GrabAds

Marketing Manager User Guide

INTRODUCING

Marketing Manager

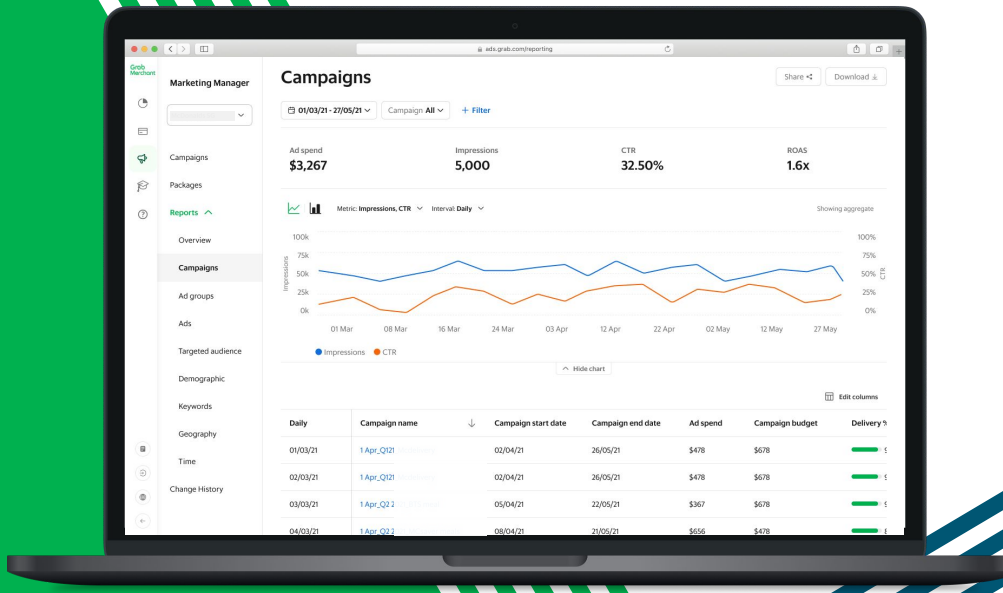
With Marketing Manager, Grab's comprehensive marketing platform, you can create and manage campaigns to drive sales and grow your business.

Reach Grab's extensive audience when they're most likely to take action, such as during transactions or when browsing

Define who will see your ads, when and where

Enjoy the flexibility to design marketing campaigns that look exactly as they should

See clear sales and performance reports to help you understand exact returns and refine your ads



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Grab is Southeast Asia's leading Super App

Mobility
Leading last-mile transportation network

1
Category position[1]

Founded 2012

Deliveries
Leading delivery platform

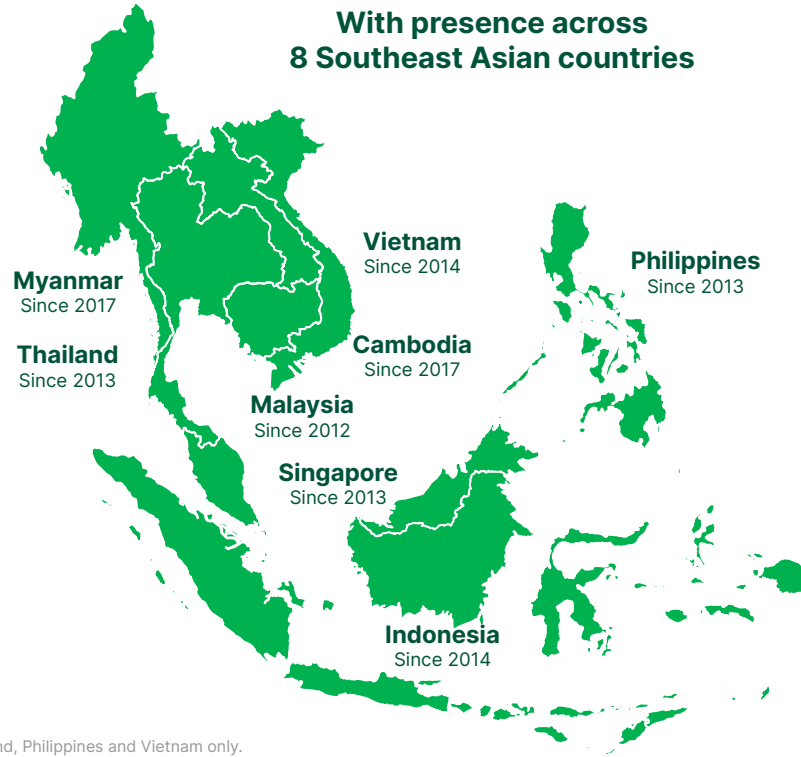
1
Category position[2]

2018

Financial Services
Access to payment licenses in 6 core markets

1
Category position[3]

2018



Source: Euromonitor for category position

1. Southeast Asia refers to Indonesia, Malaysia, Singapore, Thailand, Philippines and Vietnam only. Category position is based on 2020 ride hailing and online food delivery GMV and digital wallet payments TPV.
2. Online food delivery category position
3. Digital wallet payments category position

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With a deeply engaged audience

High purchase intent

78%

more likely to buy a product*

High spending power

USD 183

GMV/MTU in Q3 2021^

High stickiness

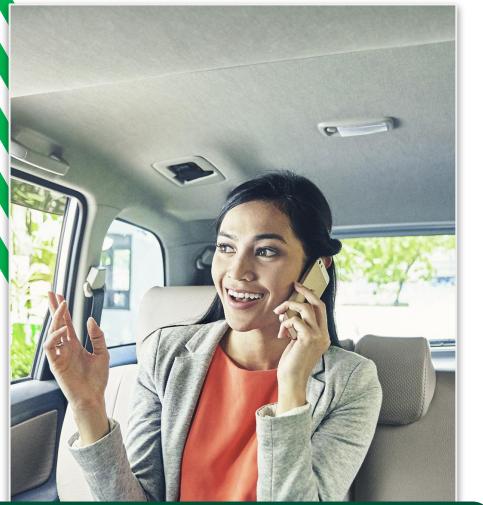
5X

increase in proportion of users transacting in 2 or more services+

Source:
*Grab January 2022 Omnibus survey. A total of 17,752 active Grab consumers from Indonesia, Singapore, Malaysia, Philippines, Thailand and Vietnam responded to the survey.
^Q3 2021 Financial Report. GMV means gross merchandise value, an operating metric representing the sum of the total dollar value of transactions from Grab's services, including any applicable taxes, tips, tolls and fees, over the period of measurement.
+Growth in users transacting in more than one Grab vertical from Jan 2018 to Dec 2020 (also published in the investor report)

And the data to enable highly targeted campaigns

80+
audience segments



Professionals
Working in CBDs, riding Grab Premium, Grab for Business users

Families
Living in residential areas, traveling on GrabFamily, buying groceries on GrabMart

Lifestylers
Frequenting gym and lifestyle hubs, using GrabPay & Grab Rewards to shop

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02 Logging in

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08 Reports

SECTION

1

Understanding the campaign structure

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SECTION 1

Understanding the campaign structure

There are three parts to any marketing campaign: the why, the how and the what. These come to life in Marketing Manager through Campaigns, Ad Groups, and Ads.

WHY

Campaign
Set your business objective and overall campaign budget.

HOW

Ad Group
Define your strategy and decide who, where and how to advertise.

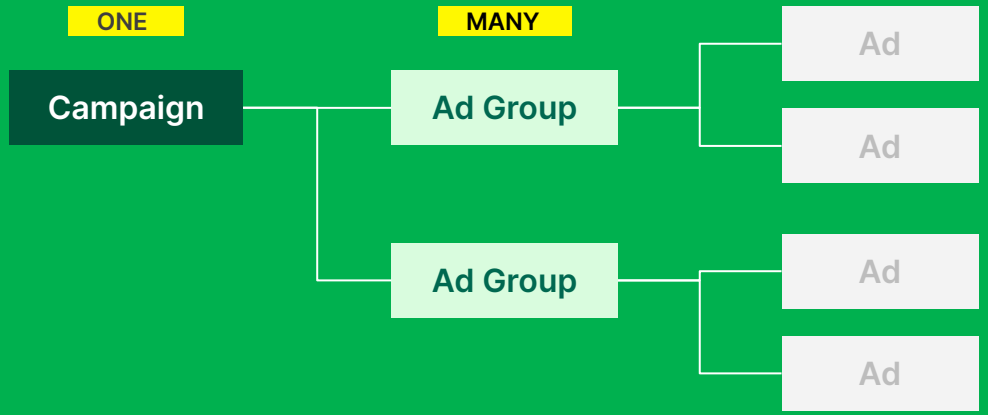
WHAT

Ad
Design your creatives, the user journey and set up tracking.

SECTION 1

Understanding the campaign structure

To ensure you deliver the right message to the right audience, you can create multiple ad groups for each campaign.



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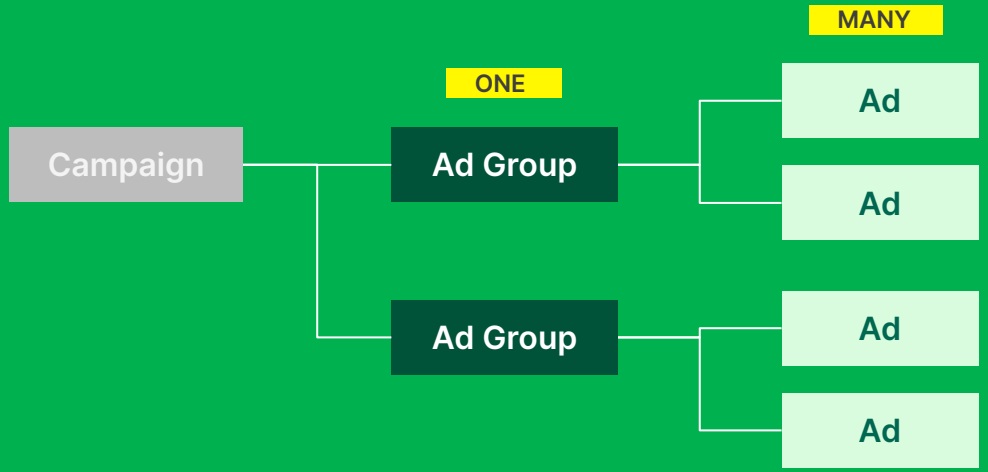
SECTION 1

Understanding the campaign structure

And so you can test and learn which creative and message resonates best with each audience segment, you can create multiple ads for each ad group.

Tip: We recommend creating at least three ads per ad group. Marketing Manager will prioritise display of the better performing ads in each ad group to optimise your campaign.



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SECTION 1

Example

WHY

Campaign
Set your business objective and overall campaign budget.

Name: McD_NY_2022_SG
Objective: Conversion
Budget: SGD 100,000

HOW

Ad Group
Define your strategy and decide who, where and how to advertise.

Name: Burger_Fans_CBD
Audience: Like Burgers
Placement: Food Banner
Outlets: CBD
Lifetime budget: SGD 75,000

Name: FastFood_1N
Audience: Like Fast Food
Placement: In-Transit Food
Outlets: One North
Lifetime budget: SGD 25,000

WHAT

Ad
Design your creatives, the user journey and set up tracking.

Name: Burger_Fans_Chicken
Headline: New Chicken in Town
Call-to-action: Order now!

Name: Burger_Fans_Bubble_Tea
Headline: Delicious bubbly
Call-to-action: Get it now!

Name: FastFood_1N_Chicken
Headline: New Chicken in Town
Call-to-action: Order today

Name: FastFood_1N_Bubble_Tea
Headline: Delicious bubbly
Call-to-action: Add to cart

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SECTION

2

Logging In

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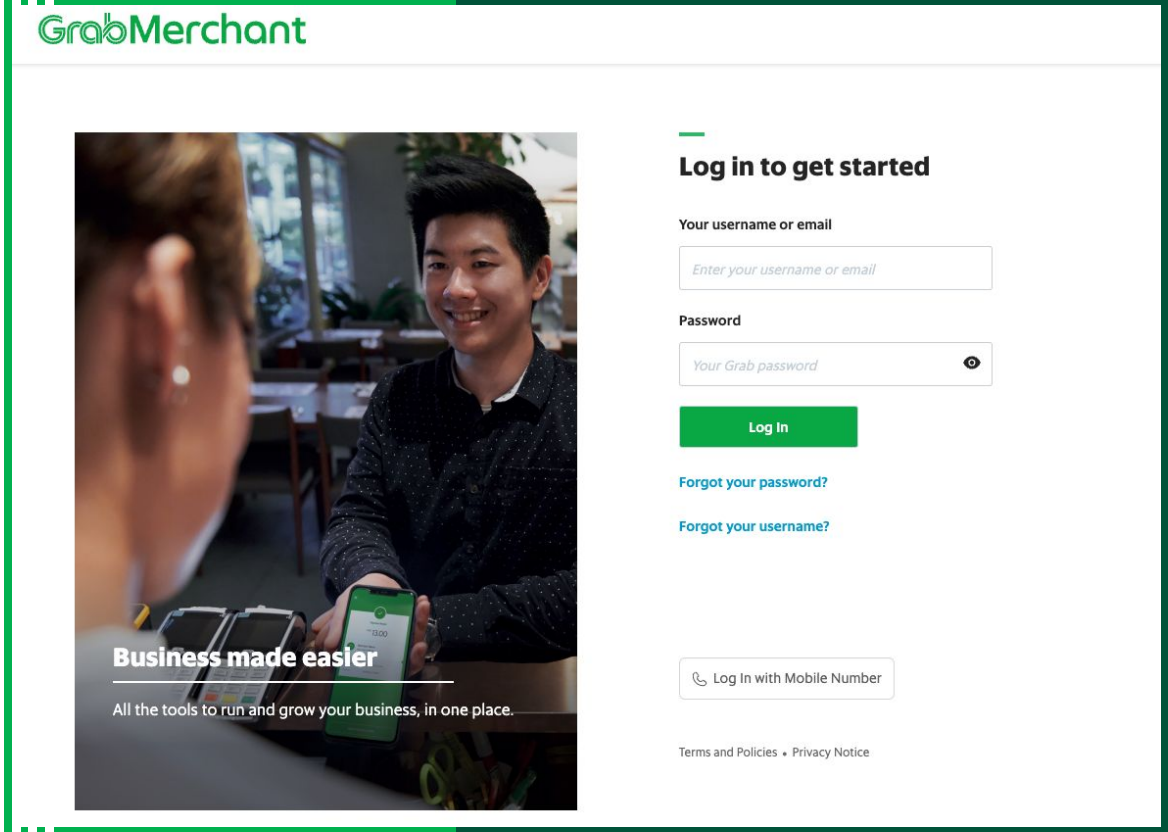
SECTION 2

Logging in

Go to **GrabMerchant Portal** on your computer browser by visiting https://merchant.grab.com/portal and log in using your username and password.

For new users, an account has been created for you so please check your inbox for a **“Welcome to Grab Merchant”** email. This email includes your username, a temporary password, and a link to log in.

Your temporary password expires after 5 days, but don’t worry - you can always reset it.

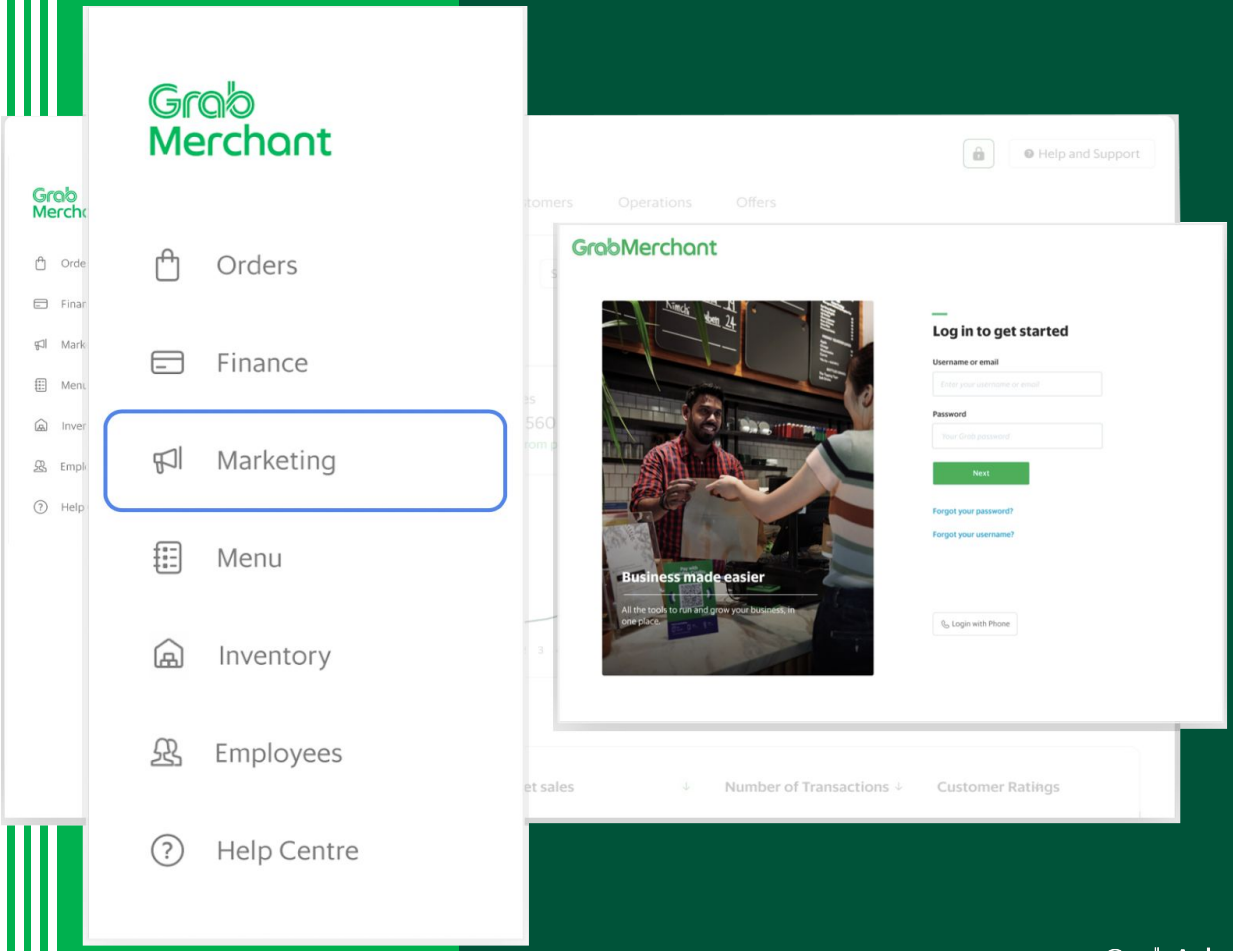


SECTION 2

Logging in

Once you've logged in, you'll land on the Merchant Portal homepage. Click **Marketing** in the left-hand menu to go to the Marketing Manager.

If you're not a Grab Merchant, you'll skip the Merchant Portal and be directed straight to Marketing Manager on login.



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SECTION

3

Marketing Manager Overview

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SECTION 3

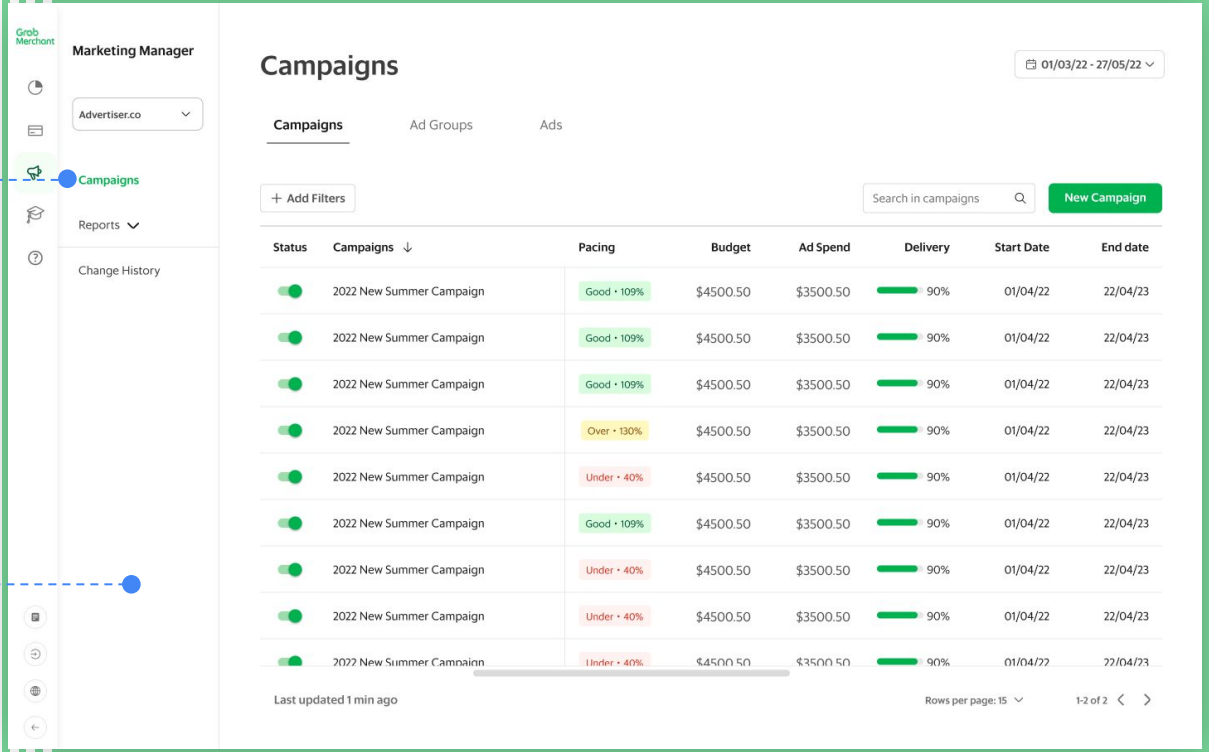
Marketing Manager overview

Let's explore the Marketing Manager homepage.

When you log in, you'll default to your Campaigns tab.

In this screen, you can see all the campaigns you have created, whether they're currently live, completed or in draft mode.

High level details of each campaign is shown so you can see what's going on at a glance.



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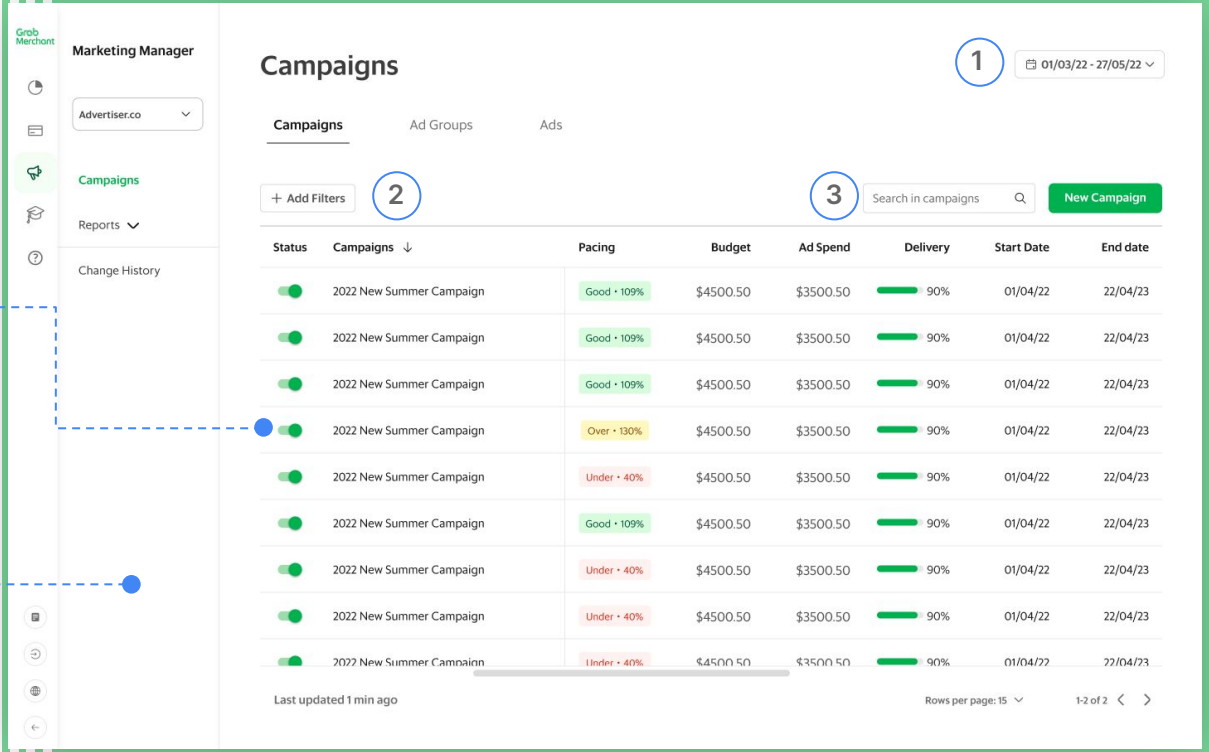
SECTION 3

Marketing Manager overview

The toggle on the left gives you a quick and easy way to turn each campaign on and off as needed.

