

Comparative Analysis of Customer Acquisition Performance of Swiggy, Zomato, and Blinkit in the Digital Era: A Study of Visakhapatnam District in Andhra Pradesh

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Abstract: *The rapid growth of digital commerce has transformed the methods by which businesses acquire and retain customers. Digital platforms such as Swiggy, Zomato, and Blinkit work with online advertising, applications, artificial intelligence, and customer relationship strategies and target customers through digital cartography. Using customer acquisition data from January to May 2026, this study compares the relative brand equity of these three leading digital platforms in Visakhapatnam which is classified as Tier-II city. The data is based on six customer acquisition parameters i.e., Advertisement Impressions, Advertisement Clicks, App Registrations; First Orders, Repeat Customers and Loyal Customers and five essential acquisition metrics Viz., Click Through Rate, Lead Conversion Rate, Customer Conversion rate, Repeat Customer Rate and Loyalty Rate. The Average Rank Method has been used to evaluate the performance of individual companies. The results showed that Swiggy ranked highest with an average rank of 1.80, due to its better reach and retention capabilities in advertisements. With no extremes in performance across all metrics, Zomato scored second highest. Blinkit, while converting easy customers to real ones with remarkable efficiency, performed poorly when retaining them. The research finds that a sustainable competitive edge in the digital age relies not only on bringing customers to the brand, but also on nurturing long-term customer loyalty with customised services and better-quality customer experience.*

Keywords: Click Through Rate, Customer Acquisition, Customer Lifetime Value, Customer Loyalty, Customer Retention, Digital Marketing

1. INTRODUCTION

Digital transformation has drastically transformed businesses across all industries, especially in online food delivery and quick commerce. Business leveraging digital marketing, artificial intelligence, social media platforms, mobile applications, and data analytics are becoming a part of organisations' activities to attract or retain customers. Customer acquisition is the process of finding people who are a good fit for an organisation's offering, awareness, interest (attraction), lead capture, sale, and retention. With growing competitiveness, few organisations are focusing on acquiring new customers rather than retaining them simultaneously to increase Customer Lifetime Value (CLV).

In the last decade, Indians have experienced rapid advancements in online food delivery and instant grocery delivery, including dark stores, cloud kitchens, automated inventory, picking, and packing. This had obligatory digital platforms like Swiggy, Zomato, and Blinkit to develop state-of-the-art patterns for customer acquisition, including targeted advertisements, personalised recommendations, promotional discounts, referral programs, loyalty rewards, and AI-enabled customer support. Matrices such as Click Through Rate (CTR), Lead Conversion Rate, Customer Conversion Rate, Repeat Customer Rate, and Loyalty Rate can be utilised to gauge the effectiveness of these digital platforms. This study tries to evaluate how effectively Swiggy, Zomato, and Blinkit are acquiring customers in the Visakhapatnam. The findings offer important insights into how well these platforms execute digital marketing strategies.

2. REVIEW OF LITERATURE

Kotler and Keller (2016) highlighted that customer acquisition and customer retention are not competing options but rather complementary strategies for achieving long-term organisational profitability. Digital marketing allows firms to achieve customer acquisition at lower costs while still having better customer relationships.

Chaffey and Ellis-Chadwick's (2022) digital marketing channels include search engine optimisation, social media, mobile marketing, artificial intelligence, and analytics, which allow a marketer to improve customer acquisition through better engagement with customers throughout the buying journey.

Payne and Frow (2017) viewed customer relationship management as a collection of interconnected strategies

aimed at increasing performance by enhancing communication with customers and loyalty programs, thus driving the concept of customer experience management instead of product-driven career building in organisations.

They also identified that posts from various digital touch points and customer experience affect either purchase/lack of repeat purchases/bouncing back customers (Lemon and Verhoef, 2016).

Kumar and Reinartz (2018) show that organisations structured around CLV instead of short-term sales realise sustainable competitive advantage through superior customer acquisition and retention capabilities.

