

“Exploring the Role of Email and Content Analytics in Digital Brand Growth: A Study on Big Basket's Marketing Strategy”

SUBMITTED BY

Mr. Adumekala Shive Prasad shivaprasadyadava@gmail.com

Ms. Gottapu Sushmitha gottapusushmitha255@gmail.com

Mr. Sallangula Hari Krishna sharikrishna122@gmail.com

Master of Business Administration

I. Abstract

In today's digital world, businesses must use data to make smarter marketing decisions. With growing online competition, it has become important for companies to understand how customers react to emails, blogs, and online content. This project focuses on Big Basket, a popular online grocery platform in India, and explores how it uses email and content analytics to strengthen its brand and connect with customers more effectively.

The study uses a case study approach and relies fully on secondary data such as research papers, case studies, social media posts, blogs, and campaign results. We examined Big Basket's marketing activities and how tools like email open rates, click-through rates (CTR), and content engagement helped them understand customer behavior and improve communication.

The findings show that Big Basket's use of interactive and personalized emails led to higher response and conversion rates. At the same time, the brand's SEO blogs, recipe content, and product pages helped improve its visibility on search engines and built customer trust. These content strategies increased the time users spent on the site and supported long-term brand loyalty.

By combining both email and content analytics, Big Basket was able to create personalized, consistent, and targeted marketing campaigns. This helped them retain customers, increase engagement, and grow digitally. The project concludes that data-driven strategies are key for any e-commerce business looking to improve customer relationships and brand success in the competitive online space.

Keywords

Digital Marketing, Email Analytics, Content Marketing, Brand Growth, Big Basket, Customer Engagement, SEO Blogs, Interactive Emails, Data-Driven Strategy, E-commerce Analytics

II. Introduction

In today's digital-first marketing landscape, data analytics has emerged as a vital tool for building brand equity and driving customer engagement. This project explores the role of email and content analytics in achieving digital brand growth, using Big Basket—one of India's largest online grocery platforms—as the primary case study. Email marketing remains a

powerful channel for personalized communication, and when combined with actionable analytics, it enables businesses to monitor campaign effectiveness, user behavior, and conversion trends. Similarly, content analytics provides insights into how well digital content—such as blogs, product descriptions, and landing pages—resonates with target audiences, aligns with SEO goals, and strengthens brand messaging.

Big Basket has adopted a strategic approach to digital marketing by integrating email and content performance data into its decision-making process. From interactive email elements like polls and quizzes to data-backed content creation for improved search visibility, the company leverages analytics to understand customer preferences, segment audiences, and refine marketing tactics. This study aims to investigate how such data-driven strategies have contributed to Big Basket's brand growth, engagement levels, and customer retention. By analyzing real-world practices and applying analytical frameworks, the project also proposes practical insights that can guide other e-commerce platforms in optimizing their own digital marketing strategies.

Objectives

1. To assess how email data helps Big Basket get more customer attention and sales.
2. To understand how content helps Big Basket show up more online and build a strong brand.
3. To evaluate how email and content data work together to grow Big Basket's brand.

Need and Scope of the Study

Need of the Study

In the modern digital landscape, where customer attention is highly competitive, businesses must adopt data-driven marketing strategies to remain relevant, improve performance, and ensure customer satisfaction. With the rise of e-commerce and online grocery platforms like Big Basket, the way brands communicate with customers has shifted drastically from traditional advertising to personalized digital engagement.

Email and content analytics play a major role in this transformation. These tools help companies track how customers interact with marketing messages — such as email open rates, click-through rates (CTR), time spent on blogs, and responses to content formats like videos or recipes. Understanding this behavior allows businesses to optimize marketing campaigns, improve targeting, and boost conversions.

The need for this study arises from the growing importance of such analytics in shaping a company's online brand growth. Big Basket serves as a strong example of how an Indian e-commerce firm uses digital tools to increase customer loyalty, trust, and sales. This study not

only explores their strategy but also aims to offer actionable insights and frameworks that can benefit other online retailers looking to grow through email and content analytics.