You can refine your views by:

1. Selecting a date range, or
2. Adding filters
3. Searching for a specific campaign



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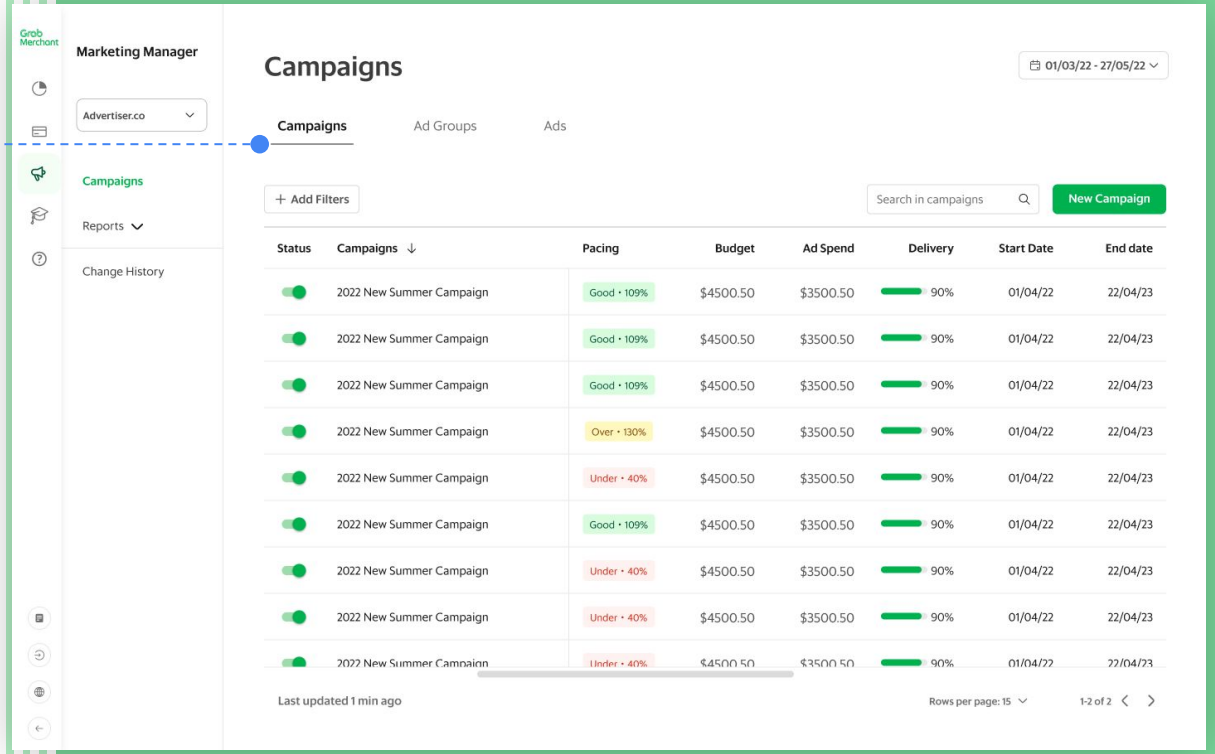
SECTION 3

Marketing Manager overview

The tabs at the top let you switch quickly between Campaigns, Ad groups and Ads.



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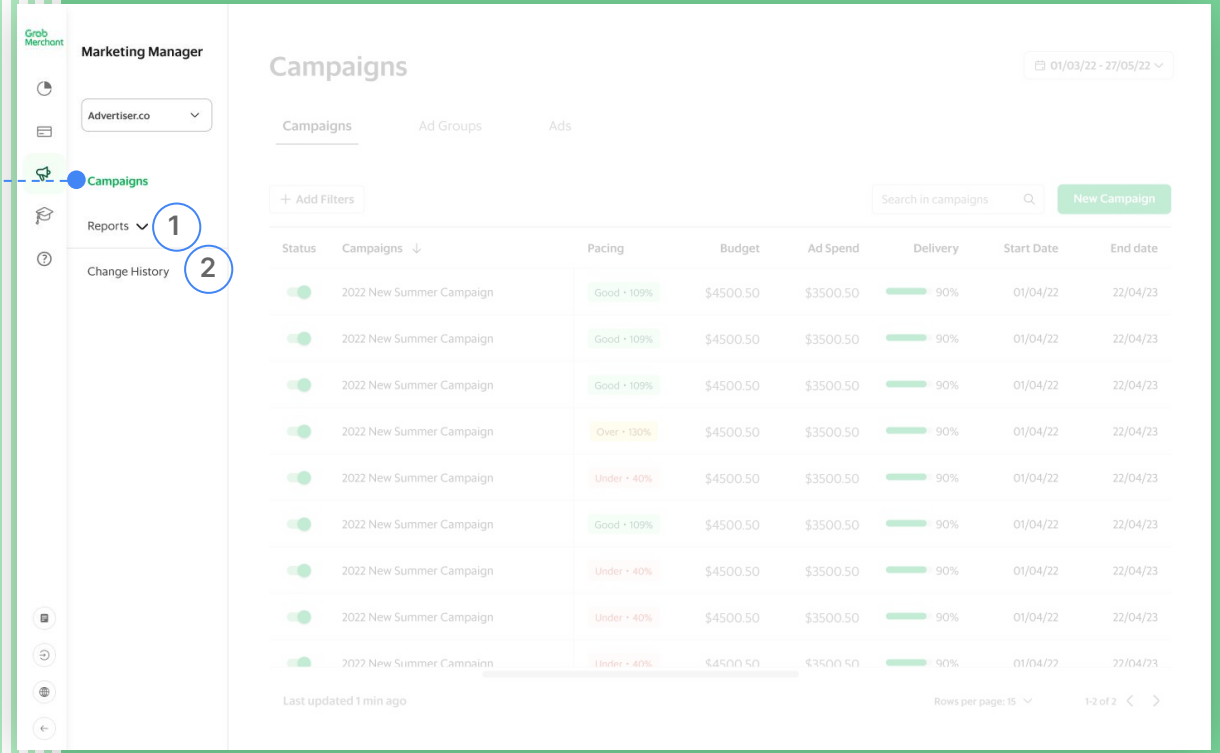
SECTION 3

Marketing Manager overview

If you create or manage campaigns for more than one outlet, you can switch between them using this drop-down.

And the left menu allows you to dive into your

1. Reports and see the
2. Change History of your campaign, ad group and ad.



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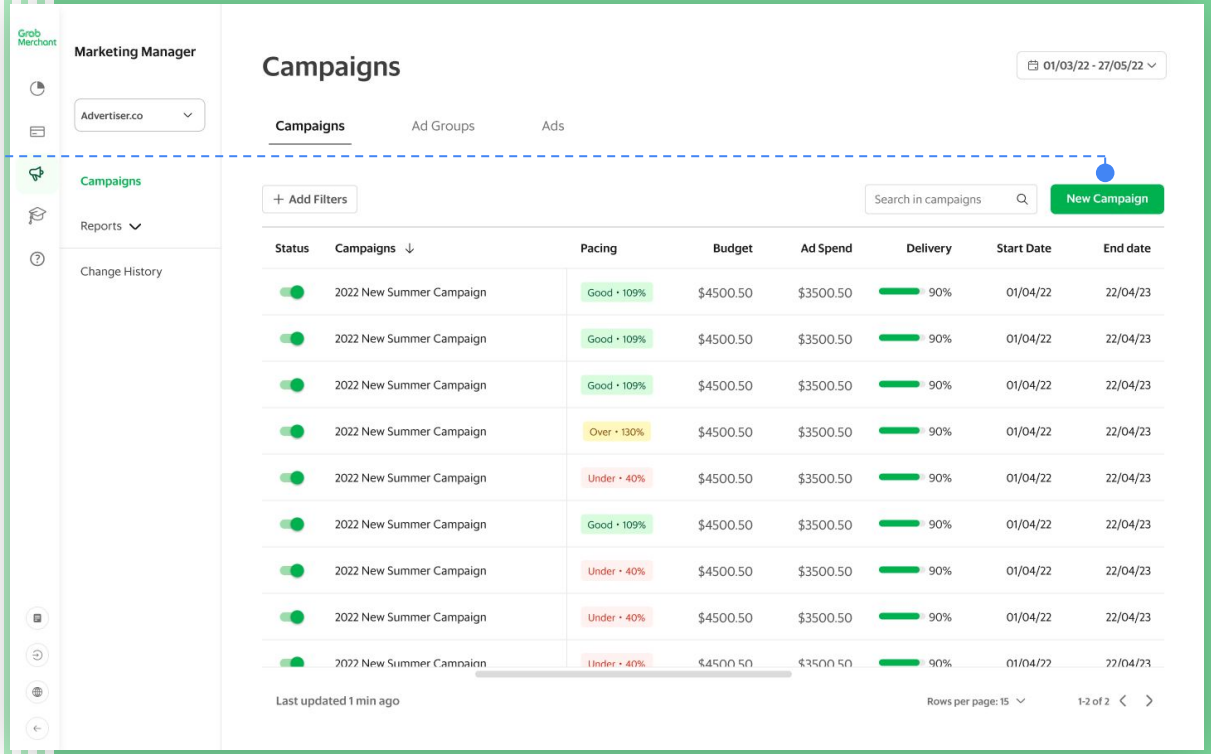
SECTION 3

Marketing Manager overview

But for now, let's create your first campaign by clicking **New Campaign.**



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SECTION

4

Campaigns

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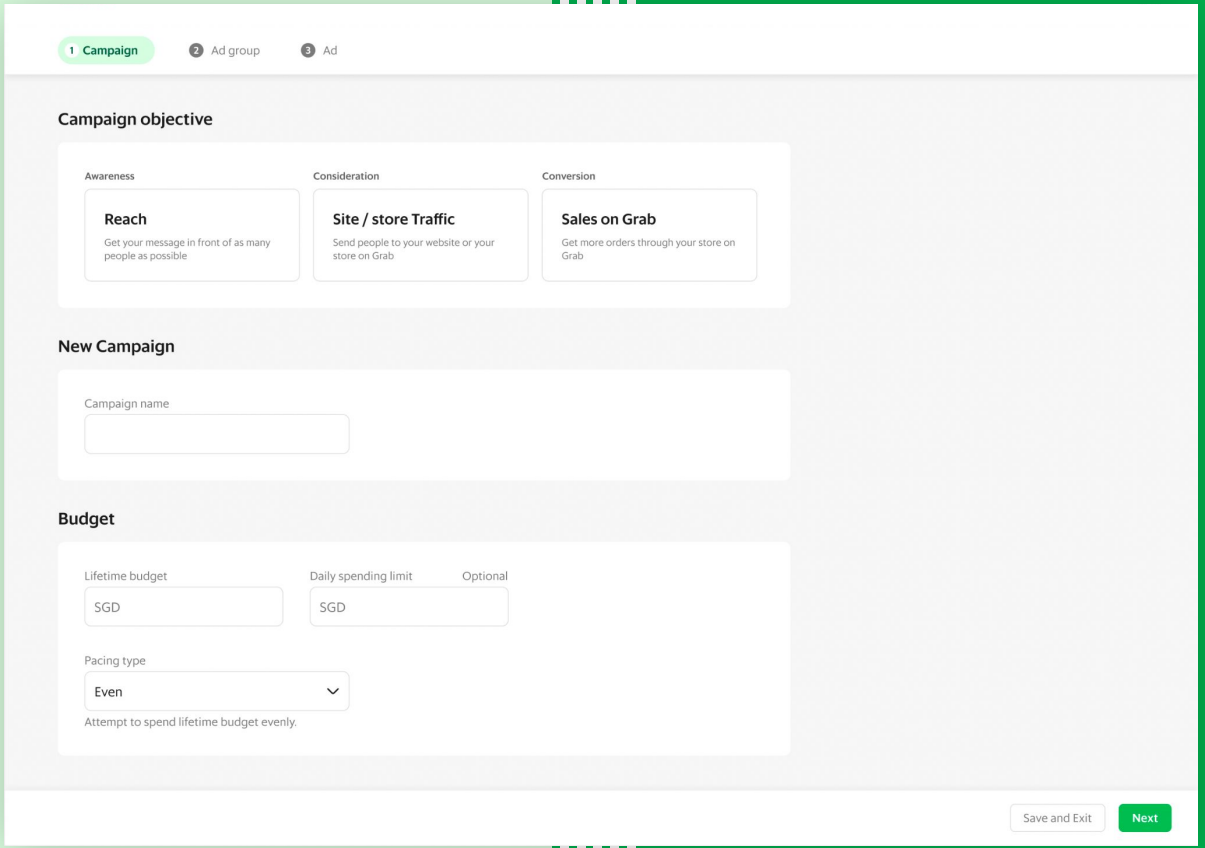
SECTION 4

Campaigns

Before we can get to the fun part - the ad creative - you need to build your campaign on Marketing Manager.

- **Define your Campaign**
- Configure your Ad Group
- Create your Ad



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SECTION 4

Goal-driven campaign creation

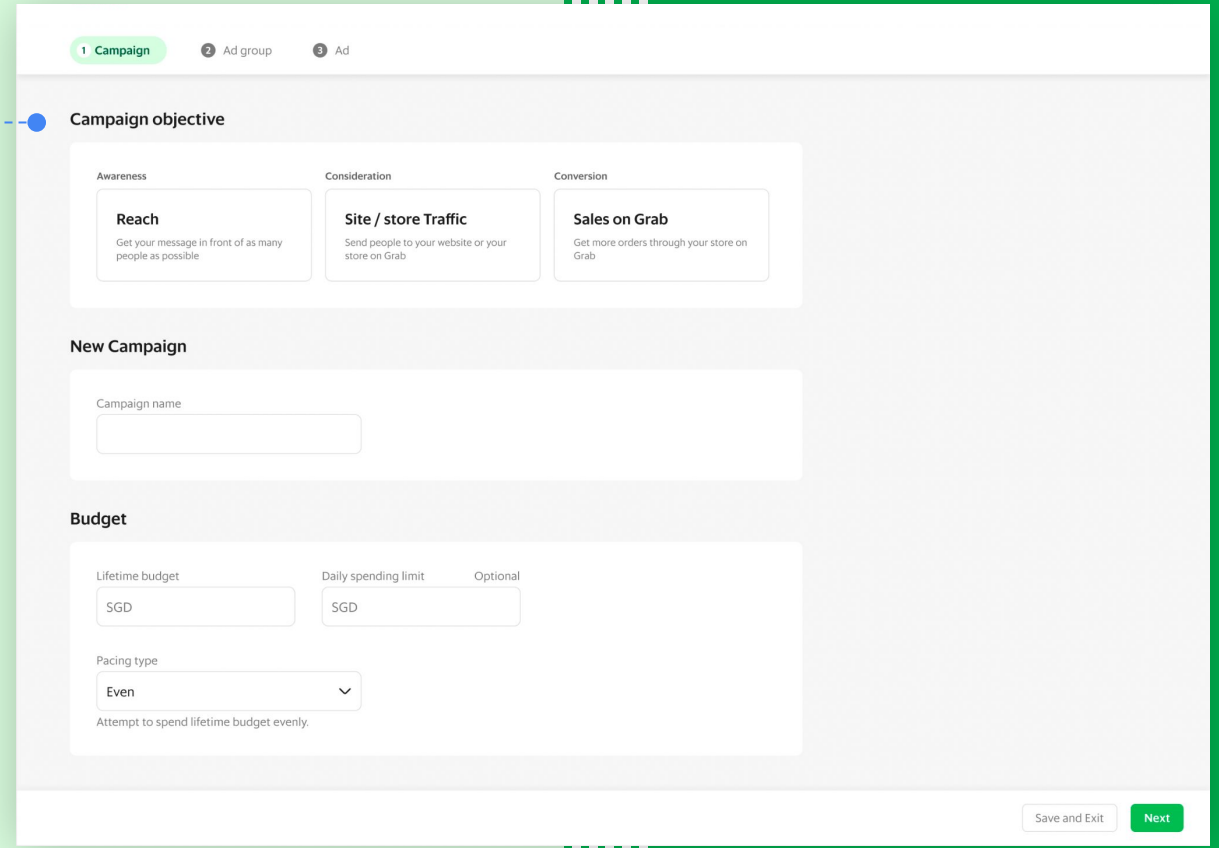
When you start a campaign, you'll be asked to define your objective. We optimise your ads based on your objective, to help you achieve better results and return on your investment.

There are three objectives to choose from:

Reach: Reach ads are for getting your brand in front of consumers and building awareness.

Site/store traffic: Traffic ads help compel customers to learn more about your business and increase consideration for purchase.

Sales on Grab: Sales ads are focused on driving more orders and higher conversions to your business - either through the app or in person.



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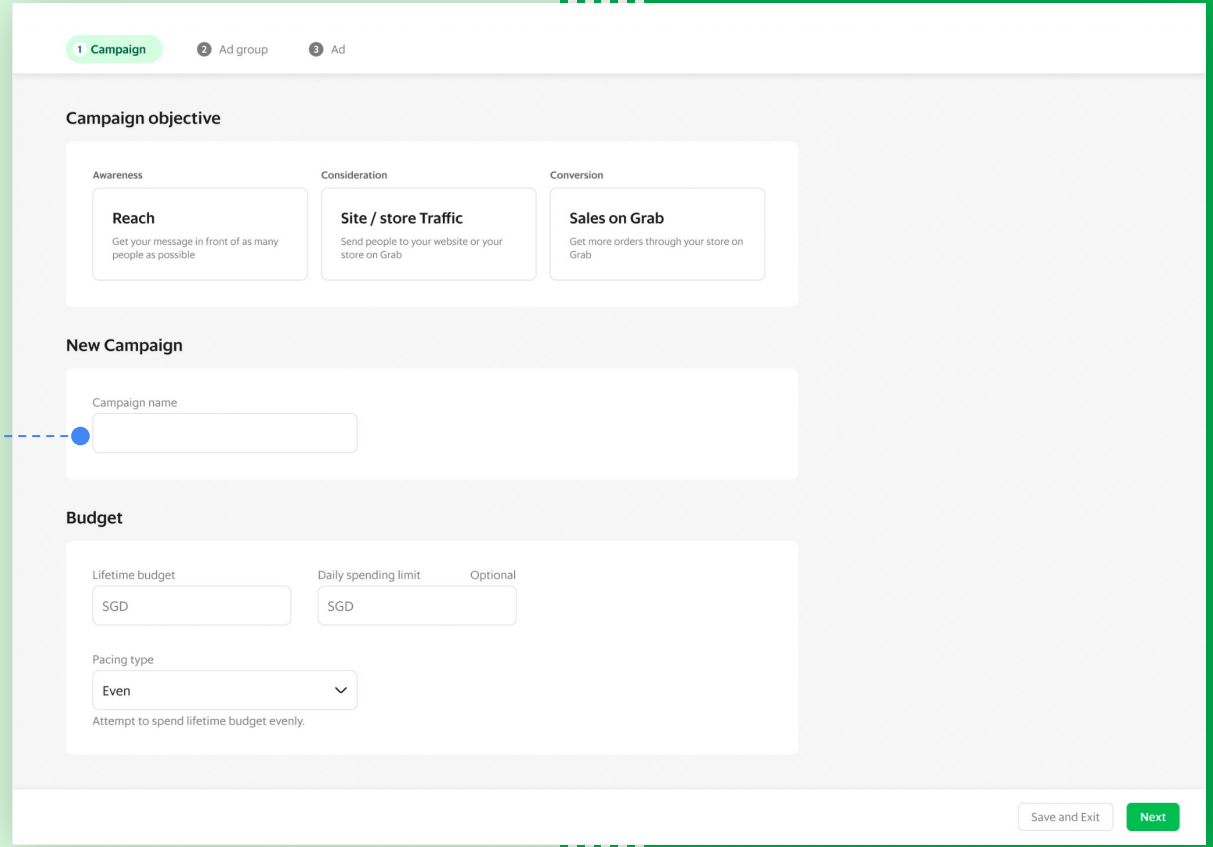
SECTION 4

Name your campaign

Once you've set your campaign objective, you'll need to give your campaign a **name**.

This name is for your internal purposes only and is not shown to your audience. However, we still recommend using a clear and detailed name so that you and others who may manage your campaigns can easily identify it in your Marketing Manager campaign list in future.



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SECTION 4

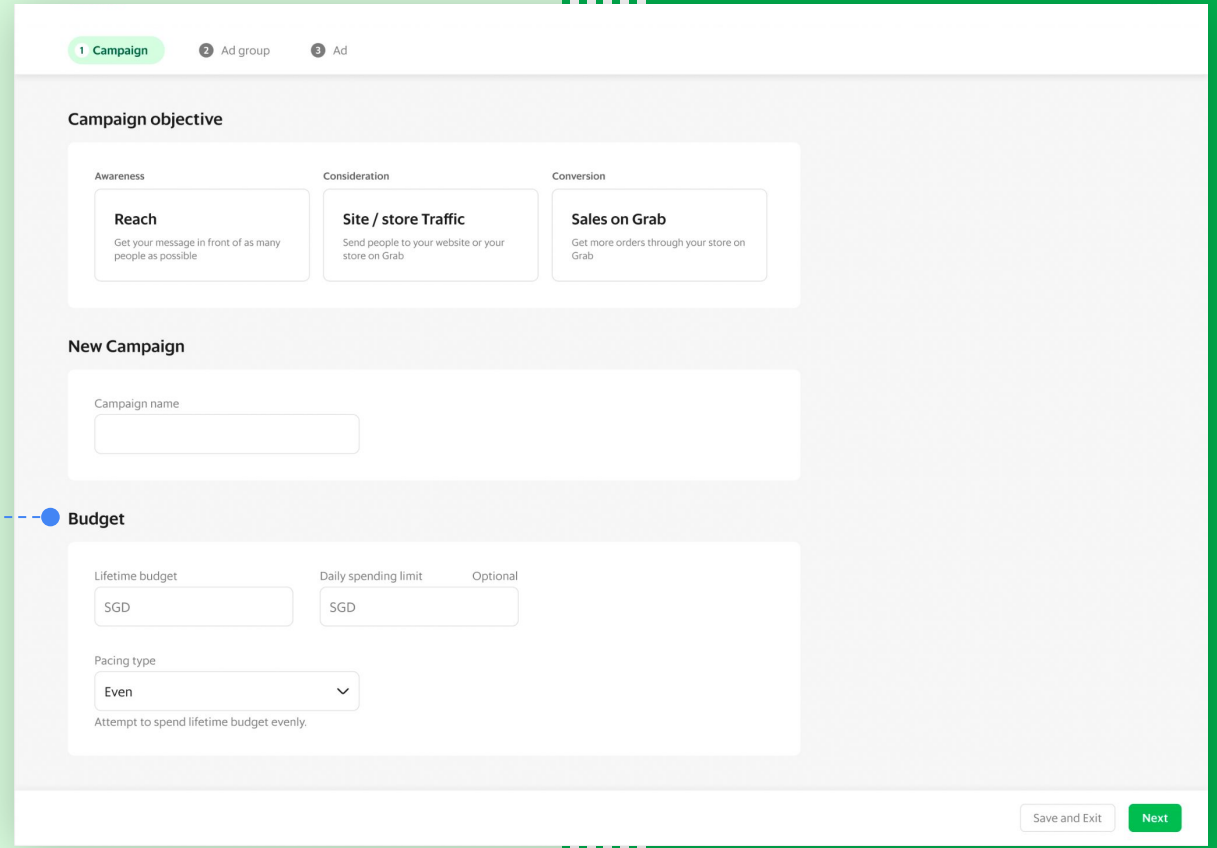
Set your budget

Finally, set your campaign budget. You do this over three parts:

Lifetime budget: The total spend shared by all ad groups and ads over the entire duration of your campaign. Once this limit is reached, your ads will no longer display.

Daily spending limit: You can break up your lifetime budget over the course of your campaign with an optional daily spending limit. Once spend across your ad groups and ads reach this limit in a single day, your ads will stop displaying until the next day.

Pacing: Pacing allows you to set how fast you would like to spend this budget. Even pacing spreads your spend evenly across the duration of your campaign. ASAP pacing focuses on spending your budget as fast as possible, which can reduce the campaign duration.



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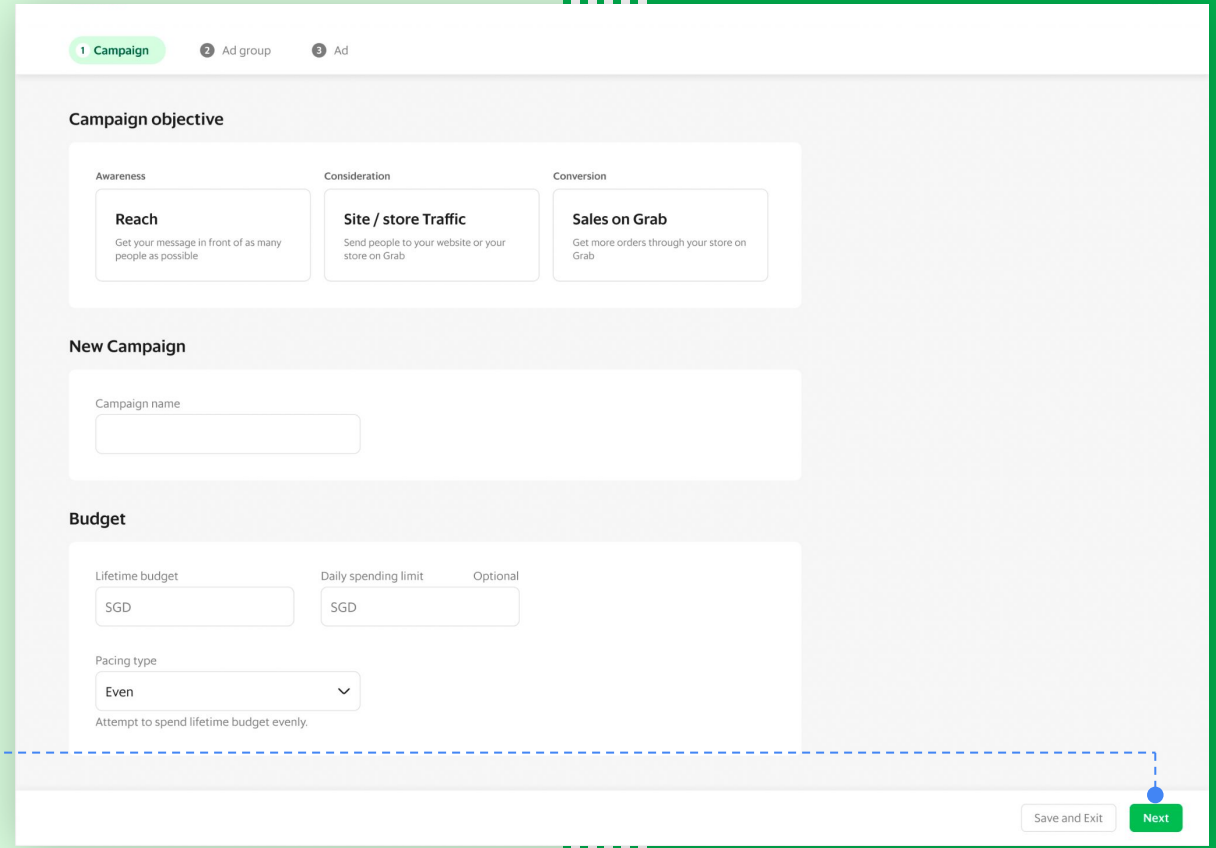
SECTION 4

Save your campaign

Before exiting this screen, make sure you click **Next** to save and start creating your first Ad group, or **Save and Exit.**

You can always come back to edit your campaign details later.



