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DIGITAL CONFERENCE
Indonesia in Focus

UNLEASH YOUR DIGITAL MARKETING POTENTIAL BY LEARNING DATA AND TECH STRATEGIES

How to Transform Your CX
WITH WHATSAPP CHATBOTS

Win Ramadan 2022 with
OMNICHANNEL STRATEGY

Leveraging Data
TO UNLOCK IMPACTFUL RESULTS
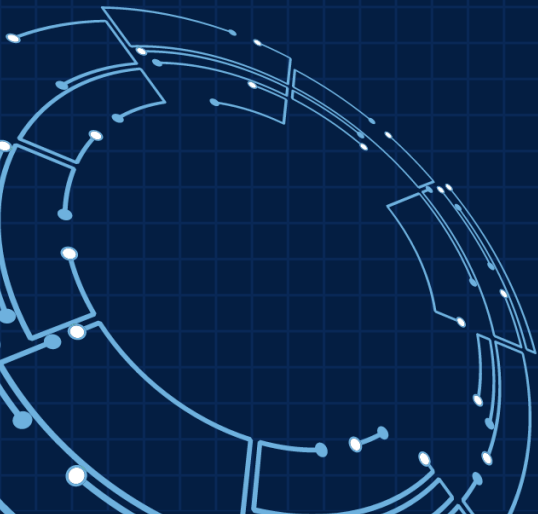
Sustain Your eCommerce Momentum
AND DRIVE SALES ALL-YEAR LONG

date THURSDAY JAN/27/2022

time [01.30 — 05.45 PM (GMT+7)]

Ramadan is a highly anticipated time of the year as families often spend quality time together in this holy month.

For **brands**, Ramadan is an opportunity for marketing to increase credibility and achieve high commercial benefits.
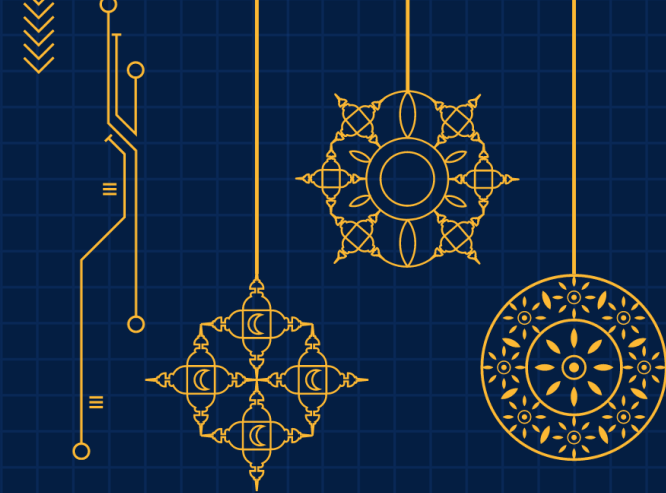
Festive Phase

There are several phases in this Ramadan period. Each phase has its own significance and activity.

Pre-Festive	Ramadan	Mudik	Lebaran	Post-Festive
In this phase, many people visit their relatives to practice common traditions that are usually done before Ramadan.	Throughout the holy month of Ramadan, it is common to break fast together. Many people also make it a point to do good deeds and give back to those less fortunate.	People will flock to return home (Mudik) to their hometowns. It's common for roads to be congested as everyone is out and about to meet their loved ones for the upcoming Eid. and Eid there.	When Eid arrives, family members exchange warm greetings and forgiveness. It's also customary to visit the graves of departed relatives. Those who have more wealth often give it to others.	After the festivities, everyone returns to their respective activities as before with a fit or new soul for those who run it.

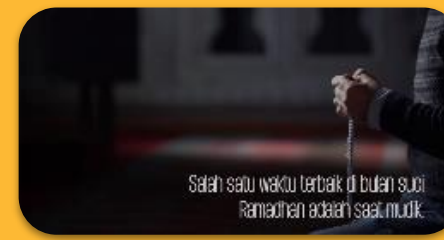| Pre-Festive	Ramadan	Mudik	Lebaran	Post-Festive

Push relevant content to relevant target audience in each sub-segment

Drive relevant traffic to commerce

E-COMMERCE | **HYPER SUPER** | **LMT**

MINIS

Data sources can be 1st Party, 2nd party, or 3rd party

We need to find the right mix of data [owned, shared or bought] to win!

