



Driving Subscriber Growth for **Zomato Pro**

PM School Case Challenge

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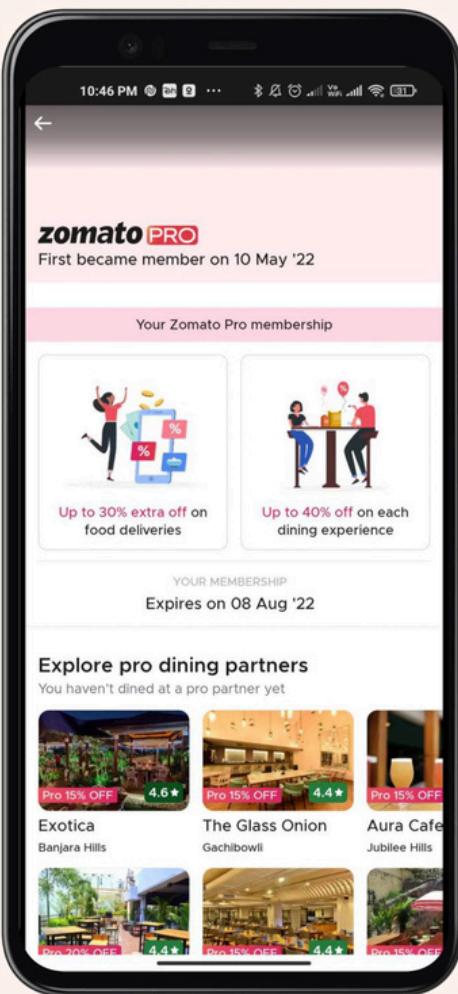
PROBLEM STATEMENT

You've joined as Head of Product at Zomato. In 2021, Zomato revamped Zomato Gold and introduced Zomato Pro to shore up revenues per user. At present, they have 1.8 million subscribers for Zomato Pro. Even though it started as an invite-only feature, the aim has been to reach 6 million subscribers by the end of 2022. You have been hired as Head of Product to drive the growth of subscribers. You are to focus more on product-led growth initiatives, app features, and organic ways of growth of subscribers for Zomato Pro.

STRUCTURE

-  About Zomato & Pro
-  Competitor Analysis
-  User Persona
-  Features and Design
-  Prioritization
-  GTM Strategy
-  Metrics



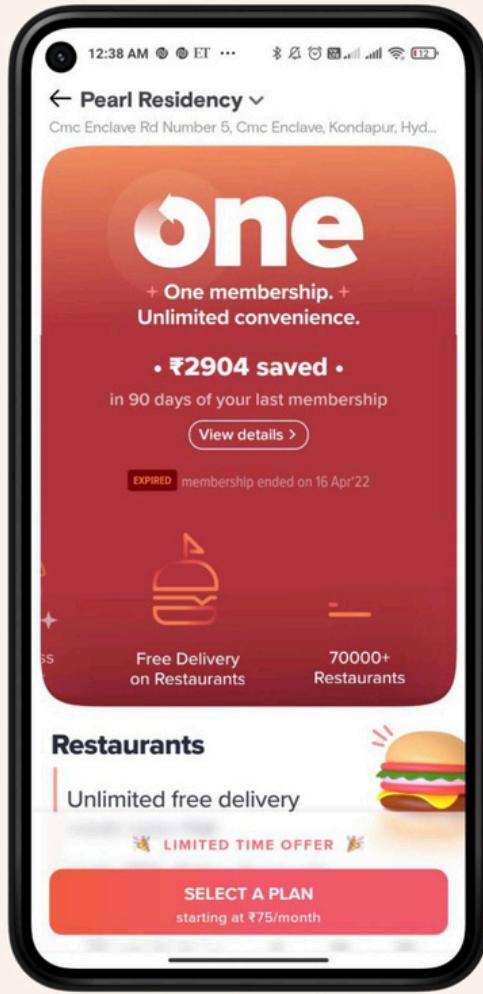


About Zomato

Zomato is an Indian multinational restaurant aggregator and food delivery company in 2008. Zomato provides information, menus and user-reviews of restaurants as well as food delivery options from partner restaurants in select cities. [Source – Wiki]

About Zomato Pro

Zomato Pro is the membership program through which user will have privileges and discounts on the best restaurants across dining out and delivery. This is in addition to exclusive privileges on the Zomato app and a unique money-back guarantee for all Pro members. [Source – Zomato official blog]



Competitor – SWIGGY [One]

Swiggy – the direct competitor of Zomato – has a similar feature called **Swiggy One** [Swiggy Super was a former version]

About Swiggy One

1. Unlimited free delivery from select restaurants.
2. Extra discount on top of existing discounts (up to 30%)
3. Unlimited free delivery on Instamart (> INR 99)
4. No surge fee
5. 10% off on Genie

MARKET SHARE

zomato
45%

SWIGGY
45%

USER PERSONA

Daniel – 29 Years



Orders online – enjoys food in the comfort of his home

Hates to pay delivery fees and surge prices.

