

ada

# DIGITAL CONFERENCE

Indonesia in Focus

UNLEASH YOUR  
DIGITAL MARKETING  
POTENTIAL BY  
LEARNING DATA AND  
TECH STRATEGIES

xo●  
How to Transform Your CX  
**WITH WHATSAPP CHATBOTS**

xo●  
Leveraging Data  
**TO UNLOCK  
IMPACTFUL RESULTS**



xo●  
Win Ramadan 2022 with  
**OMNICHANNEL STRATEGY**

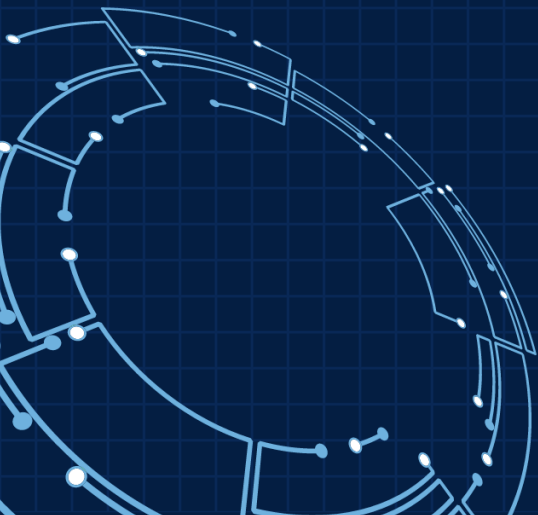
xo●  
Sustain Your  
eCommerce Momentum  
**AND DRIVE SALES  
ALL-YEAR LONG**

time date **THURSDAY** JAN/27/2022

time **[ 01.30 – 05.45 PM (GMT+7) ]**



***Leveraging Data  
to Unlock Impactful Results***





x o ●  
**MODERATOR**  
**ALDI POLI**  
Director, Business Insights, ADA in ID



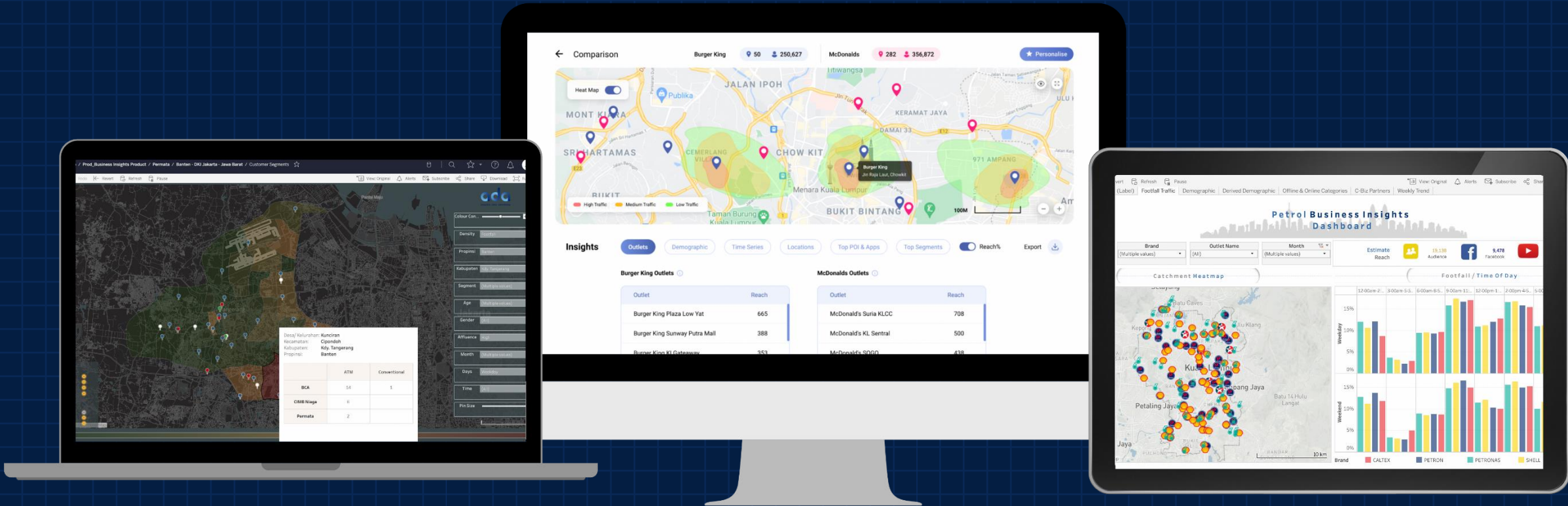
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**SPEAKER**  
**SARAH YUZAIDI**  
Senior Business Consultant, Business  
Insights, ADA



# ACTIONABLE ANALYTICS

ACTIVATE BUSINESS GROWTH WITH DATA & ANALYTICS SOLUTIONS FOR VARIOUS INDUSTRIES

*Millions of Consumers | 1 Million Points of Interests | Industry-specific*



## FOLLOW YOUR CONSUMER

We'll help you make better business decisions by locating your consumers at scale.

## UNLOCK AND ANALYSE

We'll unlock data on your customers and your competitors.

## ENHANCE AND ACTIVATE

We'll help you create relevant strategies with industry-leading analytics platforms

# BEHIND ADA'S XACT MECHANICS



Attributes:

- IFA\*
- Device
- Carrier
- App categories
- GPS location

**Bid request**

Attributes:

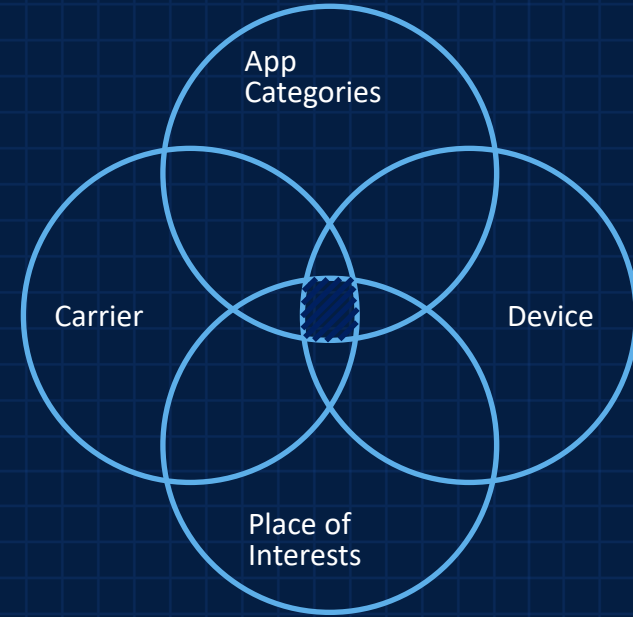
- IFA\*
- Device
- Carrier
- App categories
- GPS location

