

The logo for GrabAds, featuring the word "Grab" in a stylized font with a vertical bar through the letter 'a', followed by "Ads" in a bold, sans-serif font.

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



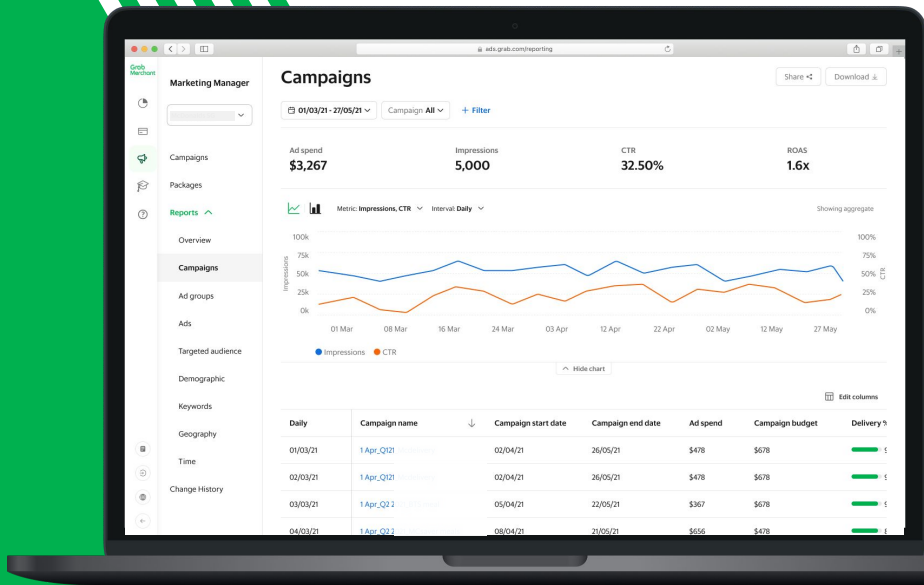
Define who will see your ads, when and where



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



# Grab is Southeast Asia's leading Super App



## Mobility

Leading last-mile transportation network



Category position<sup>1</sup>

Founded 2012



## Deliveries

Leading delivery platform



Category position<sup>2</sup>

2018



## Financial Services

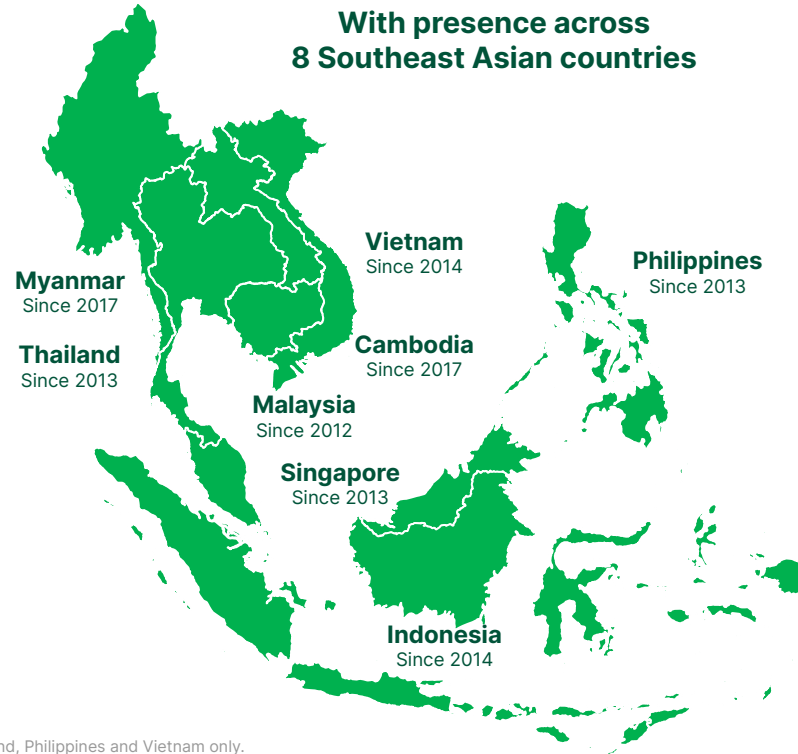
Access to payment licenses in 6 core markets



