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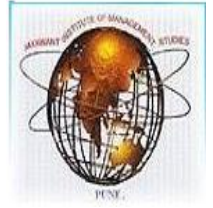
S. No. 80/2, Pune-Mumbai Bypass Highway, Tathawade, Pune – 411033.

Phone: 8237076937/38 Telefax: +91-20-22933424.

E-mail: [director\\_jims@jspm.edu.in](mailto:director_jims@jspm.edu.in) Website: [www.jspmjims.edu.in](http://www.jspmjims.edu.in)

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**Dr. T. J. Sawant**  
B.E.(Elec.), PGDM, Ph.D  
Founder- Secretary

**Dr. Priyanka Singh**  
B.Sc. (Hons.), MBA, Ph. D.  
Director

1. Research Paper Title: A study on marketing strategy adopted by CRED APP to collect big data with special reference to advertisement campaign
2. Name of the Research Journal: Puran
3. Listed in UGC-CARE in January 2020 To January 2023

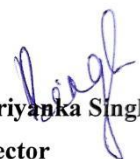
The screenshot shows a web browser window with the URL [ugccare.unipune.ac.in/Apps1/User/WebA/SearchList](http://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList). The page title is "UGC-CARE List". A search bar contains the text "0555-7860". Below the search bar, a table displays the search results. The table has 7 columns: Sr.No., Journal Title, Publisher, ISSN, E-ISSN, UGC-CARE coverage years, and Details. There is one entry in the table.

Sr.No.	Journal Title	Publisher	ISSN	E-ISSN	UGC-CARE coverage years	Details
1	Purana (print only)	All India Kashiraj Trust Fort	0555-7860	NA	from January-2020 to January- 2023	Discontinued from Jan 2023

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**Dr. Priyanka Singh**  
Director

## A STUDY OF MARKETING STRATEGY ADOPTED BY CRED APP TO COLLECT BIG DATA WITH SPECIAL REFERENCE TO ADVERTISEMENT CAMPAIGN

**Dr. Ganesh Yadav**

Asst. Professor, SKN Sinhadgad School of Business Management, Pune.

**Dr. Sudarshan Pawar**

Associate Professor (Head of the Department), JSPM's Jayawant Institute of Management Studies, Pune.

### **Abstract**

CRED is an astonishing achievement story in the Indian Fintech start-up world. CRED which is started in 2018 now India's one of the best performing unicorn within 4 years. It is India's fastest unicorn. New start-ups are always in scarcity of resource like funds, time and experts. With all scarce resources how CRED has become popular within 04 years of inception. CRED has used Segmentation, Targeting, and Positioning in proper way to achieve the success. The research article deals with CRED app marketing strategy and innovative advertisement campaign. It explains every aspect of advertisement used by Start-up to create buzz around the brand. CRED in a little time becomes market leader and holding the data of one million rich customers.

**Keywords:** Big data, Advertisement Campaign, Marketing Strategy, CRED app.

### **Introduction**

India is becoming fastest growing hub of Fintech Companies; one of such company is CRED app. The company founded by Kunal Shaha known as founder of the freecharge another Fintech which is popular in India. CRED app started in 2018 under the company name Dreamplug Technologies Private Limited and within three years it becomes Unicorn in 2021 which is Indian record of fastest to achieve Unicorn Status. This startup is gaining investment from all over the world and quite a popular in Indian Credit card users: it's making the life of credit card users easy.

### **Marketing Strategy:**

“Marketing strategy of a firm is complete or unbeatable plan or instrument designed specially to attain objective set by marketing department of a firm”. (Porter, M.E. 2008)

“Basically, a company's overall marketing strategy is its competitive posture in the market place. Formulating an overall marketing strategy requires integration of all dimensions of the marketing effort”. (Still, Cundiff, Govoni., 2011).

Marketing strategy is the basic approach of the business towards attaining goals which comprises decisions (Strategies) on a largest markets, product positioning, marketing mix taking care of expenditure allocated. (Kotler)

**Big Data:**

Big data can be defined as the data containing greater variety, arriving in increasing volume with more velocity. (Oracle) In simple words big data is larger, more complex data sets especially coming from new data source like Google, app developers, social media sites, government websites etc. The big data has three V's Volume, Variety and Velocity.

**Literature Review:**

Under this spectrum of the subject very limited number of studies available especially in Indian context. Study available related to mobile application for payment. A report on 'The Study on New Digital Payment Methods' was commissioned by the European Central Bank (ECB) in September 2021 reviewed it is found that advertisement and safety plays important role in forcing consumer to use digital platform to pay their credit card and other bills. A study on Mobile Application for Credit Card Management: EZ Pay (2016) suggests that paying through mobile app is quite popular way to pay bills in Malaysia. The study also reveals that customer feel delightful if they get some reward after paying the bills. Pasi Tyrväinen and Joonas Selin researched on 'How to Sell SaaS: A Model for Main Factors of Marketing and Selling Software-as-a-Service'. The study focused on the activities needed to make a customer to buy SaaS which increase the customer base.

