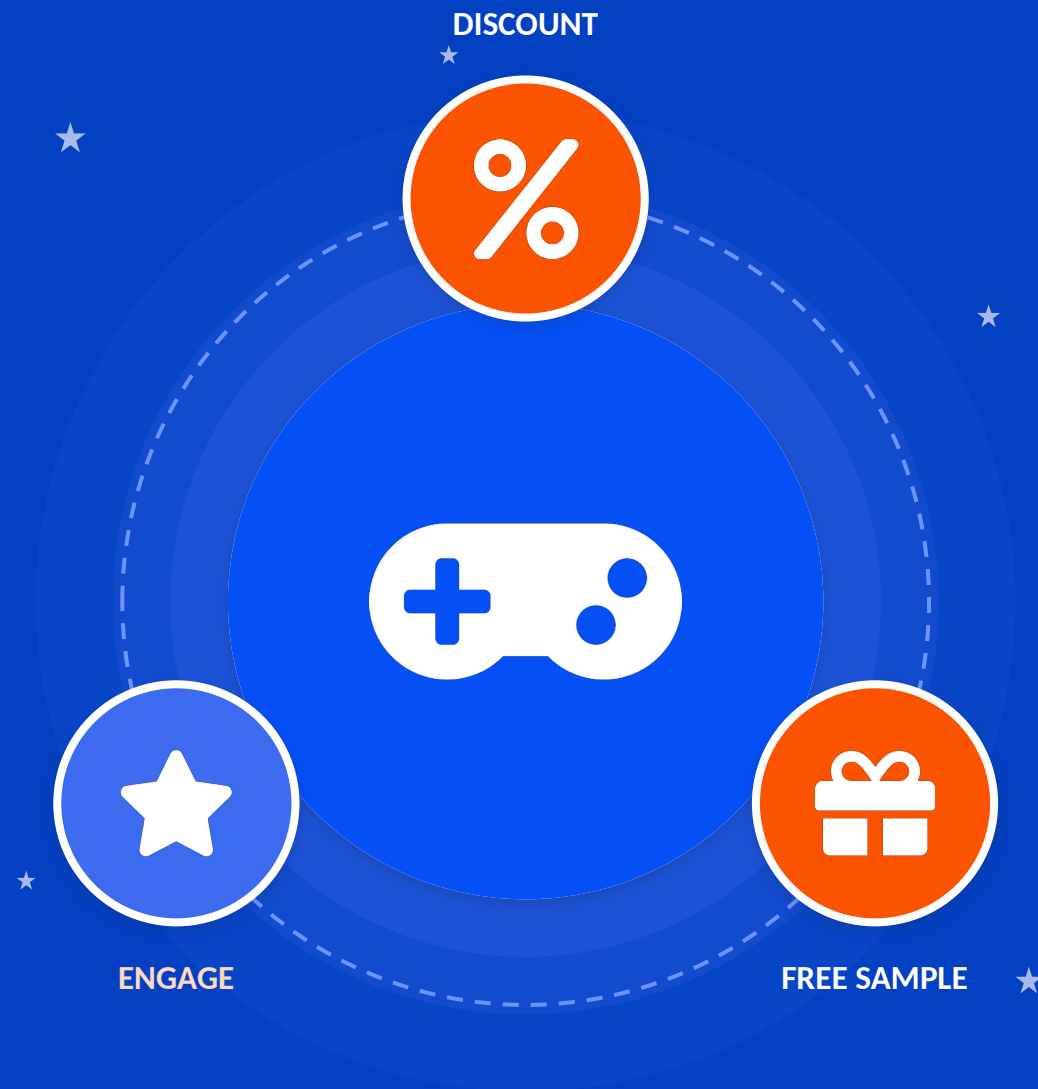




Gamification + Sampling

The next layer of Instamart Ads

Turn idle scroll-time into hands-on play — educate shoppers on the product, hand them a sample, and start the habit before the first purchase.



Play. Engage. Sample. Repeat.



ON-APP PLACEMENT

Own the First Tap: Gamified Entry Point

A Lottie-animated icon sits right inside the app's top nav bar — the very first thing a shopper sees on open. It turns idle scroll-time into an interactive brand moment before the shopping journey even begins, delivering mass awareness with zero disruption to browsing.