Ad Exchanges

Serve Ads



Audience Segmentation based on true behaviour for targeting



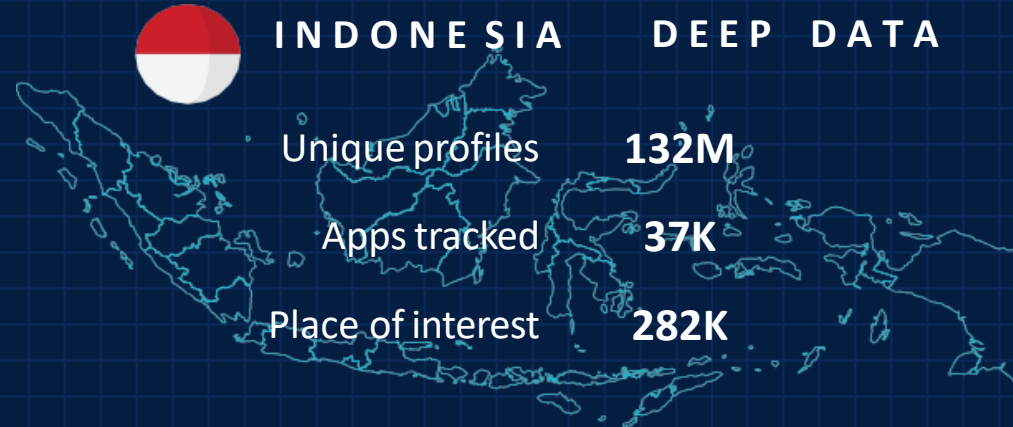
Industry Business Solutions for corporate planning, innovation & BD



IFA : Identifier For Advertisers a.k.a device ID or Mobile Advertising ID

# OUR OWN DATA MANAGEMENT ASSET

First in-region, largest telco-powered proprietary data management platform



## TELCO / DEVICE

- Carrier
- Major OS
- Device Category / Model
- Connection Type (Wifi)

## GEO-TARGETING

- Country
- State / City
- Zip Code
- Latitude / Longitude
- Geohash

## BEHAVIOUR

- Air Travellers
- Shoppers
- Bus / Metro Users
- Gamers
- Country Club Member

## DEMOGRAPHICS

- Gender
- Age
- Average Income
- Religion

## LOCATION

- Home Location
- Work Location
- Point of Interest

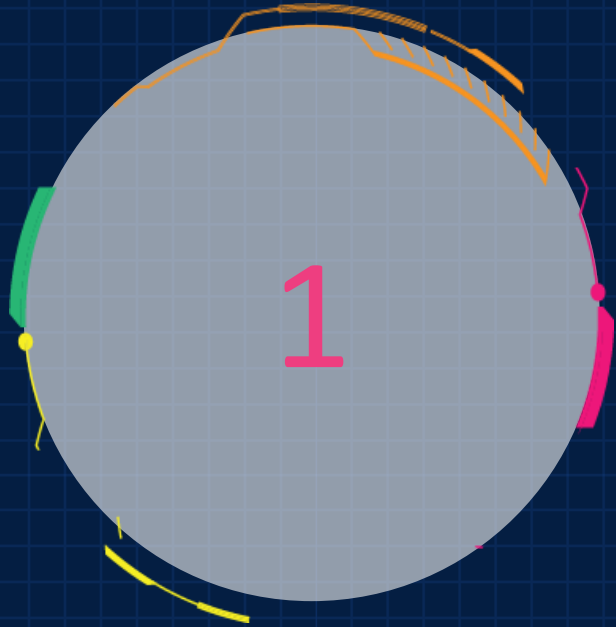
## PROCLIVITY

- Business Travellers
  - Bargain Shoppers
  - Auto Buying Intenders
- ... many more

## PROPENSITY

- 3G / 4G Device Consumers
  - Dual SIM Phone Users
- ... many more

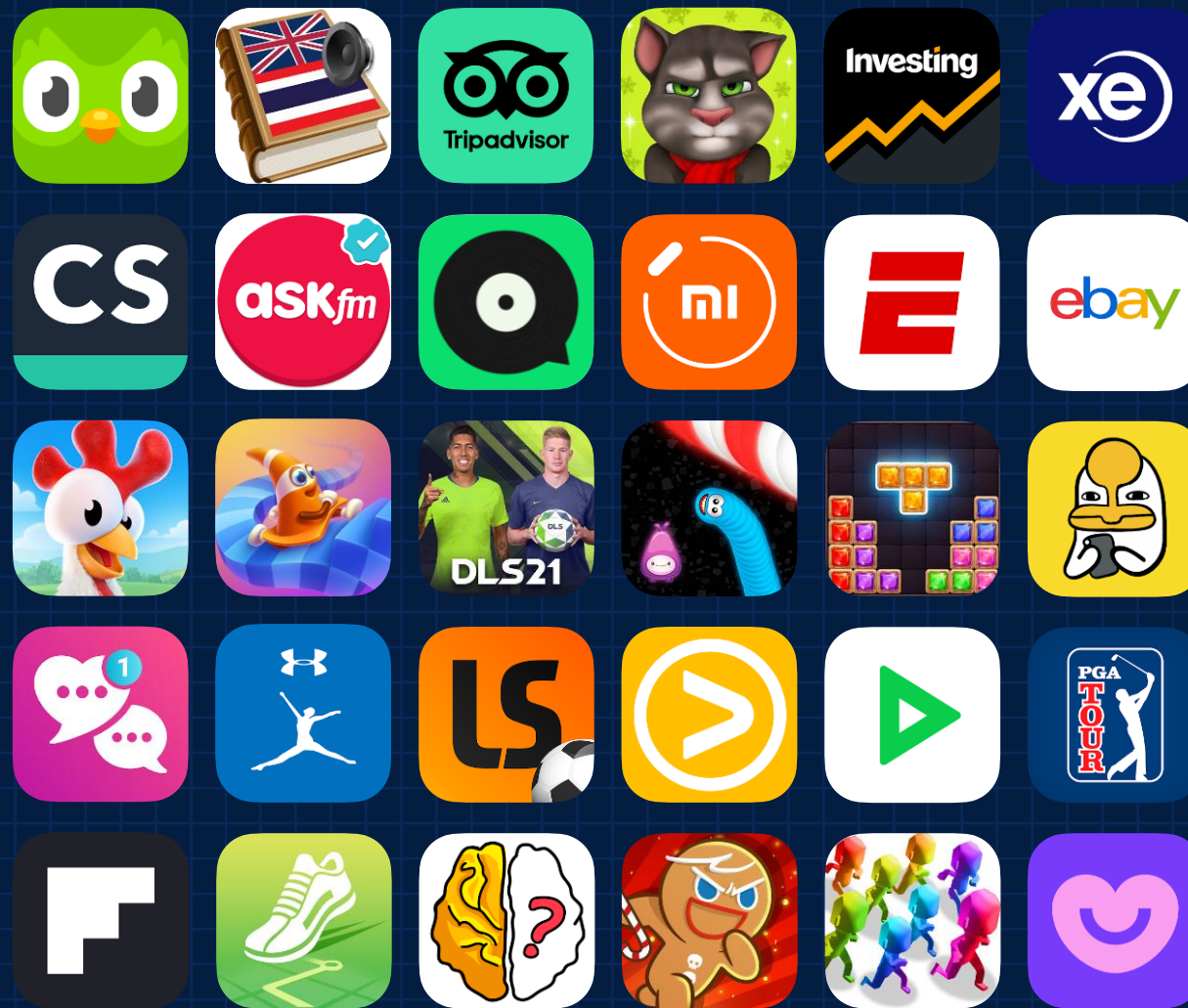
According to BCG, brands that create **personalised experiences** by integrating **advanced digital technologies & proprietary data** for customers are seeing **revenue increase by 6% to 10%** two to three times faster than those that don't.