Category position<sup>3</sup>

2018

With presence across  
8 Southeast Asian countries



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

# 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

# Contents

- 01** Understanding the campaign structure
- 02** Logging in
- 03** Marketing Manager overview
- 04** Campaigns
- 05** Ad groups
- 06** Ads
- 07** Manage your campaigns
- 08** Reports

# SECTION

# 1

Understanding the  
campaign structure

## 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**

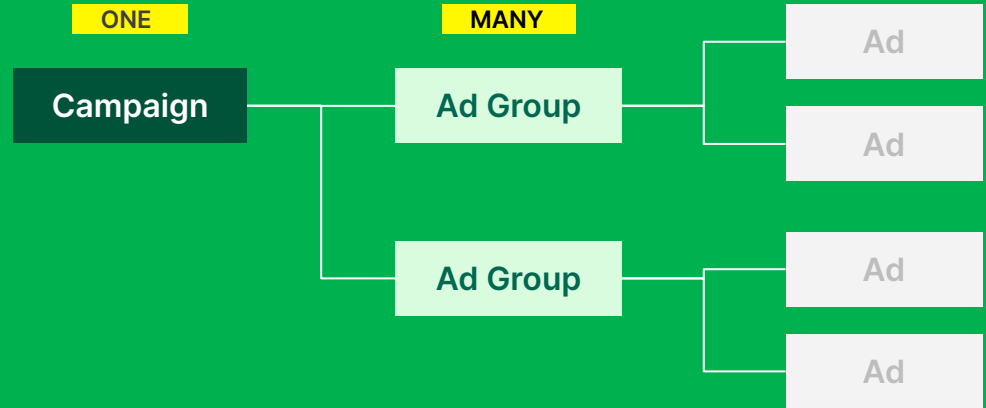
Design your creatives, the user journey and set up tracking.



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.

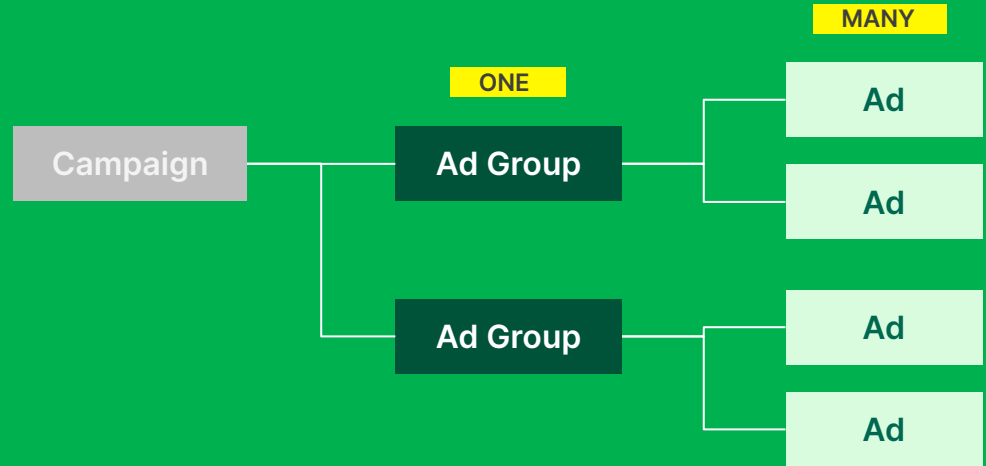


SECTION 1

# 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.



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



**SECTION**

**2**

**Logging In**

## SECTION 2

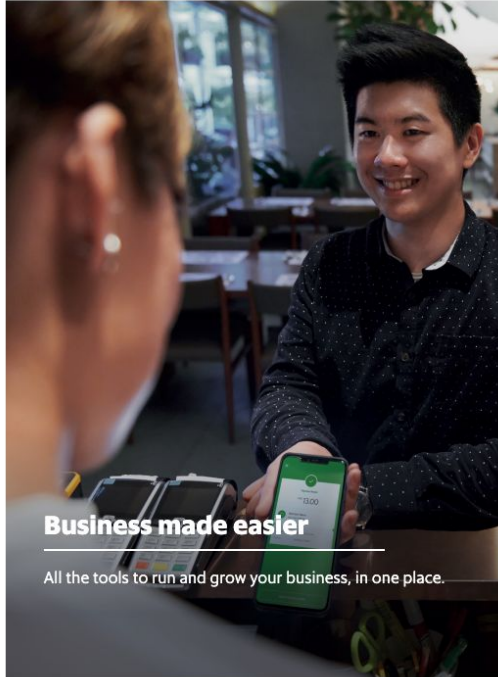
# Logging in

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.