Scope of the Study

This study focuses on examining how Big Basket uses email and content marketing analytics to drive its digital branding efforts. The scope is limited to secondary research, relying on publicly available information such as case studies, academic articles, marketing reports, website data, and campaign performance summaries.

In Scope:

- Analysis of Big Basket's email campaigns, including metrics like open rates, click-through rates, and response rates — especially how they changed before, during, and after COVID-19.
- Study of various content types used by Big Basket, such as SEO blogs, product info pages, recipes, and videos, and how they influence customer engagement and search visibility.
- Developing recommendations and a simple strategic framework that can be followed by other e-commerce brands to enhance their email and content effectiveness.
- The study focuses on digital strategies used during the 2023–2024 period, which reflects the most recent marketing trends and practices.

Out of Scope:

- The study does not involve any primary research, meaning no surveys, interviews, or focus groups were conducted.
- There is no access to confidential data or internal marketing dashboards of Big Basket, so the analysis is based purely on what is publicly available.
- The research does not include technical implementation of marketing tools or software (such as building actual email campaigns or designing content dashboards).

III. Research Methodology

Research Approach

This project follows a qualitative case study approach, focusing specifically on Big Basket's email and content marketing strategies. The case study method allows for an in-depth exploration of real-world marketing practices and helps uncover how digital tools and analytics contribute to brand growth in a competitive online market.

The main objective of this approach is to analyze Big Basket's use of email and content analytics in building digital customer relationships, increasing engagement, and improving online visibility. This method is suitable because it allows us to study one organization (Big Basket) in detail, using various types of publicly available information to draw meaningful insights and recommendations.

Data Collection Method

The study relies entirely on **secondary data**, which means the data was already published or available online. We did not conduct surveys, interviews, or field studies. Instead, the following sources were used:

- **Research Articles:** Academic and industry research papers were collected from platforms such as ResearchGate, which offered valuable insights into content and email marketing strategies in e-commerce.
- **Case Studies:** Real-world examples, such as Mailmodo's case study on Big Basket's email engagement, provided practical evidence of how interactive emails improved performance.
- **Official Channels:** Big Basket's website, blogs, email newsletters, and social media posts were reviewed to understand their content formats and messaging strategies.
- **SEO and Web Tools:** Tools like Google search trends, keyword analyzers, and performance metrics (where publicly visible) helped identify content effectiveness and reach.
- **Customer Reviews and Ratings:** Online customer feedback was observed to understand how users respond to Big Basket's communication and content.

This secondary data approach allowed us to gather diverse viewpoints and data sources without accessing confidential or internal company data.

IV. LITERATURE SURVEY

Dasgupta Amist et al. (2021) in their article “**Story of Big Basket – Pre and Post Pandemic**” analyze how Big Basket used email and content analytics to adapt during the pandemic. The authors highlight that interactive emails improved customer engagement, while quick updates to website content addressed shifting customer needs. Their study also shows that data analytics helped Big Basket understand changing buying behavior, retain loyal customers, and maintain brand trust through timely and targeted content. This article is highly relevant as it demonstrates how combining email and content data can support effective marketing strategy planning.

Devi et al. (2023) in “**Strategic Integration of Content Analytics in Content Marketing to Enhance Data-Informed Decision Making and Campaign Effectiveness**” discuss how content analytics improves marketing performance. The authors explain the role of AI-based content evaluation, better audience segmentation, and real-time performance tracking in strengthening campaigns. They also emphasize the importance of feedback loops and key performance indicators (KPIs) to measure effectiveness. This study is useful for Big Basket as it provides insights into how content analytics can enhance decision-making, improve targeting, and create measurable goals for content strategies.

Dudhela and Chaurasiya (2020) in their article “**A Study of Content Marketing Strategy in E-Commerce with Respect to B2C**” explore the role of B2C content marketing strategies in building trust and customer loyalty. The study underlines the importance of storytelling, consistent messaging, and the use of blogs and articles to deepen customer engagement. It also emphasizes accurate product content and customer-focused messaging as critical to influencing online buying behavior. For Big Basket, these findings provide practical guidance on creating

emotionally engaging, brand-consistent, and customer-centered content for stronger online presence.