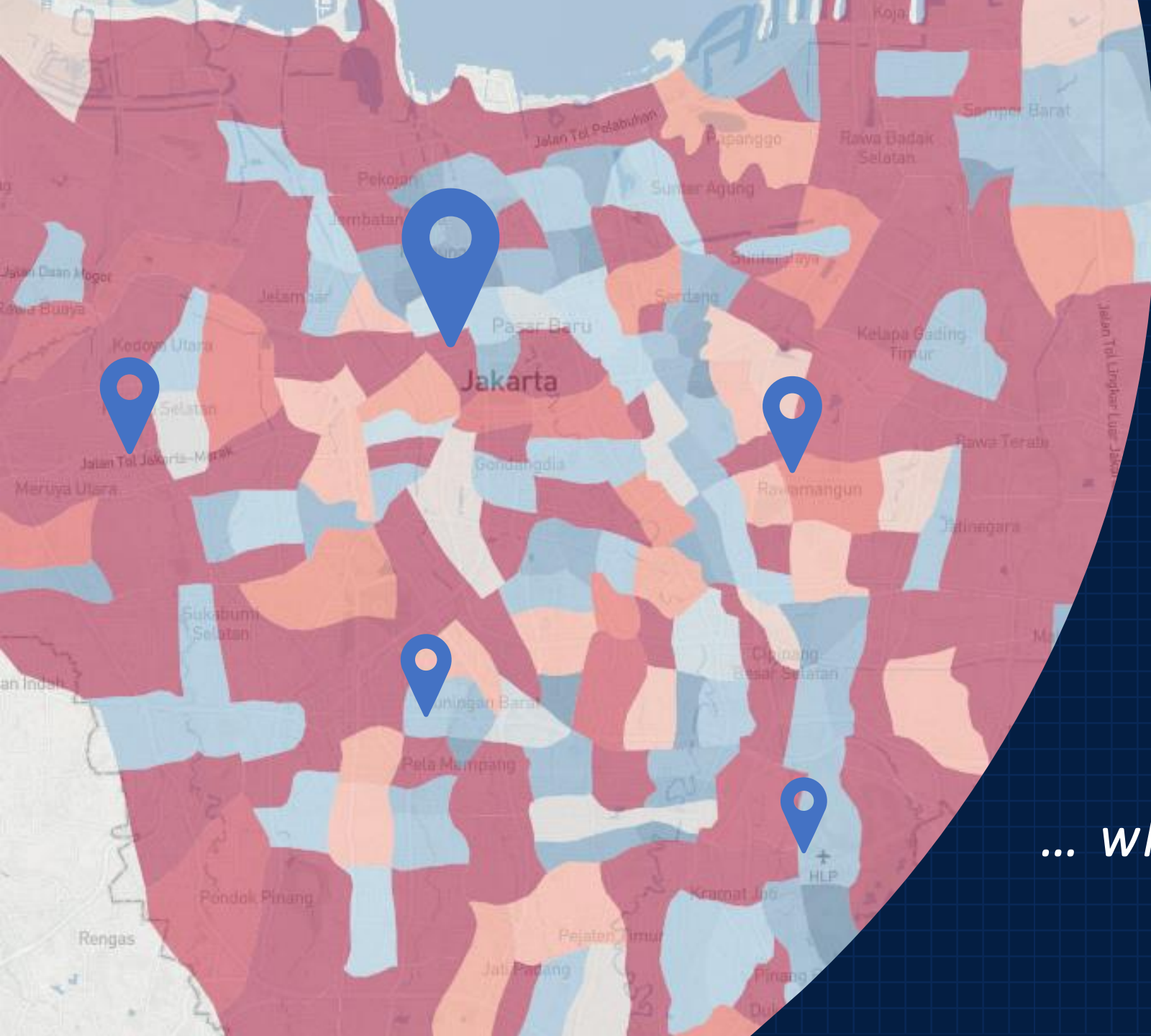
Offline Behaviour Matters:  
*Intersection of your  
consumer's online + offline  
traits*



*What can you interpret with  
data generated from apps?*



*Beyond online behaviors...*



*... what can we uncover from  
Offline Movement Data?*

## UNDERSTAND YOUR CONSUMERS IN BOTH ONLINE & OFFLINE WORLDS





# With *XACT*, we can uncover another side of your customers:

## What brands may know about their customer:

1st Party Customer Data & Demographics



Purchasing & Store Data



Tracking – Email, App, Website



## What they might not know:

Interests (beyond its brands) & Life Stages



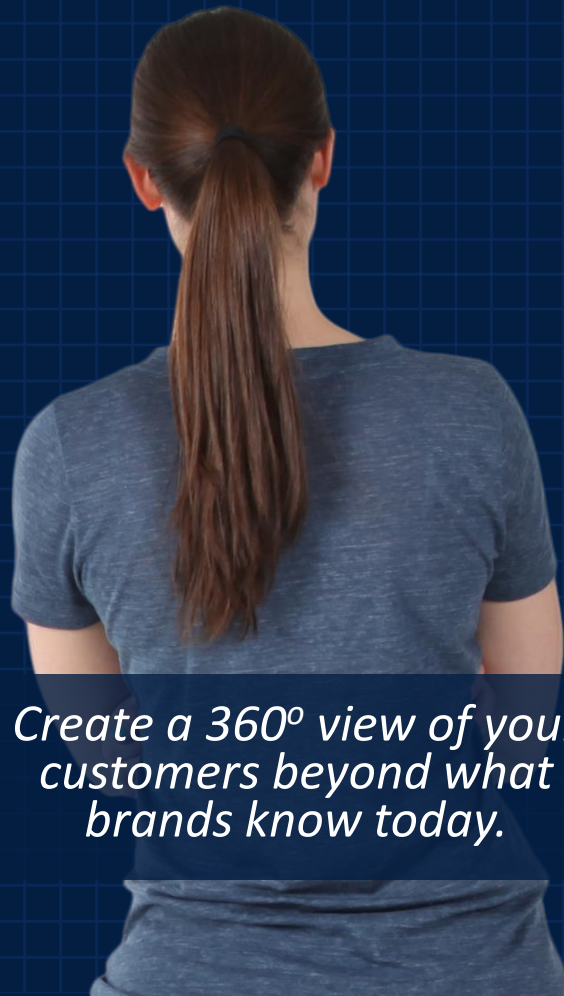
Device & Network



Points of Interest



*Create a 360° view of your customers beyond what brands know today.*





*Third-party data:*



Kindergarten



Child applications,  
Kid games etc.