3. STATEMENT OF THE PROBLEM

As the digital marketplace has become hypercompetitive, organisations are investing heavily in customer acquisition and retention. Swiggy, Zomato, and Blinkit use the same advanced digital marketing techniques, such as online advertisements and promotional campaigns which include discounts on food home delivery, but not every company that spends more money on advertisements will yield a higher conversion rate or customer retention. Because of this, it becomes imperative to scale customer acquisition strategies against certain key performance indicators that can be measured, such as the click-through rate, lead conversion rate, customer conversion rate, repeat customer rate, and loyalty rate. Visakhapatnam is India's fastest-growing city. The city is very cosmopolitan and industrialised in nature; thus, growth is high and competition amongst the digital platforms to reach their audiences. A comparative study on Swiggy, Zomato, and Blinkit based out of Visakhapatnam is to identify features and potential for digital marketing, relative customer acquisition effectiveness coupled with the ability of retaining customers continuously in a digital business model to advertently have a competitive advantage.

4. NEED FOR THE STUDY

This study is conducted to understand how the leaders in every niche in the digital marketplace acquire customers and what acquisition strategy they use, while comparing their efficiency in acquiring users. It essentially measures customer retention performance so that the most outstanding customer acquisition Key Performance Indicators for customer acquisition and retention can be constructed for an incredibly sustainable business. In addition, it intends to make suggestions to managers about how they can improve the effectiveness of digital marketing and customer engagement while developing long-term relationships

5. SCOPE OF THE STUDY

This study focuses on the customer acquisition performance of Swiggy, Zomato, and Blinkit operating in the Visakhapatnam region during January–May 2026. The comparison is based only on and limited to customer acquisition funnel data and preselected digital marketing performance metrics.

6. OBJECTIVES

1.To examine the customer acquisition performance of Swiggy, Zomato, and Blinkit.

2.To compare digital marketing effectiveness using acquisition metrics.

3.Evaluate customer retention performance among selected companies.

4.To suggest strategies for improving customer acquisition and retention.

7. HYPOTHESES

H_{01} : There is no significant difference in the click-through rate among Swiggy, Zomato, and Blinkit.

H_{02} : There is no significant difference in the Lead Conversion Rate among the selected companies.

H_{03} : There is no significant difference in Customer Conversion Rate among the selected companies.

H_{04} : There is no significant difference in Repeat Customer Rate among the selected companies.

H_{05} : There is no significant difference in Loyalty Rate among the selected companies.

8. METHODOLOGY

Research Design

The current study employs a comparative descriptive research design to assess and compare customer acquisition and retention performance of three food and grocery delivery aggregators (Swiggy, Zomato, and Blinkit) in the Visakhapatnam region. The descriptive method allows the data extraction of customer acquisition, whereas the comparative approach identifies which channel had better results based on marketing performance between these platforms.

Nature of Data

The research is based on secondary data and existing datasets constructed purely for educational/research purposes. When the study focuses on the fact that the dataset has been constructed based on reality-based business hypotheses and how effectively a customer acquisition (and retention) mechanism has performed, it helps to choose what tools should be used next. These can be ad impressions, ad interactions, app sign-ups (lead), first macro-action order, repeat customer, and loyal customer baseline, which are additional metrics considered to ensure the acquisition of customers.

Study Area

The study geographically focused on the Visakhapatnam Region of Andhra Pradesh, one of the fast-growing urban markets with high Internet penetration, increasing smartphone usage, and adoption of online food delivery and quick-commerce services. The region offers a relevant space to compare the digital customer acquisition models of major platforms.