HIGH-ATTENTION PLACEMENT



SAMPLING BUILT IN



₹30L

Cost



4M

Impressions



2 Days

5 Hrs / Day

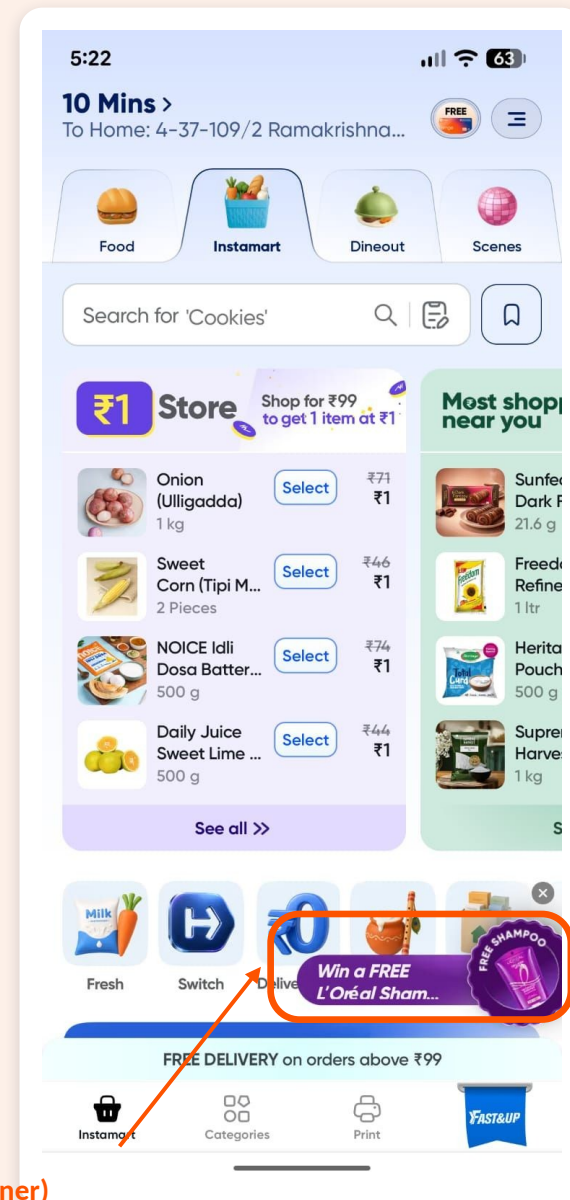


50K

Sample Units (Optional)

Every impression on this icon is a chance to hand a shopper their first sample — before they've typed a single search.

Entry Point
(Win-a-Sample Banner)





CASE STUDY

L'Oréal Paris Collagen

Gamified NPI Launch — “Volume Up” tap-game. Every tap lifts a hair-volume bar on screen; reach the max score and win a free Collagen sample plus 10% off.

Built as the hero placement for Collagen's India debut, the game paired playful education — how the product boosts hair volume — with instant trial, converting curiosity into a sampled habit before the very first purchase.



3X

Brand impressions increased



2.5X

Collagen SKUs DRR increased — and continuing



20%

Brand searches increased



NPI

Launch-SKU debut on Instamart



Ranked the top-engagement sponsored game in the beauty category during its run.

Game Mechanic: “Volume Up”



Tap the Button

Shopper taps repeatedly to power up the meter



Hair Volume Rises

Live bar animates fuller with every tap — teaching the product benefit in real time