**Objective of the study:**

1. To study marketing strategy adopted by CRED app in its introduction stage.
2. To study demographic segmentation done by CRED app marketing department.
3. To study advertisement campaign ran by CRED.

**Methodology adopted:**

Research methodology adopted here is desk research. To study the advertisement campaign YouTube videos reviewed, the data will be collected from internet source. Following data collection methods will be adopted sales figures, newspapers websites, government publications e.g. social trends, commercial publications e.g. Keynote and Mintel reports.

CRED app is based on innovative idea to automate daily transactions and help transaction revolution it is same as United States of America Credit based economy. India's middle class population increasing day by day and user base of Credit card is swelling: to take advantage of the situation CRED app initiated. It works as facilitator for its users and giving away CRED coins which in turn can be used in CRED app to redeem discounts as well as cash backs. Apart from this CRED offers services like CRED stash which is offering credit lines to users and CRED rent pay which provides the ability to pay rent with credit card they are using.

The motive behind the forming this App to make India a credit worthy country by paying their credit card bills on given time and increasing the CIBIL score.

### **Business Model of CRED**

To understand CRED business Model it divided in three stages

- 1) User case
- 2) Target audience
- 3) Actual Business

### **The case of CRED**

In the era of services we are paying many monthly bills but paying Credit payments like EMI's of Car, House, these payments are important and missing the due dates lead to hefty penalty charged by Bank. According to research carried out by New York Times major source of income of the credit card company is Fine and late penalty charges. This is where CRED app kicks in i.e. making it convenient and easy to users to pay their bill on time.

### **Target Audience of Cred**

CRED has targeted audience which is particular i.e. Credit card users.

Initially they have targeted HNI customers and formed the club called as CRED Club. However, now they have eased the membership qualification anyone having Credit score above 750 can get access of services from CRED. The main target of CRED is Generation Y which is now settled in their life and most of them are Credit card users.

### **Business of CRED**

The model of Business from CRED is Speculative: today CRED is not charging any fees from the users: but it has partnered with various brands. These brands are giving commission to CRED app as platform fees. Recently IDFC banks, MasterCard, AirBNB, Urban ladder, Book My Show, Ixigo and Body Craft have joined as partner on a platform. The target of CRED app is to attract maximum members on the platform for this reason they are giving deep discounts and cash backs. The Business model success will be checked only after its enter in the Maturity state.

In August 2022, the app has started peer to peer lending for the members on its platform through the CRED 'MINT' service. The feature allows members to give away loan to other member of app at 09% interest rate.

### **CRED Marketing Strategy**

CRED has acquired above 90 lakh customer within 4 years of its existence and valued almost \$4 Billion. This extraordinary achievement may not have achieved without the unique marketing strategies adopted by CRED. Following strategies adopted by CRED to target its audience. Some of the strategies are simple advertisement campaign and viral blogs to create awareness about the service they are offering. But every strategy has some common things as one is Uniqueness and ability to make brand recall.

Indian Premier League (IPL) stated as one of the festival in India where TV ratings for Matches are much higher than General Entertainment Channels. CRED has partnered with IPL as associate

sponsor from 2019. CRED use the hype around IPL to target its audience most of the marketing activities are done during the period of IPL.

### **Viral Marketing:**

CRED used this strategy where they are doing brand related promotion with the help of Memes to garner instant attention.

### **Sending cake to existing customer**

In 2019 CRED adopted this strategy where they were sending cakes to existing customer for paying credit card bills through CRED app at office address. This move was to send cake at workplace to attract his colleague and make them member of the app. Some of the customer have put photo of the cake received on their social media handle.

### **Mega Jackpot campaign of CRED**

In IPL 2021 CRED rollout mega jackpot campaign where they have offered chance to win iPhone for decade, Bit coins Gold, Harley Davidson, free flight for five years, Tata Safari, home makeover etc. This campaign was again successful and garnered more users.

### **Power play Campaign of CRED**

This was again launched by CRED during IPL 2021 the concept was simple if you pay your credit card bill during Power play of the game you stand for getting 100% Cash back or place in special box created on ground.

### **Mercedes-Benz GLC giveaway:**

During the Diwali 2020 CRED has given away luxurious car Mercedes to their one of the lucky credit card bill payers.

From all above campaign they want to prove themselves *“the most rewarding credit card payments app ever”*

### **Advertisement Campaigns of CRED**

**Advertisement is one of the powerful tools to persuasion of target audience. Advertisement campaign of CRED is one of the best regarded by many agencies like Kyoorius Advertising** for its unique way to target audience. Advertisement campaigns run to target certain audience; in the case of CRED app target audience is Generation Y.

Generation Y is the community which borne in between 1980 to 1994. This group of people considered as family oriented, asking more work life balance and hardworking. In india this group is now in their 40's. They are settled in their business, jobs and earning in good numbers. Generation Y in India quite a nostalgic about their growing up years where they were watching cinemas, crazy about cricket and television. Apart from this they have seen lots technological advancement in their life and they are quick to adopt all of them.