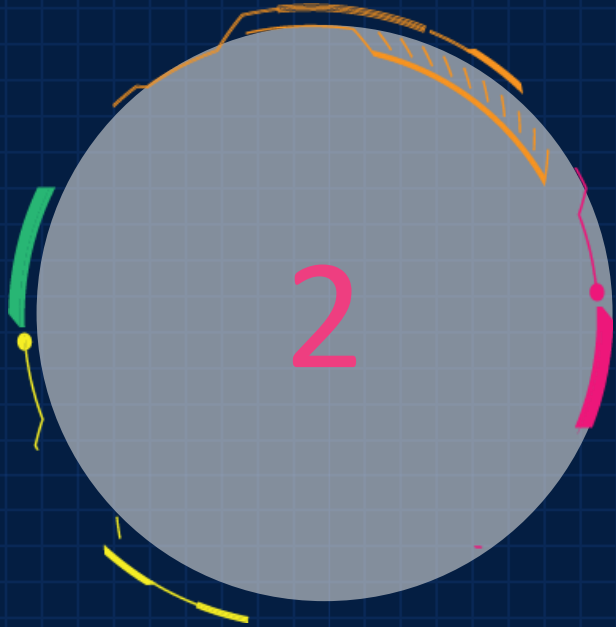
*First-party data:*



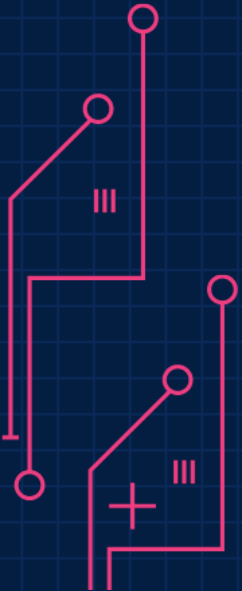
Overview of existing  
banking products

*Health Insurance?  
Life Insurance?  
Child Education?  
Financial Investment?*





Insights need actions:  
*Data is as powerful as how  
people use it.*



## BUILDING DATA-DRIVEN INDUSTRY USE CASES

### TELECOMS & ELECTRONICS

- High Value Customers
- Consumer Churn Prediction & Switchers
- Market Share Insights
- Demand Planning
- Retail Outlet Optimisation
- Competitor Audience Insights

### RETAIL, AUTO, REAL ESTATE

- Shopper Segmentation
- Consumer Intenders
- Online-to-Offline Attribution
- Store Visit Matrix
- Retail Outlet Location Optimisation
- In-Mall Analytics
- Share of Brand Analysis
- Customer Mobility Visualisation & Targeting

### CONSUMER GOODS

- Life Stage Prediction (Mothers, Millennials)
- Brand Share Analytics
- eCommerce Integration
- Online-to-Offline Attribution

### FINANCIAL SERVICES

- Digital User Acquisition
- Branch Visit Matrix
- Brand Affinity
- Credit Appraisal / Fraud Validation

### TRAVEL & TRANSPORT

- Traveller Segmentation & Targeting
- Travel Pattern Analytics (route, frequency, type)
- Mobility Pattern Analysis

