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Kurkure Drives 10.8% Incremental GMV Growth on Blinkit by Closing the Loop Between YouTube and Retail Media

Context

As the undisputed leader in India's snacking segment, Kurkure wanted to go beyond vanity reach metrics to drive lower-funnel business outcomes on Blinkit. The core goal was to expand market share in key metropolitan markets by driving measurable sales (GMV), on-platform search volume, and acquiring New-to-Brand (NTB) consumers.

Approach

Retail-Media Synergy: Leveraged Blinkit's audience signals through Google's CMN to target 5M unique, high-intent users with customized, platform-specific CTA end-slates.

Multi-Format YouTube Mix: Closed the commerce loop by running YouTube Non-Skip Ads (for reach), Video View Campaigns (for storytelling), and Demand Gen (for action) in tandem.

Impact

10.8% - GMV Growth achieved

11.6% - New-to-Brand orders uplift

14.2% - Total orders increase

15% Search lift for Kurkure on Google platform

4.2% Search Uplift on Blinkit Platform

Role of AI

- Google's AI bidding algorithms dynamically allocated impressions across formats to maintain a cost-effective average frequency of 18.7 without audience fatigue.
- • Intent-based smart delivery matched customized creative variants to relevant consumer cohorts ready to purchase on Quick Commerce.
- Causal Impact machine learning on sales data to forecast baseline sales and isolate true incremental GMV.