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SECTION

5

Ad Groups

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SECTION 5

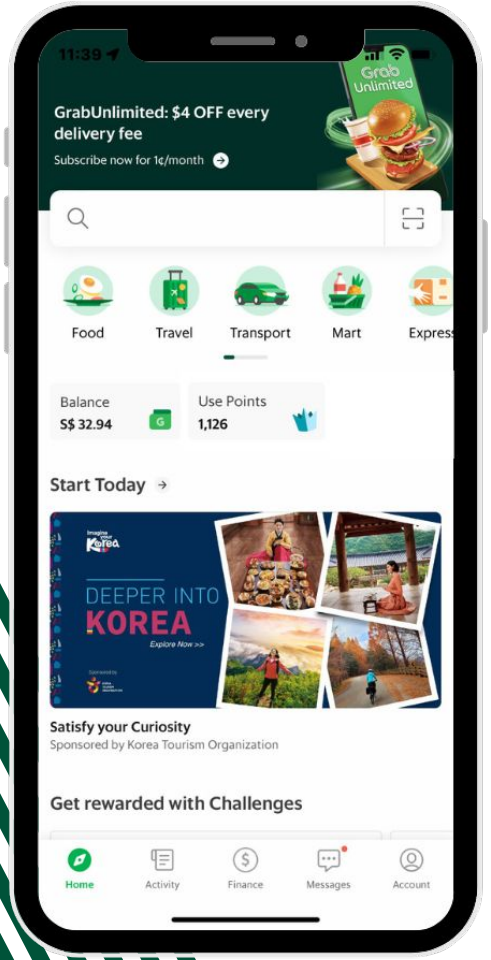
Full control over ad groups

- **Define your Campaign**
- **Configure your Ad Group**
- Create your Ad

Your ad groups define how you will achieve your campaign objectives. In them, you set:

- When and where your ads will display
- How your ads will be shown to your audience, and
- How much of your overall campaign budget will be spent on these ads.

You can create more than one ad group for each campaign to optimise your message and spend across different ad types, audiences, placements and times.



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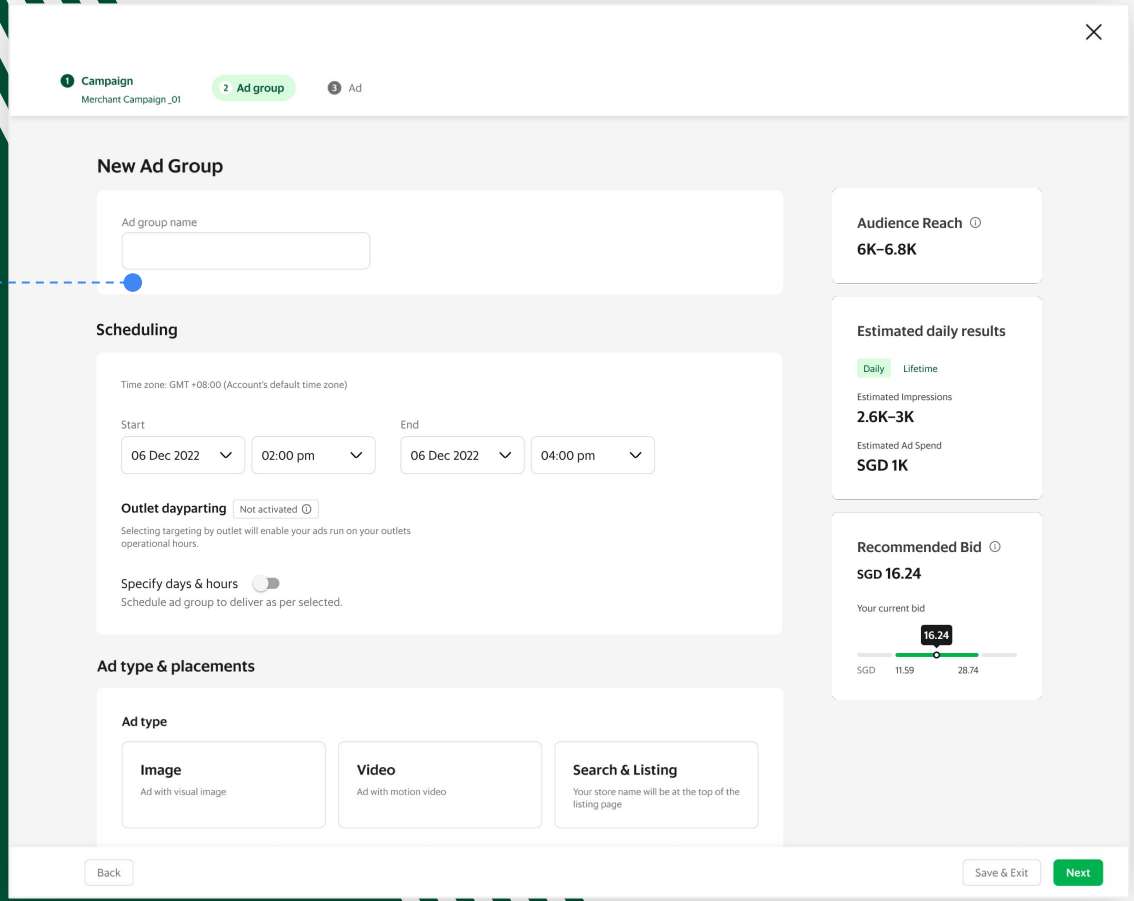
SECTION 5

Name your ad group

The first step in creating your ad group is a **name.**

As with your campaign, make sure your ad group names are detailed and easy to identify, as you can navigate straight to them from the Marketing Manager homepage.



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SECTION 5

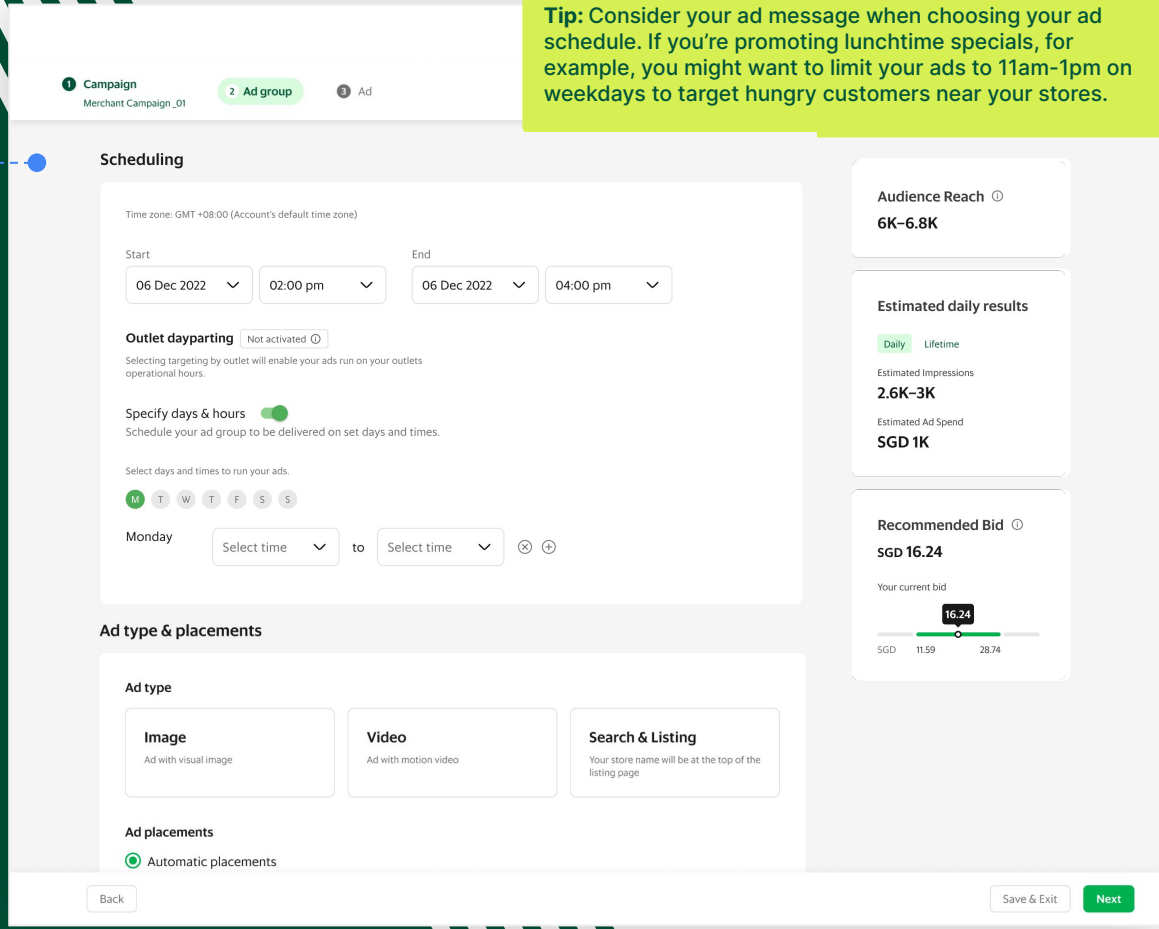
Schedule your ads

All ad groups have a start and end date and time. But you can customise exactly when during your campaign you want your ads to display.

To do this, toggle on **Specify days & hours**.

If you want to drive traffic to your Grab store and target people by their physical location, **Outlet dayparting** will automatically schedule your ads to run during the opening hours for your chosen outlets.

Tip: Consider your ad message when choosing your ad schedule. If you're promoting lunchtime specials, for example, you might want to limit your ads to 11am-1pm on weekdays to target hungry customers near your stores.



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SECTION 5

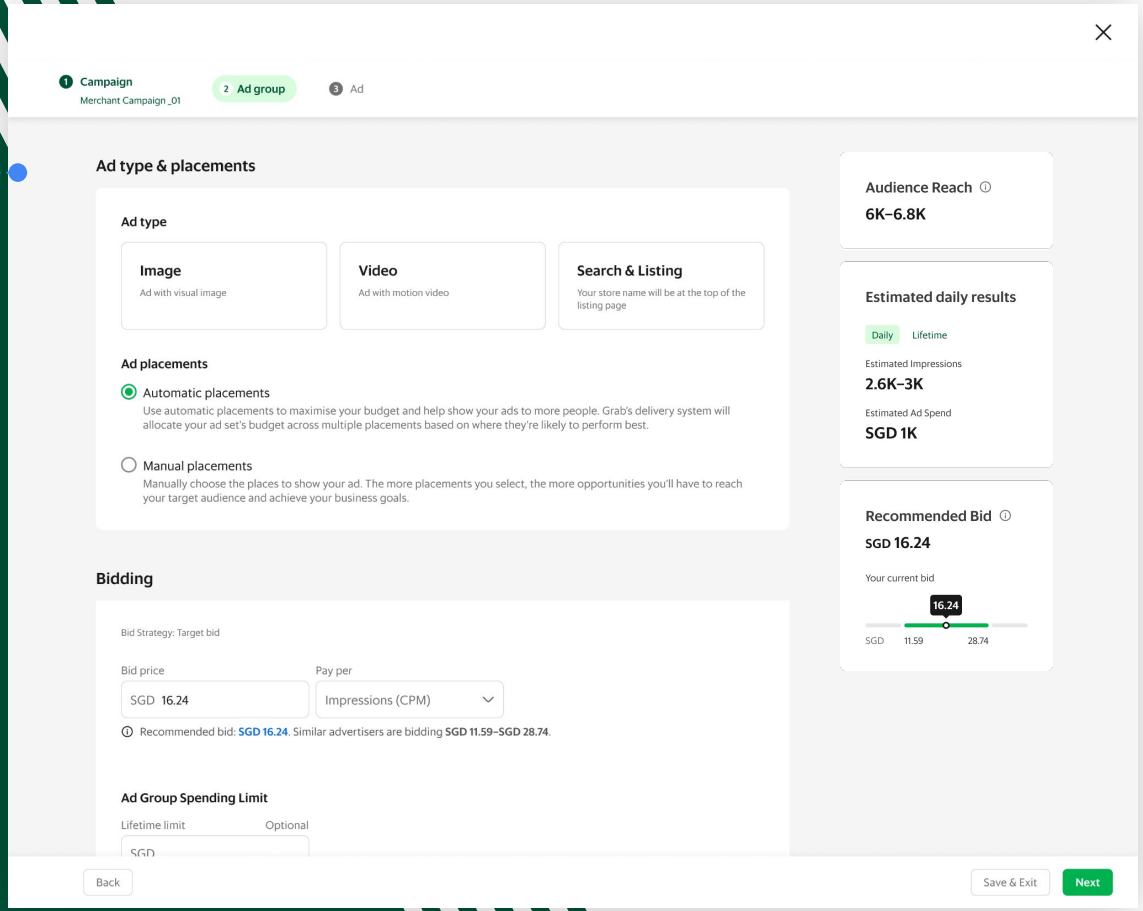
Select your ad type

Your ad type is defined by the kind of media you'll use - **Image**, **Video*** or **Search & Listing.**

Once you've chosen your ad type, you can select your ad placements.

When you choose **Automatic placements,** Grab will use its data and ad intelligence to display your ads to your audience when and where they're most likely to take action.

**GrabFood and GrabMart feed placements for video coming soon*



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SECTION 5

Define ad placements

If you'd like to limit where your ads will display, choose **Manual placements.**

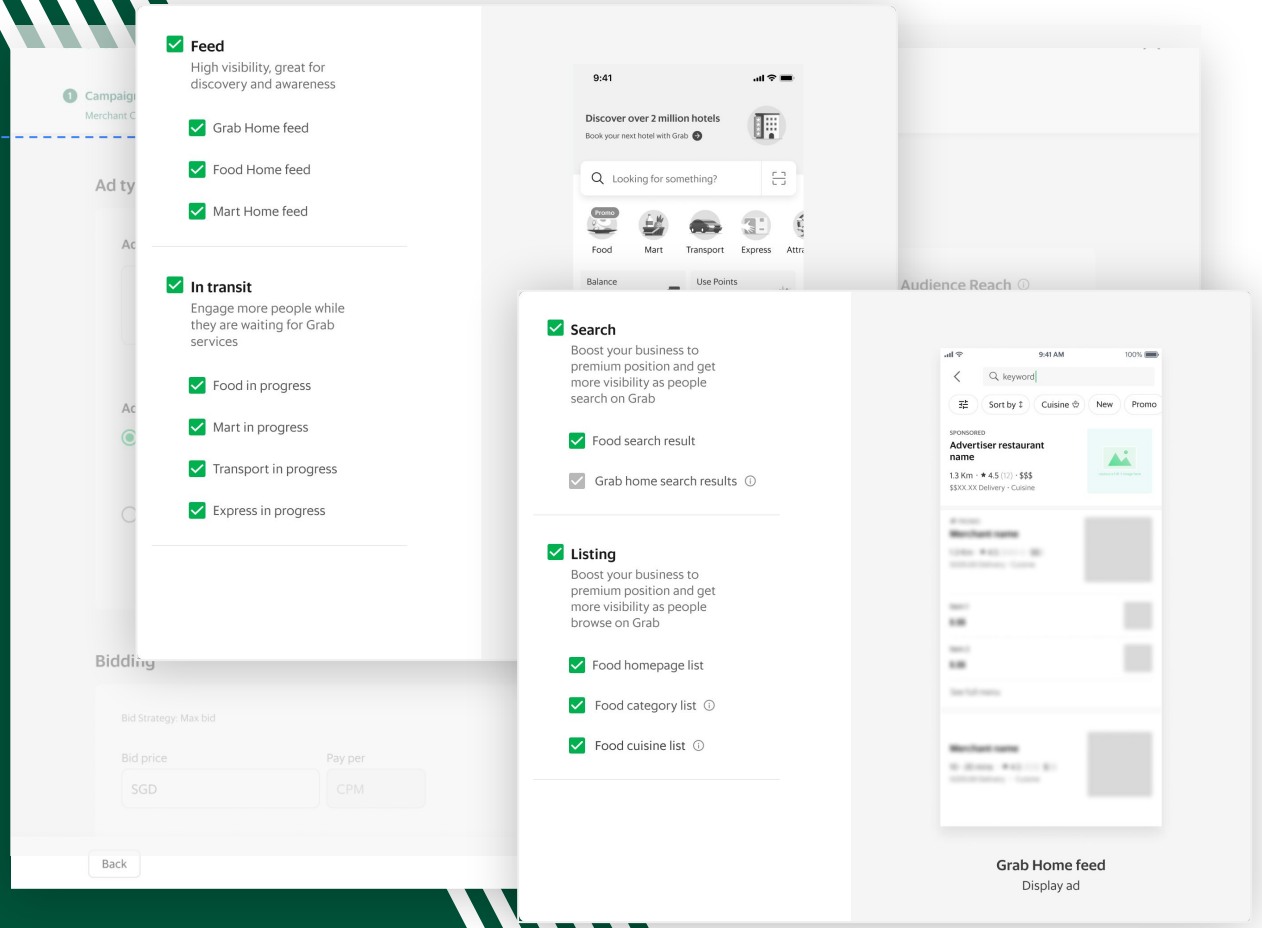
For video and image ads, you can choose different Grab app **Feeds** and **in transit** when people are waiting for certain Grab services.

For search & listing ads, you can choose different **search** and **listing** pages.

You can see an example of how ads in each placement look in the preview panel on the right-hand side.

Important: Grab's delivery system does not optimise the location of manual placement ads. To maximise your budget and help show your ads to more people, select **Automatic placements.**

Keep learning: Learn more in our [Ad Types and Placements] guide.



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SECTION 5

Choose your keywords

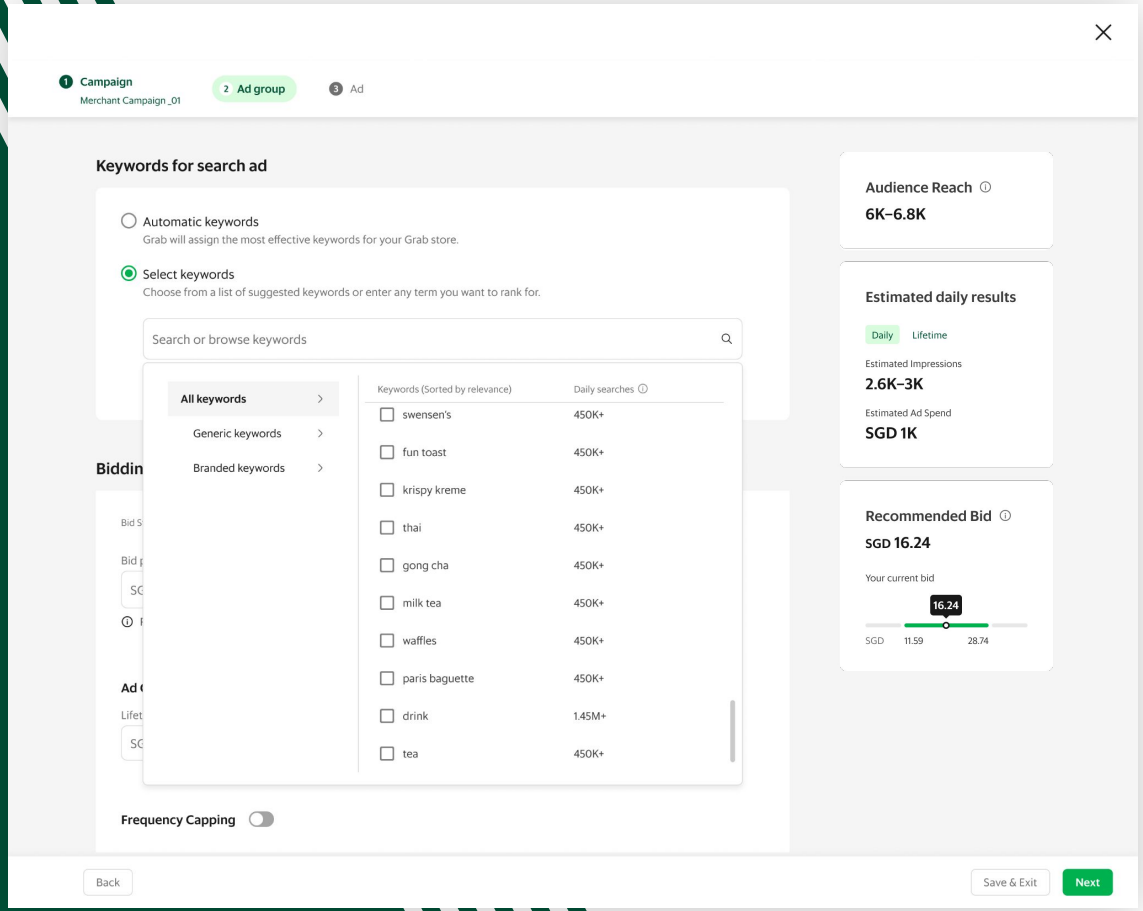
If you're running **Search ads**, you'll need to define the keywords you want your ad to rank for on search pages. You will skip this step if you selected listing placements only.

With **Automatic keywords**, Grab will use its data and ad intelligence to assign the most effective keywords for your store.

To define your own keywords, choose **Select keywords**. You can choose any of the suggested keywords or manually enter your own.

We recommend selecting 15-20 keywords for each ad group for optimal ad performance.

Keep learning: Learn keyword ad strategies in our Ad Types and Placements guide.



GrabAds

SECTION 5

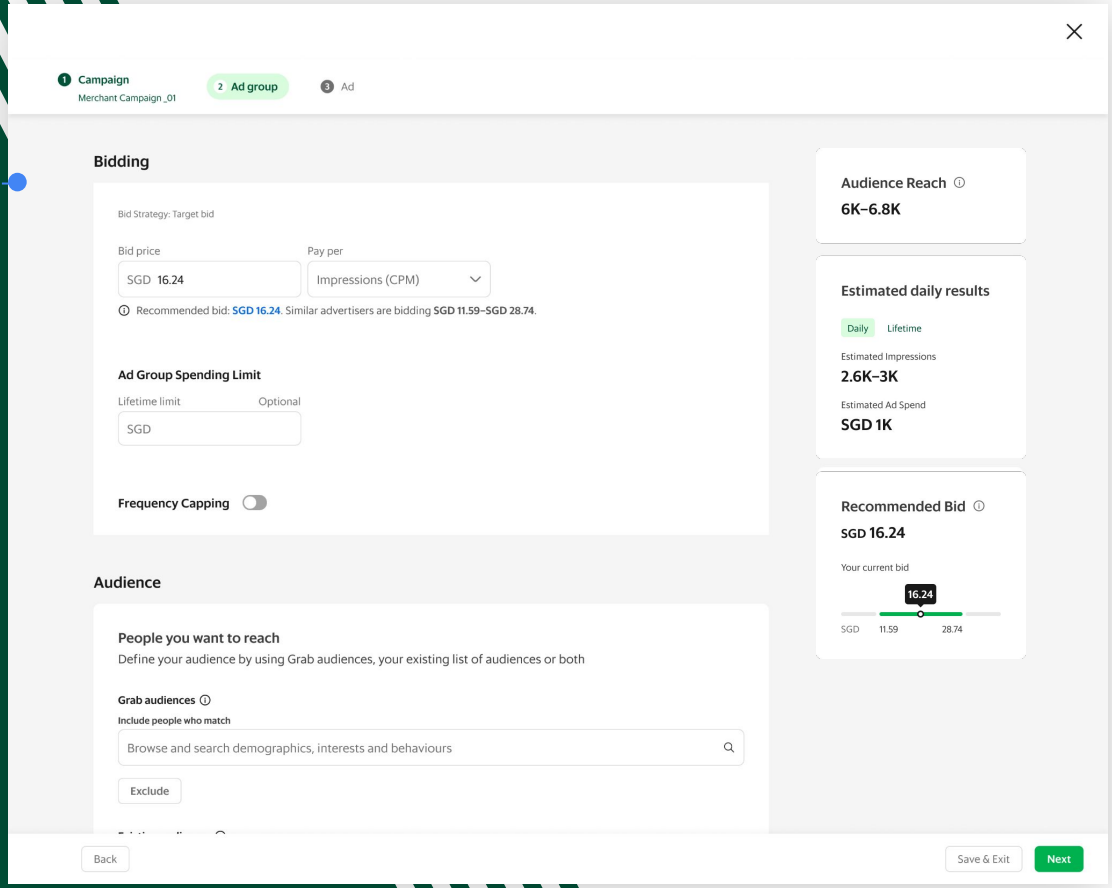
Select your bidding strategy

Under **Bidding**, set your **Bid price**, or the maximum amount you'll pay for each ad by click or for every thousand impressions. The actual amount you're charged can be lower than your set limit, depending on competing bids.

For video and image ads, you can set your Bid price based on cost per click or per thousand impressions.