Mostly orders from restaurants that offer a discount.

Srishti – 27 Years



Dining – Enjoys going to restaurants with friends and family

Loves to have discounts on final bill and hates an upper limit on discount amount.

Prefers highly rated restaurants that are within a particular distance. Reviews matter to her.

PROPOSED SOLUTIONS

1

Display relevant attractive data on landing page

2

Pro-Lite version for less frequent users.

3

Variable reward system

4

Map view of restaurants for diners

5

Gamify the Pro experience

1

Relevant lucrative data on the landing page/ screen

1. How much an **average Pro user saves in a month.**
2. How much the **top 10% users save in a month** – This amount is huge and lucrative.
3. How much a **non-Pro member could have saved with a Pro plan** – This can be done because Zomato has all stats on past orders. It can backfill the information and display an amount that a customer could have saved if he/she was a Pro member. This will prove lucrative to **all non-Pro members who could have saved with a Pro membership.**

Users need to know why they should join Pro

- Data is the best way to demonstrate the importance of Pro
- Swiggy One(Zomato's competitor does this very well)

An average Pro member saved ₹243 last month

Top 10% saved ₹346 last month

You could have saved ₹167 last month with a Pro Membership

Join Pro
at ₹200 for 3 months

Other important data that can be thought of in next iteration

- How many restaurants are Pro enabled in a 5 km radius.
- How many people are using Pro in a 5km radius.

2

Pro-Lite version for less frequent users.

Why is this necessary?

The cheapest version of Zomato Pro is priced at ₹149/month (₹200/3 months). Less frequent customers have no reason to get the membership. Zomato Pro Lite comes in here.

What is Zomato Pro Lite?

It's a lite version of Zomato Pro wherein customers pay less fees for subscription, and get limited number of discounts.

Who is Zomato Pro Lite benefitting?

The less frequent customers – This will be a major acquisition strategy for Zomato Pro.

PRO

Pro Membership

Up to 40% OFF on dining

Up to extra 30% OFF on delivery

At 25,000+ restaurants

Join Pro
at ₹200 for 3 months

① This does not include Free Delivery on orders

PRO Lite

Pro Lite Membership

Up to 20% OFF on dining

Up to extra 20% OFF on delivery

At 25,000+ restaurants

Join Pro Lite
at ₹100 for 3 months

① This does not include Free Delivery on orders

3

Variable reward system



Variable rewards are one of the best ways to bring back customers to a product repeatedly. Zomato needs to capitalize on this.

Zomato Pro users would have the following 4 types of variable rewards.



Additional discount of up to 10% on select orders.



Occasional discount of up to 100% on delivery fees



Occasional discount of up to 100% on surge fees



Additional membership on subscribing to Zomato Pro of up to 10 days. [3 months + 10 days]



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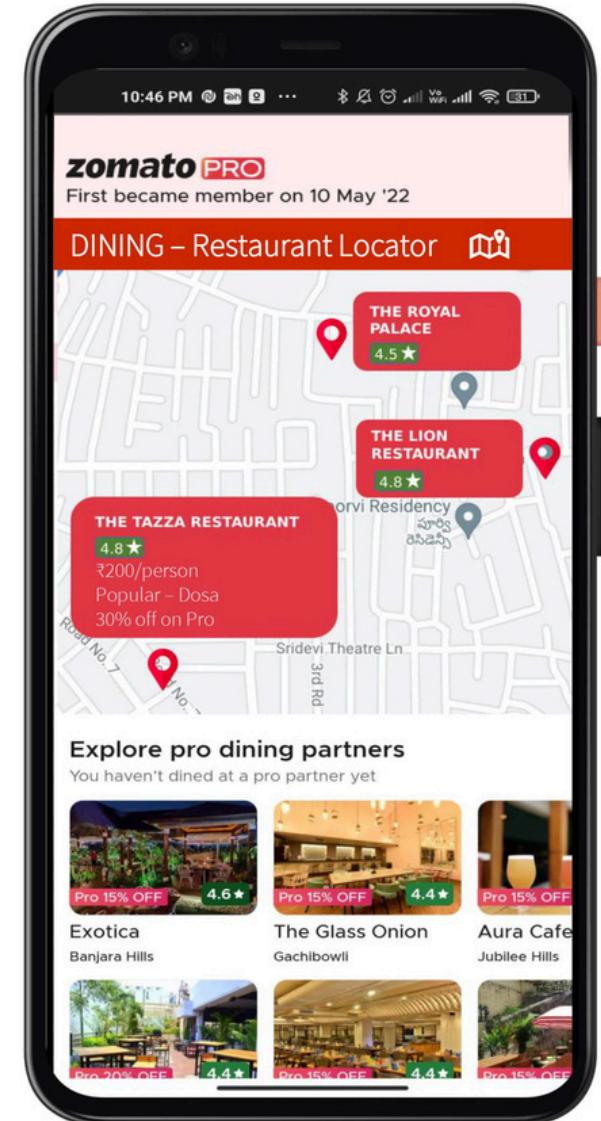
Map view of restaurants for diners