Variables Considered

The dependent variable in the study is customer acquisition, and some independent variables related to customer acquisition are considered:

- Advertisement Impressions
- Advertisement Clicks
- App Registrations (Leads)

- First Orders
- Repeat Customers
- Loyal Customers

Based on these variables, the following performance metrics were extracted:

Table-1: Customer Acquisition and Retention Performance Metrics

S.NO.	PARAMETER	MAGNITUDE / FORMULA	SIGNIFICANCE
1	Click Through Rate	$CTR = (\text{Advertisement Clicks} \div \text{Advertisement Impressions}) \times 100$	Assess how well digital ads compel customer attention. High CTR means the ads are relevant, engaging, and can create customer interest.
2	Lead Conversion Rate	$\text{Lead Conversion Rate} = (\text{App Registrations} \div \text{Advertisement Clicks}) \times 100$	This metric shows the percentage of advertisement clicks that have been converted into registered users (leads). The higher the rate, the better the landing pages, app design, and smooth the registration process.
3	Customer Conversion Rate	$\text{Customer Conversion Rate} = (\text{First Orders} \div \text{App Registrations}) \times 100$	Fraction of registered users that make their first order. Such a high conversion rate indicates that the brand has successfully acquired customers, and its promotional campaigns have worked.
4	Repeat Customer Rate	$\text{Repeat Customer Rate} = (\text{Repeat Customers} \div \text{First Orders}) \times 100$	This indicates the proportion of first-time buyers who go on to make repeated purchases. It is an indicator of their satisfaction, service quality, and how well the customer retention program has been implemented.
5	Loyalty Rate	$\text{Loyalty Rate} = (\text{Loyal Customers} \div \text{Repeat Customers}) \times 100$	Percentage of repeat customers who become loyal customers. The reason for a high loyalty ratio is the deep bonding with customers, trust in brand, and profitability from their customers.

Analytical Tools

The collected data were analysed using simple yet effective analytical techniques. To calculate the customer accuracy index and retention ratio, percentage analysis was used. Marketing effectiveness was evaluated by reviewing standard Customer Acquisition Metrics such as Click Through Rate, Lead Conversion Rate, Customer Conversion Rate, Repeat Customer Rate, and Loyalty Rate. The Average Rank Method was used to rank the platforms Swiggy, Zomato, and Blinkit based on their performance across all selected performance indicators in order to find the best.

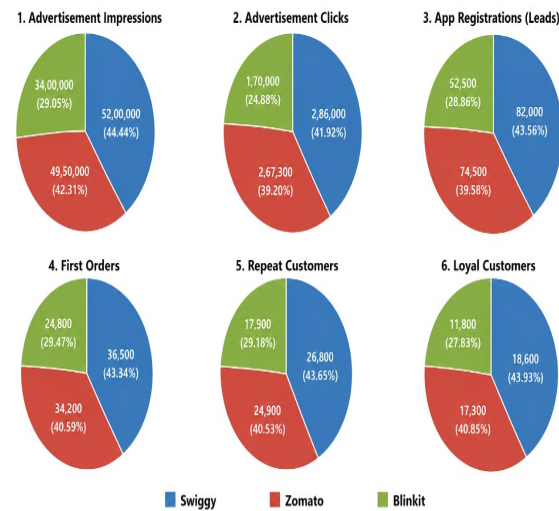
9. DATA ANALYSIS AND INTERPRETATION

Table 2: Customer Acquisition Data

Details	Swiggy	Zomato	Blinkit
Advertisement Impressions	52,00,000	49,50,000	34,00,000
Advertisement Clicks	2,86,000	2,67,300	1,70,000
App Registrations (Leads)	82,000	74,500	52,500
First Orders	36,500	34,200	24,800
Repeat Customers	26,800	24,900	17,900
Loyal Customers	18,600	17,300	11,800

Source: Collected from Selected Companies

Customer Acquisition Data – Visakhapatnam Region (January–May 2026)