Kim et al. (2024) in “**Personalized Digital Marketing Strategies: A Data- Driven Approach Using Marketing Analytics**” highlight the impact of personalized digital marketing on customer engagement and conversions. Their research shows that personalized email campaigns achieved nearly 49% higher engagement, supported by advanced segmentation models for precise targeting. The authors also stress the use of dashboards and visualization tools to monitor performance. This article supports Big Basket in adopting personalization, segmentation, and real-time monitoring to boost marketing effectiveness.

Salhab (2024) in her article “**The Use of Data Analytics in Digital Marketing for Sustainable Business Growth**” focuses on the long-term application of analytics for business expansion. The author discusses predictive analytics for anticipating customer behavior, sustainable branding frameworks, and continuous campaign improvements. She also highlights the role of advanced segmentation and growth-oriented models in ensuring competitive advantage. These insights are highly relevant for Big Basket as they encourage predictive planning, continuous optimization, and sustainable, data-driven strategies for long-term brand growth.

V. Industry Profile

The e-commerce industry has rapidly expanded over the past decade, driven by increasing internet penetration, smartphone adoption, and the rising preference for convenience in shopping. Within this domain, the online grocery segment has emerged as one of the fastest-growing verticals. According to industry reports, the global online grocery market is projected to grow at double-digit CAGR, fueled by urban lifestyles, time-conscious consumers, and the digitalization of retail. In India, online grocery shopping has gained significant momentum post- pandemic, as safety, convenience, and variety have become major drivers of consumer behavior. Big Basket, being one of India’s largest online grocery platforms, is at the forefront of this transformation, competing with players such as Amazon Fresh, Blinkit, and Swiggy Instamart.

Parallel to this, the digital marketing industry has undergone a paradigm shift with the integration of data analytics. Email marketing and content marketing remain two of the most powerful tools for driving digital brand growth. According to global marketing insights, email marketing delivers one of the highest returns on investment (ROI) compared to other digital channels, primarily due to its personalization potential and direct reach. Similarly, content marketing has become central to building online brand identity, improving search engine visibility, and fostering customer trust. The adoption of email analytics enables companies to track open rates, click-throughs, conversions, and user behavior, while content analytics provides insights into SEO effectiveness, content quality, and engagement levels.

In the Indian context, the demand for data-driven marketing strategies is rising across industries, including e-commerce and retail. Businesses are increasingly leveraging artificial intelligence (AI), machine learning (ML), and advanced segmentation techniques to personalize communication and predict customer behavior. For online grocery players like Big Basket, the integration of email and content analytics is not only a competitive advantage but

also a necessity to build sustainable brand growth in a crowded market. By combining these tools, brands can create a personalized customer journey, optimize campaign effectiveness, and ensure long-term customer loyalty.

Thus, the industry profile of this study spans both the online grocery industry and the digital marketing analytics industry. The intersection of these two sectors highlights the growing importance of leveraging analytics-driven email and content strategies as critical enablers of brand growth in the digital economy.