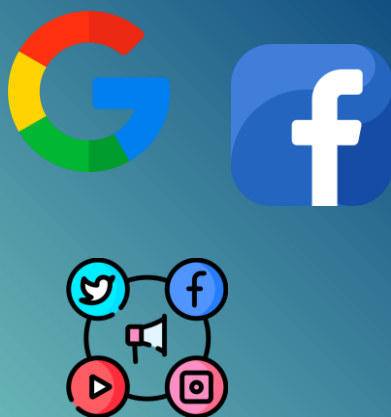## 1st Party: Our Data

ADA-**owned** Data based on interactions with our consumers

2nd Party: Partner Data

Partner data, **shared** with us, subject to consumer permissions
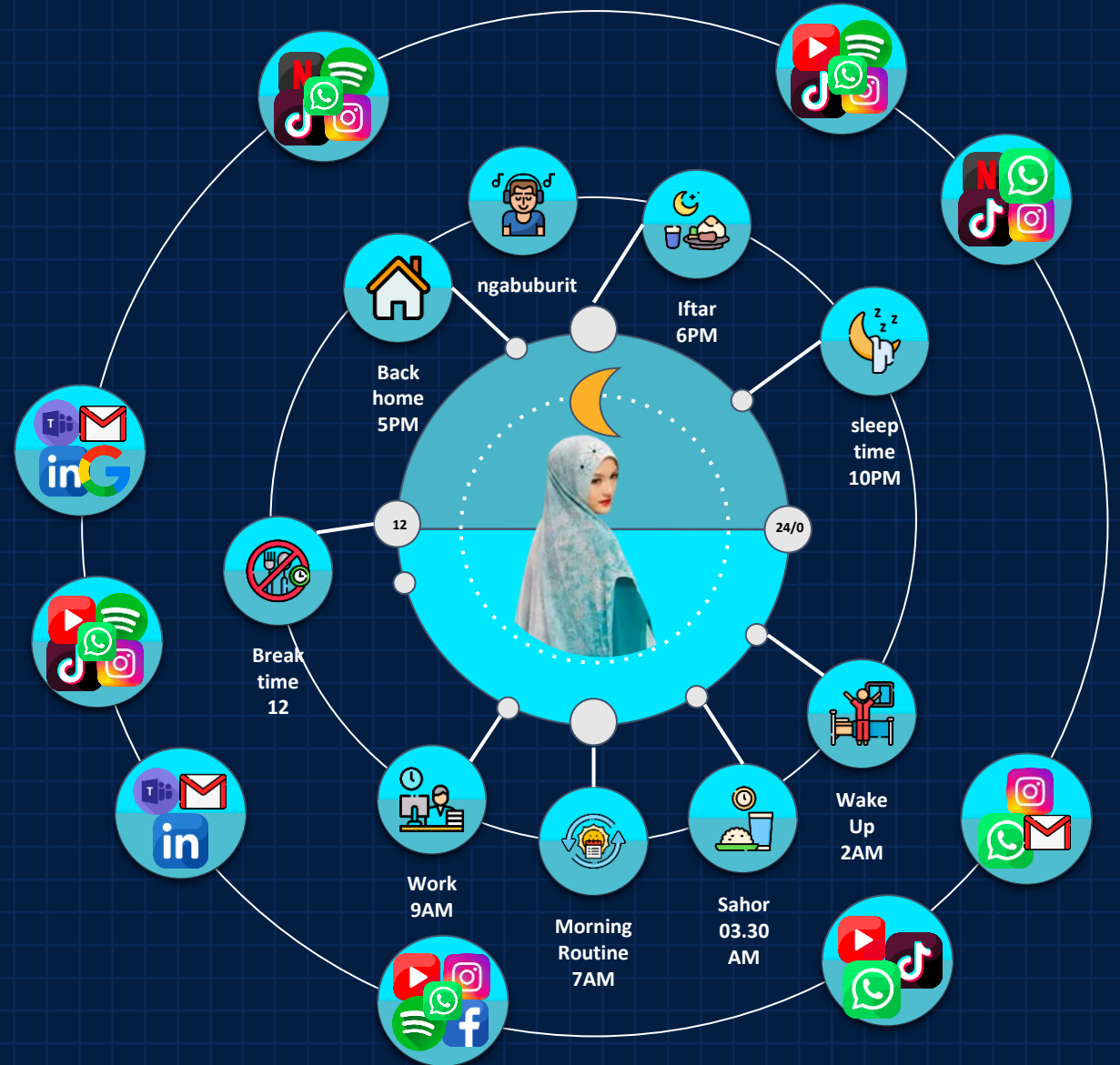
3rd Party: Sold in Market