## ...DRIVING OUTCOMES FOR MODERN MARKETERS

### ACQUISITION: BETTER LEAD QUALITY



#### MORE EFFECTIVE AND TARGETED MARKETING SPEND

PRECISE AD TARGETING



#### MORE TARGETED ACQUISITION

BASED ON UNDERSTANDING OF THE CUSTOMER JOURNEY



#### ABILITY TO TARGET CONSUMERS ACROSS ALL CHANNELS

FB, GOOGLE PROGRAMMATIC

### RETENTION: IMPROVED LOYALTY & LIFETIME VALUE



#### UNDERSTANDING OF THE COMBINED ONLINE & OFFLINE CONSUMER JOURNEY



#### ENABLING BUSINESS USERS TO CREATE BEHAVIOUR-BASED SEGMENTS

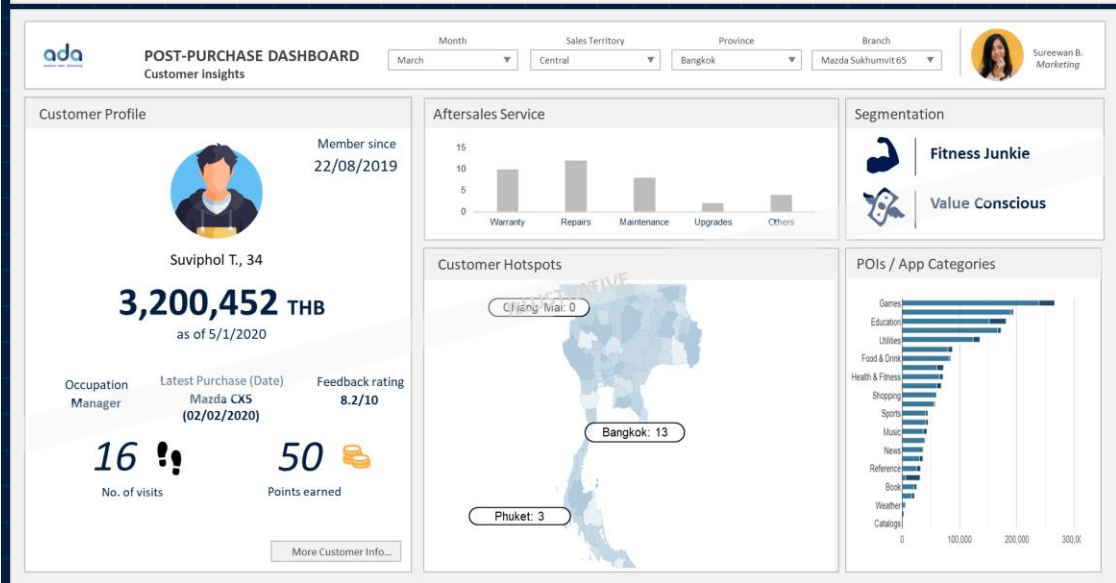
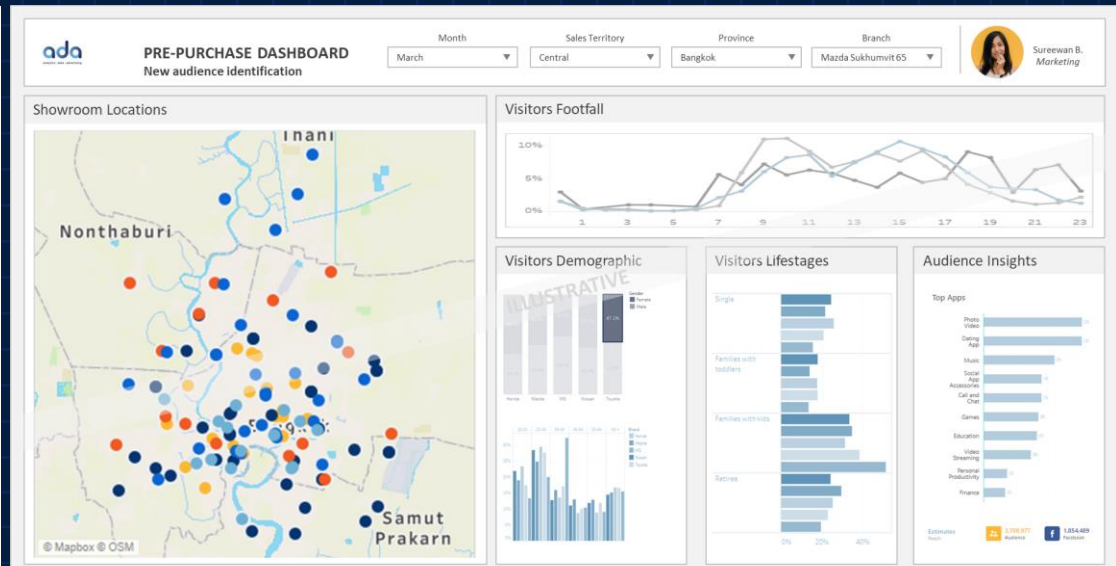
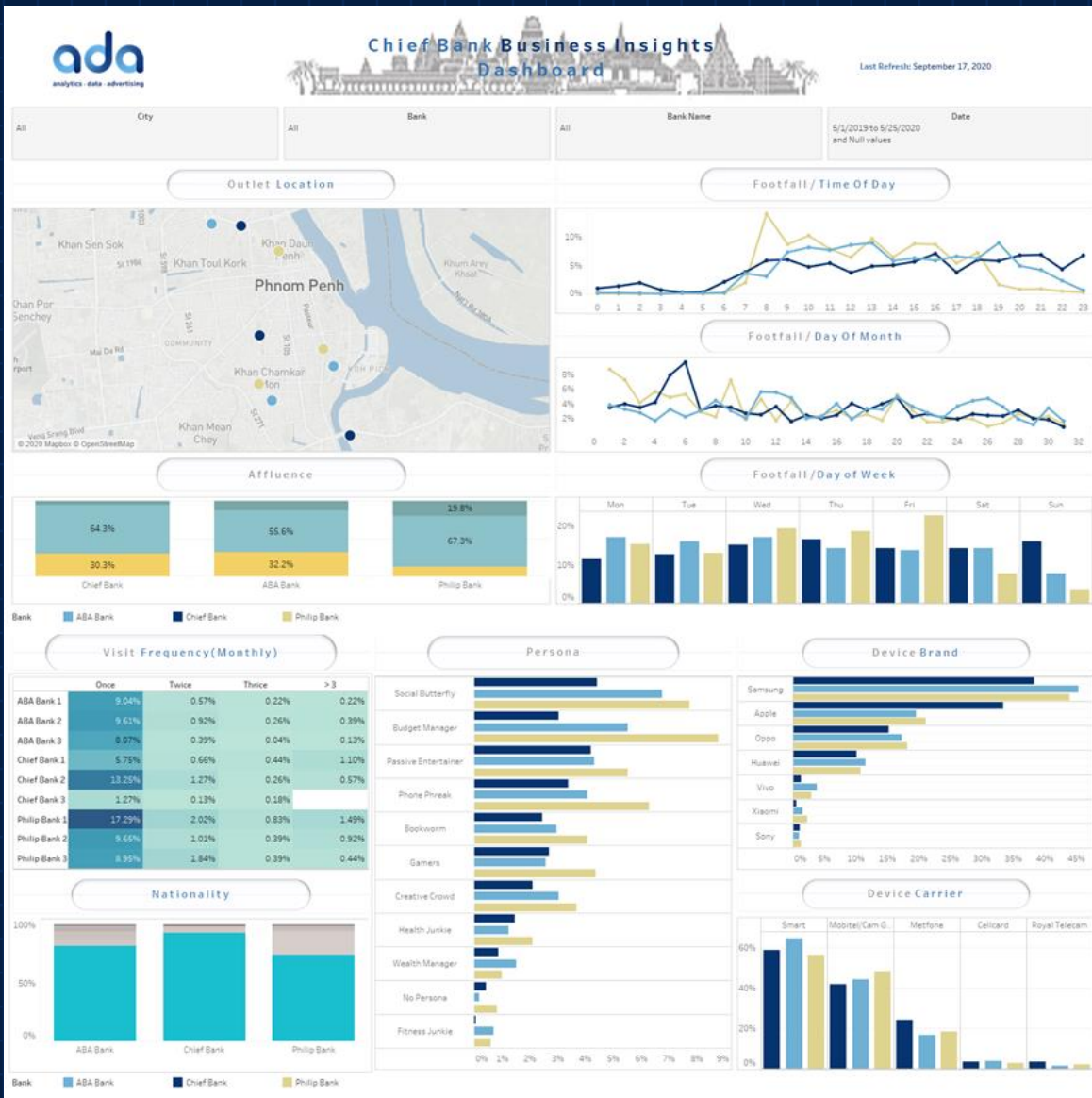
PERSONALISATION



#### BUILDING THE CONSUMER PROFILE REPOSITORY

MORE GRANULAR THAN CRM

# BUILDING A MORE HOLISTIC, BETTER CUSTOMER INSIGHTS FOR MARKETERS AND BDS



## Footfall

Footfall analysis of mall visitors by time of day, week and month, frequency of visit, and nationality

## Demographics

Analysis of age and gender; and derived affluence level

## Persona Analysis

Categorisation of mall visitors into 10 different personas

## Distance travelled to malls

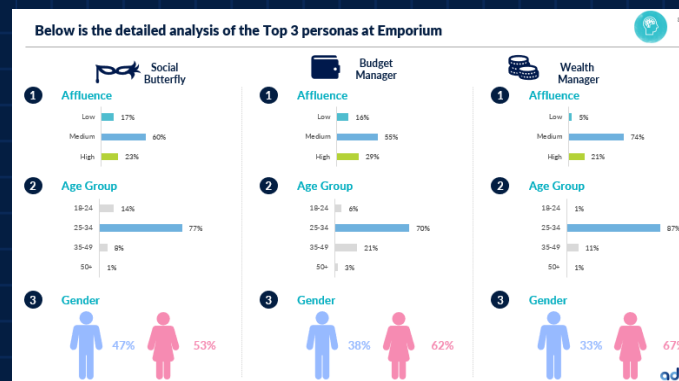
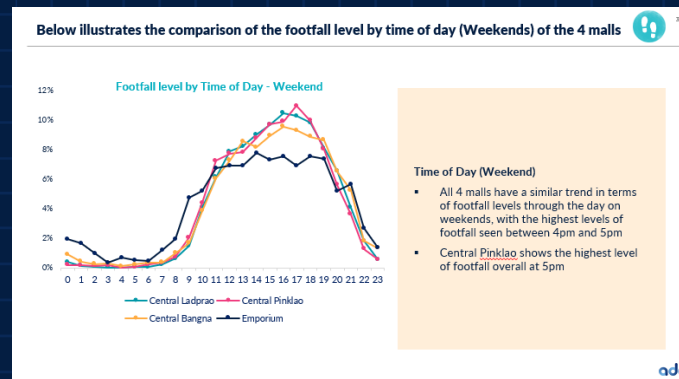
Analysis of distance travelled from home or work location

## Device Information

Analysis of telco providers and phone models used by mall visitors

Below is the summary of the Insights derived from our XACT data (1/2)