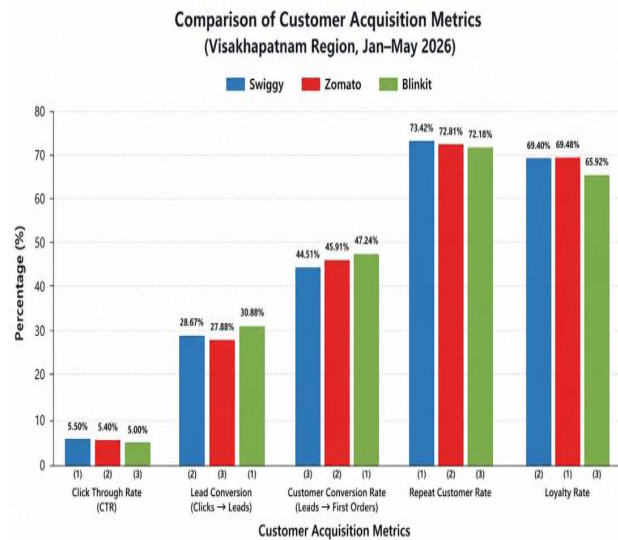
It can be seen from Table-2 that, Swiggy had the maximum ad impressions (5.2 million) and minute digital endurance than Zomato (4.95 million) and Blinkit (3.4 million). Based on the ads published, Swiggy also clocks the highest for advertisement clicks (2.86 lakh), app registrations (82,000), first orders (36,500), repeat customers (26,800), and Loyal Customers (18,600). At every stage of acquiring customers, Zomato trailed closely behind Swiggy among the three major players, although Blinkit has performed significantly worse in terms of sheer volume given its smaller geographical footprint.

Further, it can be observed from Table-3 below that Swiggy is the top performer with notable metrics for highest CTR (5.50%) and Repeat Customer Rate (73.42%) that reflect higher efficiency in terms of digital campaign productivity and user lifetime value. Blinkit's performance was good with the Lead Conversion Rate (30.88%) and customer conversion rate (47.24%) among the other companies in this study, which means it is better at converting visitors to its website into customers who pay. With an impressive Loyalty Rate (69.48%), Zomato leads the ranking, showcasing successful relationship management with their customers.

Table 3: Customer Acquisition Metrics

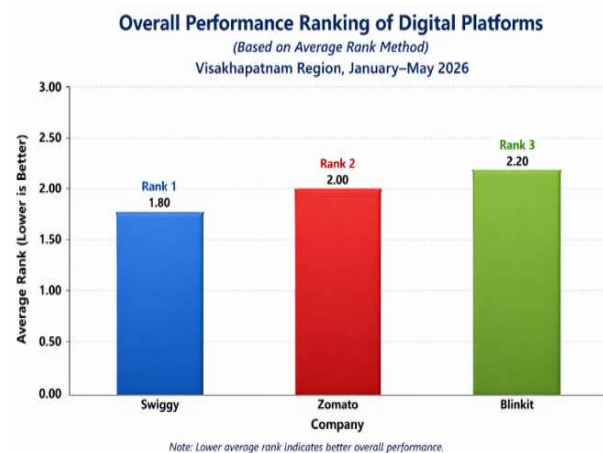
Metric	Swiggy	Rank	Zomato	Rank	Blinkit	Rank
Click Through Rate	5.50%	1	5.40%	2	5.00%	3
Lead Conversion (Clicks → Leads)	28.67%	2	27.88%	3	30.88%	1
Customer Conversion Rate (Leads → First Orders)	44.51%	3	45.91%	2	47.24%	1
Repeat Customer Rate	73.42%	1	72.81%	2	72.18%	3
Loyalty Rate	69.40%	2	69.48%	1	65.92%	3

Source: Collected from Selected Companies and Computed

**Table 4: Overall Performance Ranking**

Company	Rank Scores	Total Rank Score	Average Rank	Overall Rank
Swiggy	1, 2, 3, 1, 2	9	1.8	1
Zomato	2, 3, 2, 2, 1	10	2	2
Blinkit	3, 1, 1, 3, 3	11	2.2	3

Source: Computed



It can be seen from Table-4, that Swiggy achieved an average rank of 1.80 overall and bagged the first position among the selected customer acquisition and retention metrics. The second-best rank is of Zomato, with an average of 2.00 which means the performance is consistent throughout in all the indicators that were studied. With a mean rank of 2.20, Blinkit took third place in the overall conversion performance, nevertheless ranking first in some specific conversion metrics. The results showed that Swiggy had the best-balanced acquisition and retention among all three platforms.