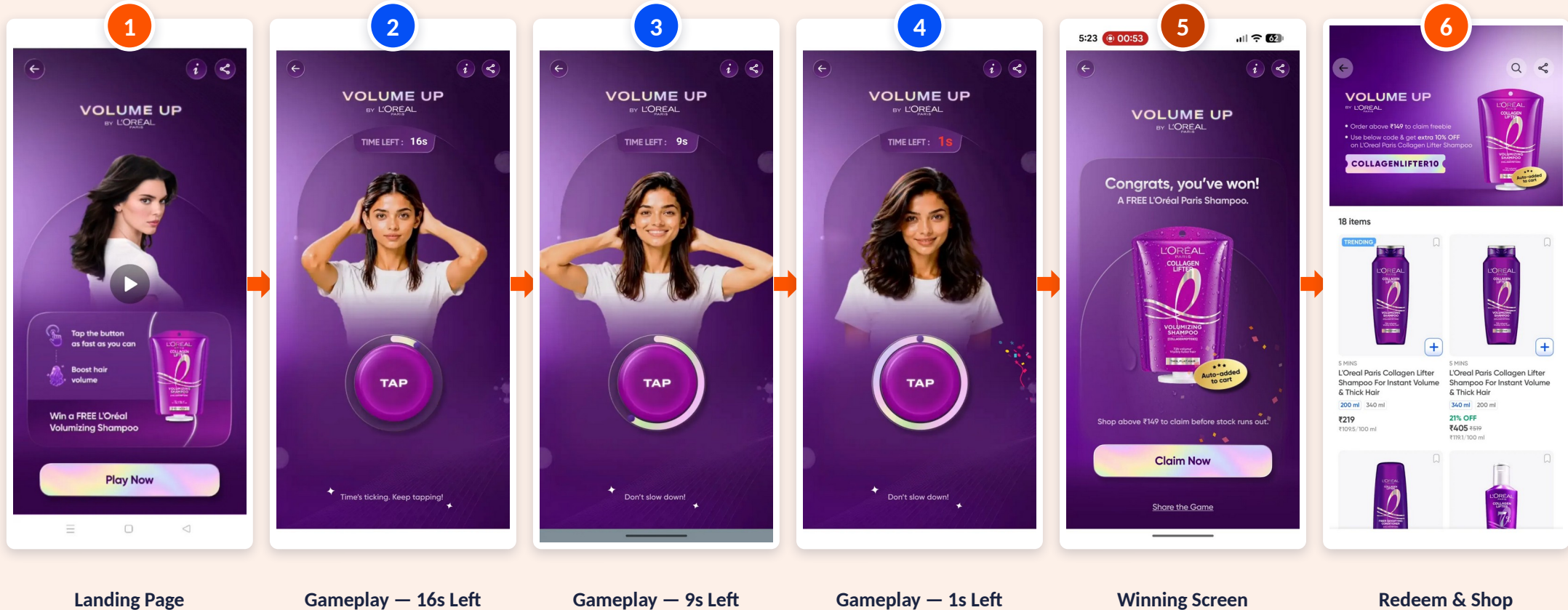


Win Sample + 10% Off

Max score unlocks a free Collagen sample and 10% off to start the habit

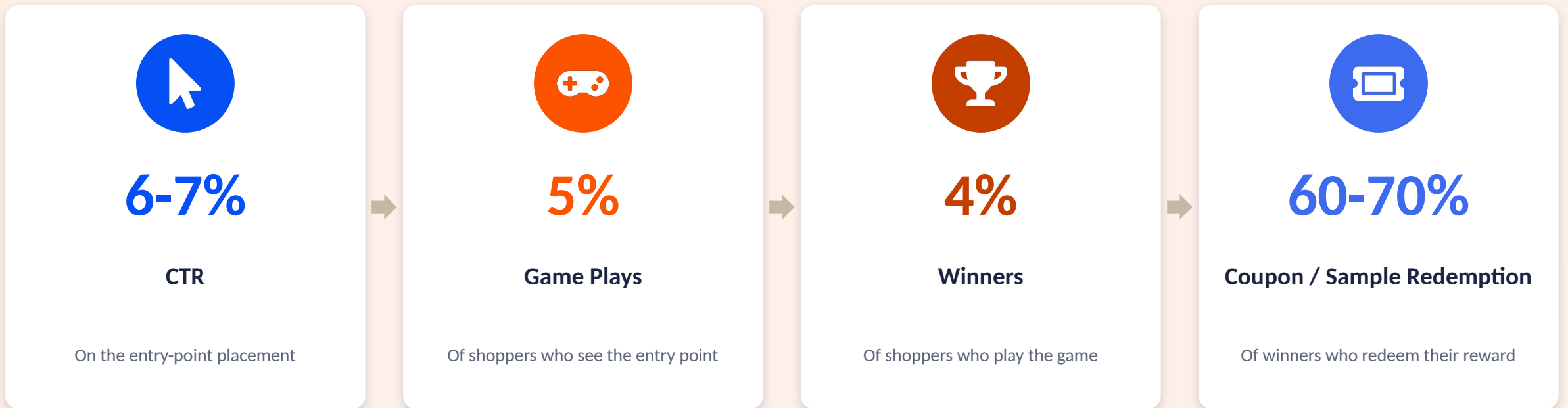
Reference Screens — “Volume Up” by L'Oréal Paris

Actual gameplay screens from the live activation — landing, real-time play, win, and redemption.



Gamification Metrics That Matter

Benchmark funnel for a typical Instamart gamification activation — from the first tap to a redeemed sample.



Funnel reads left to right — each stage is a percentage of the stage before it, not of total app traffic.



Let's Power Your Next Gamified Campaign, Together.

From entry-point takeovers to fully branded mini-games — let's design a gamification + sampling activation that turns your shoppers into believers.



PLAY



ENGAGE



SAMPLE