## GrabMerchant



### Log in to get started

Your username or email

Password

Log In

[Forgot your password?](#)

[Forgot your username?](#)

 Log In with Mobile Number

[Terms and Policies](#) • [Privacy Notice](#)

## 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.

The image displays two overlapping screenshots of the Grab Merchant interface. The background screenshot shows the Merchant Portal homepage with a top navigation bar containing 'Customers', 'Operations', and 'Offers'. A 'Help and Support' link is visible in the top right. The main content area features a 'GrabMerchant' header, a promotional image of a staff member and customer, and a 'Log in to get started' section with input fields for 'Username or email' and 'Password', a 'Next' button, and links for 'Forgot your password?' and 'Forgot your username?'. A 'Login with Phone' option is also present. Below the login section, there are statistics for 'Net sales', 'Number of Transactions', and 'Customer Ratings'. The foreground screenshot shows a vertical navigation menu on the left side of the portal. The menu items are: Orders, Finance, Marketing (highlighted with a blue rounded rectangle), Menu, Inventory, Employees, and Help Centre. The 'Grab Merchant' logo is at the top of the menu.



**SECTION**

**3**

**Marketing Manager  
Overview**

## 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.

The screenshot displays the Marketing Manager interface. On the left is a sidebar with navigation options: Home, Advertiser.co, Campaigns (highlighted with a blue dot), Reports, and Change History. The main content area is titled 'Campaigns' and includes a date range filter (01/03/22 - 27/05/22), tabs for Campaigns, Ad Groups, and Ads, and a '+ Add Filters' button. A search bar and a 'New Campaign' button are also present. Below is a table with columns for Status, Campaigns, Pacing, Budget, Ad Spend, Delivery, Start Date, and End date. The table lists 10 campaigns, all named '2022 New Summer Campaign', with varying pacing statuses (Good, Over, Under) and delivery progress bars. At the bottom, it shows 'Last updated 1 min ago' and 'Rows per page: 15'.

Status	Campaigns ↓	Pacing	Budget	Ad Spend	Delivery	Start Date	End date
●	2022 New Summer Campaign	Good • 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Good • 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Good • 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Over • 130%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Under • 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Good • 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Under • 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Under • 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Under • 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Under • 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23



## 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

The screenshot shows the Marketing Manager interface. On the left is a sidebar with navigation options: Advertiser.co, Campaigns, Reports, and Change History. The main area is titled 'Campaigns' and has tabs for Campaigns, Ad Groups, and Ads. A date range filter '01/03/22 - 27/05/22' is set. Below the tabs is a '+ Add Filters' button and a search bar 'Search in campaigns' with a 'New Campaign' button. A table lists campaigns with columns for Status, Campaigns, Pacing, Budget, Ad Spend, Delivery, Start Date, and End date. The table contains 10 rows of data. A blue dashed line connects the text 'The toggle on the left gives you...' to a toggle switch in the table. Another blue dashed line connects the text 'You can refine your views by:' to the search bar. Three numbered callouts (1, 2, 3) point to the date range filter, the '+ Add Filters' button, and the search bar respectively.

Status	Campaigns ↓	Pacing	Budget	Ad Spend	Delivery	Start Date	End date
●	2022 New Summer Campaign	Good • 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Good • 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Good • 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Over • 130%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Under • 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Good • 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Under • 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Under • 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Under • 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Under • 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23

Last updated 1 min ago

Rows per page: 15 1-2 of 2 < >

## SECTION 3

# Marketing Manager overview

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

The screenshot displays the 'Marketing Manager' interface for 'Advertiser.co'. The main view is 'Campaigns', with tabs for 'Campaigns', 'Ad Groups', and 'Ads'. A date range filter is set to '01/03/22 - 27/05/22'. A search bar and a '+ Add Filters' button are present. A table lists 10 campaigns, each with a status indicator, name, pacing, budget, ad spend, delivery progress, start date, and end date. The table is updated 1 minute ago and shows 15 rows per page.

