



DIGITAL MARKETING TRANSFORMATION

# A BLUEPRINT FOR MARKETERS

ada

analytics · data · advertising

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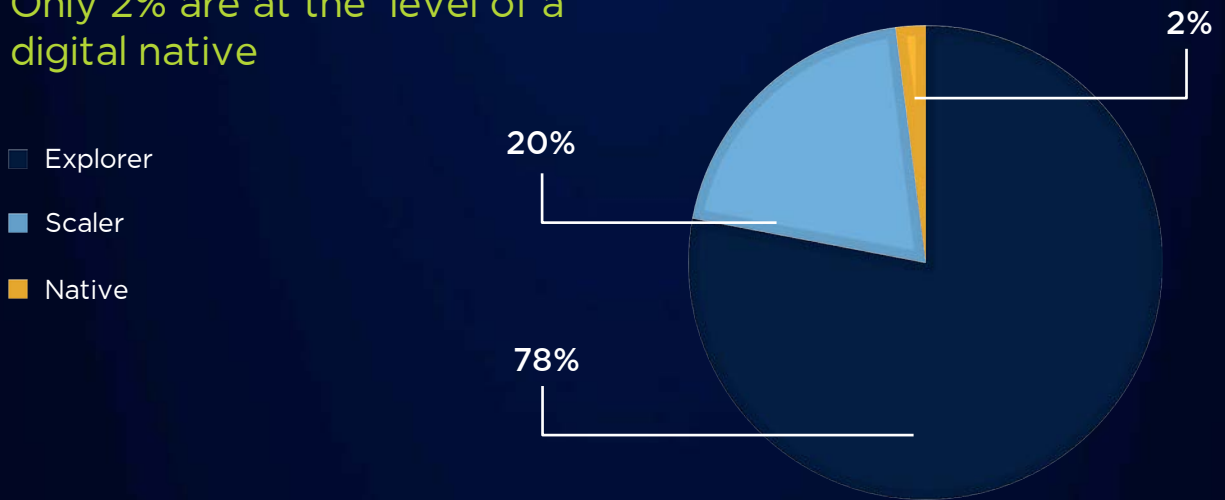
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# DIGITAL MARKETING TRANSFORMATION

Good digital marketing is one that taps into every possible method, tool, and skill in its arsenal to deliver the right message to the right person at the right time in the right place, according to BCG. However, GREAT digital marketing looks beyond that. Great digital marketing is ready to transform what it has into what it needs – by reaching, converting, resonating with, and building that invaluable relationship with consumers.

Only 2% are at the level of a digital native



According to a survey by Harvard Business Review, most CXOs found that digital transformation was the number one concern for 2020 and expect this trend to continue well into 2021.

Digital transformation is not new, yet over 70% said their initiatives have yet to reap success. Google revealed that brands who have reached the digital native stage saw 11% increase in revenue and 17% increase in cost efficiency.

To achieve great digital marketing is to move up the digital marketing maturity curve – and along the way, maximising customer lifetime value and reaping the rewards of personalisation, worth trillions in revenue, according to Gartner.

This is the holy grail of marketing. Then, why is it that so many brands have yet to achieve this? We looked at our client base as well as our data sources to uncover a specific blueprint that will be key for marketers to achieve full digital marketing maturity in 2021.