	Central Ladprao	Central Pinklao	Central Bangna	Emporium	Insights
<b>Footfall</b>	Fridays 15.93% Weekdays 6pm Weekends 4pm	Sundays 15.42% Weekdays 6pm Weekends 5pm	Sundays 16.25% Weekdays 6pm Weekends 4pm	Fridays 17.07% Weekdays 6pm Weekends 2pm	<ul style="list-style-type: none"> <li>Sundays and Fridays are the most popular</li> <li>Emporium has the highest footfall peak of all malls</li> </ul>
<b>Visit Frequency</b>	81% visit once a month	78% visit once a month	79% visit once a month	79% visit once a month	<ul style="list-style-type: none"> <li>Most mall patrons visit once a month</li> </ul>
<b>Distance to Mall</b>	32% travel < 3 km 30% travel > 9 km	43% travel < 3 km 24% travel > 9 km	42% travel < 3 km 28% travel > 9 km	54% travel < 3 km 19% travel 3-6 km	<ul style="list-style-type: none"> <li>A majority of visitors travel &lt; 3 km</li> <li>Emporium has the highest percentage of visitors &lt; 3 km</li> </ul>
<b>Affluence</b>	High: 16% Medium: 67% Low: 17%	High: 16% Medium: 60% Low: 23%	High: 16% Medium: 59% Low: 25%	High: 20% Medium: 60% Low: 20%	<ul style="list-style-type: none"> <li>Most visitors are of Medium Affluence</li> <li>Emporium has the most recorded High Affluence visitors</li> </ul>



## Key learnings and recommendations

## Target persona to plan personalised marketing campaigns

## Creative communications examples

### Key Learnings and Opportunities

**Branch Presence**

To expand the customer base, CB could potentially open branches or place ATM machines at more strategic locations. CB should explore areas of interest based on the population distribution of a target segment, as opposed to selecting a location based on perceived or generally high footfall areas, to expand their reach to these audiences. As in the case of PB branches, which recorded the most footfall (up to 3x more than CB), they are located at strategic locations close to embassies, international schools, large corporations to service its more affluent customers. PB in particular seemed to position itself well among foreign customers possibly due to PB's regional presence and merger with KRedd MF.

**Digital and Technology Readiness**

We discovered that there is a higher frequency of customer re-visits to CB compared to AB in particular, in a month. While a low footfall in branches could be a good indication of the level of digitisation, re-visits to bank branches is not typically a positive indication. There is a possibility where CB needs to re-evaluate their business strategy, tackling tough questions around business operations while looking holistically into aspects such as people, process, and technology.

**Target Audience**

We found that Budget Managers and Social Butterfly are the top personas before the COVID-19 pandemic. However, at the onset of the pandemic, Bookworms seemed to emerge as one of the top personas. This illustrates the change in consumer behaviour and interest in the "new normal" or in other circumstances which CB needs to adapt in its communications to existing and potential customers to stay connected and relevant. CB should actively perform persona analysis proactively or reactively based on key events in the market to understand prevailing consumer behaviours.

### Description of our personas (4/10)

**04 The Budget Manager**

**APP CATEGORIES**

- Finance

**DESCRIPTION**

The Budget Managers are financial-savvy individuals. They strive to effectively spend and save. These individuals are low and medium affluent, using apps to manage their lack of wealth and follow their budget closely.

Due to the crisis, these individuals are likely to save up and protect their investments.

**EXAMPLES OF APPS**

- Financial Calculators
- Loan Calculator
- Tricount - Split Group Bills
- Calculator
- EMI Calculator

### Communication examples from what we have done in the past for our banking clients

Other banking client we had worked with, on different target segments:

**Communication examples for top personas**

**Budget/Wealth Manager**  
E.g. Simple everyday skin care routine, "Invest in skincare now to prevent long-term damage", "Your busy schedule leaves you with dull skin? Learn how to improve your complexion in 3 quick steps"

**SKINCARE YOU NEED**

**Social Butterfly**  
E.g. Collaborate with influencers, sponsorship in major fashion events

X O ●

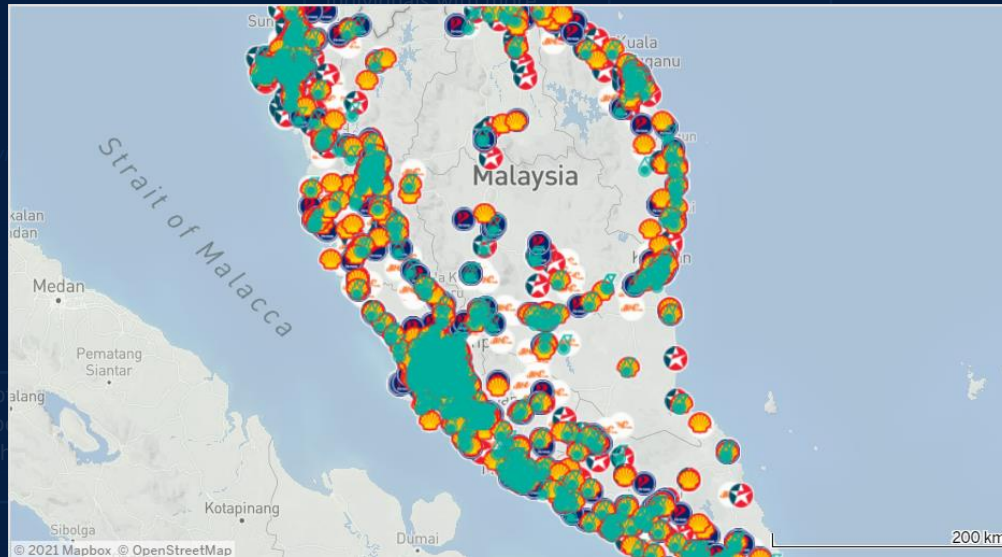
CASE STUDY:  
*HOW PETRONAS USED INTELLIGENT  
CREATIVES TO DRIVE SALES*





# HOW WE DETERMINE AUDIENCE SEGMENTS

## Snapshot of All Geofenced Petrol Stations



Crawl back period from 2020

Mapping of petrol stations



Our geofencing capabilities:  
 More accurate device capturing

**Others**  
*Radial Geofencing*

VS

**Our Capabilities**  
*Polygonal Geofencing*



Identifying petrol station visits and behaviour

seen the most at competitor petrol stations; little to no visits at PETRONAS stations