Status	Campaigns ↓	Pacing	Budget	Ad Spend	Delivery	Start Date	End date
●	2022 New Summer Campaign	Good • 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Good • 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Good • 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Over • 130%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Under • 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Good • 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Under • 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Under • 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Under • 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Under • 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23

## 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.

The screenshot shows the 'Marketing Manager' interface for 'Grab Merchant'. The main area displays a table of 'Campaigns' with columns for Status, Pacing, Budget, Ad Spend, Delivery, Start Date, and End date. The table lists 10 campaigns, all with a budget of \$4500.50 and ad spend of \$3500.50. The delivery status is consistently 90%. The pacing varies, with most being 'Good - 109%' and one being 'Over - 130%'. The start and end dates are 01/04/22 and 22/04/23 respectively.

Status	Campaigns ↓	Pacing	Budget	Ad Spend	Delivery	Start Date	End date
●	2022 New Summer Campaign	Good - 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Good - 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Good - 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Over - 130%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Under - 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Good - 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Under - 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Under - 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Under - 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Under - 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23

Left sidebar menu items: Reports (1), Change History (2). Top right: Date range 01/03/22 - 27/05/22. Search bar: Search in campaigns. Button: New Campaign. Bottom right: Last updated 1 min ago, Rows per page: 15, 1-2 of 2.

## SECTION 3

# Marketing Manager overview

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

The screenshot displays the 'Marketing Manager' interface for 'Grab Merchant'. The main section is titled 'Campaigns' and includes a date range filter for '01/03/22 - 27/05/22'. Below the title are tabs for 'Campaigns', 'Ad Groups', and 'Ads'. A search bar labeled 'Search in campaigns' and a '+ Add Filters' button are present. A prominent green 'New Campaign' button is located in the top right corner of the table area, highlighted by a blue dashed box. The table below lists various campaigns with columns for Status, Campaigns, Pacing, Budget, Ad Spend, Delivery, Start Date, and End date. The 'Pacing' column uses color-coded indicators: green for 'Good' and yellow for 'Over'. The 'Delivery' column shows progress bars and percentages.

Status	Campaigns ↓	Pacing	Budget	Ad Spend	Delivery	Start Date	End date
●	2022 New Summer Campaign	Good • 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Good • 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Good • 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
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●	2022 New Summer Campaign	Under • 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23

Last updated 1 min ago

Rows per page: 15 1-2 of 2 < >

**SECTION**

**4**

**Campaigns**

## 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

The screenshot shows the 'Define your Campaign' step in the Facebook Ads interface. At the top, there are three steps: 1 Campaign (highlighted), 2 Ad group, and 3 Ad. Below this, the 'Campaign objective' section offers three options: 'Reach' (under Awareness), 'Site / store Traffic' (under Consideration), and 'Sales on Grab' (under Conversion). The 'New Campaign' section has a 'Campaign name' input field. The 'Budget' section includes 'Lifetime budget' (set to SGD), 'Daily spending limit' (set to SGD), and an 'Optional' checkbox. The 'Pacing type' is set to 'Even' with a dropdown arrow, and a note below it says 'Attempt to spend lifetime budget evenly.' At the bottom right, there are 'Save and Exit' and 'Next' buttons.

1 Campaign 2 Ad group 3 Ad

### Campaign objective

**Awareness**

**Reach**  
Get your message in front of as many people as possible

**Consideration**

**Site / store Traffic**  
Send people to your website or your store on Grab

**Conversion**

**Sales on Grab**  
Get more orders through your store on Grab

### New Campaign

Campaign name

### Budget

Lifetime budget

Daily spending limit  Optional

Pacing type

Even

Attempt to spend lifetime budget evenly.

Save and Exit Next

## 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.

The screenshot displays the 'Campaign objective' step in a three-step process (1. Campaign, 2. Ad group, 3. Ad). It offers three objective options: 'Reach' (Awareness), 'Site / store Traffic' (Consideration), and 'Sales on Grab' (Conversion). Below the objectives is a 'New Campaign' section with a 'Campaign name' input field. The 'Budget' section includes 'Lifetime budget' and 'Daily spending limit' (Optional) input fields, both set to 'SGD', and a 'Pacing type' dropdown menu set to 'Even' with a note: 'Attempt to spend lifetime budget evenly.' At the bottom right, there are 'Save and Exit' and 'Next' buttons.

