Telkomsel Indonesia - Promo MyTelkomsel app

Telecommunication | Indonesia | April 2018

CAMPAIGN EXECUTION

Campaigns aimed to leverage the installation of MyTelkomsel app. The app offers various convenient features such as online payment, gaming, travel.. tailored for youth demands

OUR SOLUTIONS

Divided to multiple creative size for better optimization. Targeted Indonesian youth community, areas with high density of youngster

Contextual targeting: focuses on Movies, Music and Game.
- Movies: focuses traffic on video/Mp3 player app
- Music: target music related app/sites
- Games: bid higher for traffic coming from games apps and sites

Demographic targeting: built audience profiling from previous Telkomsel campaigns and targetet mainly users under 30.

Compelling design and **clear call-to-action** to encourage users action.

RESULTS

- Achieved more than **500,000** impressions and CTR over **3.0%**

YOOSE

Telkomsel Indonesia - NSP campaigns

Telecommunication | Indonesia | April 2018

CAMPAIGN OBJECTIVES

NSP is a data service of Telkomsel. This campaign targeted Telkomsel's users, aimed to increase user awareness of Telkomsel's NSP promotions.

The promotions lasted 19 days and applied for all Telkomsel users in Indonesia.

OUR SOLUTIONS

Campaigns divided by 20 ad groups corresponding to 20 regions in which there are high concentration of Telkomsel users.

Classic Hyper Local setup: High precision polygon definition of geographic areas on the map.

Contextual app and mobile site selection: Get better access to your target group by selecting mobile Apps and Sites

RESULTS

- Achieved more than **5M** impressions and CTR over **3.7%**

- Increase users awareness and number of **participant** to Telkomsel NSP promotion

Beyond Location. Precise Audience

YOOSE

Telkomsel Indonesia - DLS campaigns

Telecommunication | 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