- **CPC (cost per click)**: When you choose CPC, you will only pay when someone clicks on your ad. This strategy can be more effective for conversion-focused ads.
- **CPM (cost per thousand impressions)**: When you choose CPM, you pay for every thousand times your ad is displayed. This strategy can be more effective for awareness-focused ads.

Search and listing ads are always charged on a cost per click (CPC) basis.

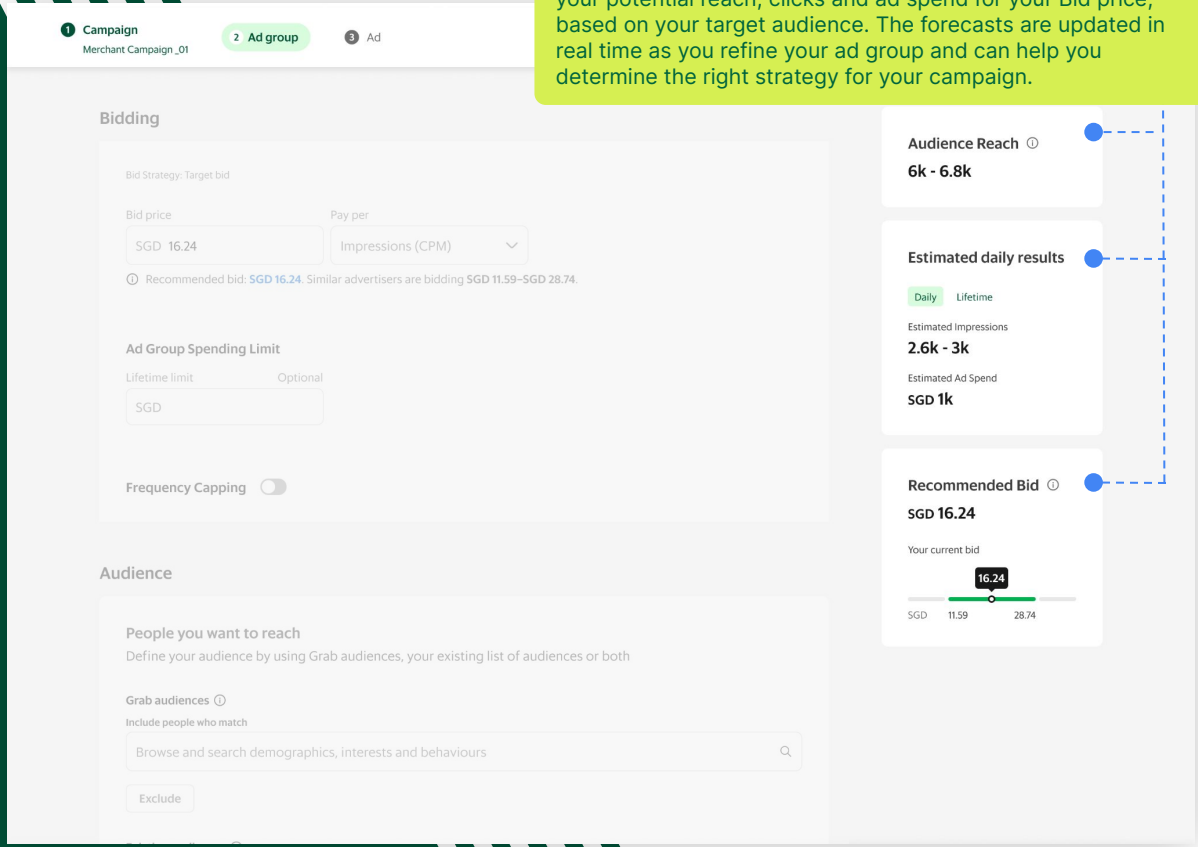


GrabAds

SECTION 5

Select your bidding strategy

Tip: Use the **Forecasting** widget on the right to understand your potential reach, clicks and ad spend for your Bid price, based on your target audience. The forecasts are updated in real time as you refine your ad group and can help you determine the right strategy for your campaign.



Keep learning: Marketing Manager uses a second price auction to determine the winning bid. That means the main factor influencing actual cost is demand, or the number of businesses advertising at the same time.

Learn more in our **Auctions** guide.

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SECTION 5

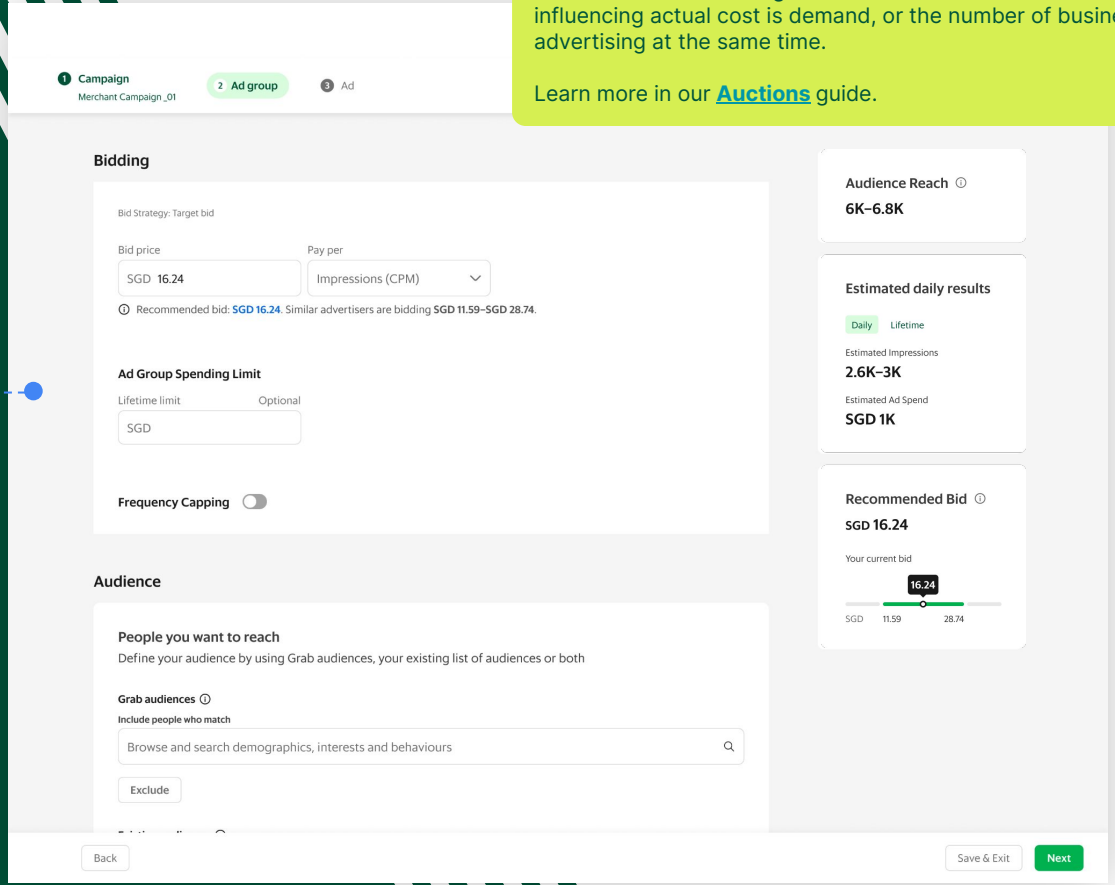
Allocate your budget

If you'd like to limit the portion of your overall campaign budget allocated to this ad group, enter a **Spending limit.**

If you don't specify a spending limit, Marketing Manager will optimise spend across your ad groups based on your campaign objective.

Keep learning: Marketing Manager uses a second price auction to determine the winning bid. That means the main factor influencing actual cost is demand, or the number of businesses advertising at the same time.

Learn more in our **Auctions** guide.



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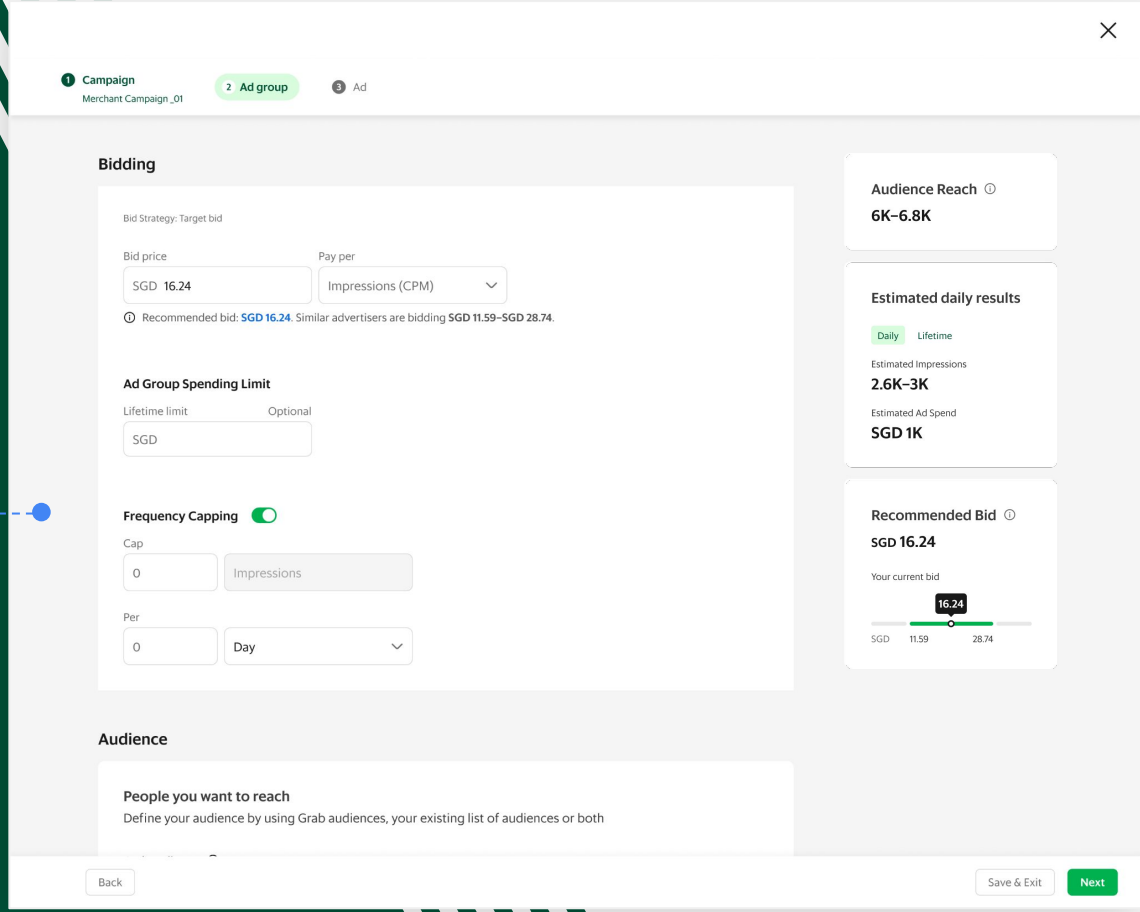
SECTION 5

Set frequency capping

You can further refine your bidding strategy by setting frequency capping.

Frequency capping lets you set the maximum number of times your ad can be shown (impressions) per day or hour. This is an optional setting.



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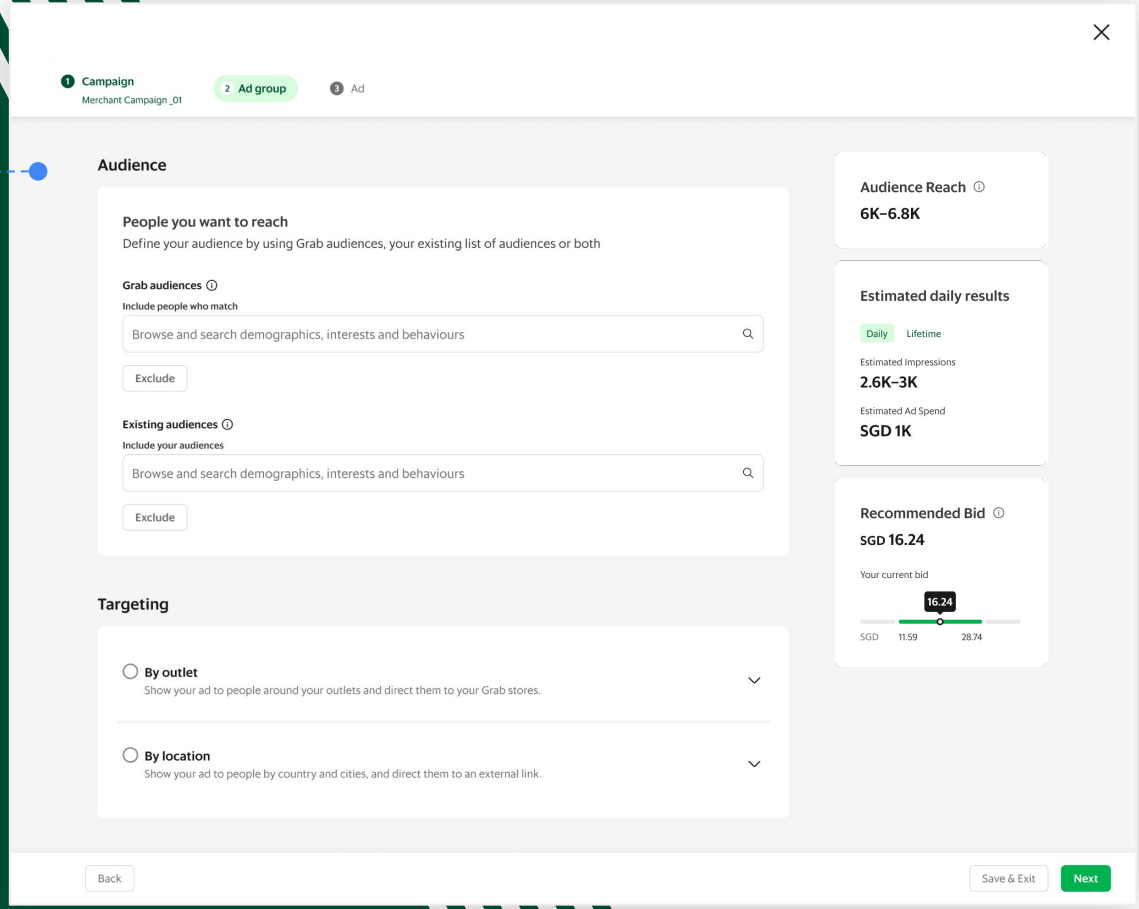
SECTION 5

Define your audience

Your **Audience** are the people your ads will be shown to. You can define who these people are by **Grab audiences** or your **Existing audiences.**

If you're running search ads, targeting your ads by audience is not recommended. You can skip this step.



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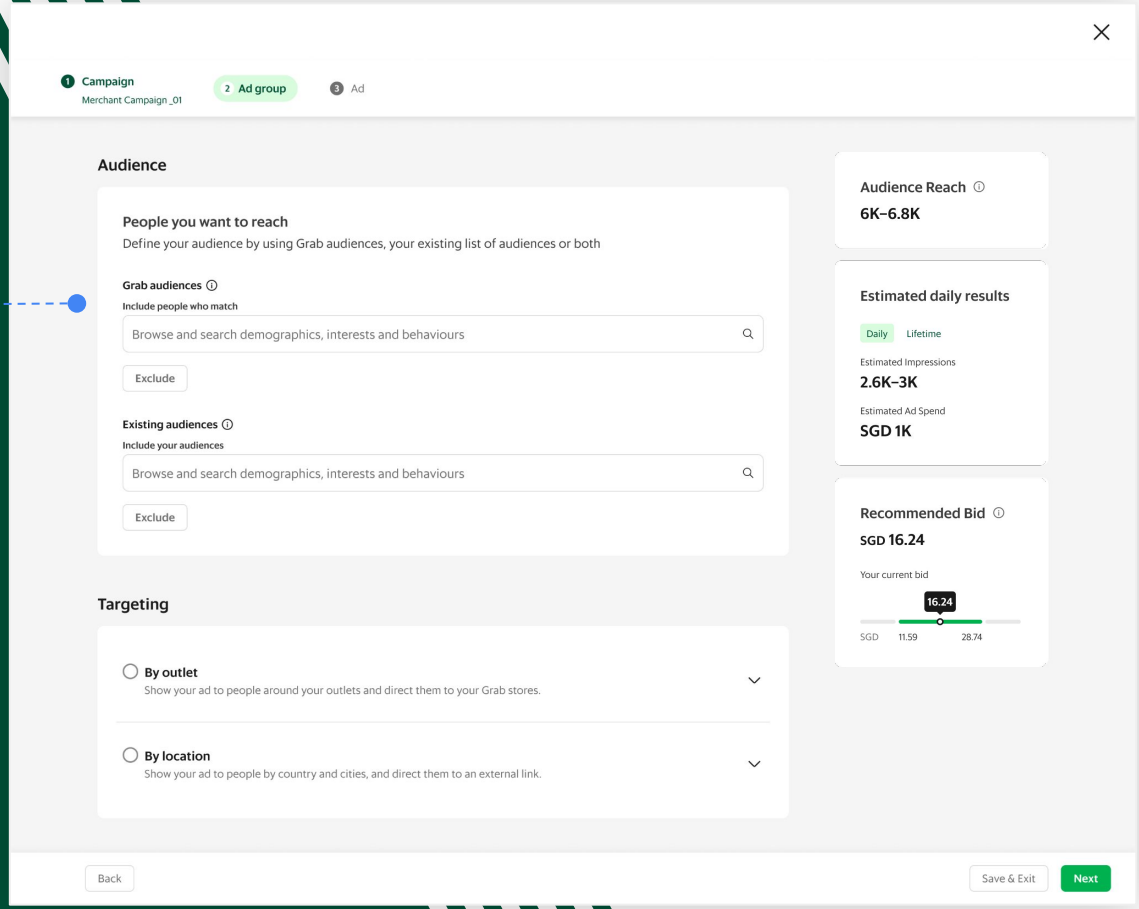
SECTION 5

Define your audience

Under **Grab audiences,** select from our highly-defined user segments to connect your business to the right people. You can refine by demographics, food choices, visits to places of interest (POIs), financial services usage, and many more.



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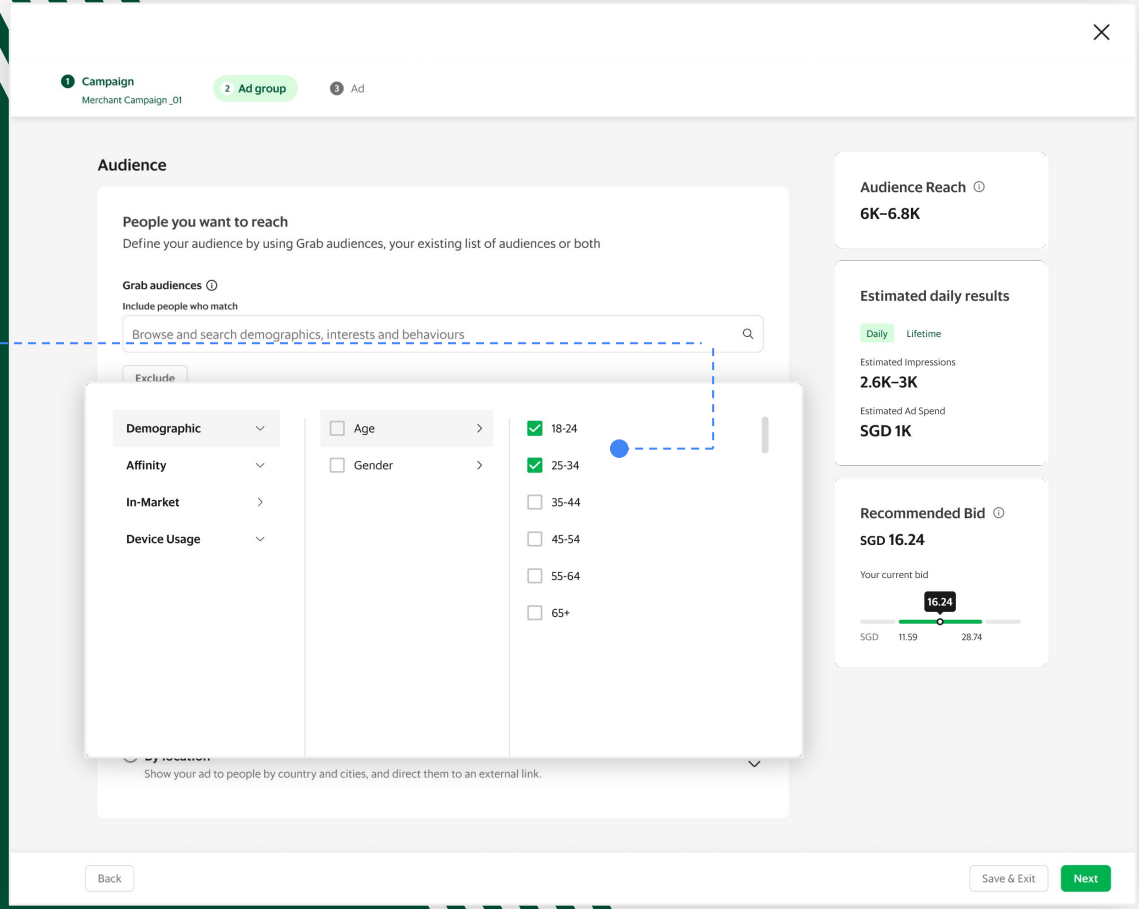
SECTION 5

Define your audience

You can select **multiple Grab audiences** of demographics, interests and behaviours.

Keep learning: Learn about Grab's audience segments in our **Audiences** guide



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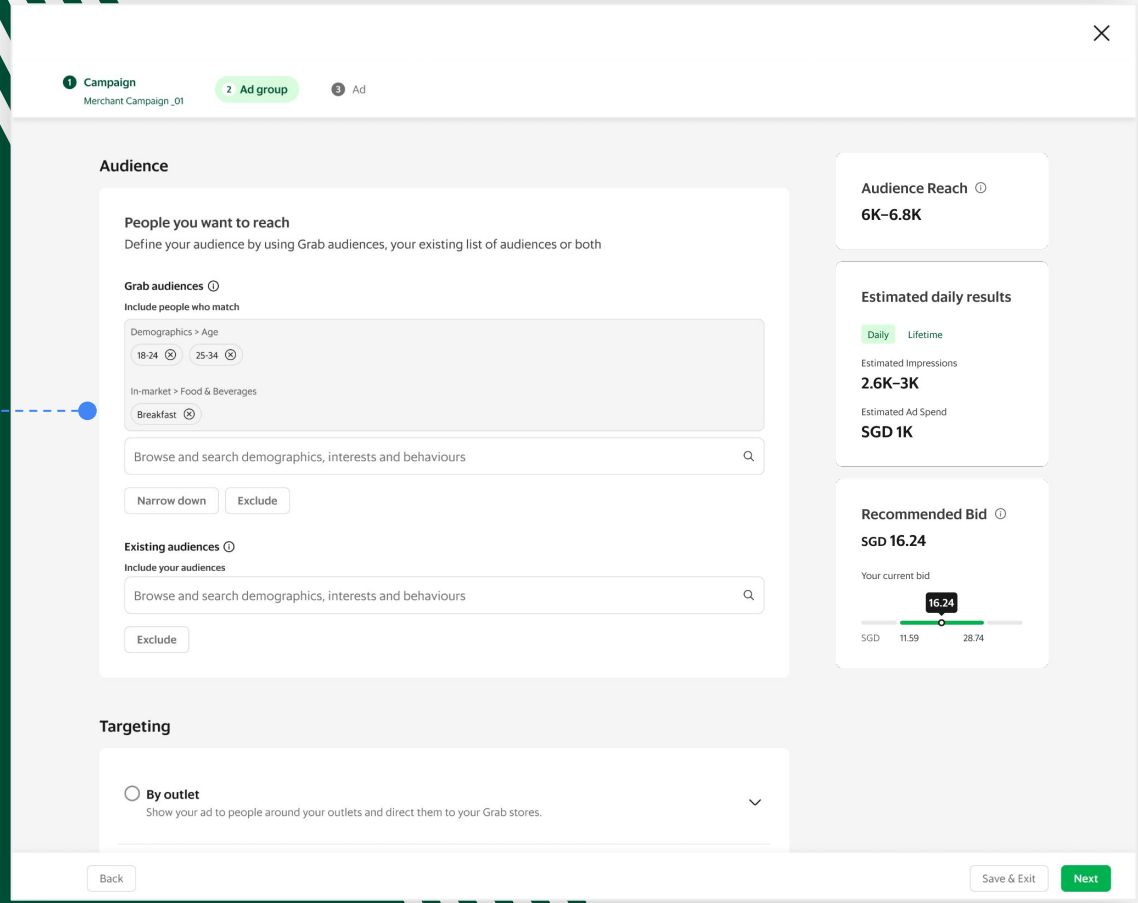
SECTION 5

Define your audience

Within each selection group, people who identify with any one of the chosen characteristics will be included (OR logic).

For example, if you created a group of ages 18-24 + 25-34, + an in-market behaviour of “Breakfast”, the targeting would become aged 18-34, OR who have bought breakfast on Grab would be included.