1 Campaign 2 Ad group 3 Ad

### Campaign objective

**Awareness**

**Reach**  
Get your message in front of as many people as possible

**Consideration**

**Site / store Traffic**  
Send people to your website or your store on Grab

**Conversion**

**Sales on Grab**  
Get more orders through your store on Grab

### New Campaign

Campaign name

### Budget

Lifetime budget

Daily spending limit  Optional

Pacing type  ▾

Attempt to spend lifetime budget evenly.

Save and Exit Next

## 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.

The screenshot displays the 'Campaign' setup stage of the GrabAds interface. At the top, there are three steps: '1 Campaign' (highlighted), '2 Ad group', and '3 Ad'. The main content area is titled 'Campaign objective' and contains three selectable options: 'Reach' (under Awareness), 'Site / store Traffic' (under Consideration), and 'Sales on Grab' (under Conversion). Below this is the 'New Campaign' section, which features a 'Campaign name' input field. A blue dashed line with a dot points to this field from the text on the left. The 'Budget' section includes fields for 'Lifetime budget' (set to SGD) and 'Daily spending limit' (set to SGD, with an 'Optional' label), and a 'Pacing type' dropdown menu set to 'Even' with a note: 'Attempt to spend lifetime budget evenly.' At the bottom right, there are 'Save and Exit' and 'Next' buttons.



## 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.

The screenshot shows the 'Campaign' setup stage of the Grab Ads interface. It features a progress bar at the top with three steps: '1 Campaign' (active), '2 Ad group', and '3 Ad'. The main content area is titled 'Campaign objective' and offers three options: 'Reach' (Awareness), 'Site / store Traffic' (Consideration), and 'Sales on Grab' (Conversion). Below this is the 'New Campaign' section with a 'Campaign name' input field. The 'Budget' section is highlighted with a blue dot and a dashed line, containing fields for 'Lifetime budget' (set to SGD) and 'Daily spending limit' (set to SGD, with an 'Optional' label). A 'Pacing type' dropdown is set to 'Even', with a note: 'Attempt to spend lifetime budget evenly.' At the bottom right, there are 'Save and Exit' and 'Next' buttons.

## 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.

The screenshot displays the 'Campaign objective' step in a three-step process (1. Campaign, 2. Ad group, 3. Ad). The 'Campaign objective' section offers three options: 'Reach' (Awareness), 'Site / store Traffic' (Consideration), and 'Sales on Grab' (Conversion). Below this is the 'New Campaign' section with a 'Campaign name' input field. The 'Budget' section includes 'Lifetime budget' (SGD), 'Daily spending limit' (SGD), and 'Optional' (SGD) fields, along with a 'Pacing type' dropdown menu set to 'Even'.

1 Campaign 2 Ad group 3 Ad

### Campaign objective

**Awareness**

**Reach**  
Get your message in front of as many people as possible

**Consideration**

**Site / store Traffic**  
Send people to your website or your store on Grab

**Conversion**

**Sales on Grab**  
Get more orders through your store on Grab

### New Campaign

Campaign name

### Budget

Lifetime budget

Daily spending limit

Optional

Pacing type

Even

Attempt to spend lifetime budget evenly.

Save and Exit Next



**SECTION**

**5**

**Ad Groups**

## SECTION 5

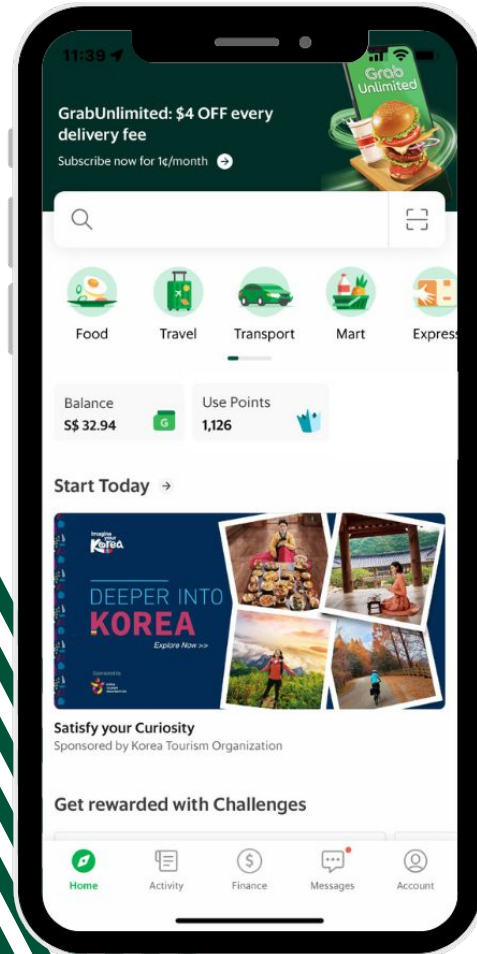
# Full control over ad groups

- 1 Define your Campaign
- 2 Configure your Ad Group
- 3 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.