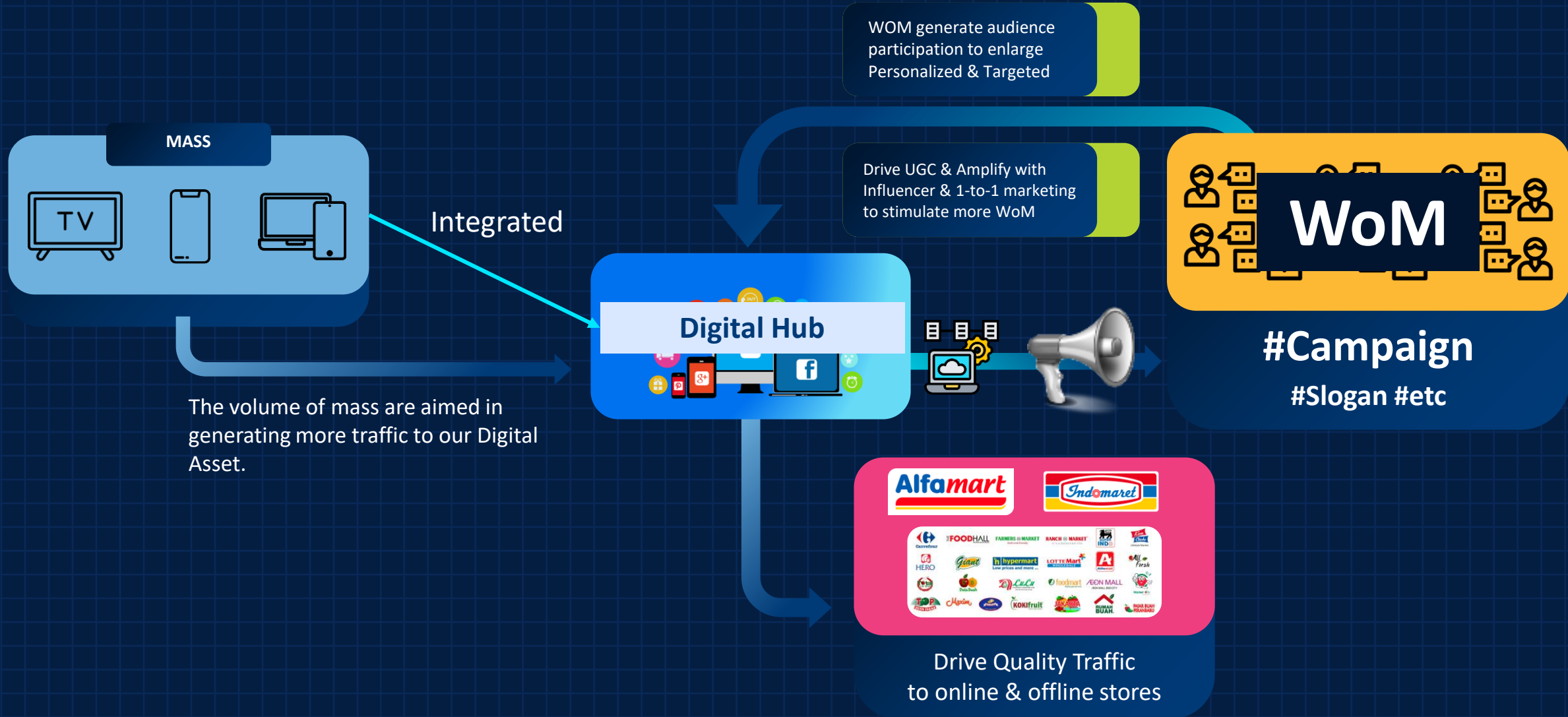Data **sold** on the open market, collected by suppliers