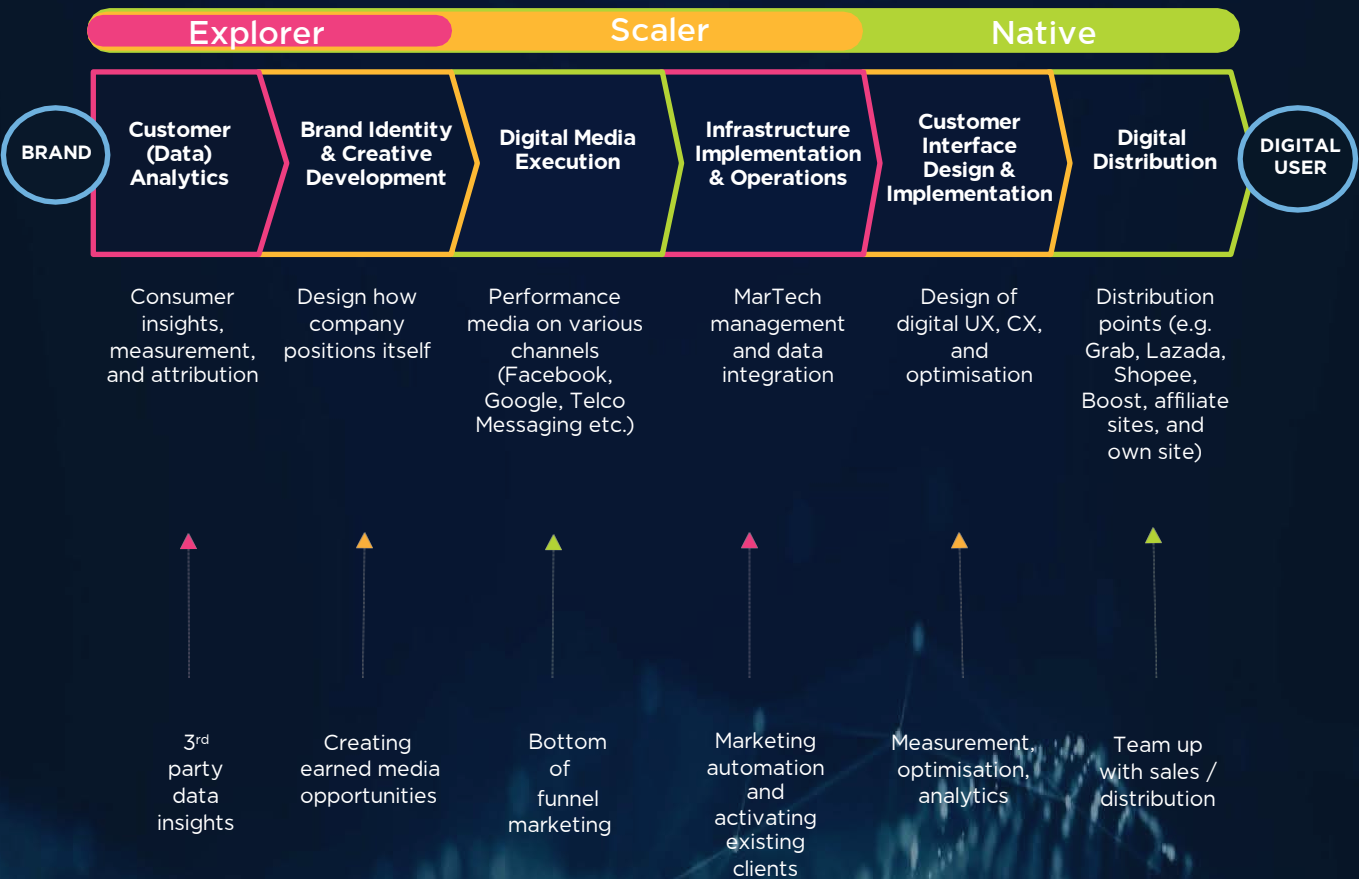
# DIGITAL MATURITY MEASUREMENT FOR MARKETERS

If your goal is to truly connect with your digital consumers, then the first step is to take an honest assessment of where your business lies on the digital marketing maturity curve. Our research into companies and prospects within the markets we operate in (across South and Southeast Asia) found that companies tend to fall into one of three maturity levels.

We've split the levels accordingly:

- **Explorers** are where most of the time is spent in establishing foundations
- **Scalers** looking to perfect execution and implementation
- **Natives** have the foundation and implementation squared away. Their next step is to enhance user experience, customer acquisition and digital distribution channels.

Similar to findings from BCG, our data shows that 98% of businesses in the South and Southeast Asian region fall within the first two categories.



[CLICK HERE TO EVALUATE YOUR DIGITAL MARKETING MATURITY](#)

Note: It's possible to leapfrog between the three therefore it's essential to invest time and effort in revisiting and realigning your direction even after you've progressed to more mature stages.

# EXPLORER

Digital marketing transformation, stage 1.



