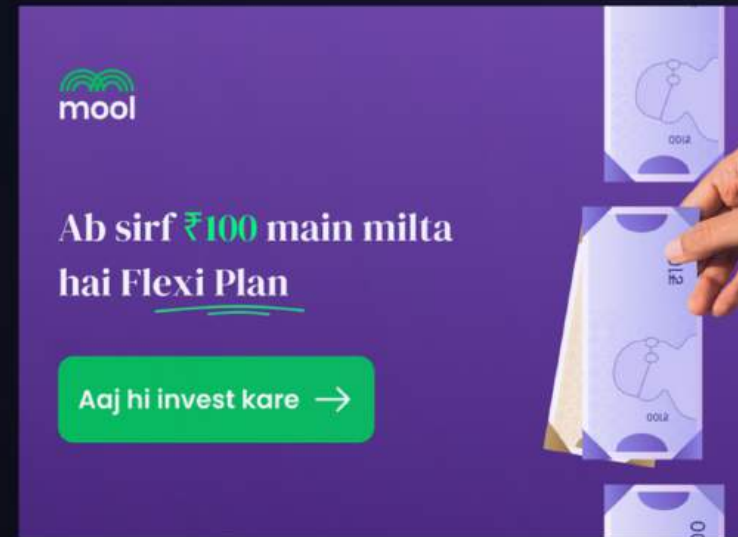


Redesigning the Flow

We redesigned the entire user flow with Mutual Funds being the hero product. Account Aggregator and AI being the tools to engage the user through the journey and drive higher engagement. We built a frequency hook with investment options being shown to user to ensure a daily usage of the product



Creatives that drive the point!



Impact

A healthy reduction in CAC, Stickiness to product, 2X growth in registration in Mutual Funds and driving closer to PMF

Case Study 5:

BUSINESS STRATEGY



A one of a kind coffee brand that sells frozen espresso shots that can be microwaved, heated and made into tasty espresso in less than 20 mins at 1/5th the cost of a cafe Espresso!!



The Problem They Had

Brand had a differentiated product but lacked sharpness in positioning and thus competing across the spectrum and diluting value proposition for core user.- unable to make the desired brand impact

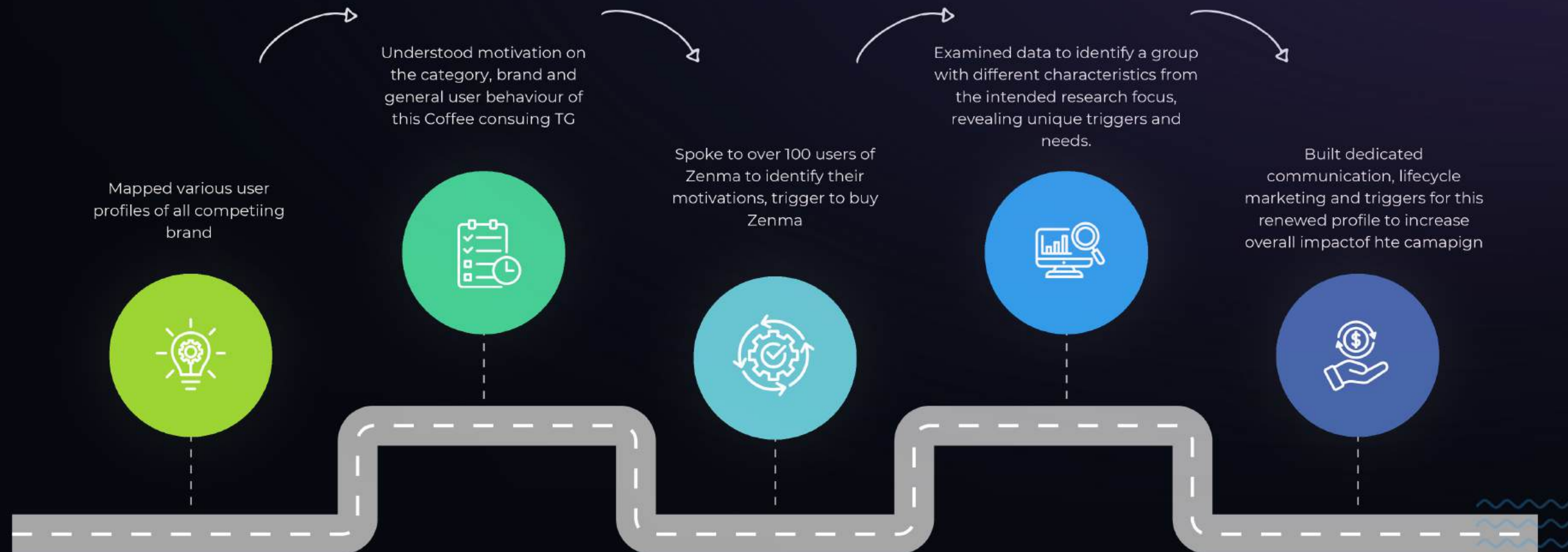
Our Approach to the Problem

Conducted a complete ICP discovery exercise, redefined the messaging, opening up relevant channels and comms overhauling to suit the TG with the right hook