Just like Google displays all restaurants (and many others) on a map view, Zomato Pro would have access to enhanced map view, such that they can spot restaurants while on road, or plan accordingly. **Only Zomato Pro enabled restaurants come up on the map.** Each restaurant card has:

1. Restaurant Name
2. Zomato Pro customers rating.

On tapping on the restaurant card, it expands to display:

1. What is the average cost/person
2. Which food is famous here
3. Offer on Zomato Pro



5

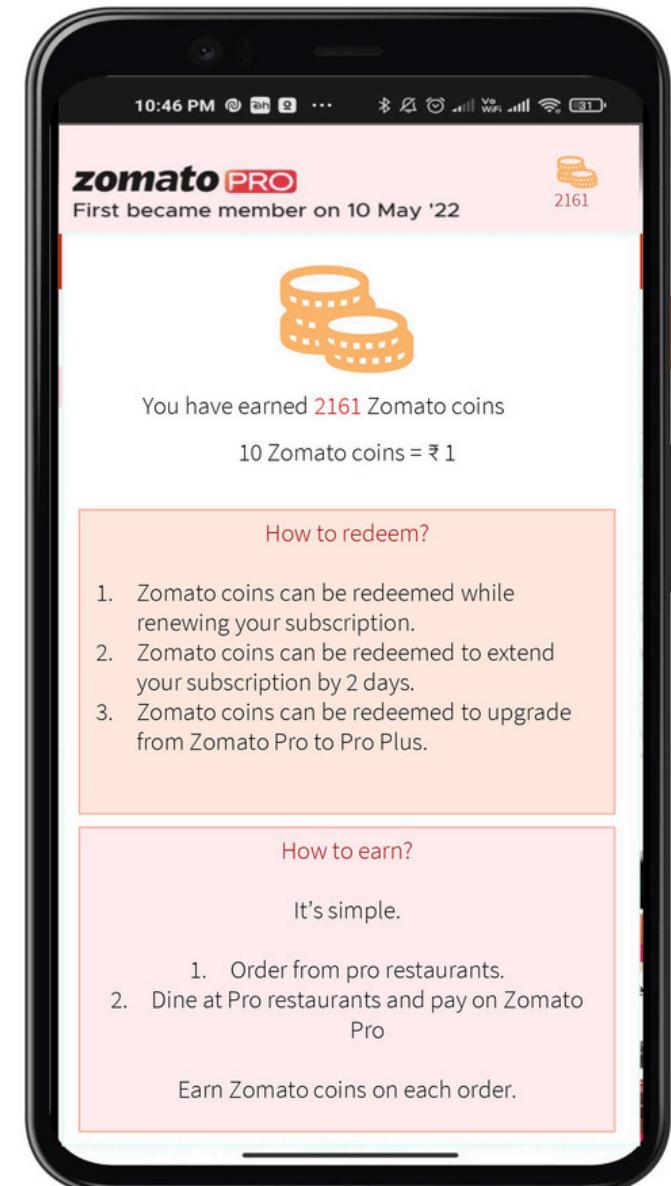
Gamify the Pro experience

What is Gamifying the Pro experience?

Whenever a Pro user is using Pro benefits, we give them points/coins that keep adding. These points/coins can be redeemed to get the next pro subscription or extend their pro subscription.

Why is it needed?

- The goal is to increase the number of subscribers of Pro.
- If people do not renew, we lose out Pro subscribers.
- **Gamification** will ensure that customers renew their Pro membership at a discounted price (points = discounts) and additionally use more of Pro benefits to gain Pro points.