## DESCRIPTION

The explorer is obsessed with finding the right path to the top. The marketers in these organisations are busy laying the foundation through in-depth benchmarking of competitors and their own audiences. Through this, they are able to garner the necessary business insights that will point them in the right direction. Explorers are obsessed over their consumers, looking at the data they have on hand and drawing a path to where they want to be. The goal is to strive for sophisticated audience matching with a cohesive list of integrated data sources that will feed customer lifetime value and intent group models. Once such an environment is achieved, the goal will be to gain creative personalisation that's automated and fed with person-level data.

## KEY FOCUS AREAS



### Customer (Data) Analytics

Design of digital UX, CX, and optimisation



### Brand Identity & Creative Development

Design how company positions itself

## AWARD-WINNING SECRETS FOR EXPLORERS

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### FRIESLAND CAMPINA CASE STUDY

Winning over moms and driving purchase uplift through consumer insights.

[Read More](#)

### BOOST CASE STUDY

Phenomenal growth for e-wallet Boost through a personalised persona campaign even before the COVID-19 pandemic.

[Read More](#)

### INDONESIAN BANK CASE STUDY

How ADA achieved a 50% increase in active users for a leading Indonesian bank.





# FRIESLAND CAMPINA CASE STUDY

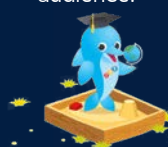
How a startling insight helped us create  
16% uplift in purchase intent.

## THE BACKGROUND

- Frisian Flag Infant Toddler Growing Up Milk is a dairy based product formulated for toddlers. The brand seeks to target middle income families in Indonesia, but faced tough competition from established players, a low level of understanding of the product category, and an over-reliance on recommendations from family and friends; which made it harder for the brand to do precise targeting on digital channels. The client had a two-pronged objective:
- To increase brand awareness and engagement for the brand
- To drive an uplift in brand consideration

## OUR SOLUTION

- As always, we started with data. We looked into the lifestyle and media consumption habits of the target segment and made a startling discovery. A staggering 47% of Indonesian moms were playing mobile games - contrary to the gamer stereotype.
- To reach this segment, we built an augmented reality game with three mascots that reflected the three core value propositions of the brand, "Smart, Tall, and Strong". The game itself was easy to play, and that resulted in strong engagement with our target audience.



The dolphin  
represented intelligence



The giraffe  
represented growth



The elephant  
represented strength

- The numbers speak for themselves and the campaign results were highly encouraging with an overall uplift in brand health scores.

## THE OUTCOME

- A 28-point uplift (vs industry benchmark of 2 points).
- 87% of consumers said they would purchase the product after interacting with the game - a 16-point uplift (vs industry benchmark of 2 points).
- 68% ad messaging recall.
- 35 points increase in brand awareness.
- 79.9% awareness and engagement rate (vs industry benchmark of 25-30%).
- Average dwell time of 3 minutes demonstrating repeat plays (vs AR game benchmark of 30 seconds).

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The Drum Awards For Digital  
Advertising 2020  
APAC

Mob-Ex Awards 2020  
APAC

Appies 2020  
Malaysia

MARKies 2020  
Malaysia



# BOOST CASE STUDY

4x revenue growth through  
personalisation.

## THE BACKGROUND

- Supporting the growth of e-commerce ecosystems are e-wallet apps like Boost, which offer easy transactions. However, the app faces stiff competition from more well-established brands like Touch n Go (6.5 million users) and GrabPay (6 million users). With a goal to become the leading local e-wallet in Malaysia, Boost needed to convert Malaysians before the pandemic peaked.

## OUR SOLUTION

- Relying on our expert metrics and analytical capabilities, we identified strategies for three user groups. We encouraged Active Users to increase usage frequency; attracted Non-Boost Users with rewards; and won over Inactive Users through gamified rewards.
- Using data, we identified 7 different personas who we could target with bespoke content and offerings based on their specific online behaviours.



Personal  
Development  
Explorer



Phone  
Phreak  
(Personalisation)



Health &  
Beauty  
Enthusiast



Entertainment  
Junkie



Sports  
Enthusiast



Gamer



Money  
Manager

- Active Users* were offered a chance to win 100% cashback. *Inactive Users* received messages, tailored to their latest search and social media behaviours.
- For example, an Astro (satelliteTV) user is tagged as someone who is an entertainment junkie, so they would be served an ad to pay their Astro bills with Boost.

