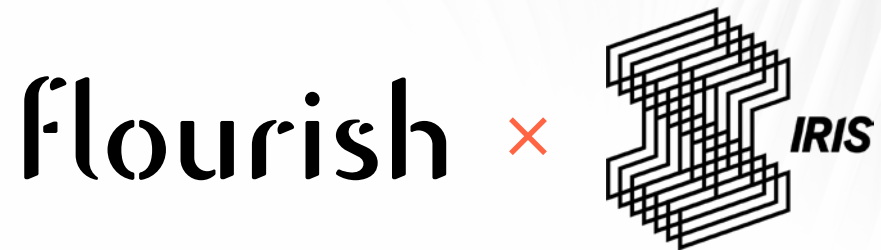


Driving Awareness, Engagement, and
Skills Development Across Sectors:

Selected Case Studies





UNIVERSITAS PERSADA INDONESIA Y.A.I

Raising Awareness for Higher Education with Targeted Programmatic Ads

OBJECTIVE

Drive traffic to Yarsi website and bring awareness to the potential audience.

PLACEMENT & TARGETINGS

- Publisher
- Age : 18 - 34 y.o
- Gender : Male & Female
- Geo: Jabodetabek
- Interest: Parents, Education, Economics, Business, College, University, etc.

BUYING

Cost per clicks.

RESULTS

60K⁺⁺ CLICKS

REACH

1.772.547

CTR

1.14%

IMPRESSIONS

5.320.642



SWISS GERMAN UNIVERSITY

Driving Qualified Leads for International Education via Meta Campaigns

OBJECTIVE

Drive attention and traffic to the SGU registration form within the Meta environment to generate qualified leads.

PLACEMENT & TARGETINGS

- Google Network
- Age : 18 - 34 y.o
- Gender : Male & Female
- Geo: Indonesia
- Interest: SGU, Swiss German University, SGU Scholarship, International education and a global perspective, Double Degree Programs

BUYING

Cost per clicks.

RESULTS

14K⁺⁺ CLICKS

REACH

1.651.317

CTR

1.02%

IMPRESSIONS

4.622.690



INDUSTRY BENCHMARK CTR

	BENCHMARK	RESULTS
LINKEDIN CTR (HR/EDU)	0.55%	1.14% PROGRAMMATIC - UNIVERSITAS PERSADA INDONESIA Y.A.I
META LEAD GEN	0.90%	1.02% META LEAD GENERATION - SWISS GERMAN UNIVERSITY



SCHNEIDER CAMPAIGN

Driving Conversions with High-Intent Keyword and Location Targeting

OBJECTIVE

Drive people attention to SGU form while searching the related keyword.

PLACEMENT & TARGETINGS

- Publisher
- Age : 30 - 65 y.o
- Gender : Male & Female
- Geo: South Jakarta
- Interest: Travel, Business, Investment, Property, Luxury

BUYING

Cost per clicks.

RESULTS

52K⁺⁺ CLICKS

REACH

1.257.295

CTR

4.21%

REACH

419.098



HSBC TRAVEL FAIR

Boosting Event Traffic and Engagement Through Precision Targeting

OBJECTIVE

Drive traffic to website.

PLACEMENT & TARGETINGS

- Publisher
- Age : 30 - 65 y.o
- Gender : Male & Female
- Geo: South Jakarta
- Interest: Travel, Business, Investment, Property, Luxury

BUYING

Cost per clicks.

RESULTS

23K⁺⁺ CLICKS

REACH

467.414

CTR

5.01%

REACH

163,068



SYSTEMEVER ERP

Engaging B2B Audiences with Strategic Digital Campaigns

OBJECTIVE

Drive traffic to SystemEver's general information page and submission page.

PLACEMENT & TARGETINGS

- Programmatic Premium Publisher
- Age : 25 - 54 y.o
- Gender : Male & Female
- Geo: Indonesia
- Interest: ERP, Aplikasi Akuntansi, Aplikasi Pajak

BUYING

Cost per clicks.

RESULTS

14K⁺⁺ CLICKS

CLICKS

52,432

CTR

1.14%

IMPRESSIONS

4,622,690

HYUNDAI STARGAZER

Maximizing Awareness with Rewarded Video Ads and High Completion Rates



GOALS

- Maximal awareness boost during activation
- Reach 85% of video completion

PLACEMENT & TARGETINGS

FORMATS

- Rewarded video ads

TARGETINGS

- Soc-dem and interest

Whitelist of apps in categories «Entertainment» and «Auto & Vehicles»

Optimization at ID publishers level.

RESULTS

400.000⁺

CTR

8%

VTR

>8.5%

INDOMIE X THOMAS & UBER CUP

National-Scale Awareness Through Culturally Relevant Campaign Activation



GOALS

Maximal awareness boost during activation.

PLACEMENT & TARGETINGS

FORMATS

- Standard banners
- Day-by-day CTR optimization

TARGETINGS

- Soc-dem
- Interests: Badminton, Thomas & Uber Cup, Greysia Poli, Apriyani, Sports & Fitness, Indomie
- GEO: Indonesia
- Whitelist

BUYING

Cost per Clicks.

RESULTS

359.600⁺

CTR

3.02%

IMPRESSIONS

11.910.000⁺

HEMAVITON ENERGY DRINK

Delivering Health & Wellness Messaging with High-Performance Banners



GOALS

- Maximal awareness boost during the activation
- Separate visual communication for different regions

PLACEMENT & TARGETINGS

FORMATS

- Standard banners
- Fullscreen banners
- Day-by-day CTR optimization

TARGETINGS

- Soc-dem
- Precise GEO-targeting separation
- Interests: Healthy lifestyle, Fitness, Workout, Family, Supplements, Nutrition
- Whitelist – Premium publishers

Optimization on effective publishers, GEO and towards the CTR raise. Separate Hard KPI for each region.

BUYING

Cost per Clicks.

RESULTS

420.000⁺

CTR

5.02%

IMPRESSIONS

8.500.000⁺