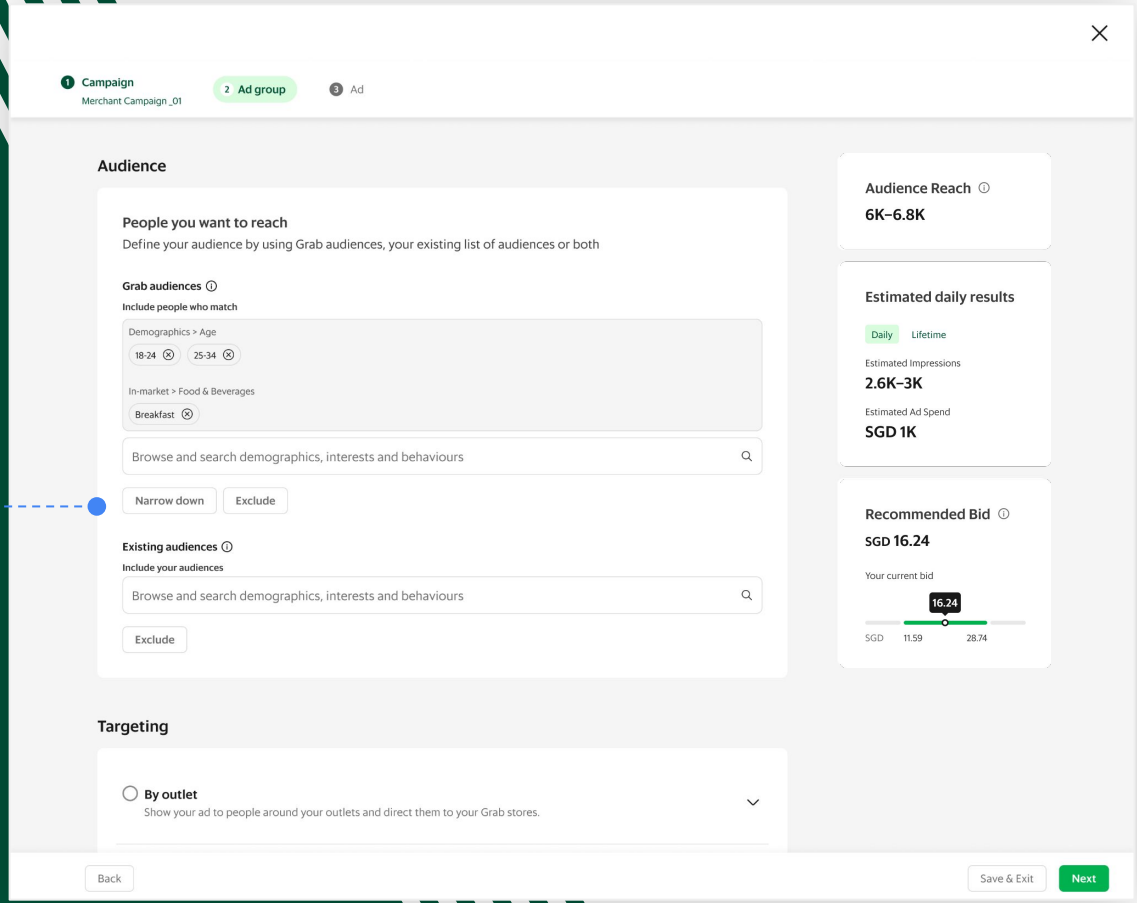


GrabAds

SECTION 5

Define your audience

You can also build your target audience using AND/OR logic via the **Narrow-down** option. You can narrow down your audience up to 3 times.



GrabAds

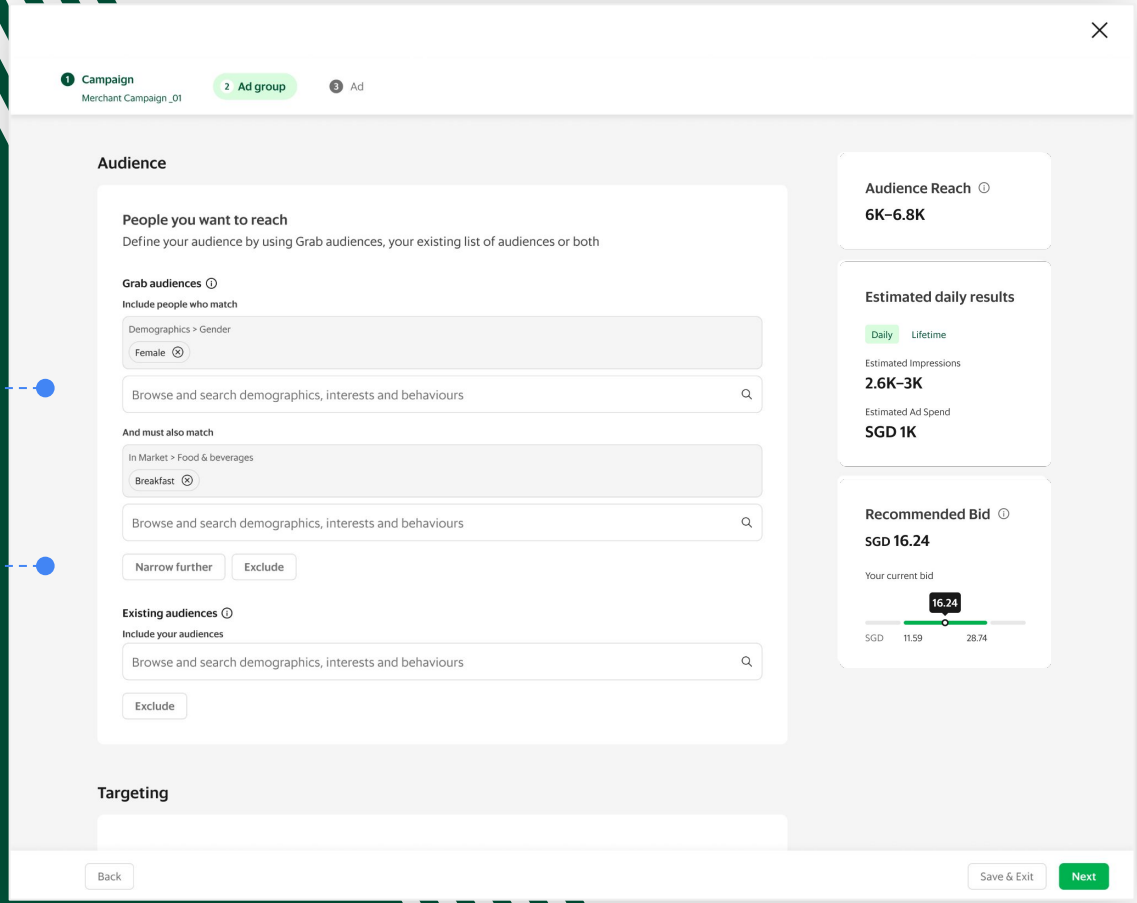
SECTION 5

Define your audience

As you add a second selection group using the narrow down option, only people who belong in both groups will be included. (AND logic)

For example, if you created two selection groups, one with ages 18-24 and 25-34, and a second for in-market behaviour of “Breakfast”, only people aged 18-34 who have bought breakfast would be included.

In summary, the OR logic applies within a selection group; while the AND logic applies across selection groups.



GrabAds

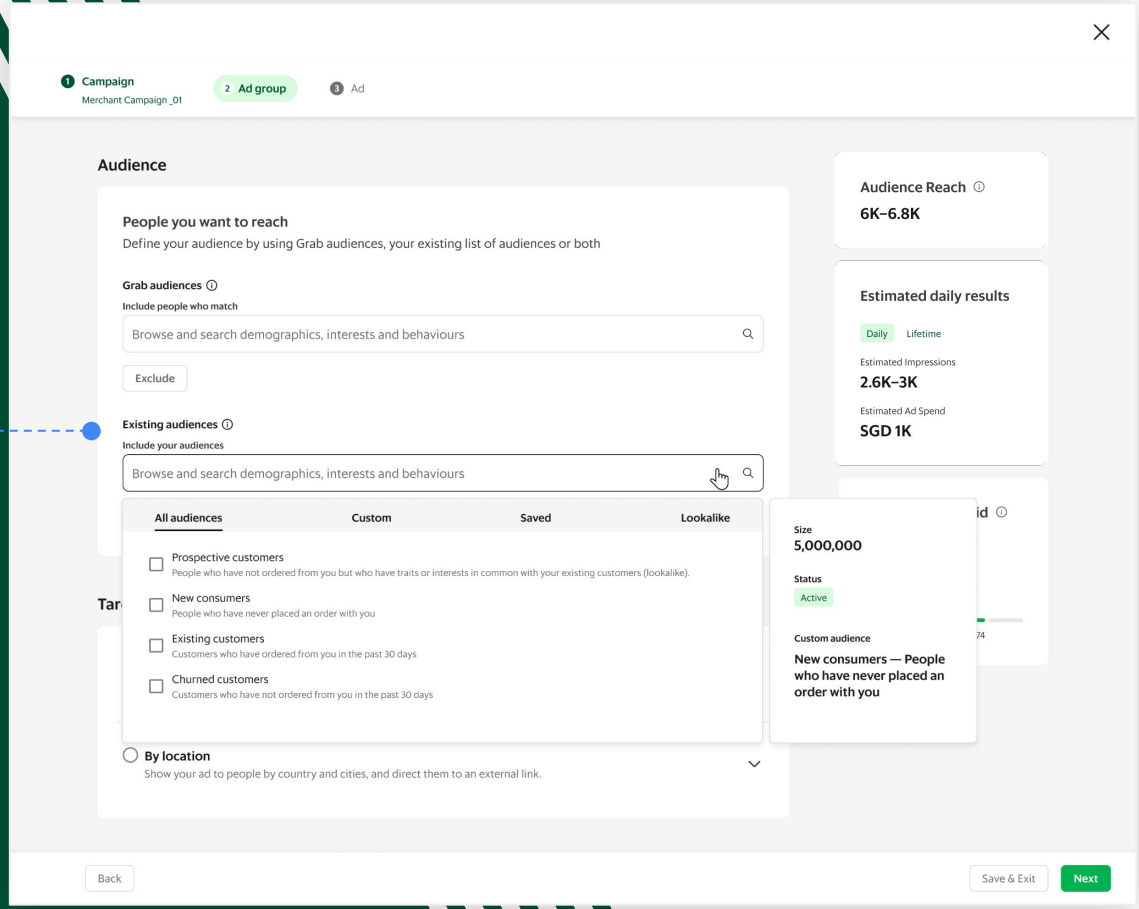
SECTION 5

Define your audience

Under **Existing audiences,** you can search and browse all existing customers, e.g. custom, lookalike audiences or use a previously defined and saved audience group.*

GrabMerchant advertisers can also access default custom commerce audiences.

*Saved audiences coming soon

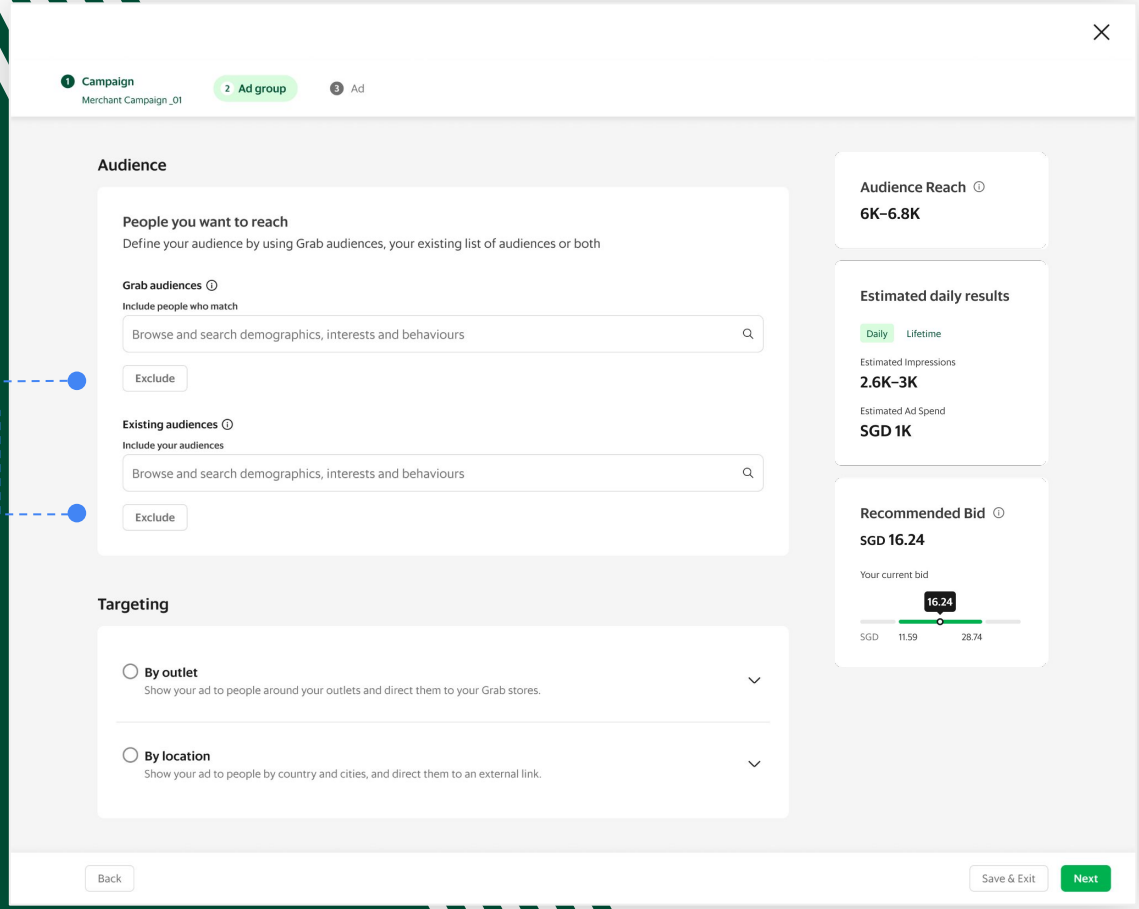


GrabAds

SECTION 5

Define your audience

To ensure your ads are only shown to your target customers and improve the cost effectiveness of your campaign, you can also define who should not see your ads under **Exclude.**



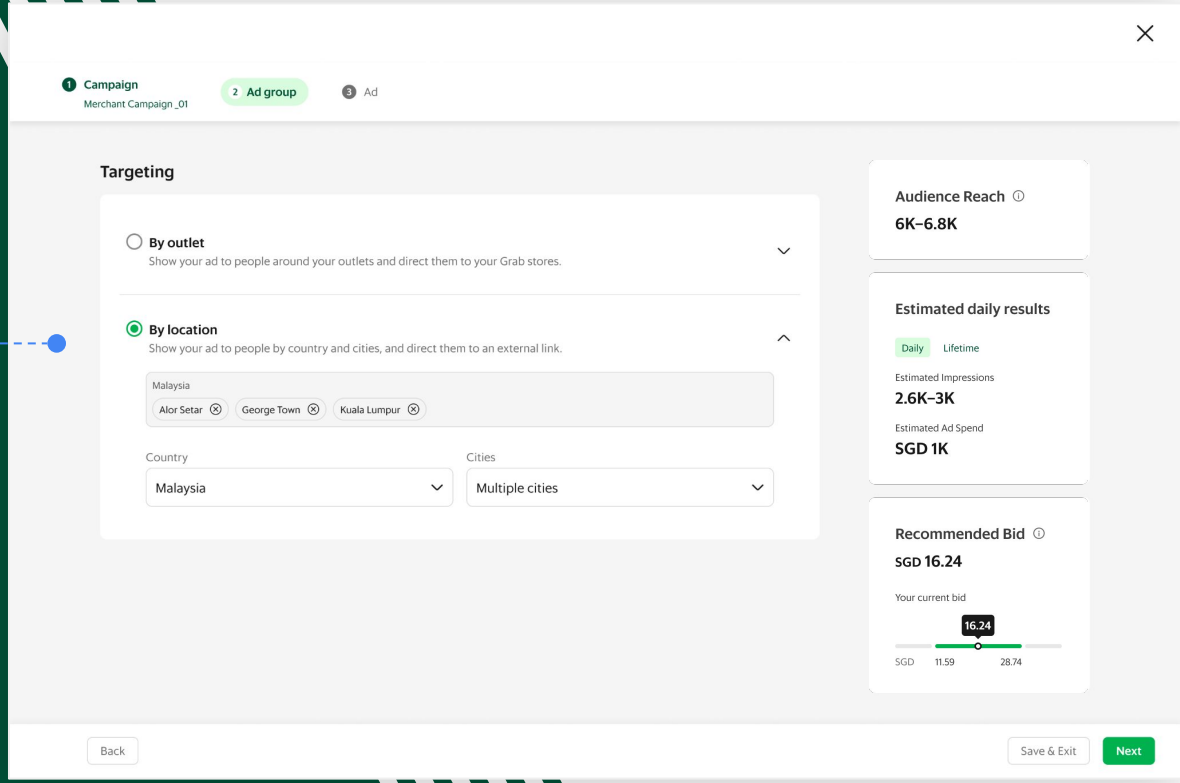
GrabAds

SECTION 5

Add location targeting

To ensure only relevant members of your target audience see your ads, **Targeting** further refines your ad display rules by Location or Outlet.

To advertise only in select cities and countries, select **Location.** People who click on your ads will be directed to your chosen landing page (e.g. your website).

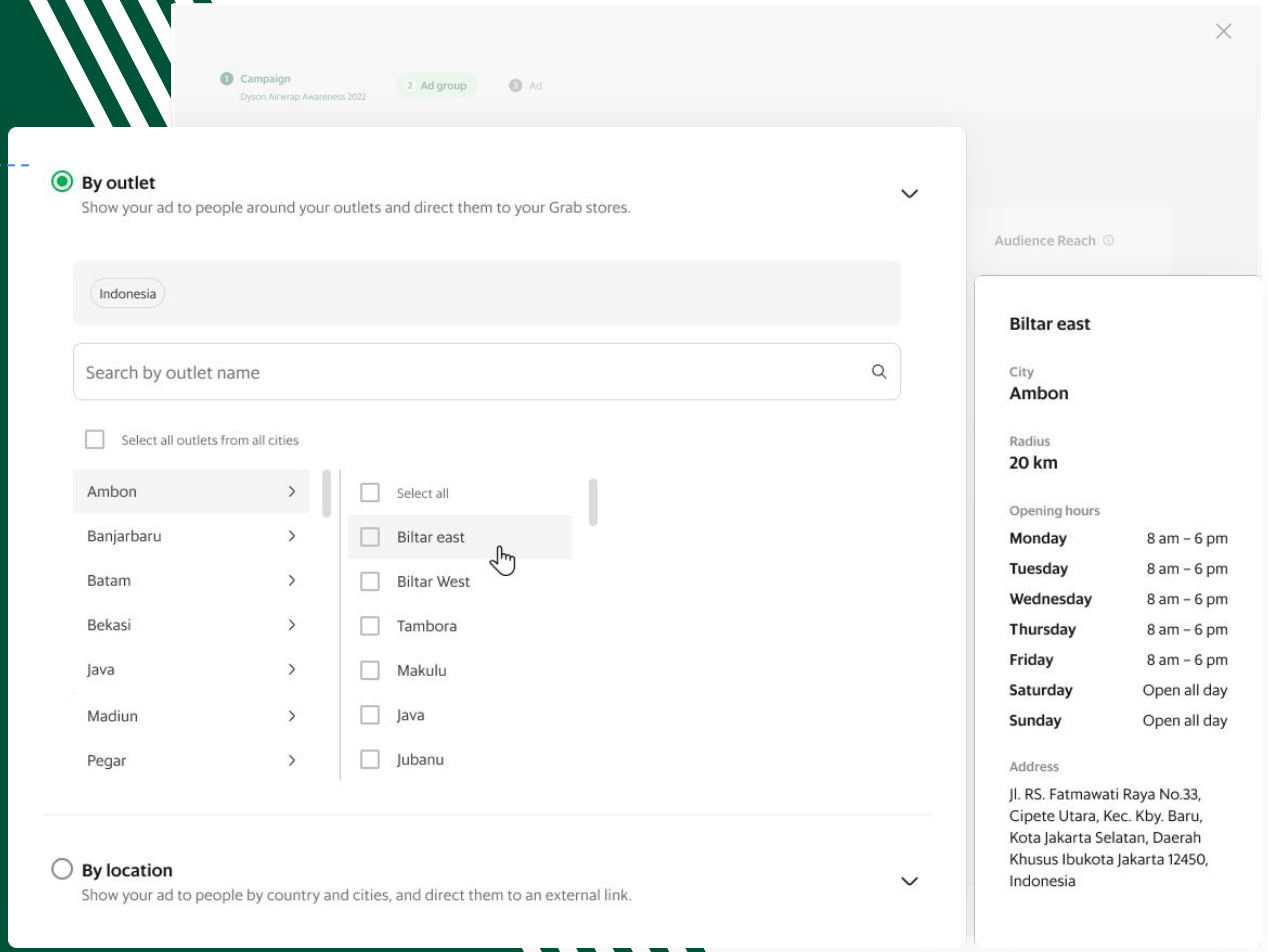


GrabAds

SECTION 5

Add outlet targeting

When you select Outlet, only people who can order from your chosen outlets (using Outlet IDs) will be shown your ads. People who click on your ads will be directed to your Grab Store.



GrabAds

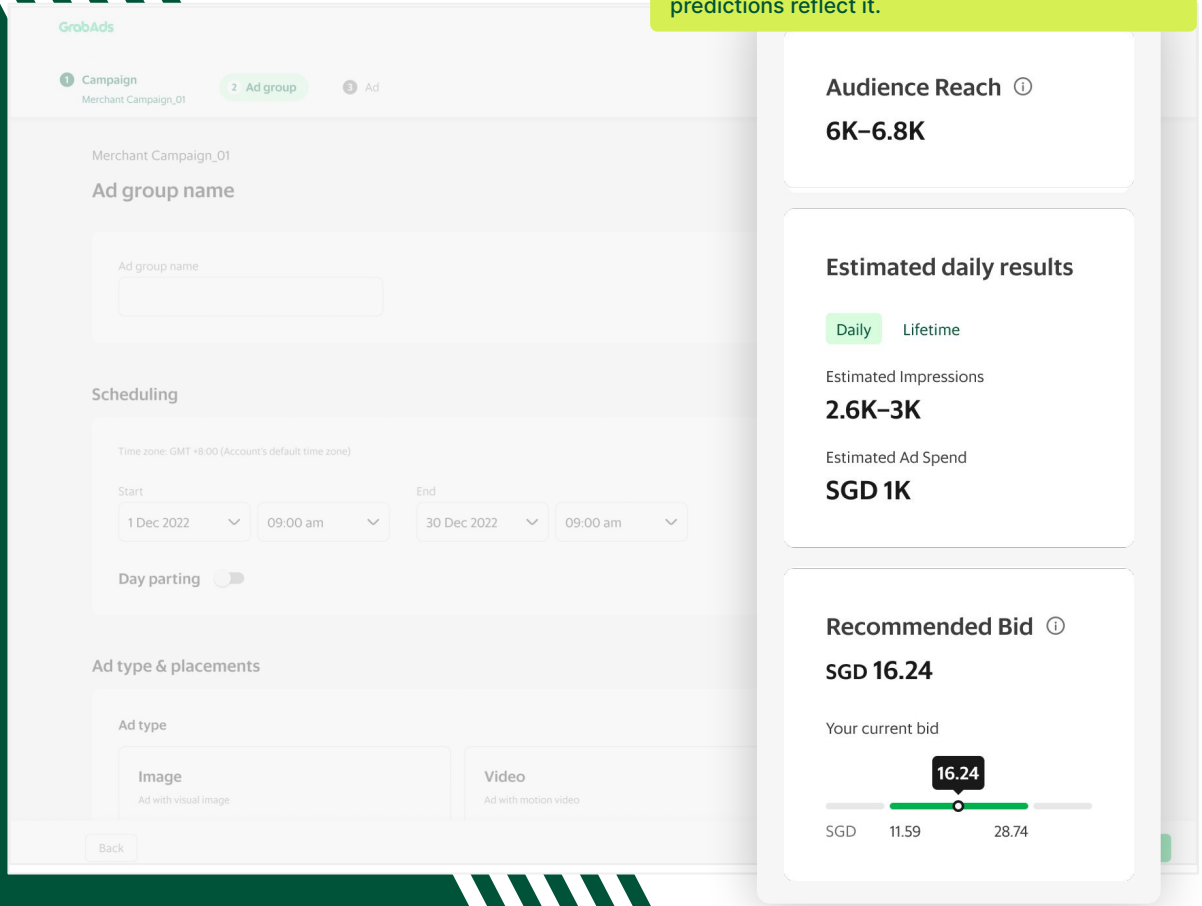
SECTION 5

Check the estimated results

At the top-right, you'll see Marketing Manager's predictions for your delivery, performance and bid price based on your ad group settings. You can toggle between **Lifetime** and **Daily** estimated results.

These predictions are updated in real-time as you refine targeting and can be used to build the strategy of your campaign.

Tip: If you have a reach, click or conversion goal in mind, adjust your targeting settings until the predictions reflect it.