## THE OUTCOME

- 1 million new users acquired.
- 3% increase in retention rate.
- 185% increase in monthly active users.
- 19x incremental growth in Gross Transactional Value (GTV).
- 4 x incremental revenue growth.

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# LEADING INDONESIAN BANK CASE STUDY

Shifting users from brick and mortar to digital.

## THE BACKGROUND

- One of Indonesia's largest financial institutions was on a mission to be the leading digital retail bank. However, moving 79% of its customers online was proving to be a challenge as most of their customers are older and hesitant to adopt new technology. Spurred by the pandemic, their objective was to convert existing conventional banking customers to the bank's online service and acquire new customers.

## OUR SOLUTION

- Looking at historical data, we uncovered that one-off promotional and incentive-based campaigns did not shift long-term user behaviour.
- Our data then led the way to demonstrate that the target audience was actively searching for news related to the pandemic and preventive measures they could take. Leveraging on this data, we positioned the creatives to promote the use case of the online platform instead.
- Again, our data helped us identify the digital spaces most frequently occupied by our target customers, and when they were most likely to convert. We built personas around their media consumption behaviour and created awareness campaigns specifically centred around their media consumption habits.
- The campaign was executed in two phases; first to encourage customers to stay at home; and the second was to tap into the fact that we noticed a spike in personas who were starting to feel bored staying at home.



- The bank's digital campaigns were timely and relevant, and the results speak for themselves.

## THE OUTCOME

- 50% increase in active users and usage.
- 11% growth in online transactions quarter on quarter.
- 13% fee-based revenue growth quarter on quarter during the pandemic
- 125,000 new users with over 2,000 new accounts opened online per day.

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# SCALER

Digital marketing transformation, stage 2.



## DESCRIPTION

The scaler has decided on certain established foundations, and these businesses have some idea of the specific target audience they are pursuing. Their goal now is to systematically scale their digital marketing effort and build best practices while constantly ensuring each touchpoint is optimised to deliver the desired Return on Investment (ROI) or Return on Ad Spend (ROAS). They've also moved beyond vanity metrics to ensuring every media channel is linked to the overall business performance or revenue generating objectives. They are using marketing mix models or predictive algorithms to forecast business outcomes. The goal is to connect siloed databases and automate customer experience across channels in order to scale their digital marketing transformation effort.

## KEY FOCUS AREAS



### Customer Interface Design & Implementation

Performance media on various channels (Facebook, Google, Telco Messaging etc.)



### Infrastructure Implementation & Operations

MarTech management and data integration

## AWARD WINNING SECRETS FOR SCALERS

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### GLOBAL NGO CASE STUDY

Achieving the impossible, fundraising for Ramadan during a pandemic.

[Read More](#)

### CLASSPASS CASE STUDY

Revisiting foundations of brand awareness but with a twist for a digital native to drive revenue.

[Read More](#)

### SALADSTOP! CASE STUDY

Pivoting to digital during a pandemic increased new customer acquisition by 58% for a health food chain.



# GLOBAL NGO FUNDRAISING CASE STUDY

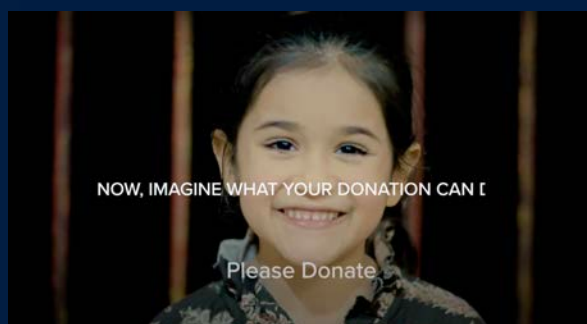
Raising funds for Ramadan during  
a pandemic.

## THE BACKGROUND

- The client, a global refugee agency, runs an annual global Ramadan fundraising campaign to engage the public and raise funds. This year, their Ramadan fundraising campaign coincided with the peak of COVID-19 so we had to quickly pivot our strategy to respond to the drastic shift in consumer behaviour.
- The challenges were 2-fold:
  - Inability to reach target audiences due to lockdowns, which prevented geo-targeting those visiting places of large gatherings especially during the COVID-19 period
  - Sudden surge of other NGO fundraising efforts, especially local charities.

