



AMAZON PAY

BRAND LIFT SURVEY RESULTS



By the **Public** App



OBJECTIVE

With a focus on metrics such as ad recall, brand awareness, and consideration, Public app provides detailed insights into the influence Amazon Pay campaigns had on the way people felt about the product or brand.

Sample size - 50000 users





FINDINGS

Understanding User Behavior

46% of the users use UPI payments at least once a week.





USER PREFERENCE

27% of the users still prefer cash transactions even though they own a smartphone while 13% rely on credit/debit cards for their payment needs





USER NEED STATEMENT

73% of the users are looking for a one stop solution for all their payment needs.





AD RECALL

82% of the users who had seen the ad found them to be appealing.



AWARENESS



79%

of the users who saw the ad on the public app became aware of the cashback offers by Amazon Pay.

24%

of the users who did not see the ad on the public app were aware of the cashback offers by Amazon pay.



AMAZON **PAY LATER**

74%

of the users who saw the the ad on the Public App became aware about Amazon Pay later option.

18%

of the people who did not see the ad on the Public App were aware about amazon pay later option.





FEATURES THAT PEOPLE VALUE

Scan and Pay option stood out as the most wanted feature while **Rewards** emerged as the second most popular option





31%

of the users who did not see the ad said they were unlikely to use Amazon Pay.

The Upliftment

14%

of the users who saw the ad said they were unlikely to use Amazon Pay.



80%

of the users who saw the ad said they are likely to use Amazon Pay next time they shop.

Against

27%

of the users who did not see the ad and still said they are likely to use Amazon Pay next time they shop.



THANK YOU