## 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.

**1 Campaign**  
Merchant Campaign\_01

**2 Ad group**

**3 Ad**

### New Ad Group

Ad group name

### Scheduling

Time zone: GMT +08:00 (Account's default time zone)

Start: 06 Dec 2022 02:00 pm

End: 06 Dec 2022 04:00 pm

**Outlet dayparting** Not activated ⓘ  
Selecting targeting by outlet will enable your ads run on your outlets operational hours.

**Specify days & hours**   
Schedule ad group to deliver as per selected.

### Ad type & placements

**Ad type**

**Image**  
Ad with visual image

**Video**  
Ad with motion video

**Search & Listing**  
Your store name will be at the top of the listing page

**Audience Reach** ⓘ  
6K–6.8K

**Estimated daily results**

Daily  Lifetime

Estimated Impressions  
2.6K–3K

Estimated Ad Spend  
SGD 1K

**Recommended Bid** ⓘ  
SGD 16.24

Your current bid

16.24

SGD 11.59 28.74

Back Save & Exit Next

## 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.

The screenshot displays the 'Scheduling' step of an ad campaign setup. It includes a progress bar at the top with three steps: 'Campaign' (Merchant Campaign\_01), 'Ad group' (selected), and 'Ad'. The 'Scheduling' section is divided into three main areas: 1. Time zone and scheduling times: 'Time zone: GMT +08:00 (Account's default time zone)'. 'Start' is set to '06 Dec 2022' at '02:00 pm', and 'End' is set to '06 Dec 2022' at '04:00 pm'. 2. Targeting options: 'Outlet dayparting' is currently 'Not activated'. 'Specify days & hours' is toggled on. Below this, a day selector shows 'Monday' selected, with a time range selector set to 'Monday' with 'Select time' dropdowns and 'to' separator. 3. Performance metrics on the right: 'Audience Reach' is '6K-6.8K'. 'Estimated daily results' shows 'Daily' selected over 'Lifetime', with 'Estimated Impressions' of '2.6K-3K' and 'Estimated Ad Spend' of 'SGD 1K'. 'Recommended Bid' is 'SGD 16.24', with a slider showing 'Your current bid' at '16.24' between '11.59' and '28.74'. At the bottom, there are 'Back', 'Save & Exit', and 'Next' buttons.

## 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*

The screenshot displays the 'Ad type & placements' configuration screen for a campaign named 'Merchant Campaign\_01'. The interface is divided into several sections:

- Ad type & placements:** This section contains three main options for ad types: 'Image' (Ad with visual image), 'Video' (Ad with motion video), and 'Search & Listing' (Your store name will be at the top of the listing page). Below these, there are 'Ad placements' options: 'Automatic placements' (selected with a radio button) and 'Manual placements'. The 'Automatic placements' description states: 'Use automatic placements to maximise your budget and help show your ads to more people. Grab's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.'
- Bidding:** This section shows the 'Bid Strategy' set to 'Target bid'. It includes input fields for 'Bid price' (SGD 16.24) and 'Pay per' (Impressions (CPM)). A note indicates: 'Recommended bid: SGD 16.24. Similar advertisers are bidding SGD 11.59–SGD 28.74.' Below this is the 'Ad Group Spending Limit' section, with 'Lifetime limit' selected and a value of 'SGD' entered.
- Summary Widgets (Right Side):**
  - Audience Reach:** 6K–6.8K
  - Estimated daily results:** Shows 'Daily' and 'Lifetime' tabs. Under 'Daily', it lists 'Estimated Impressions: 2.6K–3K' and 'Estimated Ad Spend: SGD 1K'.
  - Recommended Bid:** Shows 'SGD 16.24' and a slider for 'Your current bid' ranging from 11.59 to 28.74 SGD.

Navigation buttons at the bottom include 'Back', 'Save & Exit', and 'Next'.