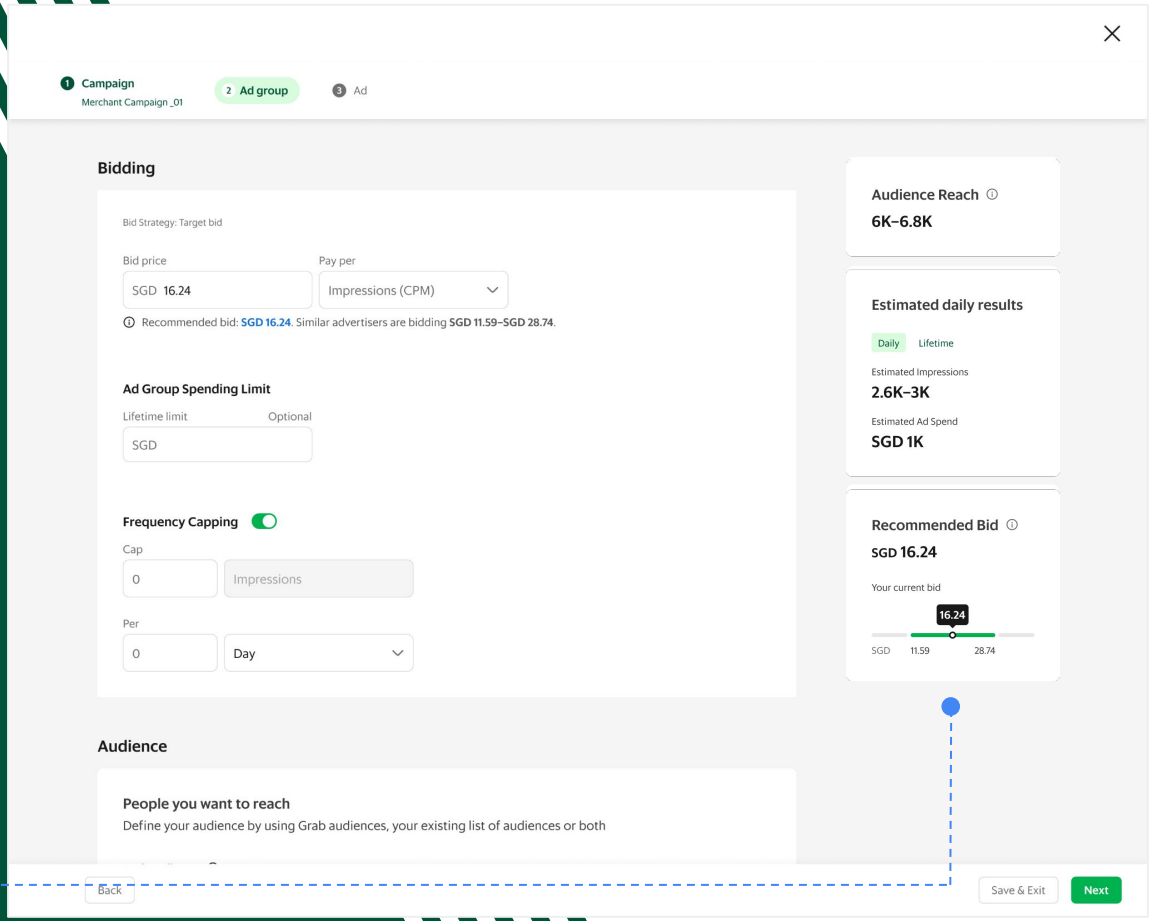


GrabAds

SECTION 5

Confirm your bid

You can also see a recommended bid price and price range under **Recommended bid**. The recommendation is based on your ad group targeting.



Keep learning: You'll only ever pay the minimum amount possible to win a placement. Learn more in our **Auctions** guide.

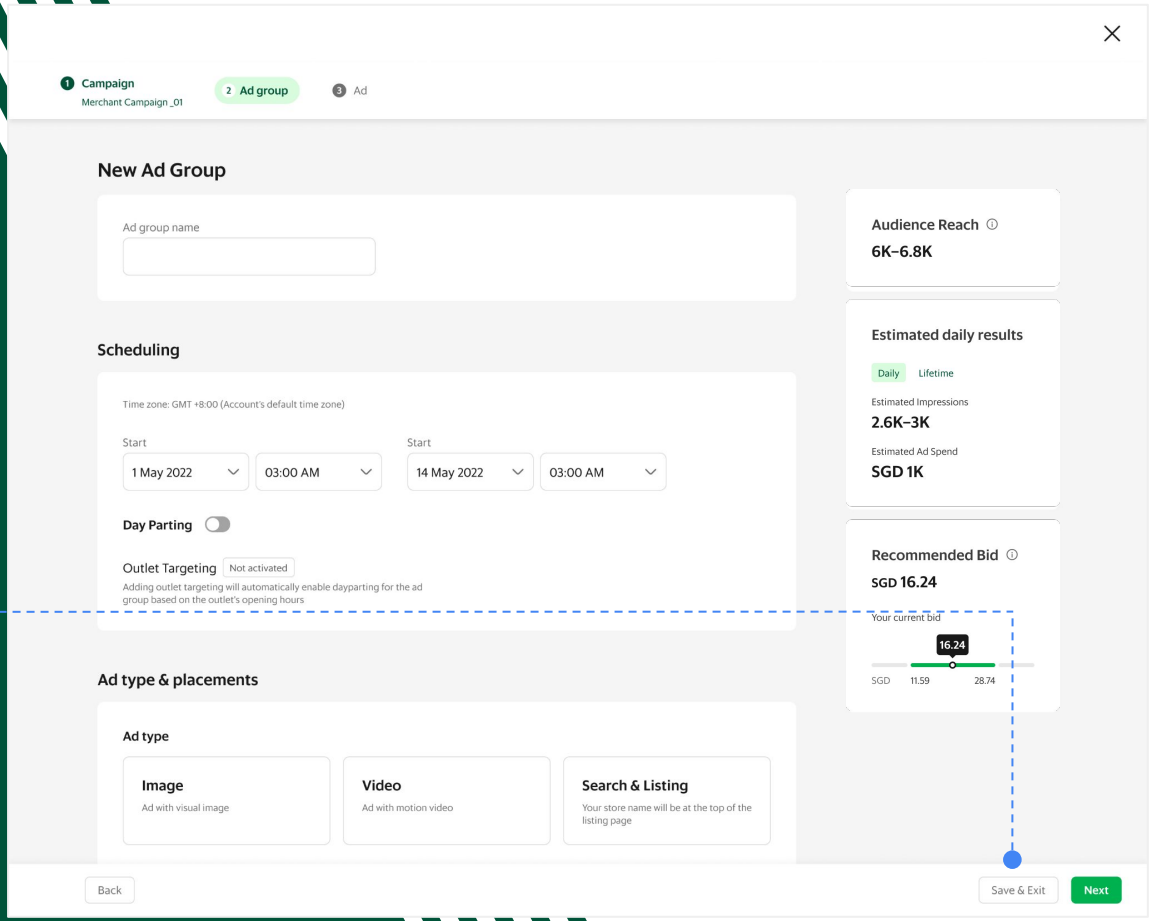
GrabAds

SECTION 5

Save your ad group

When you're done, don't forget to save your ad group by clicking **Next.** You can edit your ad group later by selecting it from the Marketing Manager homepage via the **Ad Groups** tab.

You can also **Save and Exit** to keep your ad group in draft mode and come back to finalise the settings later.



GrabAds

SECTION

6

Ads

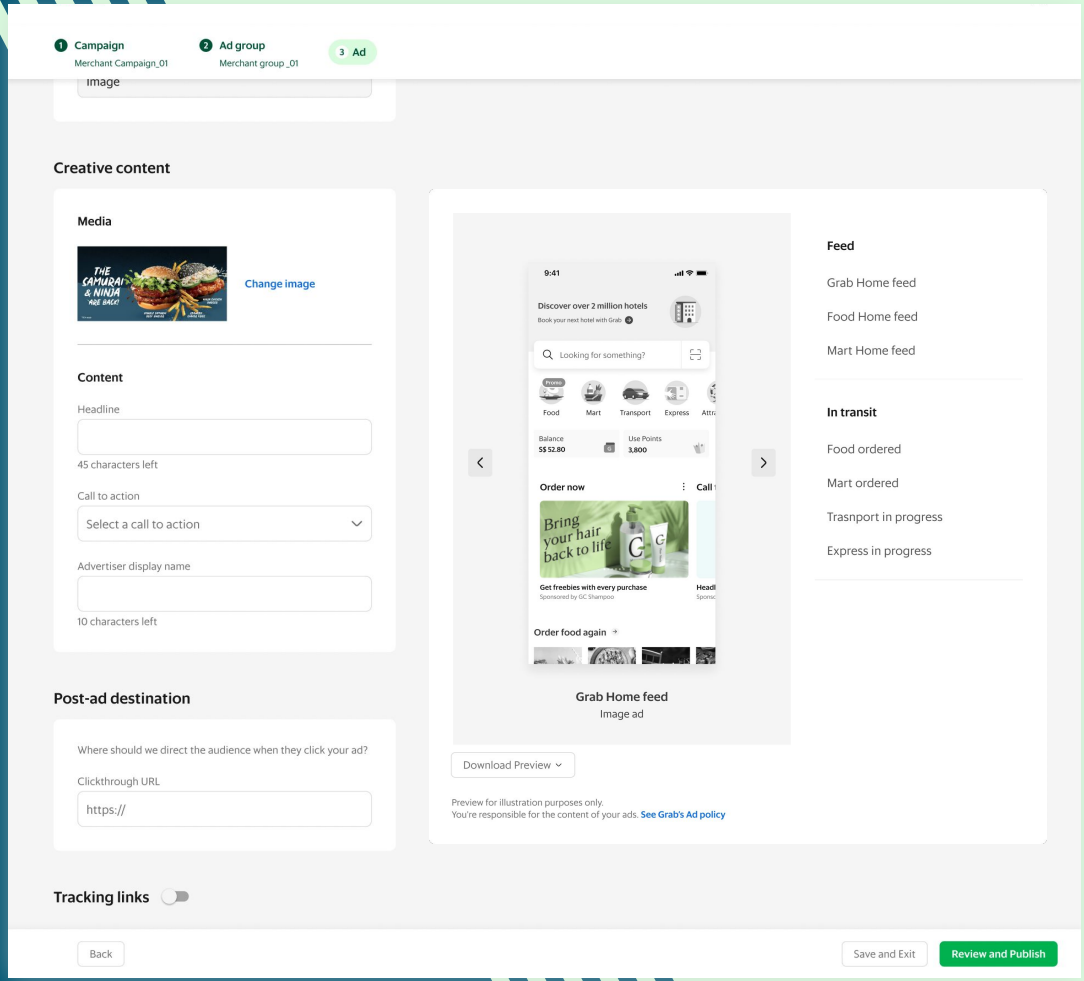
GrabAds

SECTION 6

Ads

Now you've set up your campaign and ad groups, it's time to get creative with your ads.

- **Define your Campaign**
- **Configure your Ad Group**
- **Create your Ad**



GrabAds

SECTION 6

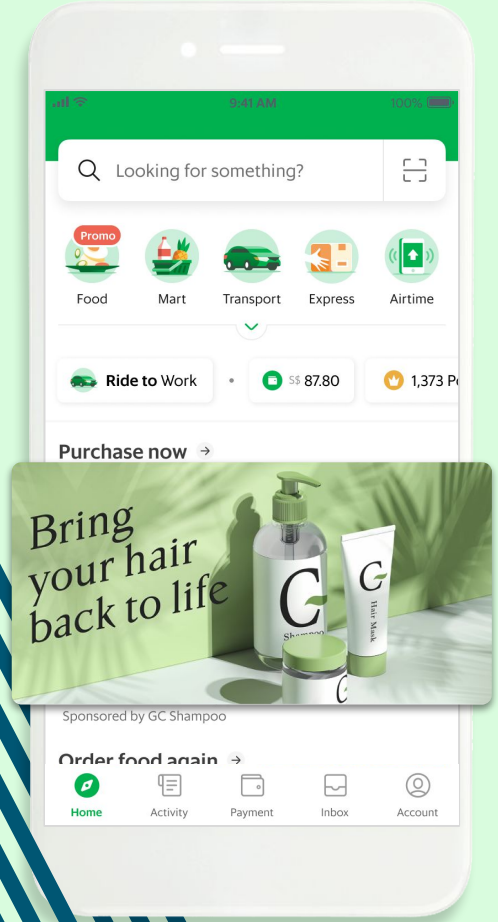
Ad creation made simple

Your ads are what your audience will see and interact with across the Grab app.

In Marketing Manager, you can create image or video ads, tell compelling messages and define your post-click experience.

Remember, you can have more than one ad per ad group. Depending on your ad group settings, multiple ads let you A/B test your creative or allow Marketing Manager to optimise display based on what's more likely to lead to clicks.

Note: Search ads appear as sponsored versions of your Grab listings and cannot be edited.



GrabAds

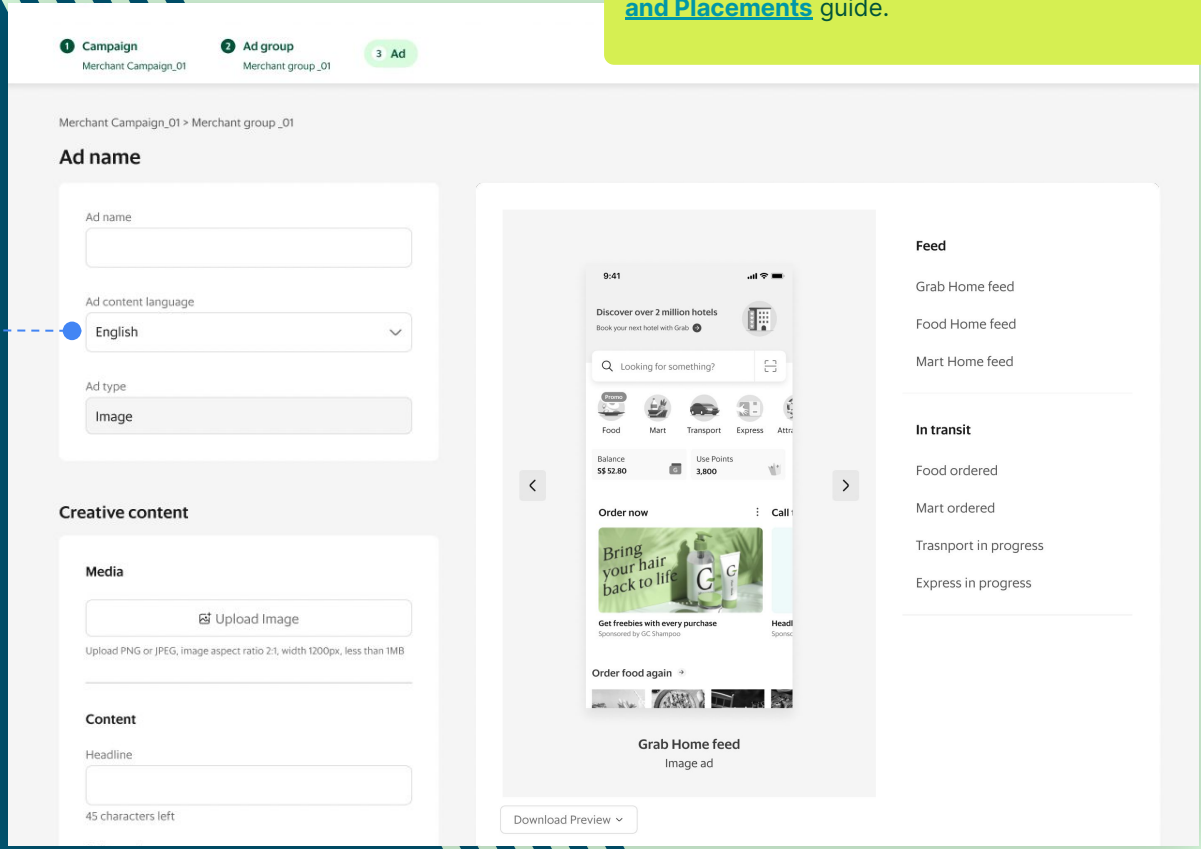
SECTION 6

Start with your language

The options shown when you reach this page will depend on whether you chose to create an **Image ad** or a **Video ad** in your ad group settings.

To make sure your ads resonate with your target audience, start by setting your **Ad content language.** The languages available are determined by your target countries.

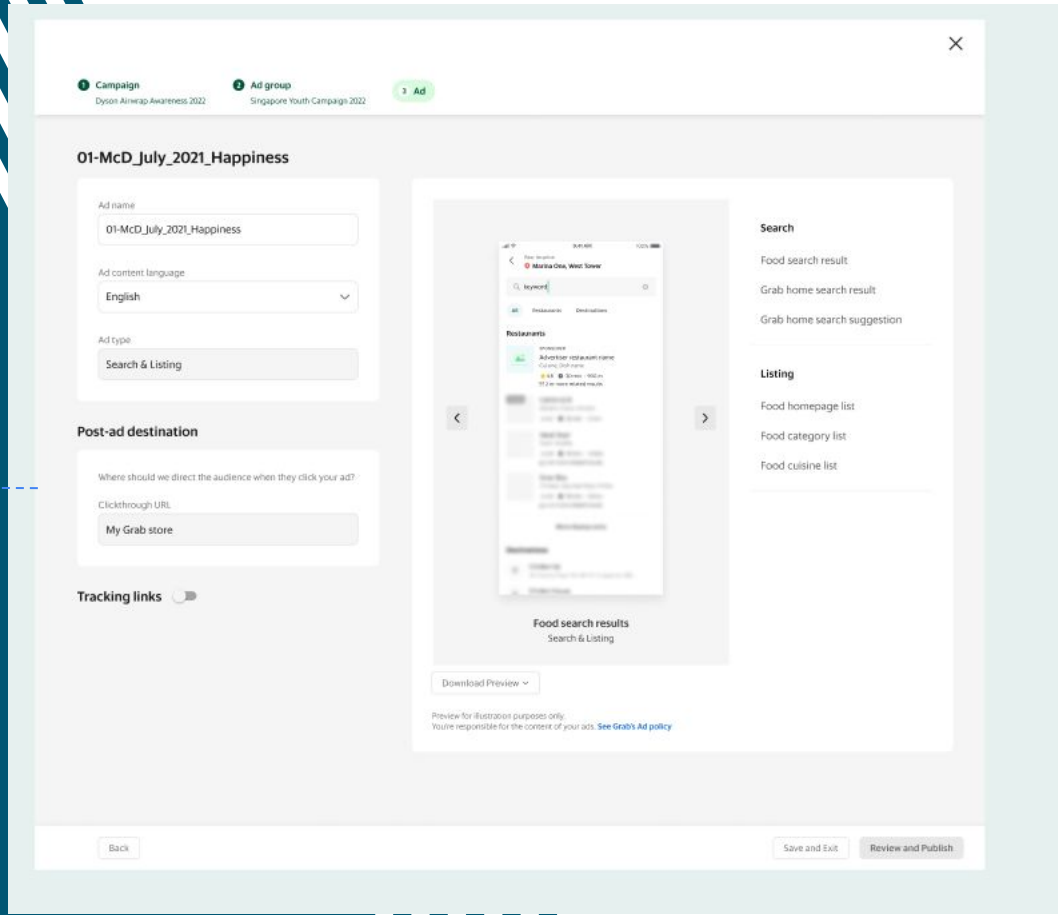
Keep learning: Learn all you need to know about preparing your creative assets in our **Ad Types and Placements** guide.



SECTION 6

Set your search & listings ad destination

If you're creating a **Search ad**, specify where you would like your consumers to go to once they click your ad in the post-ad destination field.



GrabAds

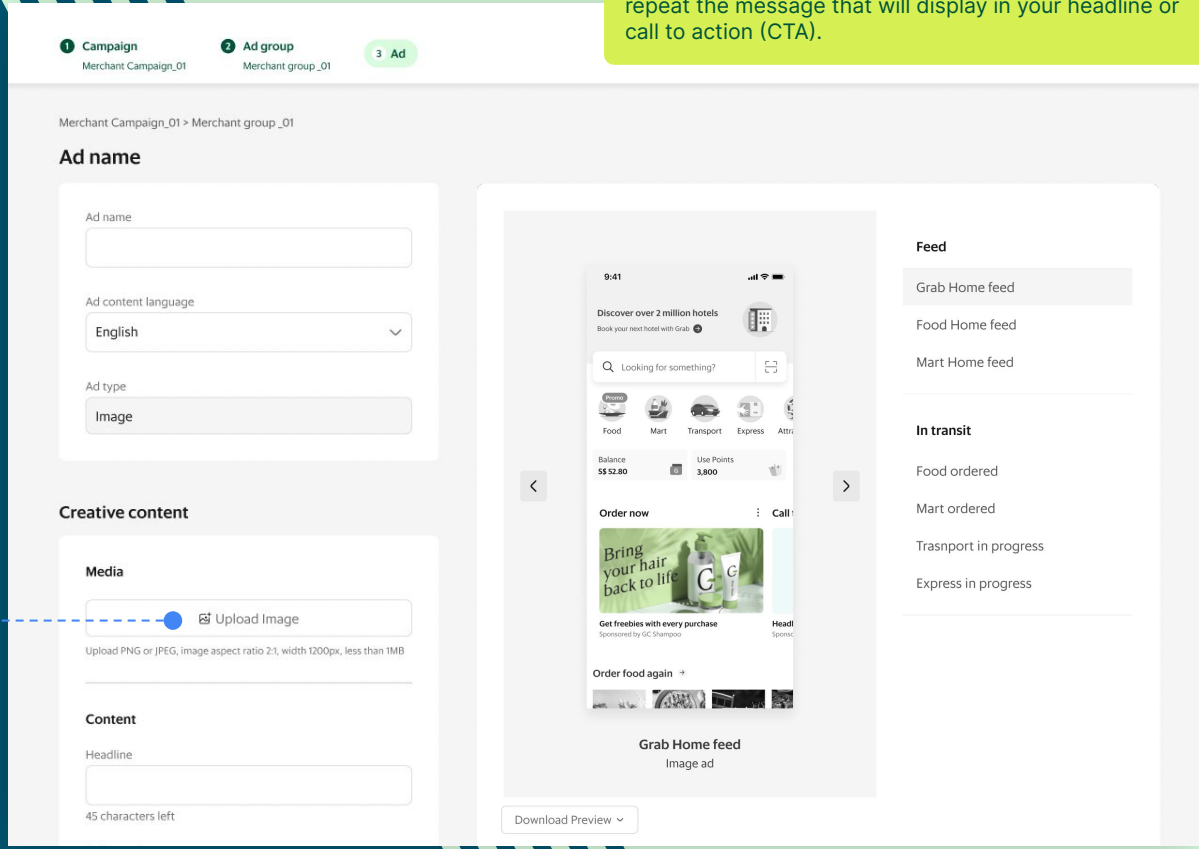
SECTION 6

Upload your image

If you're creating an **Image ad,** start by uploading a clear, beautiful picture of your product under **Media.** Your image aspect ratio should be 2:1 and the file no larger than 1MB.

See all specifications

Tip: Adding text to your image can be a good way to attract attention. But, if you do, make sure it doesn't repeat the message that will display in your headline or call to action (CTA).

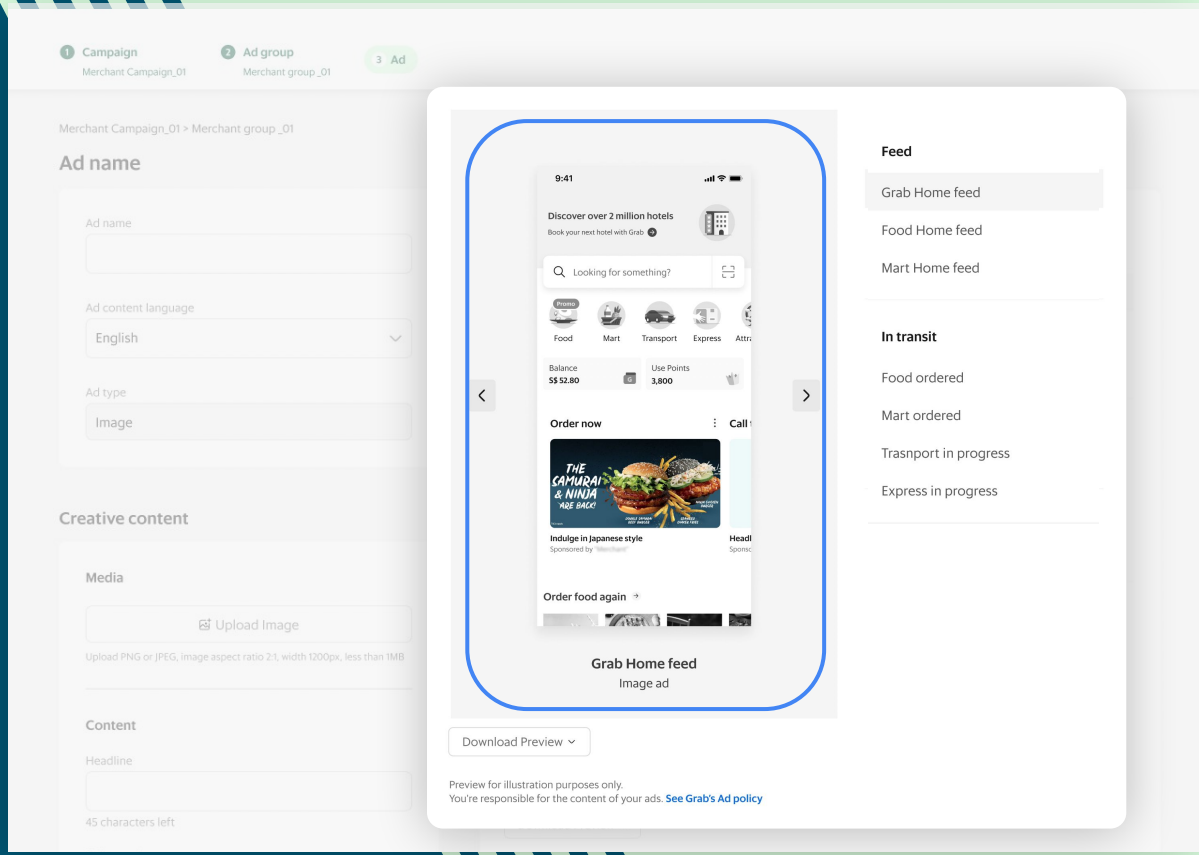


GrabAds

SECTION 6

Review your image

On the right-hand side, you can see a real-time preview of your ad as it will appear in various placements through the Grab app.