- **Build our 1st party data over time**
- **Make sure to have the right consent when capturing data (GDPR rules might apply)**
- **For 2nd and 3rd party data discussions, always involve your media and local legal team!**

How to optimise your data collection

MASS

TV

Integrated

The volume of mass are aimed in generating more traffic to our Digital Asset.

Digital Hub

WOM generate audience participation to enlarge Personalized & Targeted

Drive UGC & Amplify with Influencer & 1-to-1 marketing to stimulate more WoM
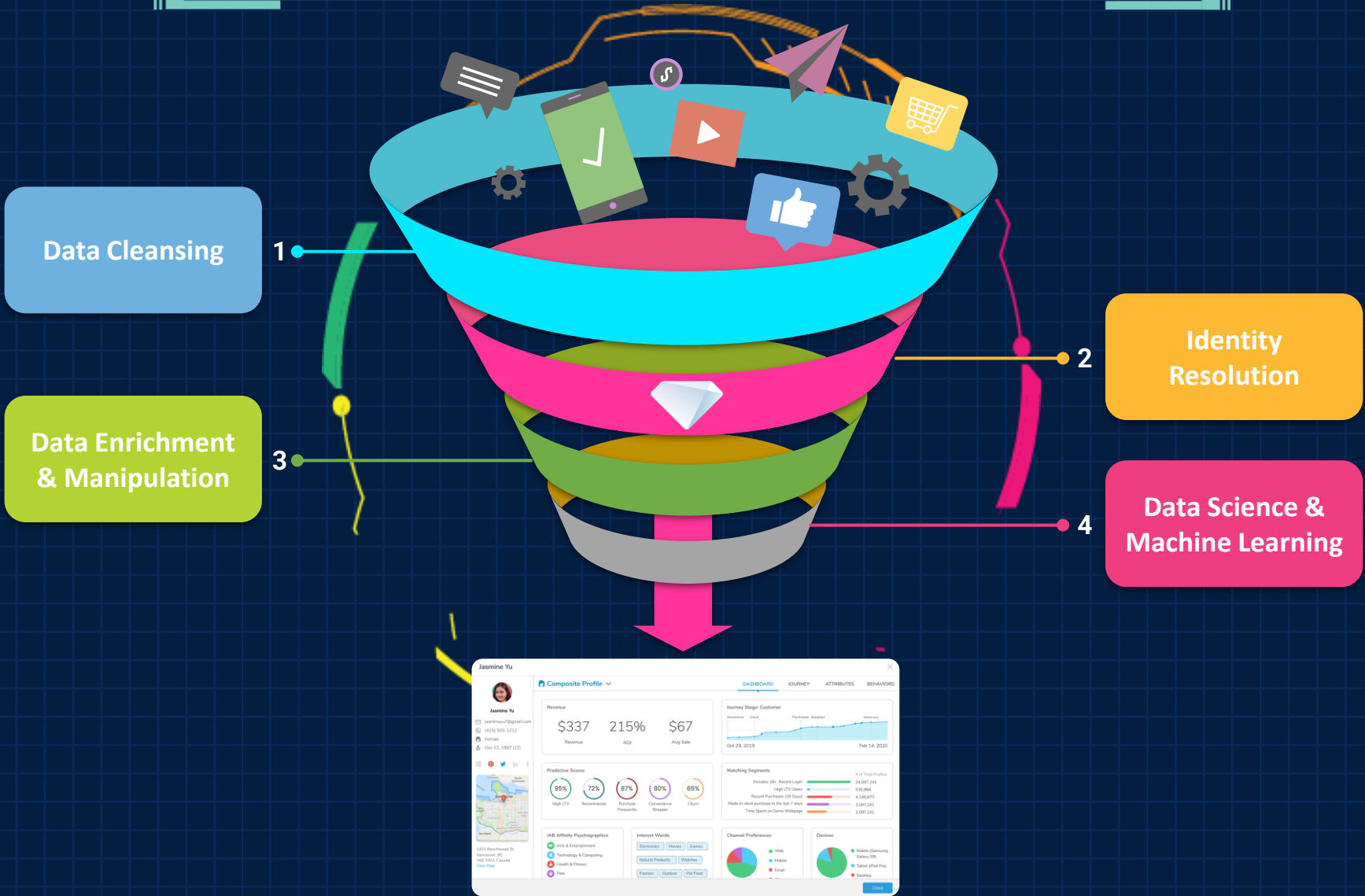
WoM