## OUR SOLUTION

- We used an 'old-meets-new' targeting strategy. Using XACT, our proprietary Data Management Platform (DMP), we looked at the 'old' data of previous footfall to target locations, usage of specific apps, and a database of past Ramadan donors.
- We then combined this with 'new' data through social interests that were exacerbated by the pandemic such as cooking, shopping, recipes, etc. We then used affinity audiences to minimise wastage.
- We took a 'glocalised' approach by leveraging on local influencers and channels to bring home the story that invited people to "Imagine" the daily realities of refugees, and what Ramadan looks like without their generosity to tug at heart strings and wallets.
- The campaign ran over a six-week period and we customised the creative according to different periods of the season.



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## THE OUTCOME

- Overall donations exceeded target by 37%.
- 68% uplift in ROI (2.5x above target).
- Cost per acquisition reduced by 273%.
- 87% positive sentiments from influencers' community.





# CLASSPASS CUSTOMER ACQUISITION CASE STUDY

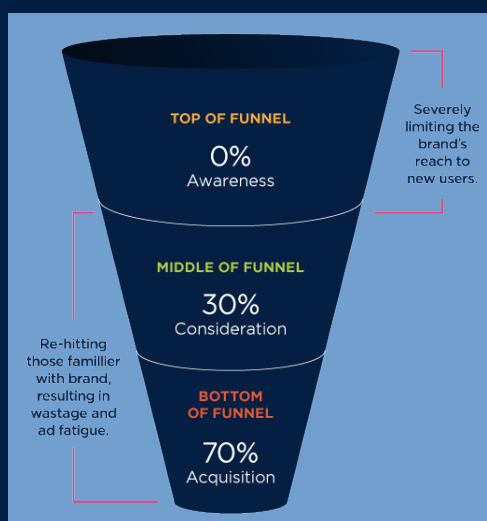
50% increase in sign-ups through brand building.

## THE BACKGROUND

- When ClassPass first launched in Singapore, they had no trouble acquiring consumers. But they quickly started to hit a plateau. Soon, we had to solve one of the most tricky problems in advertising: how does a brand sustain growth without increasing its ad budget?

## OUR SOLUTION

- We analysed previous campaigns and uncovered that their existing focus on instantaneous quick-wins, wasn't sustainable without brand building. But for ClassPass customer acquisition is paramount. To justify the investment in brand-building, we needed to move beyond measuring impressions or clicks to a more sophisticated way of attribution, which would demonstrate how brand building would result in actual sales.
- With an end-to-end and holistic attribution framework, we moved beyond last click attribution to track acquisition throughout the full funnel.
- Through this, we managed to uncover that our brand building efforts were responsible for over 40% of customer acquisition during the campaign period.
- This is a big shift from previous measurements and efforts where 0 sales came from the top of the funnel.



## THE OUTCOME

- 50% increase in new customer acquisition as a direct result of the branded campaigns.
- 30% savings on cost-per-acquisition of each customer.
- 22% increase in brand awareness and searches.
- More importantly, we managed to convince ClassPass on the need to build a sustainable pipeline for new user acquisition by investing in brand building efforts for a more holistic consumer strategy.

[READ MORE](#)

# SALADSTOP! DIGITAL TRANSFORMATION CASE STUDY

Pivoting to digital during a pandemic for a health food chain.

## THE BACKGROUND

- During the pandemic, businesses were faced with the gargantuan challenge of pivoting to digital. This would be difficult especially for health food chain – SaladStop! in Singapore.
- The objective of digital marketing transformation was to drive sales to their platform, track and measure partnerships, and create a single view of their customers.
- ADA took a two-pronged approach looking at processes and growth areas.

## OUR SOLUTION

- Our approach was simple, where we started with a competitive audit of the current processes.
- We then looked at five key areas that we needed to look at to bring about digital marketing transformation for SaladStop!