Prioritization

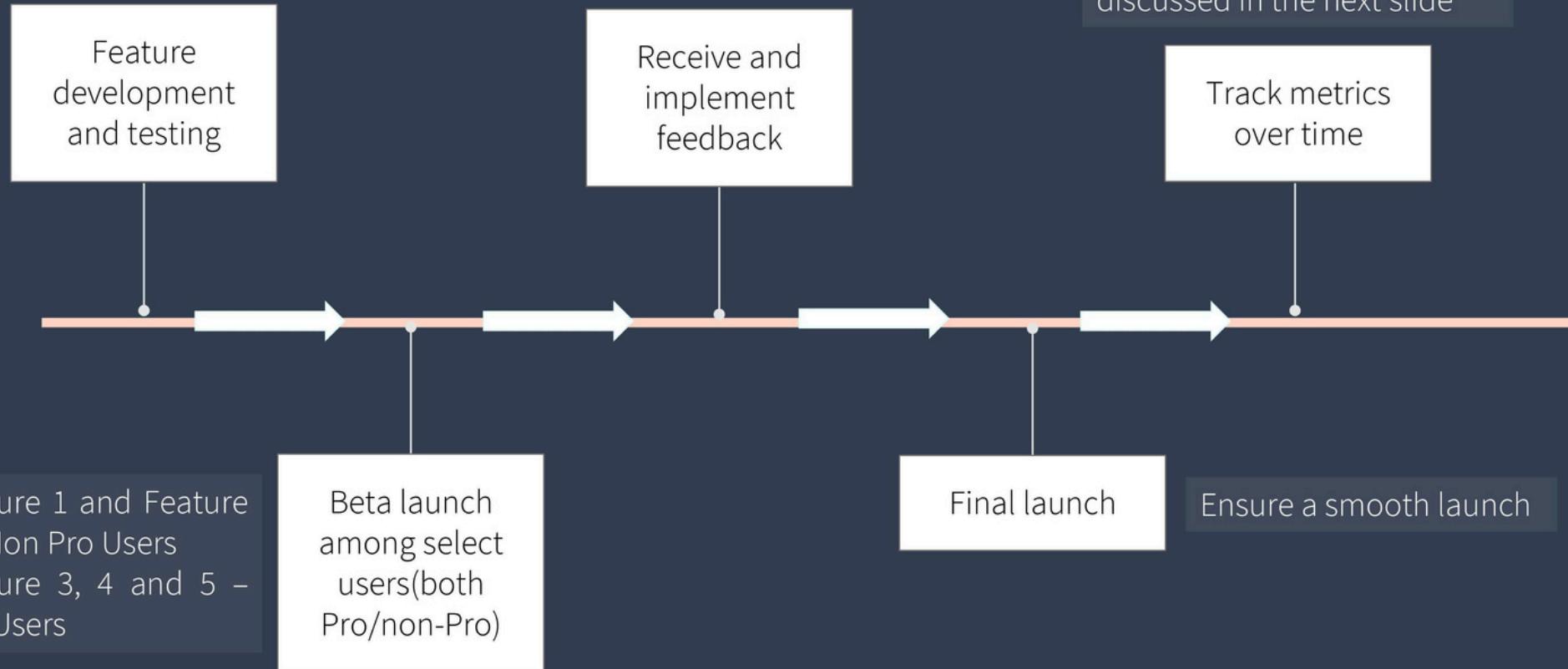
Feature No.	Feature	Impact	Effort	Priority
1	Display relevant attractive data on landing page	High	Low	1
2	Pro-Lite version for less frequent users.	Medium-High	Low	4
3	Variable reward system	Medium	Low	3
4	Map view of restaurants for diners	Medium-Low	Medium	5
5	Gamify the Pro experience	Medium-High	Medium-Low	2

GTM STRATEGY

* On prioritisation order depending on resources and bandwidth – Top 3 priorities are necessary

If features 4 and 5(on prioritization order) are not having a lot of engagement, they can be scrapped off

The essential metrics are discussed in the next slide



METRICS

North★ Metrics

of **new users subscribing** to Zomato pro

- Daily
- Weekly
- Monthly

For the next one year.

Secondary Metrics

of **unique subscribers** on Zomato Pro on a monthly, quarterly and yearly basis.

Secondary Metrics

of users and # of new users subscribing to **Zomato Pro Lite** in a month and a quarter.

Secondary Metrics

of diners who engaged with the **Zomato restaurant locator [Map view]** over a month.

Secondary Metrics

Conversion rate from the landing page.
Feature 1's success will be measured by this metric

Secondary Metrics

of **Zomato coins** earned by users to the **revenue generated** by them and whether they **renew Pro**

Secondary Metrics

of Pro users who **renew** their membership once it ends.

THANK YOU



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