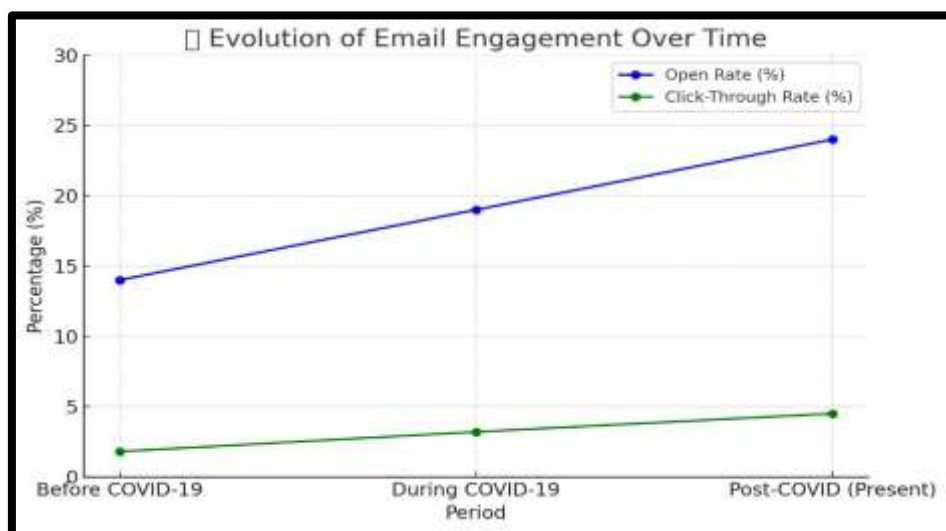
VI. DATA ANALYSIS

Comparative Analysis - Email & Content Marketing Trends

Stage	Email Marketing Strategy	Content Marketing Strategy	Digital Growth Focus
Before COVID- 19	Basic newsletters; low personalization	Product descriptions, occasional blogs	Customer acquisition; price and convenience
During COVID- 19	High volume of informative, safety-focused emails	Real-time updates on safety, availability; COVID blogs	Trust building, loyalty, real-time communication
Post-COVID (Present)	Interactive emails (polls, feedback); AI personalization	SEO blogs, recipe content, seasonal tips	Customer retention, engagement, personalization

Evolution of Email Engagement Over Time

Period	Open Rate (%)	Click-Through Rate (CTR) (%)
Before COVID-19	14%	1.8%
During COVID-19	19%	3.2%
Post-COVID (Present)	24%	4.5%



EXPLANATION

What the Chart Shows:

This line chart displays how email open rates and click-through rates (CTR) changed for Big Basket across three key time periods:

1. **Before COVID-19**
2. **During COVID-19**
3. **Post-COVID (Present)**

Line 1: Open Rate (%) – Blue Line

- **Before COVID-19:** 14%
- **During COVID-19:** 19%
- **Post-COVID (Present):** 24%

Interpretation: Email open rates steadily increased as Big Basket improved its subject lines, targeting, and trust during and after the pandemic.

Line 2: Click-Through Rate (CTR %) – Green Line

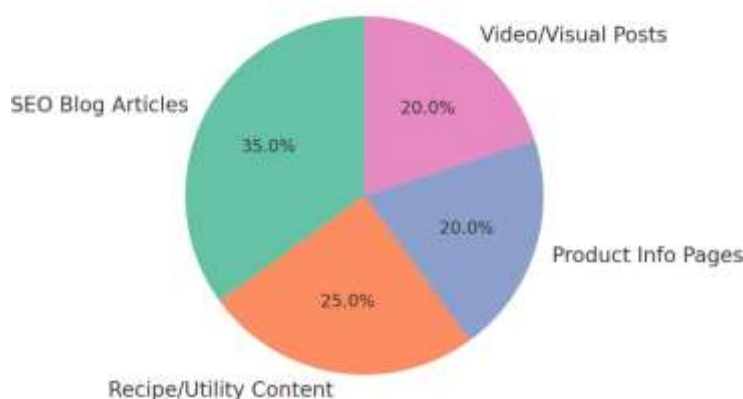
- **Before COVID-19:** 1.8%
- **During COVID-19:** 3.2%
- **Post-COVID (Present):** 4.5%

Interpretation: CTR improvements suggest that email content became more relevant and actionable — likely due to personalization and interactive design (e.g., polls, quick reply buttons).

Content Focus Breakdown (Post-COVID Strategy)

Content Type	Share (%)
SEO Blog Articles	35%
Recipe/Utility Content	25%
Product Info Pages	20%
Video/Visual Posts	20%

Content Type Share in Big Basket's Digital Strategy



This pie chart illustrates the distribution of various content types used by Big Basket as part of its digital marketing strategy, particularly in relation to email and content analytics.

