

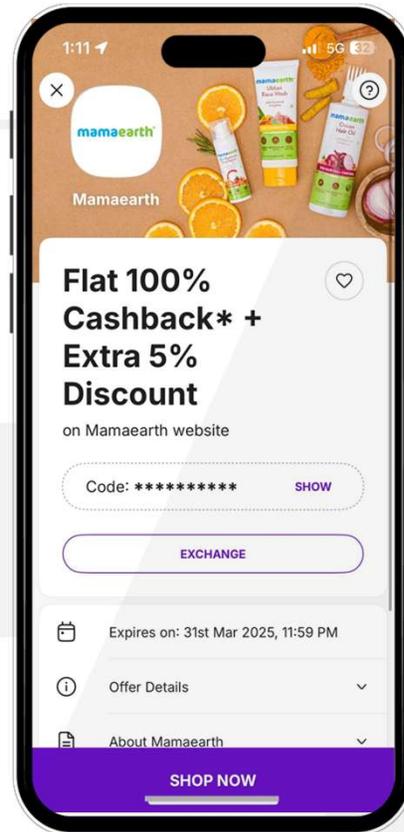
# Success Story: MamaEarth

## Objective

Drive new user acquisition & dormant user reactivation using PhonePe Rewards

## Strategy

- Timed **reward coupon distributions** with **salary cycles** to tap peak purchase intent
- Leveraged **1P data + PhonePe audience signals** for sharper end-funnel targeting



## Results

- Drive **3-4x ROI** for New User acquisition
- **30k new users** acquired every year
- Drive **10-15x ROI** for Dormant user reactivation
- **15k Dormant users** reactivated every year