## 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.

**Feed**  
High visibility, great for discovery and awareness

Grab Home feed

Food Home feed

Mart Home feed

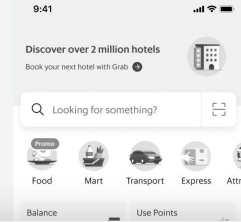
**In transit**  
Engage more people while they are waiting for Grab services

Food in progress

Mart in progress

Transport in progress

Express in progress



**Search**  
Boost your business to premium position and get more visibility as people search on Grab

Food search result

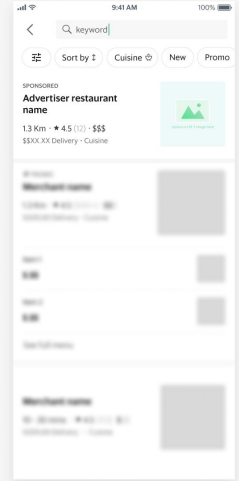
Grab home search results

**Listing**  
Boost your business to premium position and get more visibility as people browse on Grab

Food homepage list

Food category list

Food cuisine list



Grab Home feed  
Display ad



## 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.

**Keywords for search ad**

Automatic keywords  
Grab will assign the most effective keywords for your Grab store.

Select keywords  
Choose from a list of suggested keywords or enter any term you want to rank for.

Search or browse keywords

All keywords	Keywords (Sorted by relevance)	Daily searches
Generic keywords	<input type="checkbox"/> swensen's	450K+
Branded keywords	<input type="checkbox"/> fun toast	450K+
	<input type="checkbox"/> krispy kreme	450K+
	<input type="checkbox"/> thai	450K+
	<input type="checkbox"/> gong cha	450K+
	<input type="checkbox"/> milk tea	450K+
	<input type="checkbox"/> waffles	450K+
	<input type="checkbox"/> paris baguette	450K+
	<input type="checkbox"/> drink	1.45M+
	<input type="checkbox"/> tea	450K+

Frequency Capping

**Audience Reach** 6K-6.8K

**Estimated daily results**  
Daily Lifetime  
Estimated Impressions 2.6K-3K  
Estimated Ad Spend SGD 1K

**Recommended Bid** SGD 16.24  
Your current bid  
SGD 11.59 16.24 28.74

Back Save & Exit Next

## 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.

The screenshot shows the 'Ad group' configuration page in Google Ads. At the top, there are three steps: 'Campaign' (Merchant Campaign\_01), 'Ad group' (selected), and 'Ad'. The main section is titled 'Bidding' and includes the following options:

- Bid Strategy:** Target bid
- Bid price:** SGD 16.24
- Pay per:** Impressions (CPM)
- Recommended bid:** SGD 16.24. Similar advertisers are bidding SGD 11.59–SGD 28.74.
- Ad Group Spending Limit:** Lifetime limit (Optional) SGD
- Frequency Capping:** Off

The 'Audience' section is partially visible, showing 'People you want to reach' and 'Grab audiences'.

On the right side, there are three summary cards:

- Audience Reach:** 6K–6.8K
- Estimated daily results:** Daily (selected), Lifetime. Estimated Impressions: 2.6K–3K. Estimated Ad Spend: SGD 1K.
- Recommended Bid:** SGD 16.24. A slider shows 'Your current bid' at 16.24, ranging from 11.59 to 28.74.

At the bottom, there are 'Back', 'Save & Exit', and 'Next' buttons.

## SECTION 5

# Select your bidding strategy

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.

The screenshot shows the 'Bidding' and 'Audience' sections of the Marketing Manager interface. The 'Bidding' section includes a 'Bid Strategy' dropdown set to 'Target bid', a 'Bid price' input field with 'SGD 16.24', and a 'Pay per' dropdown set to 'Impressions (CPM)'. A recommended bid is shown as 'SGD 16.24'. The 'Ad Group Spending Limit' section has a 'Lifetime limit' input field with 'SGD' and an 'Optional' checkbox. The 'Frequency Capping' section has a toggle switch turned on. The 'Audience' section includes a 'People you want to reach' section with a search bar and an 'Exclude' button. On the right, there are three summary cards: 'Audience Reach' (6k - 6.8k), 'Estimated daily results' (Daily/Lifetime, 2.6k - 3k impressions, SGD 1k spend), and 'Recommended Bid' (SGD 16.24, with a slider showing the current bid position between 11.59 and 28.74).