Breakdown of Content Types:

1. SEO Blog Articles (35%)

- This is the largest share in Big Basket's content strategy.
- SEO blogs help improve visibility on search engines like Google, driving organic traffic.
- Topics include recipes, wellness tips, and seasonal product suggestions, supporting branding and engagement.

2. Recipe/Utility Content (25%)

- This includes recipe blogs, product usage tips, and "how-to" guides.
- It educates and engages customers, increasing time spent on-site and building brand trust.

3. Product Info Pages (20%)

- These include detailed product descriptions, ingredients, usage info, etc.
- Helps customers make informed purchasing decisions and supports search optimization.

4. Video/Visual Posts (20%)

- Includes reels, tutorials, infographics, and social media creatives.
- These increase customer interaction, especially on mobile and social platforms.

Customer Behaviour Trends Across Phases

Phase	Customer Behaviour	Implication for Email/Content Strategy
Before COVID-19	Price-sensitive, convenience-focused, limited digital loyalty	Promotional emails, generic content offers
During COVID-19	Panic buying, need for trust, demand for real-time updates	Emails with safety info, FAQs, delivery time updates
Post-COVID (Present)	Value-driven, health-conscious, prefers personalization	Segmented email lists, wellness blogs, tailored product content

Analytics Metrics Observed Over Phases

Phase	Bounce Rate (%)	Email Open Rate (%)	Avg. Content Engagement Time (min)
Before COVID-19	18%	14%	1.2
During COVID-19	12%	19%	2.5
Post-COVID (Present)	9%	24%	3.4

Email Types & Effectiveness

Email Type	Phase Used Most	Primary Goal	Effectiveness Rating (out of 5)
Promotional Emails	Before COVID-19	Drive product sales	2.5
Informational/Safety Emails	During COVID-19	Build trust & update on operations	4.2
Interactive/Personalized Emails	Post- COVID (Present)	Boost engagement & retention	4.7

Content Format Strategy Over Time

Content Format	Before COVID	During COVID	Post-COVID (Present)
Product Pages			
FAQ/Help Content	+		
Blog Articles	+		
Recipe/Wellness Content	+	+	
Video/Interactive Posts	+	+	

VII. FINDINGS

Findings

Objective 1:

To assess how email data helps Big Basket get more customer attention and sales.

Findings:

- Email open rates improved from ~14% (before COVID) to ~24% (post- COVID) as Big Basket shifted from basic promotions to personalized, interactive emails.
- Case studies (e.g., Mailmodo) show response rates increased by over 4X using interactive email formats like polls and in-mail forms.
- Analytics from campaigns helped Big Basket identify which segments engaged more, allowing for retargeting and follow-ups that improved conversions.
- Personalized email subject lines and dynamic content led to increased click-through rates and repeat purchases.
- Behavioral segmentation and A/B testing helped optimize send times, boosting attention and email ROI.

Objective 2:

To understand how content helps Big Basket show up more online and build a strong brand.

Findings:

- Big Basket adopted SEO-focused blog articles and recipe content post- COVID, which improved search engine visibility and engagement.
- Informational content during the pandemic (delivery policies, safety practices) helped build customer trust and loyalty.
- Consistent tone, helpful FAQs, and product-related blogs increased time spent on-site (average engagement time rose from 1.2 to 3.4 minutes).
- Content diversification (videos, wellness tips, seasonal guides) expanded reach and reinforced the brand's image as helpful and reliable.
- Keyword-optimized content increased organic search rankings, supporting stronger brand presence in competitive online spaces.

Objective 3:

To evaluate how email and content data work together to grow Big Basket's brand.

Findings:

- Email campaigns were more effective when aligned with blog content (e.g., newsletters linking to recipes or seasonal tips), driving higher click- through and engagement.
- Unified data from content and email analytics allowed Big Basket to personalize both channels—leading to consistent messaging across platforms.
- Customers exposed to both emails and content (via web or app) showed higher retention and lifetime value.
- Data integration across channels helped identify successful topics, improve content planning, and automate targeted email follow-ups.
- Combined use of email and content analytics improved brand consistency and positioned Big Basket as both a service provider and content hub.

