

## Naaptol is India's largest comparison based shopping portal

### Strategy

To promote Naaptol products, GupShup created an **exclusive DEALS community** on its platform. The community was populated by cross – promoting this community on various its vast platform. The community attracted 'deal-seekers' from all over India and has become one of the buzziest one till date



*The strategy of creating an exclusive community for a brand is a robust one. It leads to conversion of members to brand loyalists attracting others to the brand. This results in drastically reduced cost of user acquisition and much higher response rates*

### Result

Naaptol now has a thriving community of over 1M 'deal-seekers' who are regularly engaged with great deals generated an avg. response rate of over 0.8% per deal. The user interest is captured through keywords.