What Did We Do

We sharpened their ICP through our frameworks, recreated complete creative interpretation, doubled down on BlinkIt as a channel and sharpened the entire lifecycle marketing funnel for the brand



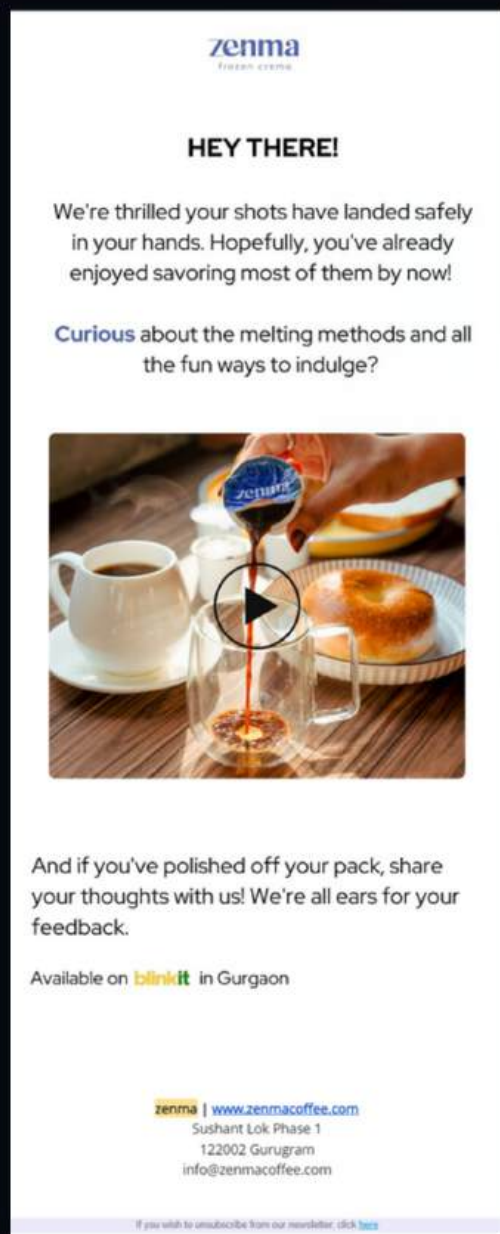
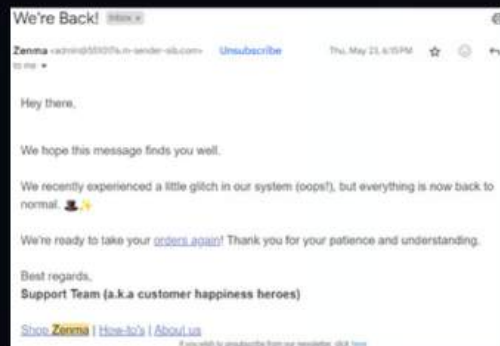


Case Study 5:

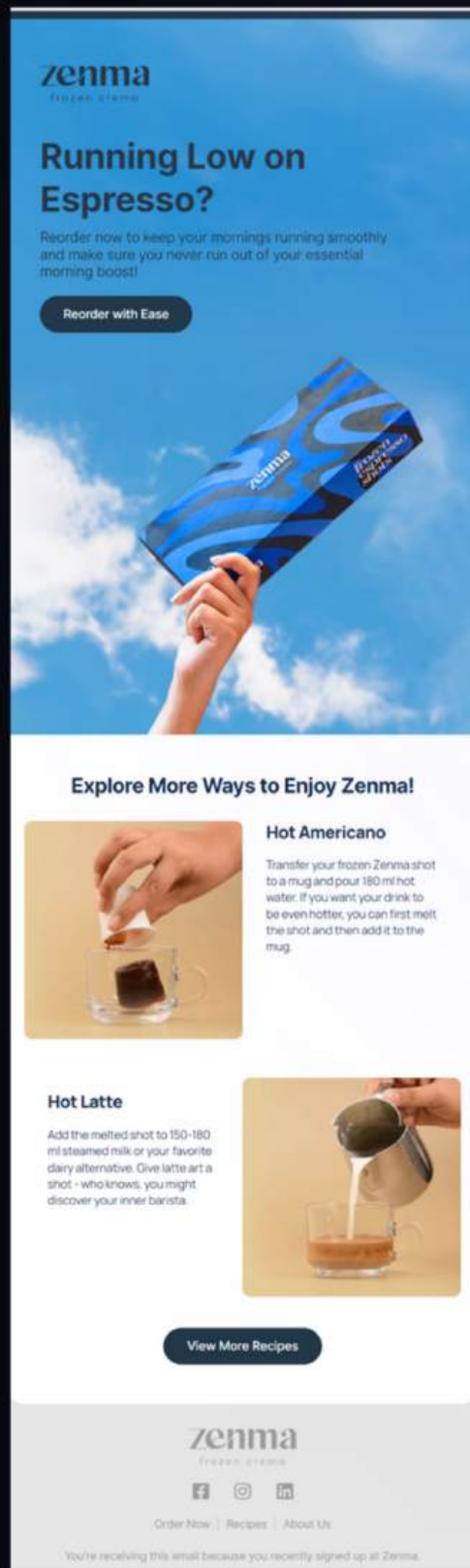
BUSINESS STRATEGY



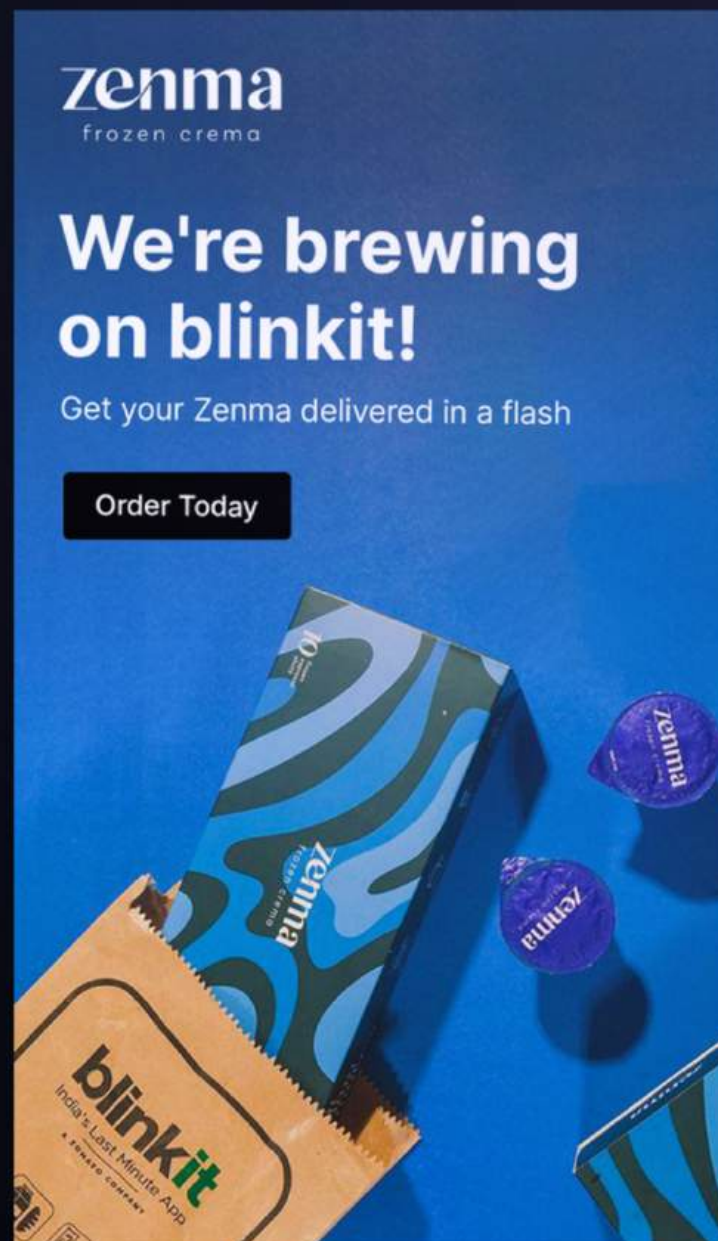
A one of a kind coffee brand that sells frozen espresso shots that can be microwaved, heated and made into tasty espresso in less than 20 mins at 1/5th the cost of a cafe Espresso!!



Earlier Creative



Revised Creative



Opening New Channels



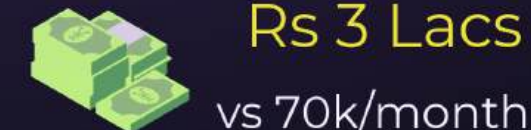
Impact



ROAS of Cohort



Average Bill Value



Average Bill Value



STILL, WHY WORK WITH US..



everyone comes with well made presentations and claims, why should you still trust us...

EX-FOUNDERS
OURSELVES

1

apart from everything else, we have been founders ourselves. we understand the anxiety, stress, frugality and pressure to deliver

OUTCOME
ORIENTATION

2

everything we do is goal backwards. numbers are there to show if we don't deliver. we don't hide behind excuses

TRACK
RECORD

3

we have delivered for some of the largest and successful brands in the country. we know what it takes to deliver to the absolute best

DATA DOESNT
LIE

4

all things aside, our case studies speak for the impact. numbers cant mislead everytime!!



HOW DO WE PARTNER



PROJECT
BASED



ANNUAL
CONTRACTS



FRACTIONAL
CMO



basis brand needs, we can adopt to various modes of engagement with our partners

our motto is to solve a problem, make a self reliant structure and move onto the next challenge...



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THANK YOU



GROWTH DARJI