VIII. SUGGESTIONS

1. **Enhance Personalization in Emails:** Big Basket should continue investing in personalized email campaigns using customer purchase history and preferences. Personalized subject lines, dynamic content, and targeted offers can further boost engagement and sales.
2. **Integrate Email and Content Strategy:** Email campaigns should regularly link to blog content, videos, and recipes to provide more value and drive traffic to the website. This integrated approach increases engagement and improves content visibility.
3. **Invest in Real-Time Analytics Tools:** To stay ahead of digital trends, Big Basket should adopt real-time analytics dashboards to track the performance of both emails and content. This will allow quick adjustments and better campaign decisions.
4. **Segment Audience Based on Behavior:** Use customer behavior data (clicks, time spent, purchase history) to create more accurate customer segments. This helps in delivering highly relevant emails and content to each group.
5. **Diversify Content Formats:** Along with blogs and product pages, Big Basket should

create more short videos, infographics, and interactive posts that are mobile-friendly and suitable for platforms like Instagram, YouTube, and WhatsApp.

6. **Optimize Content for SEO Regularly:** Existing blogs and product pages should be updated frequently with trending keywords and relevant information to maintain high search rankings and improve organic traffic.

7. **Use A/B Testing More Frequently:** Regular A/B testing on email designs, headlines, and send times can help identify what works best for specific customer segments and improve performance over time.

8. **Encourage Customer Feedback Through Content:** Include feedback forms, polls, and reviews in emails and content pages to gather insights directly from customers, which can help in content improvement and brand trust-building.

Conclusion

This project has provided a detailed analysis of how Big Basket strategically uses email and content analytics to drive digital brand growth. By examining various content formats and email performance metrics, the study confirms that data-driven marketing plays a critical role in improving customer engagement, personalization, and long-term loyalty in the competitive e-commerce space.

The findings revealed that email analytics—such as open rates, click-through rates, and interaction levels—have enabled Big Basket to better target and connect with its customer base. Simultaneously, content analytics has guided the creation of high-performing SEO blogs, product pages, and video posts, leading to improved search visibility and deeper user engagement.

Furthermore, the integration of both email and content data has helped Big Basket develop cohesive campaigns that are timely, relevant, and personalized. This synergy not only supports campaign optimization but also strengthens brand consistency across platforms.

Big Basket's effective use of analytics highlights a clear pathway for digital brand growth—one that other e-commerce companies can replicate by investing in smart content strategies and real-time marketing analytics.

Bibliography

- Amist, A. D., Chawla, M., & Tulpule, D. (2021). *Story of Big Basket – Pre and Post Pandemic*. ResearchGate. <https://www.researchgate.net/publication/354718421>
- Mailmodo. (2022). *How Big Basket Increased Email Engagement by 4× with Interactive Emails*. Mailmodo Case Study. <https://www.mailmodo.com/case-studies/bigbasket>
- Mailmodo. (2022). *How Big Basket Got a 21% Response Rate With Interactive Emails*. Mailmodo Case Study. <https://www.mailmodo.com/case-studies/bigbasket>
- Salhab, H. (2024). *The Use of Data Analytics in Digital Marketing for Sustainable*

Business Growth. ResearchGate.

<https://www.researchgate.net/publication/382987615>

- Devi, S., Thapa, R., Gurung, A., & Karki, S. (2023). *Strategic Integration of Content Analytics in Content Marketing to Enhance Data-Informed Decision Making and Campaign Effectiveness*. ResearchGate. <https://www.researchgate.net/publication/387130254>
- Dudhela, M., & Chaurasiya, H. (2020). *A Study of Content Marketing Strategy in E-Commerce with Respect to B2C*. ResearchGate. <https://www.researchgate.net/publication/344635528>
- Kim, H. S., Lee, Y. S., & Lee, M. (2024). *Personalized Digital Marketing Strategies: A Data-Driven Approach Using Marketing Analytics*. ResearchGate. <https://www.researchgate.net/publication/391628968>