

INFLUENCER MARKETING · FINTECH

A chai a day, a store for life.

How 25 creators turned ₹10-a-day into Instamojo's best-performing marketing campaign of the month — at a **9% conversion rate**.



01 — THE BRIEF

Instamojo had never run an influencer campaign.

India's e-commerce platform for small businesses wanted to know whether creators could do what performance ads couldn't: explain the product, and be believed. We were brought in to build the pilot — and to prove or disprove the channel.

CLIENT

Instamojo

CATEGORY

Fintech • D2C tools

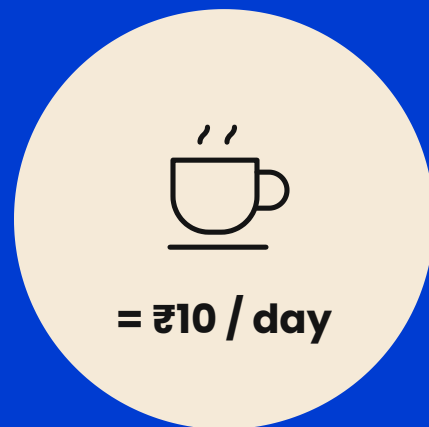
OBJECTIVE

Sign-ups → live stores

02 — THE IDEA

Open your e-store for ₹10 a day.

Not a feature list — a price everyone already knows. We asked creators to frame the cost of running an online store as the cost of one cup of chai, in their own words, to their own audience.



Mid-tier and macro creators — chosen for relevance, not follower count.



25

creators activated



2

platforms —
Instagram &
YouTube



1 Cr

combined follower
base



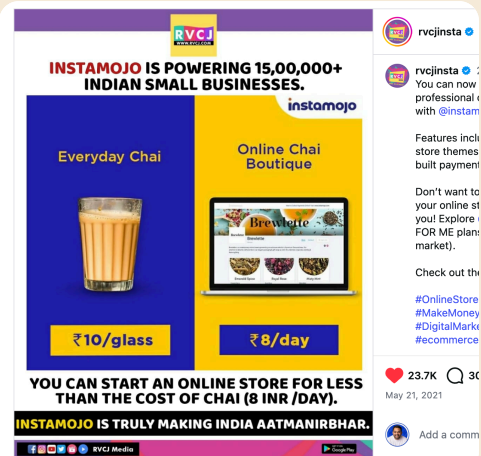
**Medium
+ Macro**

the tiers people
actually trust

04 — THE WORK

One message, twenty-five voices.

Click any post to open it



@rvcjinsta

Instagram · 23.7K likes

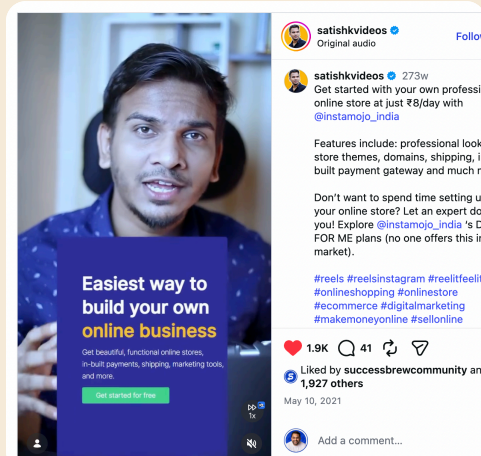
View



@onevisionmedia.in

Instagram · comparison carousel

View



@satishkvideos

Instagram Reel · 1.9K likes

05 — WATCH IT

The long-form videos that did the explaining.

 YouTube feature · 01

 YouTube feature · 02

 YouTube feature · 03

 YouTube feature · 04

 YouTube feature · 05

1.2K

visits came from YouTube alone

9%

total conversion rate

Across every visitor the campaign sent to Instamojo — not a landing-page metric, a full funnel one.

2×

better conversion than organic visitors

Trust travelled with the click. The product arrived explained, by someone the viewer already believed.

From a video to a live storefront.

VISITED

2.17K

unique visits

1.2K from YouTube · 800+ from
Instagram

SIGNED UP

350

new accounts

300 from YouTube · 46 from
Instagram

BUILT

194

stores created

55% of everyone who signed
up went on to open a real store

08 — REACH

1 Cr+

passive reach

Everyone the campaign's content was served to.

15 L+

active reach

People who actually watched, read or engaged.



Best-performing campaign of the month

Across all of Instamojo's marketing channels, in the month it ran.

Four things we'd do again.

01 **Relevance over reach**

Every creator already spoke to people running or starting a small business.

02 **Content that taught**

Long-form YouTube explained the product properly — which is why YouTube drove the overwhelming majority of sign-ups.

03 **Smaller creators, bigger trust**

Mid-tier audiences take a recommendation personally. Celebrity reach doesn't convert the same way.

04 **Real relationships**

We know these creators. Personal connection changes how hard someone works on a brief.



"We didn't know if influencer marketing would work for us — but this campaign has definitely put our faith in the channel, and we want to keep doing more such campaigns."

Marketing team, **Instamojo**



Let's find the ₹10 idea inside your product.

Creator sourcing, briefing, tracked links and reporting — we run influencer pilots end to end, and we measure them like performance channels.

successbrew.in

Instamojo · Influencer pilot · 2021