



# Telkomsel Indonesia - DLS campaigns

Telecommunication | Partner | Indonesia | July 2018

## CAMPAIGN OBJECTIVES

Drive awareness to Telkomsel's mobile data packages about Games, Movie and Music. Campaign targeted young audiences over the Indonesia.

## OUR SOLUTIONS

Divided targeting to 3 dimensions

- Contextual: target mobile apps and sites related to Games, Movie and Music separately
- Geo targeting: monitor by regions. Campaign was divided into 30 ad groups corresponding with 30 big cities in Indonesia.
- Audience profiling: aimed at youth, ranging from 18-24 y.o, energetic and loves entertainment.

Compelling design and clear Call to Action to attract mobile users.  
Interstitial banner size helped capture customers attention

## RESULTS

- More than **5M** impressions served and CTR over **7.5%**
- Increase users **awareness** and number of **registration** to Telkomsel's data service.



Beyond Location. Precise Audience

**YOOSE**