Netmeds: India's Leading Pharmacy - A Case Study

The App

Netmeds App is part of Netmeds Marketplace Limited, founded by Dadha Company – one of the oldest medical shops in India, trusted for quality medicines since 1914. Netmeds continues a legacy of 100 years of success in the healthcare industry, providing customers with a superior online shopping experience, which includes ease of navigation and absolute transactional security. Netmeds' mission is to provide the people of India with convenient & affordable access to their everyday medicines. Download the Netmeds app to get your medicines delivered within 2 to 4 days.
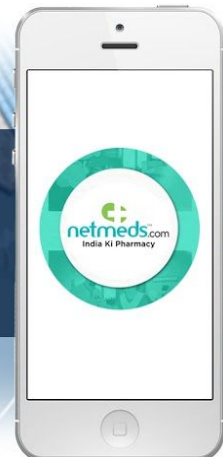
The Challenge

A large portion of the Netmeds App users come from remote cities in India with poor mobile network quality, which leads to slow app loading times and frequent disconnects—both affect the user experience and may lead to low retention and conversion rates. With 50% traffic coming from the app and constantly growing, Netmeds - which has recently integrated a CDN solution for web - was looking for a solution to specifically improve the mobile app performance.

The Solution - PacketZoom Mobile Expresslane

PacketZoom's SDK offers a drag and drop integration, and it is lightweight with a minimal memory footprint. No changes to infrastructure configuration and no additional hardware or software are required. The existing CDN infrastructure was kept and Netmeds was granted full operational monitoring and control via the dashboard which allows the team to conduct A/B tests and see performance with and without PacketZoom.
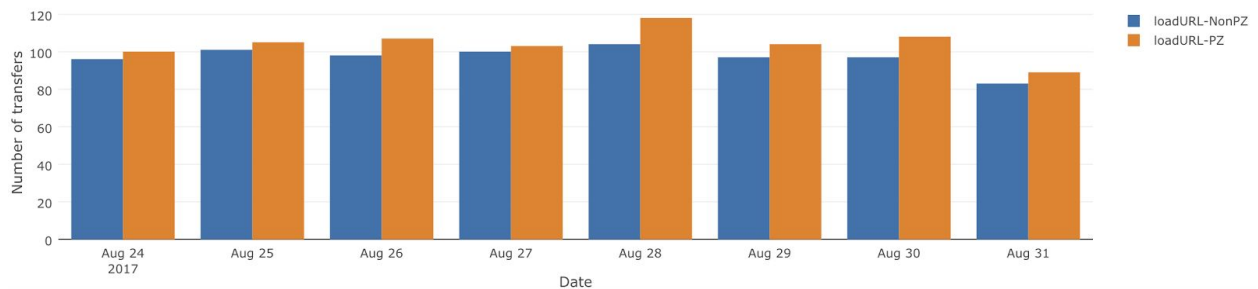
The Results: 8% Increase in User Engagement, 80% Connection Rescue

Results were immediate: Netmeds ran 1.64x faster on 3G and 1.5x across LTE and WiFi networks, and 80% of network-driven disconnected sessions were rescued.
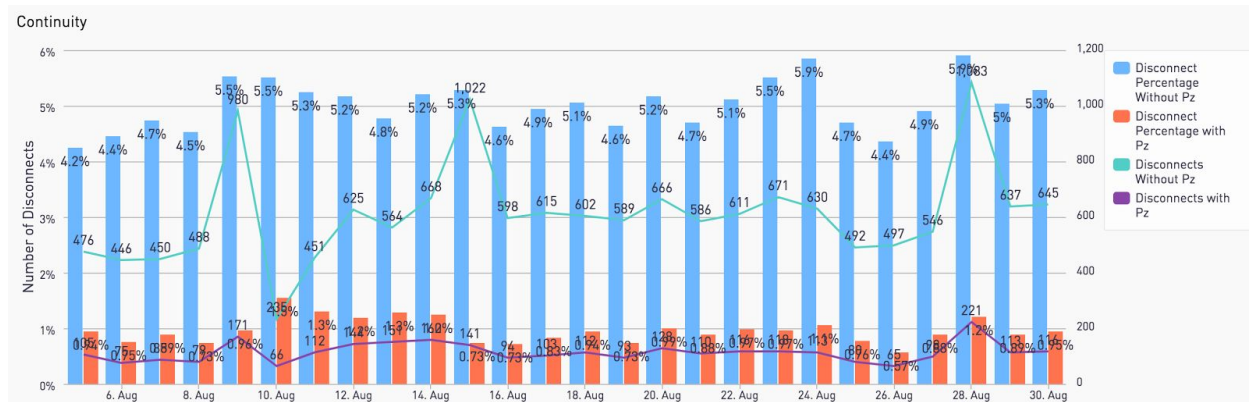
Netmeds saw an immediate ROI and significant boost in user engagement by up to 8%. Since Netmeds is primarily a dynamic app with majority of the calls being APIs, an increase in user engagement and app reliability add to the overall app success:

"Netmeds aspires to offer our customers a gratifying shopping experience, especially when they're on the go and using their mobile device" said Advait Suhas Pandit, Netmeds CTO, "PacketZoom's SDK was easy to integrate and showed immediate results. Our mobile customers can now enjoy a faster, more reliable experience when they need the mobile app the most".

8% Increase in User Engagement (Number of HTTP Transfers) with PacketZoom

Almost 80% of Session Connections Rescued with PacketZoom