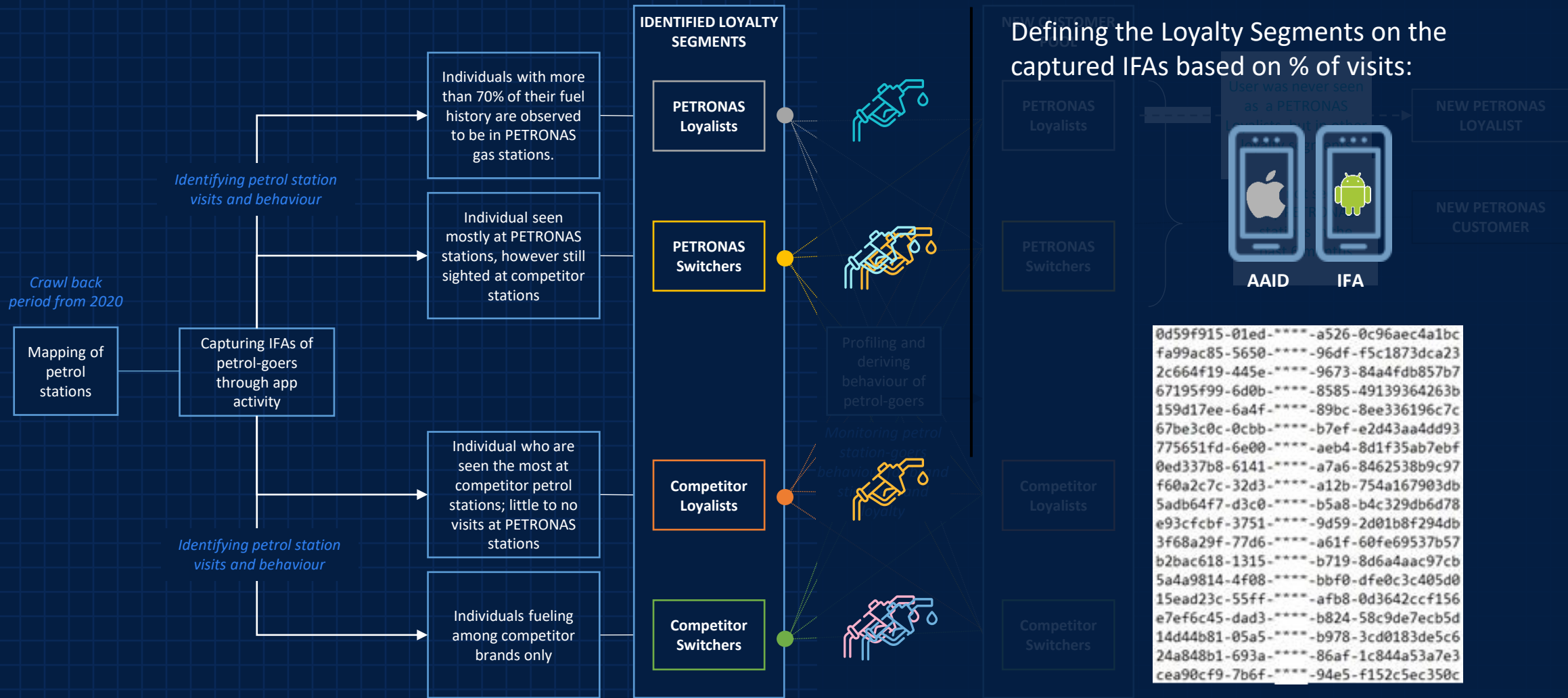
Competitor Loyalists

Individuals fueling among competitor brands only

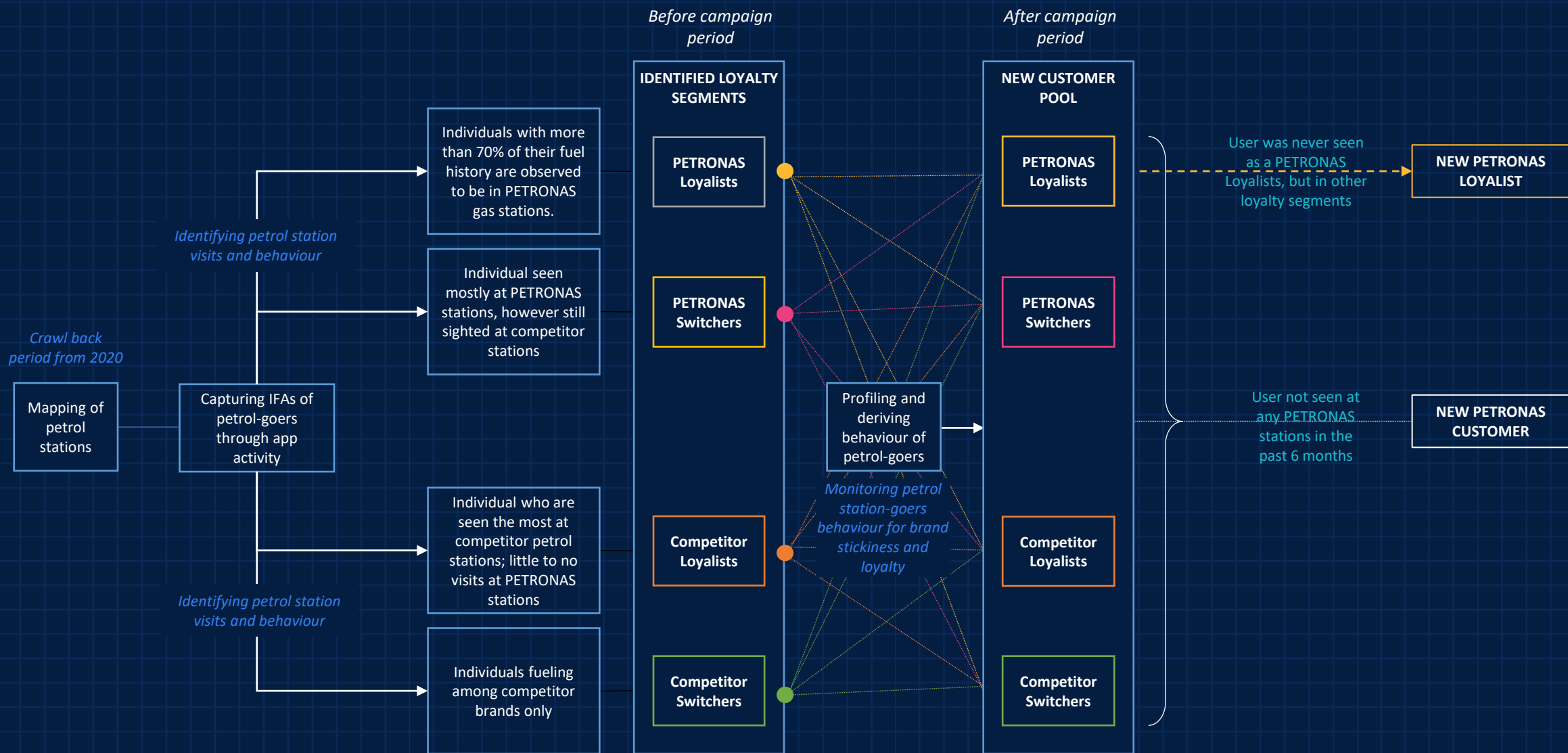
Competitor Switchers

behaviour for brand stickiness and loyalty

# HOW WE DETERMINE AUDIENCE SEGMENTS



# HOW WE DETERMINE AUDIENCE SEGMENTS



# DEFINING THE DIFFERENT TARGET AUDIENCES & PERSONAS

## TARGET AUDIENCES:

### PETROL BRAND LOYALTY SEGMENTS

#### PETRONAS LOYALISTS



Only using PETRONAS fuel for their vehicles. More than 70% of their fuel history are observed to be in PETRONAS gas stations.

#### COMPETITOR LOYALISTS



Customers who are loyal to a specific PETRONAS competitor. Rarely or almost never visit PETRONAS gas stations.

#### PETRONAS SWITCHERS



Fueling at mostly PETRONAS stations, however still sighted at competitors gas stations.

#### COMPETITOR SWITCHERS



Jumping among different gas stations, except PETRONAS.