GrabAds

SECTION 6

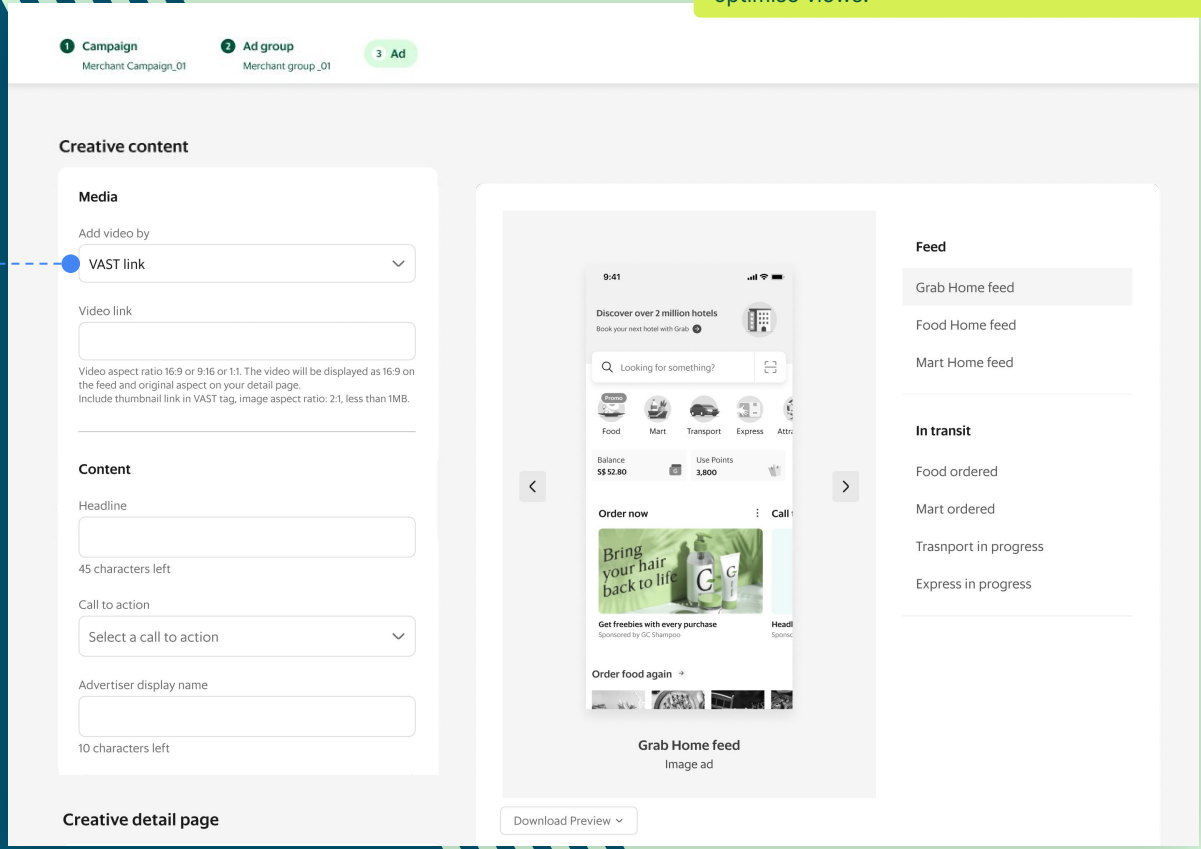
Upload your video

If you're creating a **Video ad**, you can upload your engaging video directly, or add it with a VAST tag.

[See all specifications]

**GrabFood and GrabMart feed placements for video coming soon*

Tip: Videos will display as 16:9 in Feeds. Make sure your ad is set up for this display ratio to optimise views.



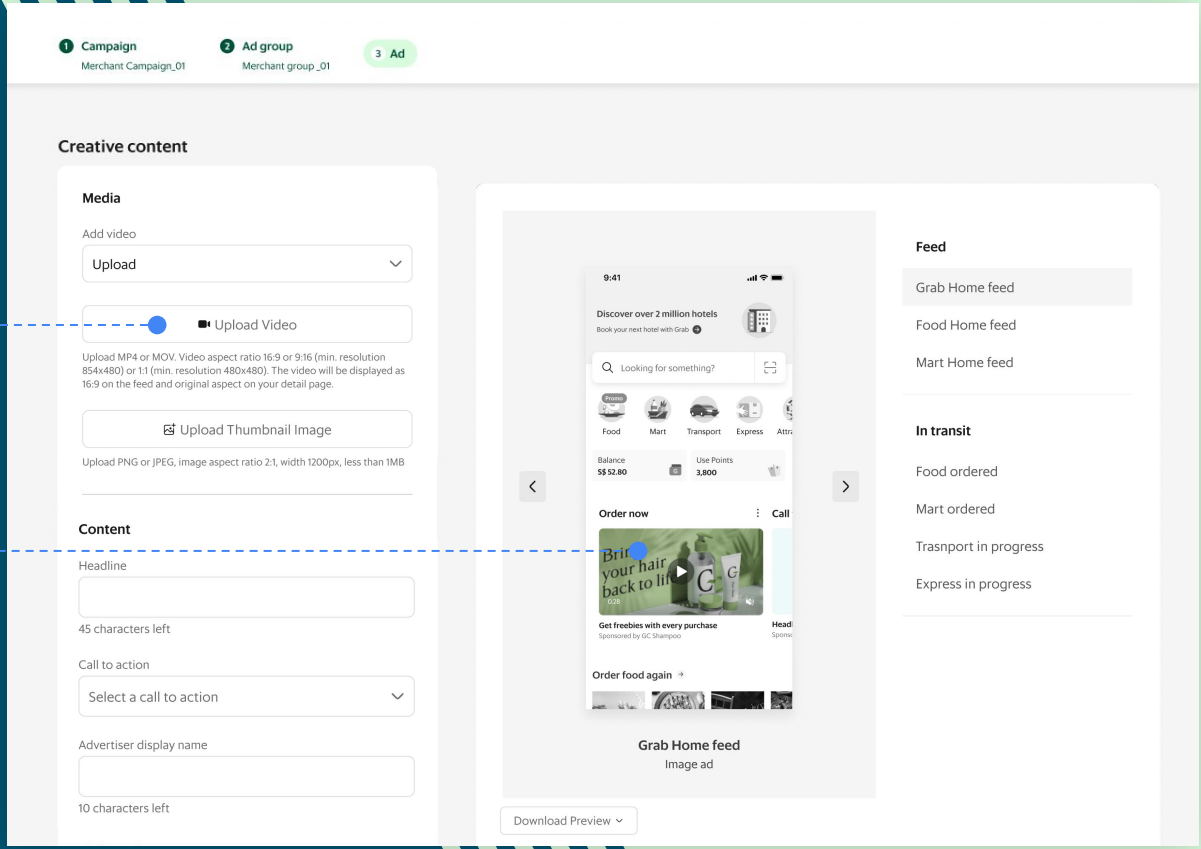
GrabAds

SECTION 6

Review your video

If you're uploading your video, you can also upload a thumbnail image to display before your ad plays.

Once you've uploaded or linked your video, you can see a real-time preview of your ad as it will appear in various placements through the Grab app on the right-hand side.



GrabAds

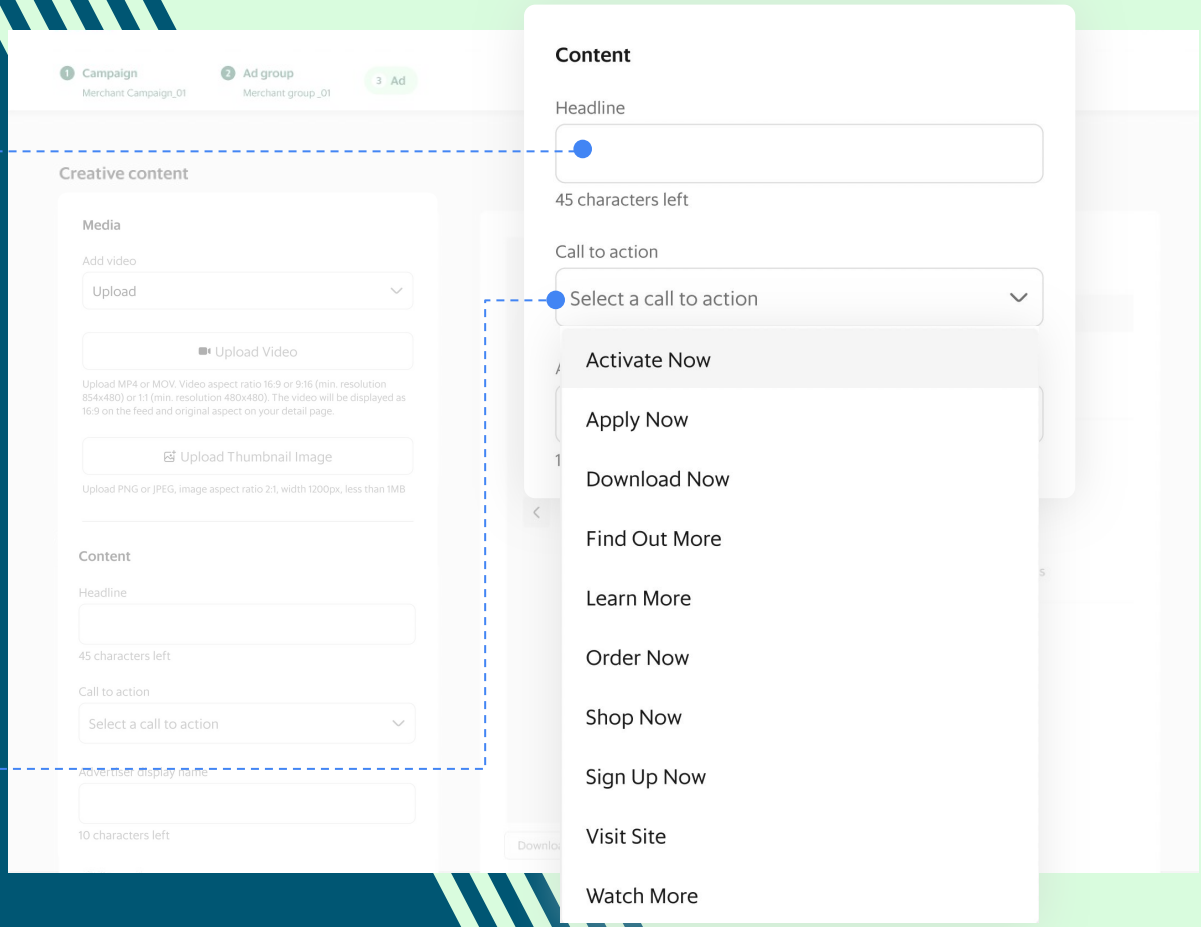
SECTION 6

Add your creative copy

Once your image or video has been uploaded, it's time for your copy.

Your **Headline** is where you can enter the main message of your ad. You have 45 characters, including spaces and punctuation, to get your message across so make sure you keep it short and snappy.

Under **Call to action,** choose the CTA that best describes the action you'd like customers to take. Your call to action will appear above your image.

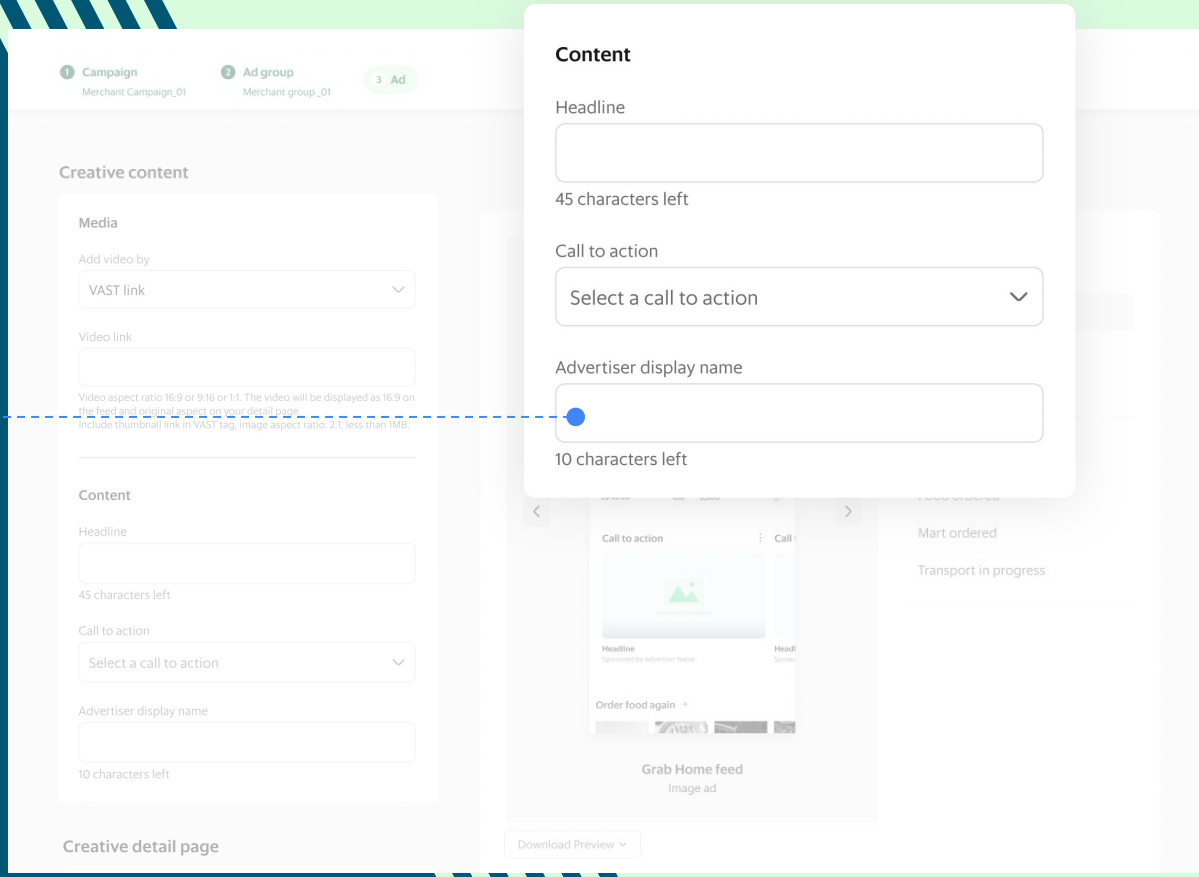


GrabAds

SECTION 6

Add your creative copy

Your **Advertiser display name** will be pre-filled and capped at 10 characters, including spaces.



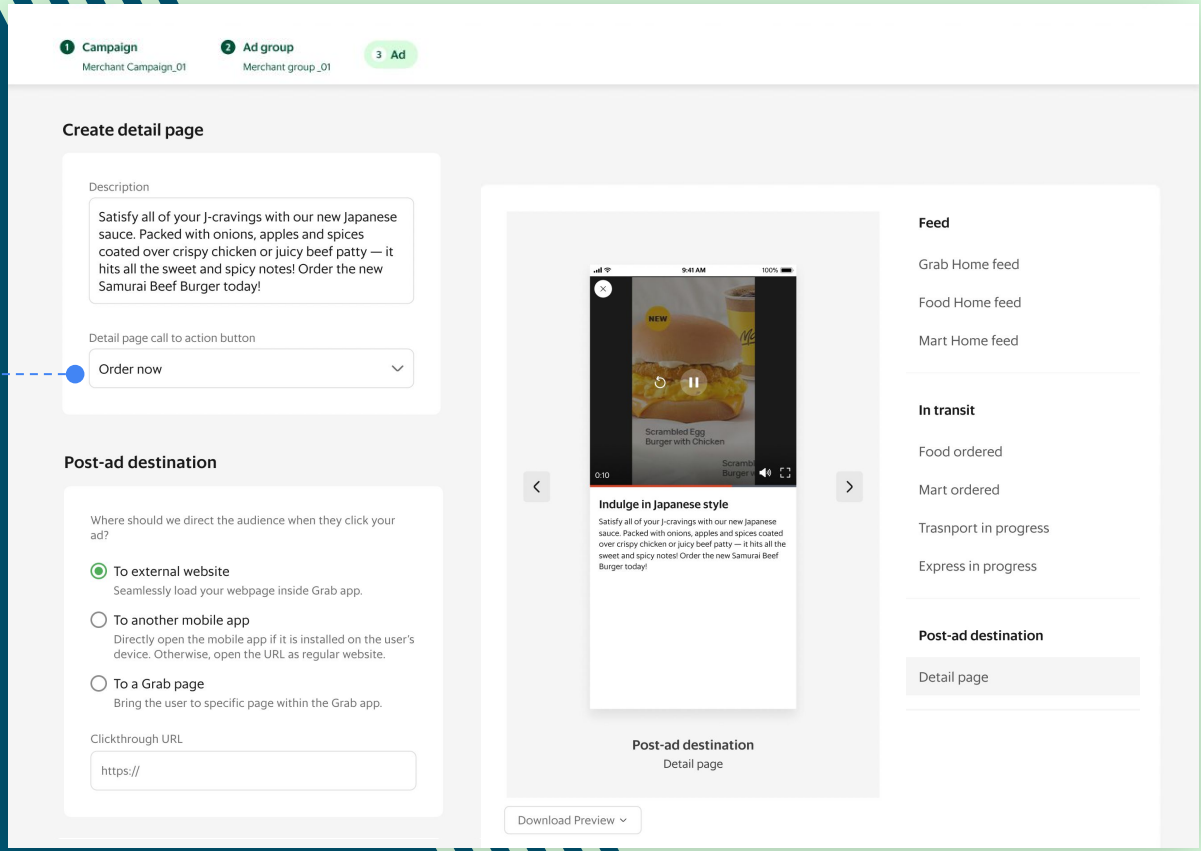
GrabAds

SECTION 6

Write a detail page for your video ad

Your **Detail page** is additional real estate for you to talk about your product. It's shown to customers when they click on your video. Treat it as a complimentary pitch to accompany your asset.

To remind your viewers to take action, choose another CTA for your detail page from the **Detail page call to action buttons** drop-down.



GrabAds

SECTION 6

Define the next step

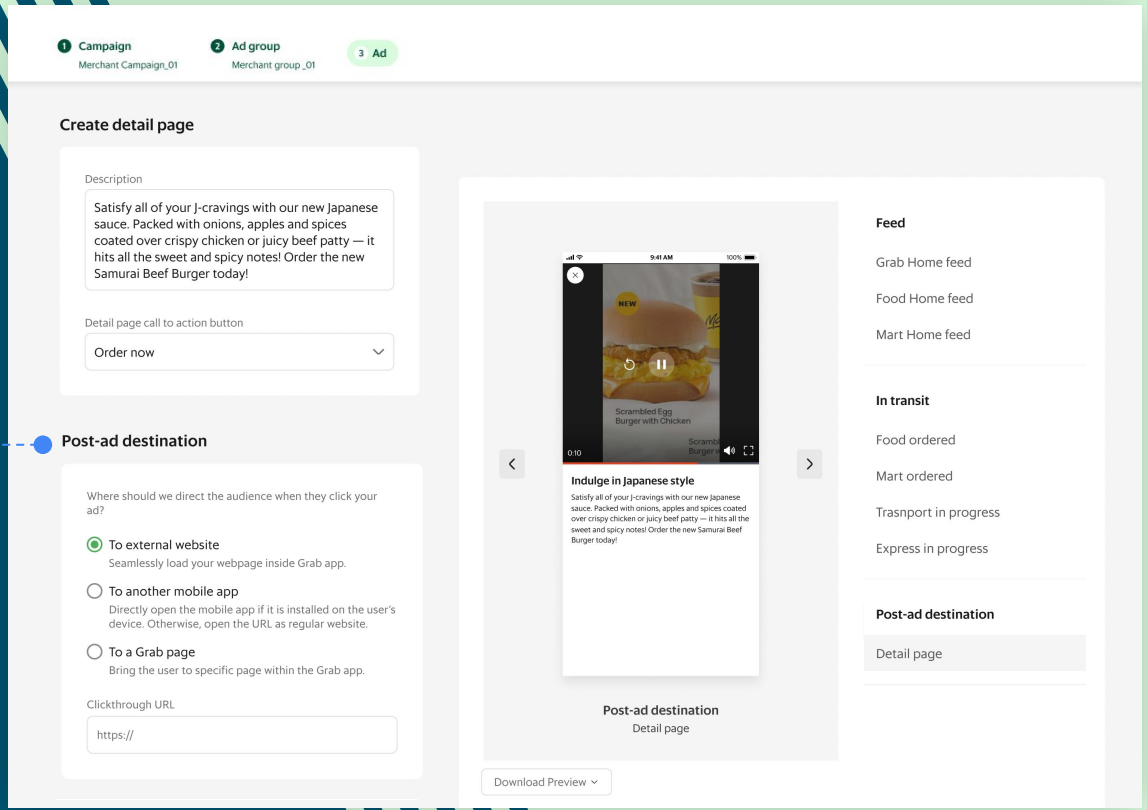
Finally, set the next step in your customers' journey - where they'll go after clicking on your ad.

If your ad group is set to **Outlet targeting,** we'll automatically send your customers to your Grab store to complete their transaction.

Otherwise, you can choose between:

1. **To external website:** This will load your webpage within the Grab app for a seamless customer experience.
2. **To another mobile app:** If the customer already has your app installed, it will open on their device. If they don't, the webpage will open within the Grab app.
3. **To a Grab page:** This will send your customers to your chosen page (for example, your GrabStore) within the Grab app.

As always, you can see a preview of what your customers will see in the post-ad destination on the right-hand side.



GrabAds

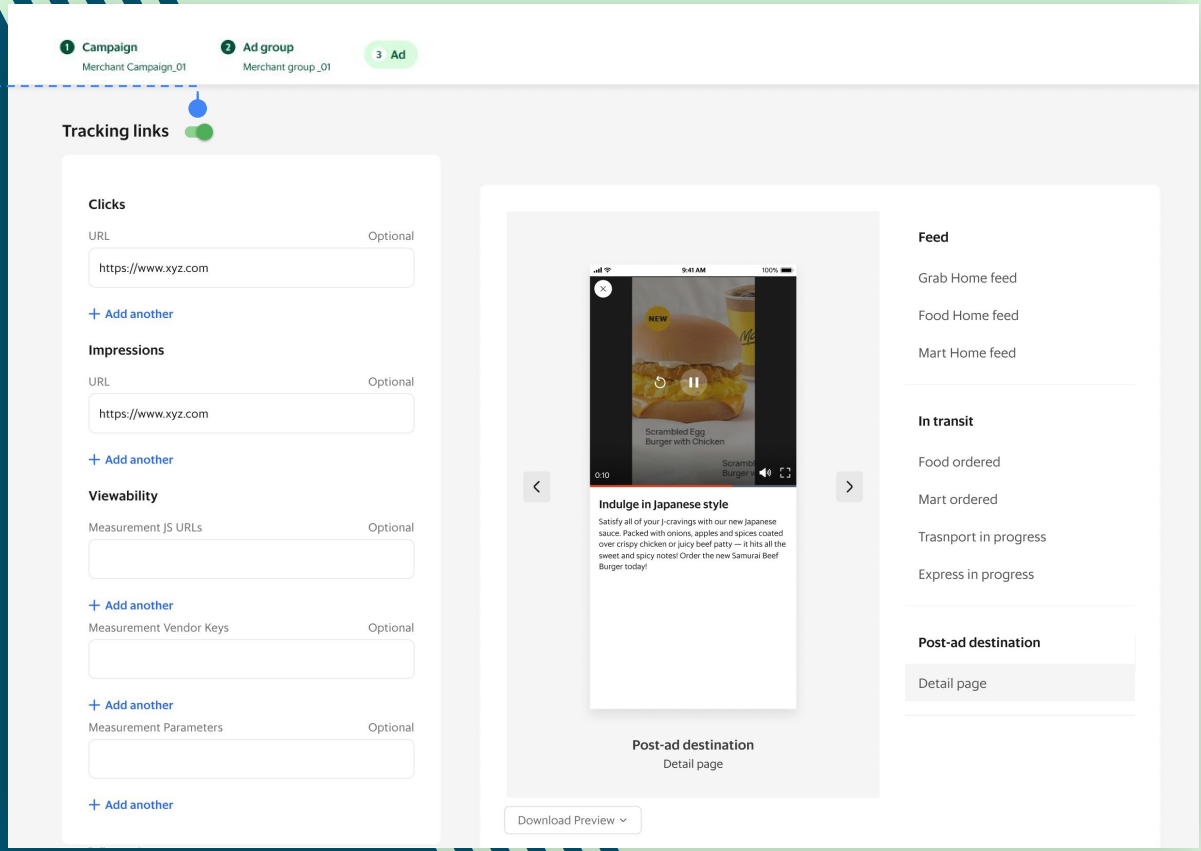
SECTION 6

Add tracking

If you'd like to use third-party trackers to track your ad performance, toggle on **Tracking links.**

Here you can add links to track **Clicks, Impressions,** and **Viewabilty.**

This is an optional step. Whether you add external tracking or not, you'll be able to see all these details, and more, in Marketing Manager once your ad is live.