Advertisers have used all the traits of generation Y or millennial in their favour in following way.

### **Not Everyone Gets It Campaign at IPL 2020**

Govinda, Madhuri Dikshit, Bappi Lahiri, Anil Kapur, Kumar Shanu, Alka Yagnik and Daler Mehandi these were the household names in early 90's to 2000's. CRED has used them in the advertisement with their familiar hook steps. It has created buzz around the CRED app and people were recognising the app with ease and it increased download of CRED app by 700%.

### **Great for Good Campaign at IPL 2021**

But, CRED app created big bonanza when they have launched advertisement with former cricketer Rahul Dravid. Indiranagar ka Gunda was instant hit ad which was trending number one on twitter. The advertisement was so much popular that other brands have used template to viral their campaign. The advertisement was followed by another advertisement featuring more cricketers from 90's like Venkatesh Prasad, Javagal Shrinath etc. These advertisements were so effective that CRED has earned 22% of market share in the category and now they have 35% premium card holders.

### **'Play it Different' campaign at IPL 2022**

In IPL 2022 CRED has decided to promote the CRED card bounty features. For this campaign again they have go back to 90's nostalgia where they have taken reference of popular Nirma advertisement with again 90's household name Karishma Kapoor. Anakshari on television was popular in 90's so they hired Annu Kappor and Renuka Shahane to recreate the Anakshari to promote CRED bounty. Advertisement campaign about the CRED bounty is also increased buzz of around the brand.

### **Christmas Campaign with Deepika Padukone:**

In 2021 Christmas CRED rope in Deepika Padukeone for the advertisement campaign named as CREDSANTA where she was hosting daily contest and jackpot where member were stand a chance to win exclusive gifts that range from items that are part of the actor's closet to bitcoins.

### **Content Marketing Strategy of CRED:**

To increase financial literacy and to make them trustworthy credit holders CREDapp decided to have space for blog on their website. It is also curating blogs related to Finance, Credit Card and news relating to them. In content marketing CRED App also releasing videos related to Finance under their Money series.

Apart from these advertisement related to 90's nostalgia CRED had hired Neeraj Chopra Olympic Gold Medallist for the campaign in 2021. That was also a great a success and increased brand equity of the app.

### Kunal Shaha the Brand himself

All these advertisement campaign played important role in success but SaaS (Software as a Service) product require a strong image of owner and promoter. Mr. Kunal Shaha who is founder of Freecharge which was later sold to Snapdeal in 2015 around \$500Bn. He is regarded as one of the best in Indian Start-up System. He is quite active on social media like Twitter and Instagram; through his social media handle he is sharing thought-provoking and sarcastic tweets and does friendly banter with other Entrepreneurs. This personal branding also helped to create trust and market itself at the introduction stage in 2018. The trust on Kunal Shaha and his marketing strategy raised funds for CRED App from across the world following is the table showing fund raising for the CRED app.

### CRED Funding Rounds

Date of announcement	Funding round Type	Capital Raised	Leading Investors
06/11/2018	Seed Round	\$30 Mn	Sequoia Capital India, RTP Global, RTP Global
01/01/2019	Seed Round		Rainmatter Capital
16/04/2019	Series A	\$1.8 Bn	Sriharsha Majety, Nithin Kamath, Mukesh Bansal, Haresh Chawla, Alan Mamedi
26/07/2019	Series B	\$ 120Mn	Gemini Investments, Ribbit Capital, Sequoia Capital India, Greenoaks Capital, Dragoneer Investment Group.
26/07/2019	Series B	\$ 4Mn	Sequoia Capital India
12/11/2020	Series C	\$ 40 Mn	Sequoia Capital, and Tiger Global, Ribbit Capital
07/04/2021	Series D	\$ 215 Mn	Falcon Edge
October 2021	Series E	\$ 215 Mn	Marshall Wace and Steadfast Venture Capital

Source: MINT article subsequent interview and website of the CRED app.

CRED app is now dreaming to enlist in stock market; in current situation its valuation is around \$6 Billion. According to Google Play store around 999,451 people have downloaded the app with average rating of 4.7. According to Apple App Store 248,000 downloads and 4.8 rating is given by its users and app stands in #3 in lifestyle segment. This is an incredible achievement by the start-up as it works in a niche segment like Credit Card users only.

CRED app collecting and creating a Big Data from its customers for its future plans. One of the main reasons for this success is Marketing Strategy adopted by CRED team. Carefully developed market segment, Target audience and advertisement campaign designed to engage the target audience is the key to success of the CRED app.

**Conclusion, Managerial implications, future scope:**

CRED app collecting and creating a Big Data from its customers for its future plans. One of the main reasons for this success is Marketing Strategy adopted by CRED team. Carefully developed market segment, Target audience and advertisement campaign designed to engage the target audience is the key to success of the CRED app.

Despite not making any money currently and aiming at facilitating personal loans in collaboration with banks and non-banking firms (NBFCs), CRED has been a buzzing phenomenon in the past recent couple of months, largely owing to the IPL, and has intrigued and sparked the interest of many of the audience.

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