### COVID-19 RELATED SEGMENTS

#### VACCINATED



Users seen at vaccination centres  $\leq 3$  times in a month

#### FRONTLINERS



Users seen at healthcare centres such as hospitals, clinics, and vaccination centres  $>3$  times in a month

# DEFINING THE DIFFERENT TARGET AUDIENCES & PERSONAS

## TARGET PERSONAS:

### *MORE OFFLINE-FOCUSED:*



#### SHOPPERS

Captured in shopping malls.



#### AUTOMOTIVE

Seen at car showrooms, upgrading car workshops, service centers.



#### PREMIUM USERS

Seen at affluent residential areas, POIs such as fine dining, aesthetic clinic, golf courses, etc.



#### TRAVELERS

Travel 150 - 500km between seen locations on a regular basis & sighted on highways often.



#### WORKING PROFESSIONALS

Determined to have different home and work locations. Sighted at central business districts.



#### BUSY BEES

Seen at different locations multiple times in a day.

### *MORE-ONLINE FOCUSED:*



#### SOCIAL BUTTERFLIES

At least one social media app in their mobile device.



#### WEALTH MANAGERS

Have and frequently use stock market or investment apps in their mobile device.



#### PHONE PHREAKS

Have multiple device personalisation and customisation apps.



#### GAMERS

Spend a majority of their time online on gaming apps.



# EXAMPLE OF AUDIENCE INSIGHTS

## FOOTFALL

PETRONAS surpassed its competitors in each time stamp between the hours of 2pm to 9pm on weekdays.



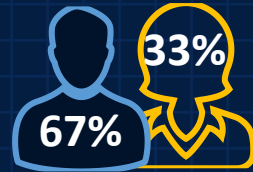
Footfall peaked at 2 periods both weekdays and weekends :

9am – 12pm  
2pm – 5pm

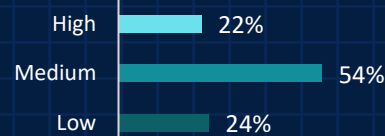
PETRONAS observed its highest footfall of in W1 August



## DEMOGRAPHICS



25-34 years old

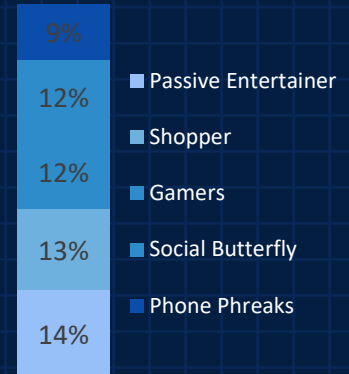


Maxis is the 2<sup>nd</sup> preferred telco provider with 21%, while Oppo comes in 2<sup>nd</sup> as the most used device among PETRONAS customers.

## DERIVED DEMOGRAPHICS



PETRONAS had most of its customers seen as **Phone Phreak**, and least in Automotive in August.



## OFFLINE/ ONLINE CATEGORIES



Majority of PETRONAS customers were identified at **Hypermarkets** and <5% of them were sighted in fast-food chains.

32%

of PETRONAS customers use social media apps intensively.

Social



These top 5 app categories make up >70% of the PETRONAS customer pool.

We utilise our insights to strategise on personas to target in each campaign.

Other view insights we capture include:

- Footfall analysis and market share between petrol brands,
- Affinity to C-Biz Partners (PETRONAS NFR Partners), etc.

# TAKING OUR INSIGHTS TO REACH THEM

## CREATIVE DELIVERABLES

7 PERSONAS  
(3 Grouped Personas)

4 TARGET AUDIENCE  
(Multiple CTAs)

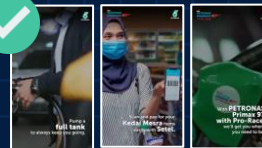
- Errands
- WORKING PROFESSIONAL
- 1 THE CAR ENTHUSIAST
- TRAVELLERS
- Kedai Mesra
- FAMILY WITH KIDS
- 2 SHOPPERS
- SOCIAL BUTTERFLY
- Setel
- GAMERS
- 3 PHONE PHREAK

- 1 PETRONAS LOYALIST
- 2 PETRONAS SWITCHER
- 3 COMPETITOR LOYALIST
- 4 COMPETITOR SWITCHER

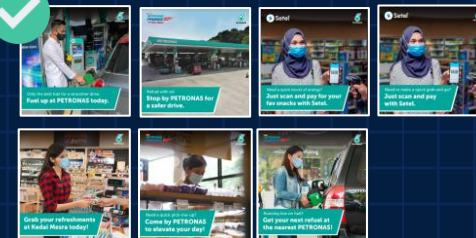
Main Campaign Videos (16:9)



Main Campaign Videos (9:16)



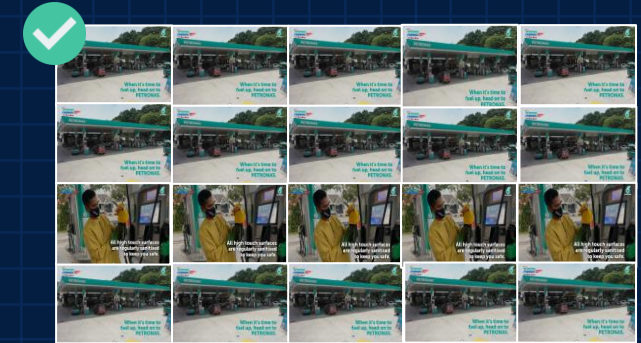
Static Banners (1:1)



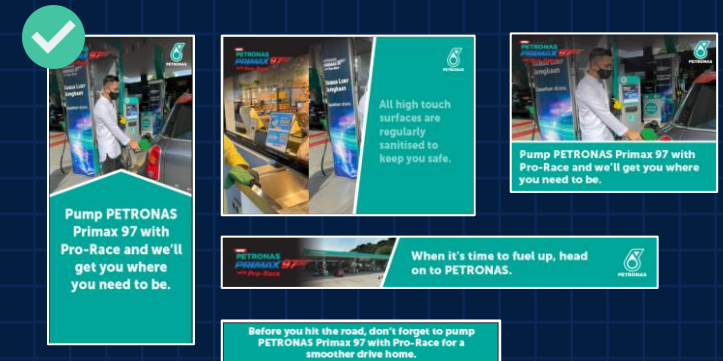
Static Banners (9:16)



Personalised Videos



HTML5 Banner



## OVERALL UPLIFT IN KEY BUSINESS METRICS INCLUDING:

**231%**

**INCREASE**

**Performance KPIs**

Performance KPIs achieved across all platforms with additional increase up to 231%

**>70%**

**INCREASE**

**Clicks to Website and Video Views**

70% higher clicks to website and 72% higher video views against the KPI

**1.45%**

**INCREASE**

**Click-Through Rate**

1.45% increase in click-through rate (CTR) compared to previous digital campaigns

**>50%**

**INCREASE**

**New Customer Acquisition**

>50% increase in new customer acquisitions since the lifting of lockdown restrictions

**76.7%**

**ACHIEVED**

**New Customer Survivability Rate**

Current survivability rate of new customers to-date at 76.7%

Embark on your digital voyage with us!

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