Strategy +  
Execution



Maximising Value  
from Tech



Leveraging First-  
Party Data



Customer  
Experience



Upskilling In-  
House Talent

- First, we looked at creating a specific strategy for each online sales channel available to the client from aggregators to owned channels.
- Next, we needed to redefine the customer experience. Through workshops and rapid testing we managed to map out a new customer journey.
- Then, we looked at extracting value from data with a bespoke dashboard that combined various data sources. This allowed us to analyse and audit touchpoints, purchase trends, churn, and loyalty-discount relationship.
- We optimised this further by analysing their current MarTech stack. We discovered that by building modular presets we were able to ensure every local marketing team was able to fully utilise the MarTech solutions.
- Finally, we looked at talent enablement. Because SaladStop! had a lean inhouse team, ADA embedded itself in the organisation as opposed to merely giving advice from 20,000 feet away.

## THE OUTCOME

- 58% increase in new customer acquisition.
- 23% increase in customer lifetime value.
- 3x improvement in marketing efficiency (3x increase in click through rate and 1.7x increase in Return on Ad Spend (ROAS)).
- 40% decrease in manual work and improved marketing productivity.
- Actionable single customer view created and connected with automation.

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# NATIVE

Digital marketing transformation, stage 3.



## DESCRIPTION

The digital natives have put in time and effort into their digital transformation process; their focus is maintaining constant measurement and attribution across the whole funnel, at every customer touch point, and across multiple channels. Distribution is also end-to-end via a digital agent/distributor for digitally mature industries. Even if your business/department is within this space, agility in tackling an ever-changing environment is essential, therefore be ready to frequently revisit basics, tweak, and continually optimise. Marketing, after all, is LIVE.

## KEY FOCUS AREAS



### Digital Media Execution

Performance media on various channels (Facebook, Google, Telco Messaging etc.)



### Digital Distribution

Distribution points (e.g. Grab, Lazada, Shopee, Boost, affiliate sites, and own site)

## AWARD WINNING SECRETS FOR SCALERS

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### GLOBAL PREMIUM SKINCARE CASE STUDY

Winning over the pandemic with data and achieving 490% growth in e-commerce sales.

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### CLASSPASS CASE STUDY

Revisiting foundations of brand awareness but with a twist for a digital native to drive revenue.

[Read More](#)

### TECH AGENCY OF THE YEAR

How we leverage tech and data to help brands navigate through unprecedented times and towards the future.



The Drum Awards For Digital  
Advertising 2020  
APAC

Mob-Ex Awards 2020  
APAC

Asia e-Commerce Awards  
2020  
APAC



# GLOBAL PREMIUM SKINCARE CASE STUDY

Winning over the pandemic with  
data and achieving 490% growth in  
e-commerce sales.

## THE BACKGROUND

- A global premium skincare brand suffered massive losses when lockdown was implemented in Thailand in March 2020.
- The brand had to pivot from predominantly offline sales channel and focus on their e-commerce platform instead.
- They had to find, target, and direct prestigious high-end clientele to the e-commerce platform and convince them to make their purchases there. This is quite a drastic change as premium beauty and skincare customers are used to going to physical events and receiving personalised services and hospitality.

## OUR SOLUTION

- It's impossible to find the ideal customer profile based on just regular digital targeting. So, we combined the brand's own first party data and enriched it with second party data, and then we layered on XACT data that drew from places of interest, app usage, and behaviour indicators.
- Using the combination of additional data sources, we uncovered 4 potential target audiences:



Existing brand loyalists that  
shop offline



Existing e-commerce  
customers



New customers who use  
other premium skincare  
brands



New customers who are aspirers  
of the brand and can afford high  
price points

- We created a campaign that employed a different strategy and data set for each part of the funnel from awareness to consideration and finally driving conversions.

## THE OUTCOME

- 490% Growth in e-commerce monthly sales vs pre-COVID-19 times.
- Exceeded target set by 500% .
- 275% Growth vs Promotional months (E.g. Single's Day sales on 11.11 and 12.12 in 2019).
- 24.5x Return on Ad Spend (ROAS).

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Note: XACT, is our proprietary data management platform.