#Campaign
#Slogan #etc

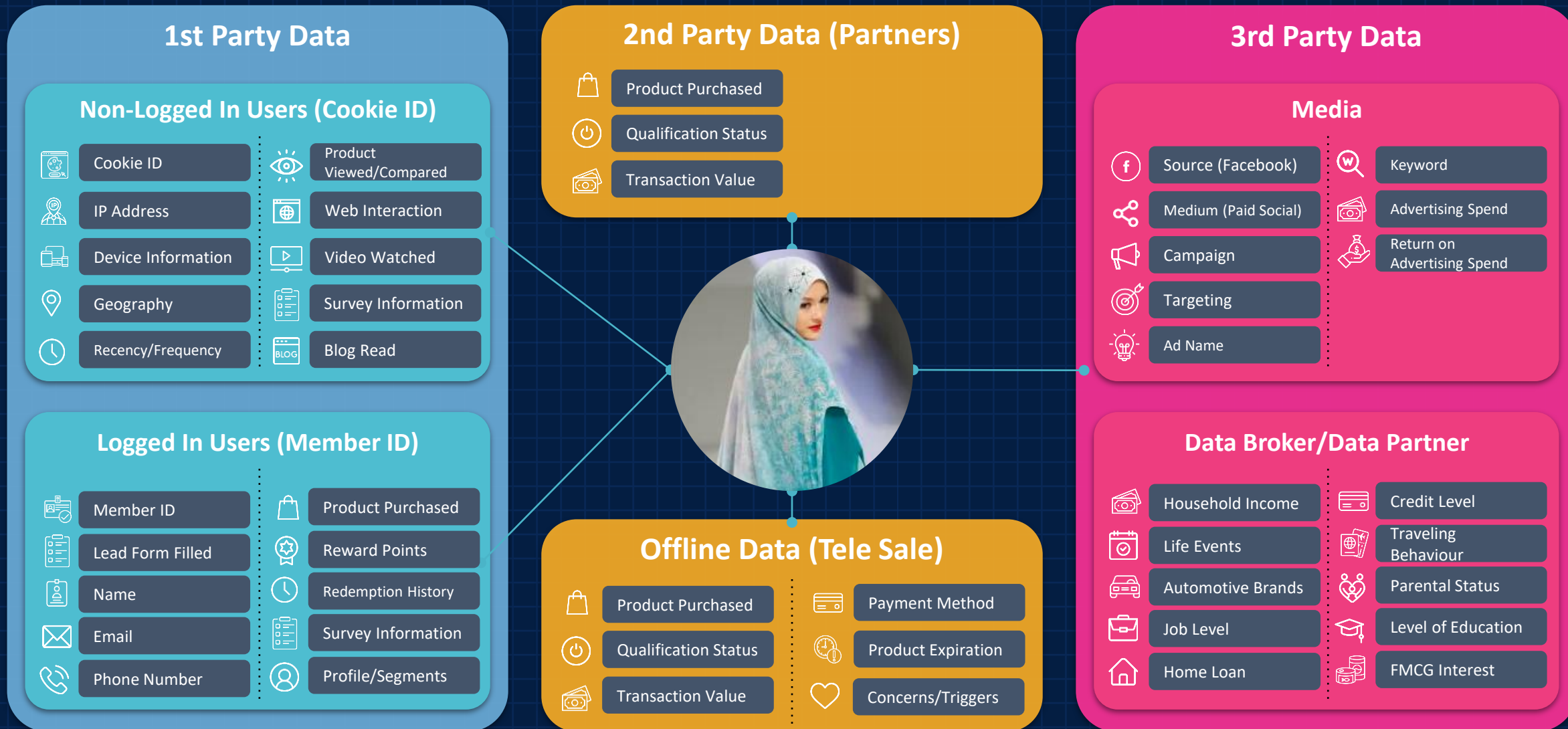Drive Quality Traffic to online & offline stores

