



UM Universal McCann - Western Union Philippines

Finance | UM Universal McCann Philippines | Malaysia | 2017 DEC - 2018 FEB

CAMPAIGN OBJECTIVES

Western Union Philippines with a Hyper Local campaign with target audience and locations in Malaysia.

Objective of the campaign was to increase Western Union remittance from Malaysia to Philippines among the Philippines expat community living in Malaysia.



OUR SOLUTIONS

Definition of locations with highest density of Filipinos living inside Malaysia. High precision location targeting on these locations, selecting relevant Apps and Sites for Philippines expat community. Mix of Standard and Interstitial Banner ads to achieve best possible results for viewability, number of impressions and clicks.

Collection of user data and advertiser ID to enable retargeting for future campaigns.

RESULTS

- Overall the campaign achieved more than **3.8 million views**
- In total, the campaign got more than **34,300 clicks**
- outside YOOSE measurement but confirmed by the client, **proven increase in remittances** between Malaysia and Philippines



Beyond Location. Precise Audience

YOOSE