The Drum Awards For Digital  
Advertising 2020  
APAC

Mob-Ex Awards 2020  
APAC

# CLASSPASS CUSTOMER ACQUISITION CASE STUDY

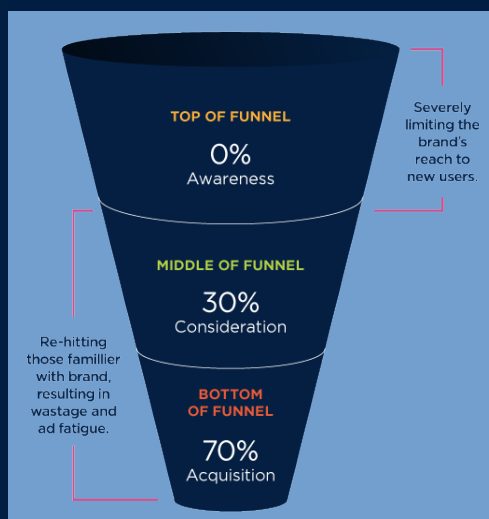
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# APAC TECH AGENCY OF THE YEAR

How ADA won the Campaign Asia  
APAC Tech Agency of the Year two  
years running.

## THE BACKGROUND

- Southeast Asia, with increasing internet penetration and a growing middle-class, has been called Asia's next growth frontier. But when COVID-19 struck, the region was upturned and brands were scrambling to adapt.
- We needed to decode the new consumer. We needed insights into their wants and how to reach them on digital platforms like never before. Marketers needed to respond to budget cuts, yet continue to gain market share from competitors.

## OUR SOLUTION

- We deepened our data-driven services and solutions to shine a light during the pandemic. Prior to the pandemic, ADA had already invested over USD 6 million into multiple data sources, MarTech solutions, and data scientists & industry experts to produce insights.
- We created our Customer Insights Explorer (CIE): an audience building tool allowing marketers to delve into specific consumer profiles and we derived 9 distinct crisis personas during the pandemic from CIE.
- We created our Video Analytics and Creation Engine (VACE) to help marketers analyse and manage the influx of digital content. We also released a deep resource for businesses navigating through the pandemic.



- We also created industry specific solutions addressing different pain points such as a new customer acquisition solution specifically for financial services who may struggle to onboard customers without a physical presence. We've enhanced our retail solutions by employing AI and analytics to address the changes in this space.

## THE OUTCOME

- 490% growth in e-commerce monthly for a global premium skincare brand in Thailand.
- Exceeded fundraising targets by 37% for a global NGO in Singapore.
- Established the foundations for digital transformation, including identifying and implementing a MarTech stack for a health food chain in Singapore.
- Through our location planner we've helped a Malaysian telco deploy a fleet of mobile outlets in areas where it would maximise reach and customer acquisition.
- We also managed to provide insights to enrich the long-term strategy for a Vietnamese fashion retailer that wanted to protect their market share.



# 2021, PLANNING AMONGST THE CONTINUED UNCERTAINTY

Four key areas that businesses need to look at when it comes to deriving an agile plan for digital marketing transformation in the future.



- 01

As you progress along your journey towards digital marketing maturity, 2021 will be a year full of uncertainty. Marketers would need to take an agile approach to budgeting and create a plan to plan rather than focus on the quarterly or yearly plans of yesterday.
- 02

During this time budgets will continue to remain tight therefore it is vital that marketers ensure that efforts demonstrate real business ROI rather than just measuring vanity metrics. Marketers would need to invest in MarTech in order to build and track models that focus on measuring acquisition, customer life time value, and proper offline to online attribution.
- 03

In the months to come, digital talent will be important to maintain the momentum of digital transformation. Businesses will need to work harder to recruit, retain, or most likely develop their existing talent.
- 04

Meanwhile, a strong agency partner will be an essential asset in your arsenal that will be able to cover areas of expertise your in-house talent may lack.

[LEARN MORE ABOUT CREATING AN AGILE PLAN FOR 2021](#)

## ABOUT ADA

ADA is a data and artificial intelligence company that designs and executes integrated digital, analytics and marketing solutions.

Operating across 9 markets in South and Southeast Asia, ADA partners with leading brands to drive their digital, and data maturity and achieve their business goals.



## ABOUT OUR DATA

Their Digital behaviour culled from 400,000 apps.

Their Offline behaviour gathered from 1 million places of interests.

Their Content Consumption Patterns derived from 800 million videos views.

Their Social Media use analysed from 150 million sources.

**375M**  
**CONSUMERS**



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