Learnings from past campaigns that we must integrate into our journey from mass channels (TV & Digital) with our assets to generate word-of-mouth (WoM).

Single Customer View

1st Party Data

Non-Logged In Users (Cookie ID)

Cookie ID	Product Viewed/Compared
IP Address	Web Interaction
Device Information	Video Watched
Geography	Survey Information
Recency/Frequency	Blog Read

Logged In Users (Member ID)

Member ID	Product Purchased
Lead Form Filled	Reward Points
Name	Redemption History
Email	Survey Information
Phone Number	Profile/Segments

2nd Party Data (Partners)

- Product Purchased
- Qualification Status
- Transaction Value

Offline Data (Tele Sale)

Product Purchased	Payment Method
Qualification Status	Product Expiration
Transaction Value	Concerns/Triggers

3rd Party Data

Media

Source (Facebook)	Keyword
Medium (Paid Social)	Advertising Spend
Campaign	Return on Advertising Spend
Targeting	
Ad Name	

Data Broker/Data Partner

Household Income	Credit Level
Life Events	Traveling Behaviour
Automotive Brands	Parental Status
Job Level	Level of Education
Home Loan	FMCG Interest

MARKETING AUTOMATION

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T+15 mins
- In-app message to sign up

T+3 hours
- Push notification to sign up

T+2 days
- Push notification:
Earn 10 crowns for first order

Event tracking for order cancellation.
Send email and push notification with personalised issue and solutions

Push Notification: Complete transaction

Reminder to redeem crowns and mention the reward that they could get

Push Notification: Daily promotions

Install

Sign Up

Introduce Shake 'N Win

Introduce Crown Loyalty

Purchase

Abandoned Cart

Reminder Crown Redemption

Reminder Shake 'N Win

Daily Boosters

Uninstall Email Campaign

T+1 day
- Push notification:
play Shake 'N Win

Reminder to redeem their voucher after +3hrs didn't redeem. Mention voucher name, and time of expiry

Push Notification: Complete transaction

Reminder to redeem their voucher after +3hrs didn't redeem. Mention voucher name, and time of expiry

Cannot Lose Them

Push Notification: Complete transaction

Disengaged Users: Play Shake 'N Win

Engaged Users: Redeem Shake 'N Win vouchers

Loyal Customer

Push Notification: Complete transaction

Champion

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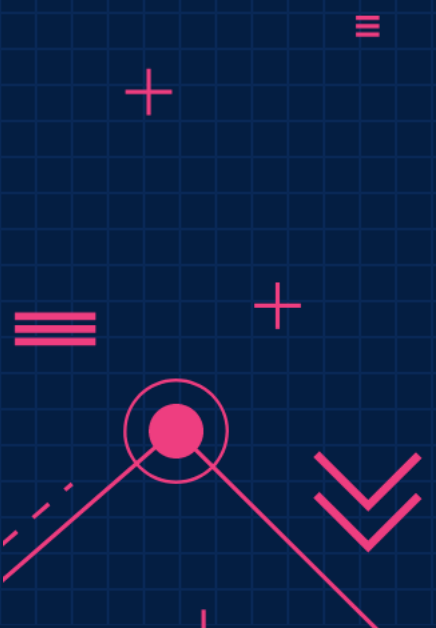Indonesia in Focus

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