10. HYPOTHESES ANALYSIS

Table 5: Research Hypotheses and Customer Acquisition Performance Metrics

S.No.	Null Hypothesis (H ₀)	Performance Metric	Swiggy	Zomato	Blinkit	Result Based on Descriptive Analysis
H01	There was no significant difference in the click-through rate among Swiggy, Zomato, and Blinkit.	Click Through Rate	5.50%	5.40%	5.00%	Descriptive differences were observed; Swiggy recorded the highest click-through rate.
H02	There is no significant difference in the Lead Conversion Rate among the selected companies.	Lead Conversion Rate	28.67%	27.88%	30.88%	Descriptive differences were observed; blinkit achieved the highest Lead Conversion Rate.
H03	There is no significant difference in the Customer Conversion Rate among the selected companies.	Customer Conversion Rate	44.51%	45.91%	47.24%	Descriptive differences were observed; Blinkit recorded the highest Customer Conversion Rate.
H04	There is no significant difference in the Repeat Customer Rate among the selected companies.	Repeat Customer Rate	73.42%	72.81%	72.18%	Descriptive differences were observed; Swiggy maintained the highest Repeat Customer Rate.
H05	There is no significant difference in the Loyalty Rate among the selected companies.	Loyalty Rate	69.40%	69.48%	65.92%	Descriptive differences were observed; Zomato achieved the highest Loyalty Rate.

Source: computed

11. KEY FINDINGS

- Swiggy generated the highest digital advertisement reach.
- It has been found that Swiggy attracted the highest number of app registrations.
- Swiggy converts the largest number of leads into customers.
- Blinkit achieved the highest Lead Conversion Rate.
- It is noticed that Blinkit recorded the highest Customer Conversion Rate.
- Swiggy maintained the highest Repeat Customer Rate.
- By observation, it is noticed that Zomato recorded the highest Loyalty Rate.
- Swiggy secured the first overall rank using the Average Rank Method.
- Digital customer retention significantly contributes to overall platform performance.
- It was observed that customer acquisition and retention strategies jointly determine competitive advantage.

12. SUGGESTIONS

- Swiggy should continue to invest in personalised marketing and loyalty programs.
- It is suggested that Zomato improve lead generation through targeted digital campaigns.
- Blinkit should strengthen its customer retention initiatives.
- Therefore, AI-based personalised recommendations should be expanded.
- It is suggested that referral marketing programs should be enhanced by all three companies.
- Suggested to select three companies to adopt customer feedback systems, it should be continuously monitored.

- Push notifications should be optimised using customer behaviour analytics.
- It is suggested that selected companies integrate omni-channel customer engagement strategies.
- Digital advertisements should focus on localised customer preferences.
- Organisations should emphasise Customer Lifetime Value rather than short-term acquisition.

13. CONCLUSION

This study shows large differences in digital marketing performance between dominant online platforms. It is found that if we look at global digital platforms, their performance varies largely when it comes to digital marketing. Swiggy topped all the metrics of customer acquisition and retention. Zomato bought loyalty better than Blinkit, but Blinkit customers were converted more efficiently. We find that sustainability of competitive advantage comes from customer acquisitions leading to defensible customer retention models. This is why organisations will have to adopt data-driven marketing, tailored customer interaction, and AI-powered customer relationship management practices in order to get the most bang for their money over many years.

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