GrabAds

SECTION 6

Review and publish

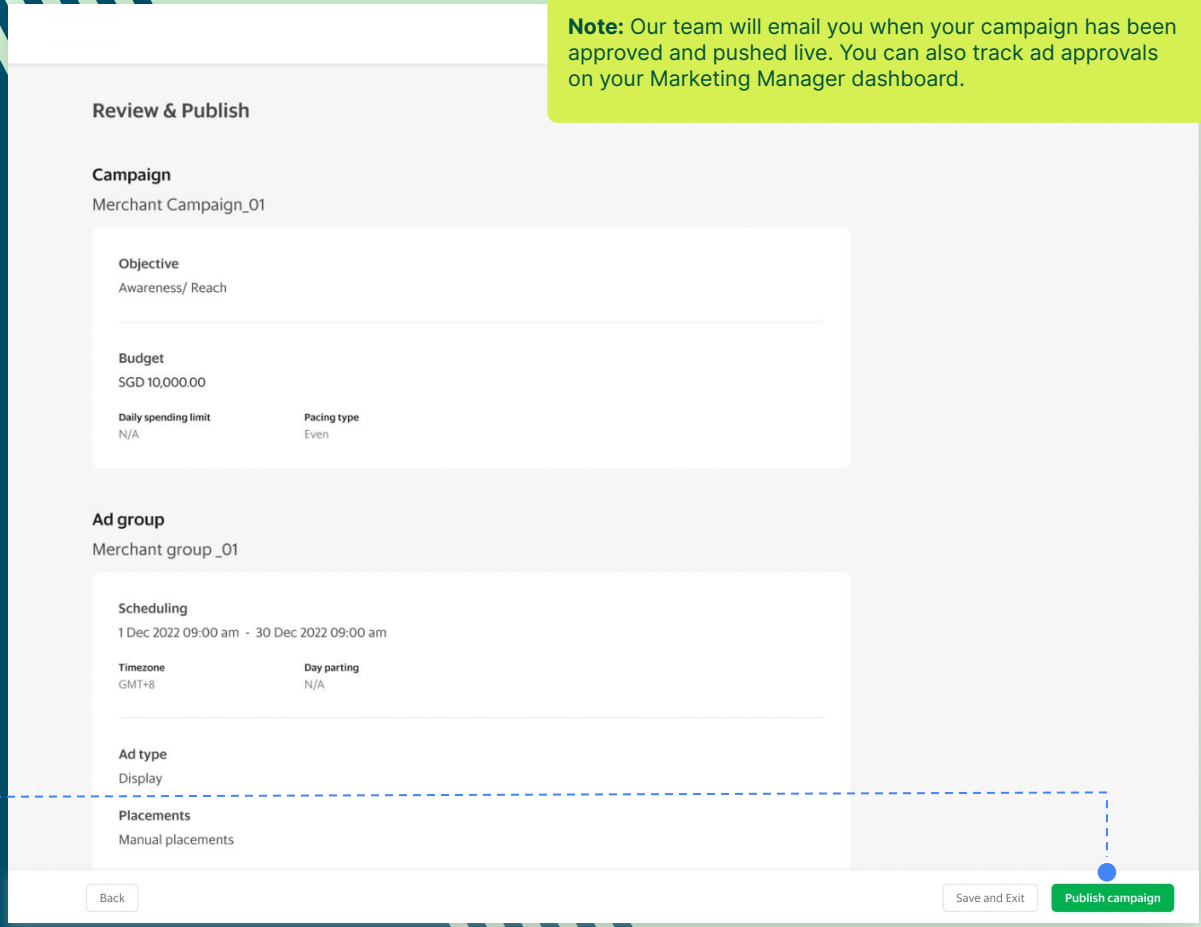
The final step is to review your entire campaign.

On the **Review and publish** page, take a moment to double-check all your **Campaign, Ad Group** and **Ad** information. You can go back to make updates as needed.

When everything looks good, click **Publish** to submit your ad for review.

Congratulations! You've created your first marketing campaign on Grab.

Note: Our team will email you when your campaign has been approved and pushed live. You can also track ad approvals on your Marketing Manager dashboard.



GrabAds

SECTION

7

Manage your campaigns

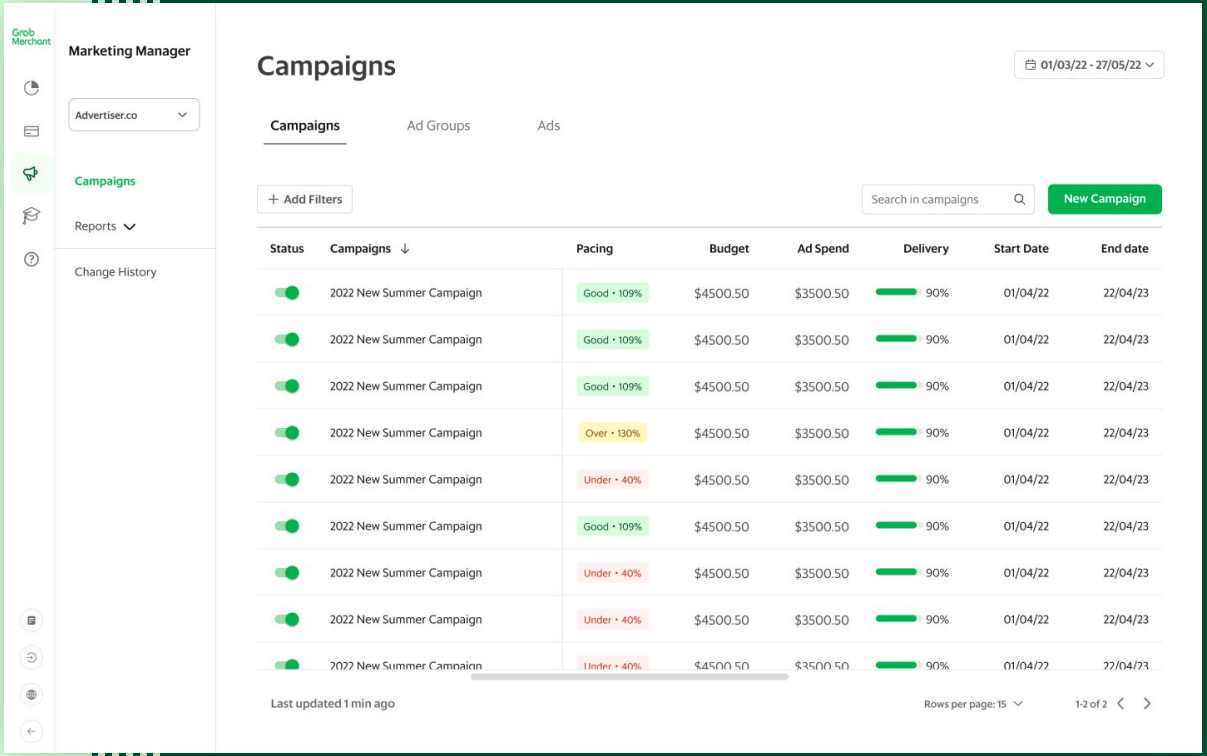
GrabAds

SECTION 7

Manage your campaigns

One you've created your campaign, your Marketing Manager dashboard will show your high-level campaign details in one neat view. This lets you view the performance of all your campaigns on one screen.

Remember, you can search and filter your campaigns to refine your view.



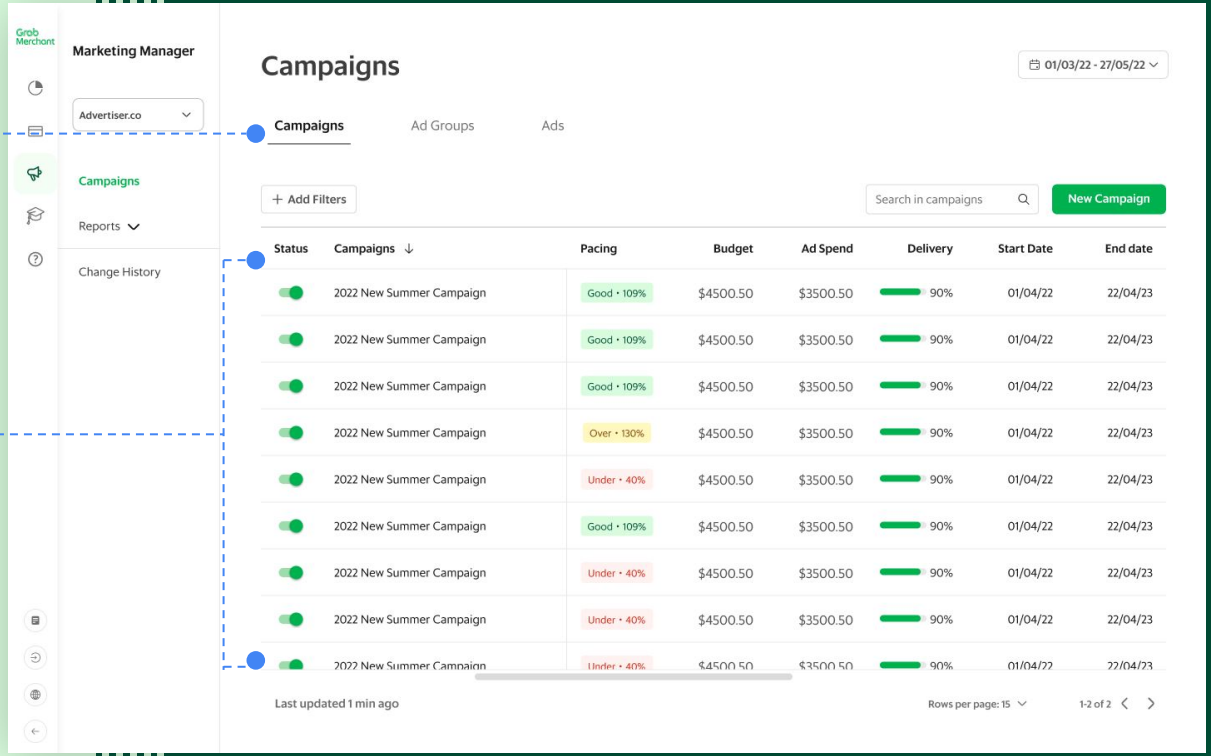
GrabAds

SECTION 7

Fast insights to keep you in control

One view to navigate all your campaigns, ad groups and ads

See how your campaigns are performing in real time

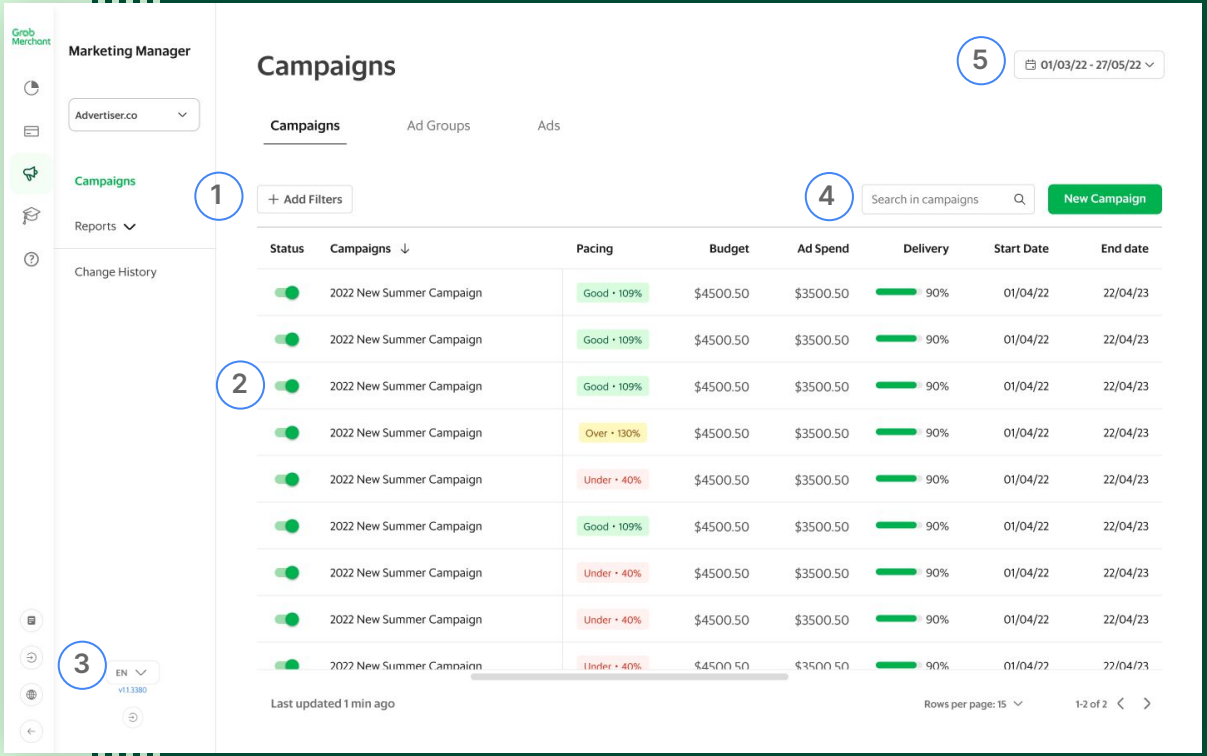


GrabAds

SECTION 7

Fast insights to keep you in control

1. Use filters to find a specific campaign
2. Pause your campaigns as you like
3. Work in language of your choice
4. Search across all your campaigns
5. View both completed and live campaigns



GrabAds

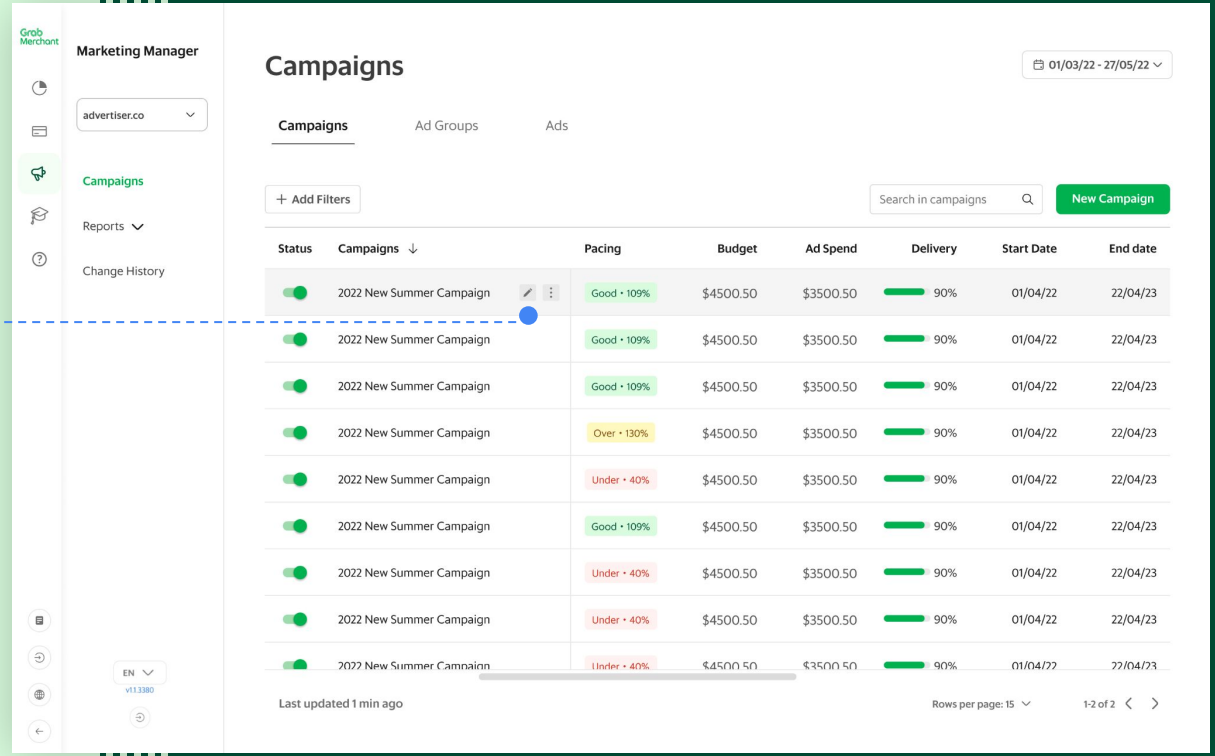
SECTION 7

Edit your campaigns

To edit a campaign, hover over the campaign name and select the edit or pencil icon.

You can also edit your ad groups and ads.

Any changes you make to your campaigns and ad groups will take effect immediately. Updated ads will be submitted for Grab review. They will start running once they've been approved, depending on your campaign start date.



GrabAds

SECTION

8

Reports

GrabAds

SECTION 8

Explore impact and extract insights

Our real-time reporting dashboard lets you:

Measure returns: Understand the true cost and impact of your marketing campaigns.

Stay updated: Check in on your campaign performance at any time.

Improve results: Slice and dice data to extract nuanced insights that help make your campaigns more effective.

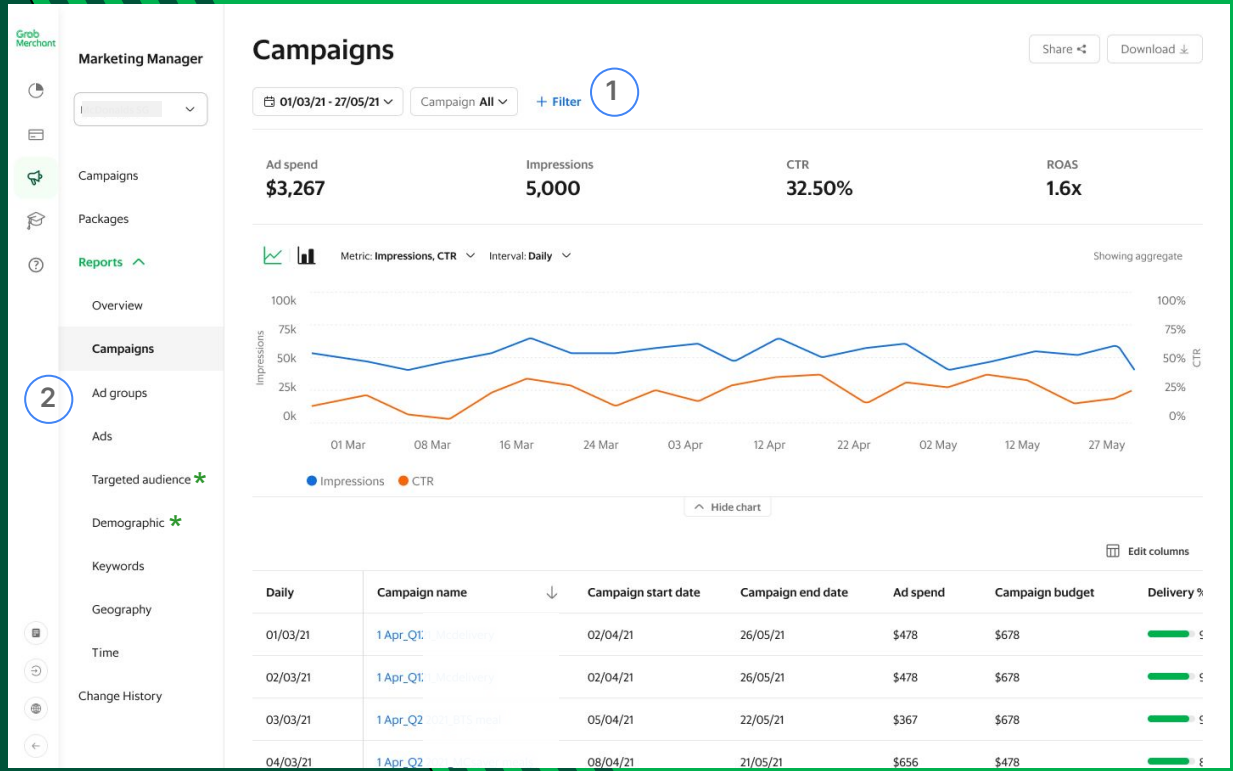
Keep learning: Learn all about Marketing Manager's reporting functionality in our **Reporting** guide.

SECTION 8

Customise your view for maximum insights

1 **Filter**
Use entity and metric filters to customise your reports and extract focused insights

2 **Navigate**
Quickly jump to the reports most important to you



**New & Improved Dashboard, Targeted Audience and Demographic tabs coming soon*

GrabAds

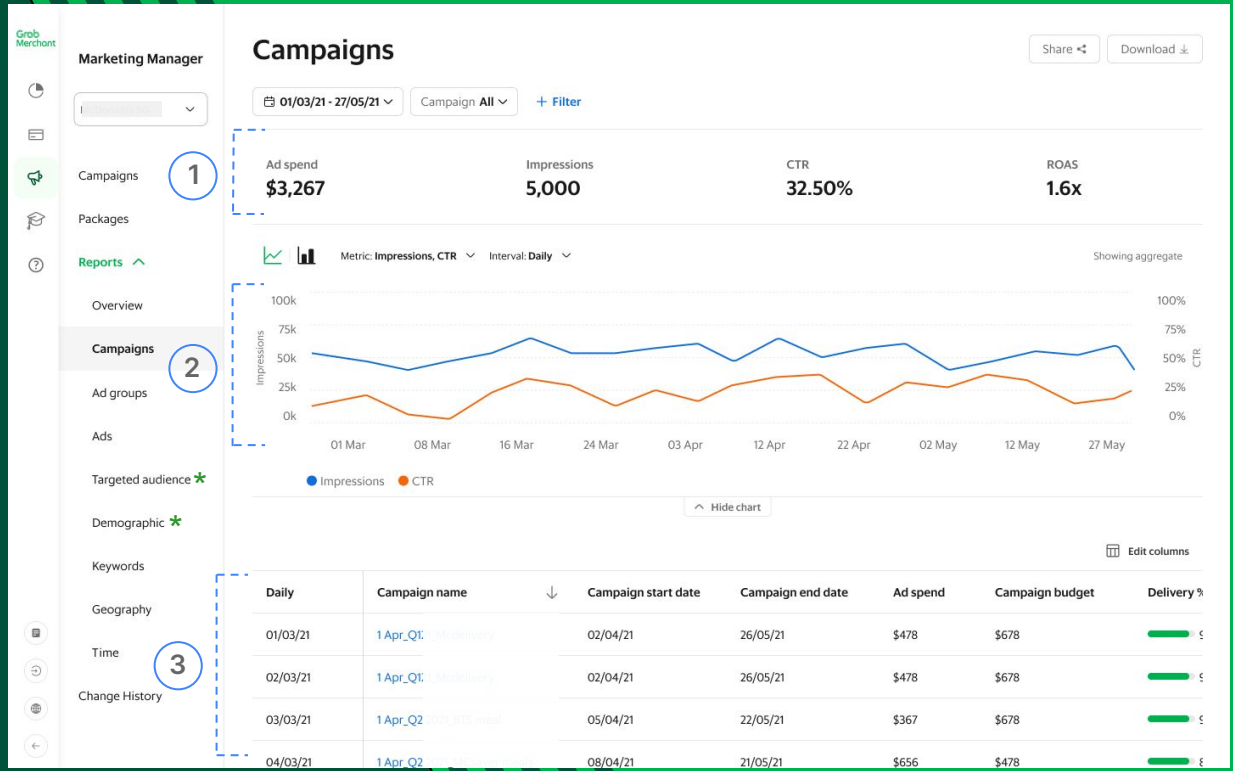
SECTION 8

Customise your view for maximum insights

1. **KPI cards**
   Quickly understand what's going on, deepdive or take action immediately

2. **Trending charts**
   Understand time trends or compare stats easily and effortlessly

3. **Grid**
   Filter, sort and group by any entity and any metric



**New & Improved Dashboard, Targeted Audience and Demographic tabs coming soon*

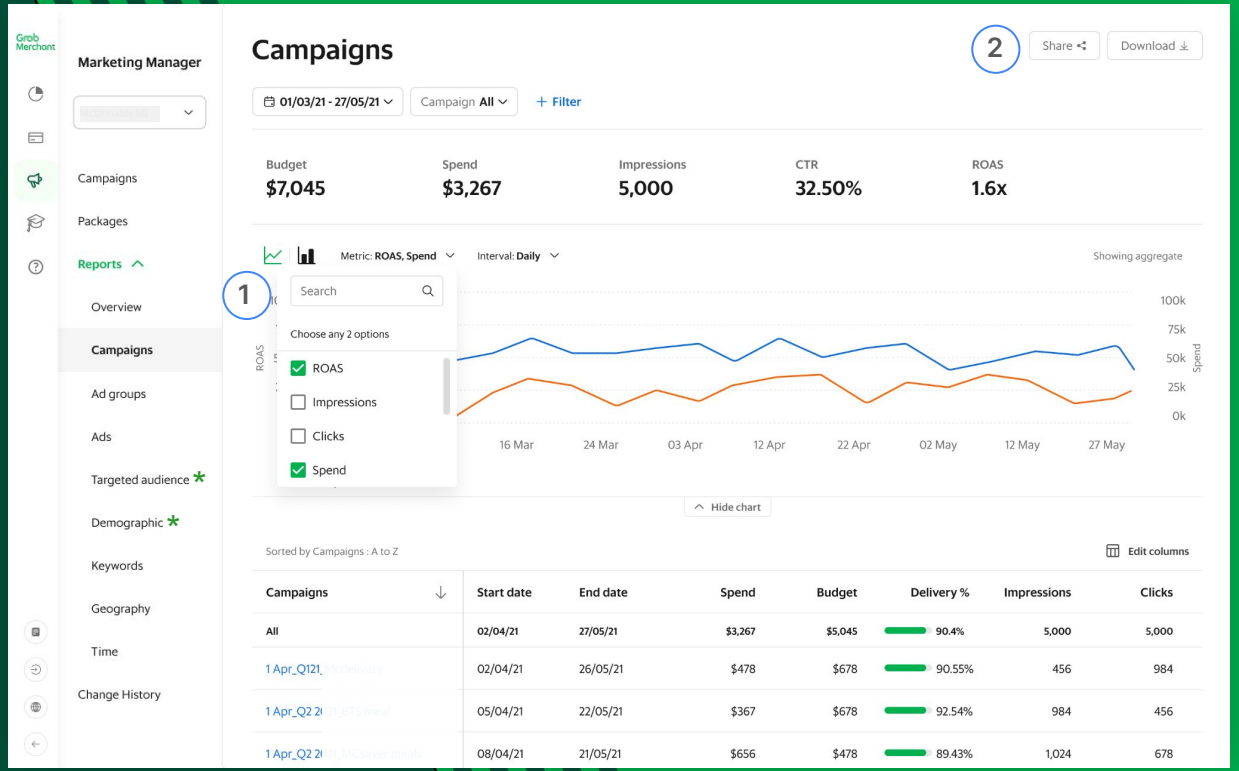
GrabAds

SECTION 8

Customise your view for maximum insights

1 **Customise**
Add or remove metrics to see what's most important to you. You can learn about all available metrics in our Reporting guide

2 **Export**
Export your data in multiple formats for executive and non-executive sharing



**New & Improved Dashboard, Targeted Audience and Demographic tabs coming soon*

GrabAds