**1 Campaign**  
Merchant Campaign\_01

**2 Ad group**

**3 Ad**

### Bidding

Bid Strategy: Target bid

Bid price: SGD 16.24 Pay per: Impressions (CPM)

Recommended bid: SGD 16.24. Similar advertisers are bidding SGD 11.59–SGD 28.74.

Ad Group Spending Limit

Lifetime limit: SGD Optional

Frequency Capping:

### Audience

People you want to reach

Define your audience by using Grab audiences, your existing list of audiences or both

Grab audiences

Include people who match

Browse and search demographics, interests and behaviours

Exclude

**Audience Reach**

6k - 6.8k

**Estimated daily results**

Daily Lifetime

Estimated Impressions: 2.6k - 3k

Estimated Ad Spend: SGD 1k

**Recommended Bid**

SGD 16.24

Your current bid

SGD 11.59 16.24 28.74

**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.

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.

The screenshot displays the 'Ad group' configuration page in Marketing Manager. At the top, there are three steps: 'Campaign' (Merchant Campaign\_01), 'Ad group' (the current step), and 'Ad'. The main content is divided into two sections: 'Bidding' and 'Audience'.  
**Bidding Section:**  
- Bid Strategy: Target bid  
- Bid price: SGD 16.24  
- Pay per: Impressions (CPM)  
- Recommended bid: SGD 16.24. Similar advertisers are bidding SGD 11.59–SGD 28.74.  
- Ad Group Spending Limit: Lifetime limit (Optional) set to SGD.  
- Frequency Capping: Toggled off.  
**Audience Section:**  
- People you want to reach: Define your audience by using Grab audiences, your existing list of audiences or both.  
- Grab audiences: Include people who match. A search bar contains 'Browse and search demographics, interests and behaviours'.  
- Exclude: A button to exclude audiences.  
**Summary Panel (Right):**  
- Audience Reach: 6K–6.8K  
- Estimated daily results: Daily (selected), Lifetime. Estimated Impressions: 2.6K–3K. Estimated Ad Spend: SGD 1K.  
- Recommended Bid: SGD 16.24. A slider shows 'Your current bid' at 16.24, with a range from 11.59 to 28.74.  
At the bottom, there are 'Back', 'Save & Exit', and 'Next' buttons.

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.

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.

The screenshot displays the 'Ad group' configuration page in the GrabAds interface. The breadcrumb trail at the top shows 'Campaign' (Merchant Campaign\_01), 'Ad group' (selected), and 'Ad'. The 'Bidding' section includes a 'Bid Strategy' of 'Target bid', a 'Bid price' of 'SGD 16.24', and a 'Pay per' of 'Impressions (CPM)'. A note indicates a recommended bid of SGD 16.24, with similar advertisers bidding between SGD 11.59 and SGD 28.74. The 'Ad Group Spending Limit' is set to 'SGD' under the 'Lifetime limit' option. The 'Frequency Capping' toggle is turned on, with a 'Cap' of '0' impressions per 'Day'. The 'Audience' section is partially visible, showing the heading 'People you want to reach'. On the right, three summary cards are displayed: 'Audience Reach' (6K-6.8K), 'Estimated daily results' (Daily: 2.6K-3K impressions, SGD 1K spend), and 'Recommended Bid' (SGD 16.24, with a visual slider showing the current bid at 16.24 between 11.59 and 28.74). Navigation buttons for 'Back', 'Save & Exit', and 'Next' are located at the bottom.

## 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.

1 Campaign  
Merchant Campaign\_01

2 Ad group

3 Ad

### Audience

**People you want to reach**  
Define your audience by using Grab audiences, your existing list of audiences or both

**Grab audiences** ⓘ  
Include people who match

Browse and search demographics, interests and behaviours

Exclude

**Existing audiences** ⓘ  
Include your audiences

Browse and search demographics, interests and behaviours

Exclude

### Targeting

**By outlet**  
Show your ad to people around your outlets and direct them to your Grab stores.

**By location**  
Show your ad to people by country and cities, and direct them to an external link.

**Audience Reach** ⓘ  
6K-6.8K

**Estimated daily results**

Daily Lifetime

Estimated Impressions  
2.6K-3K

Estimated Ad Spend  
SGD 1K

**Recommended Bid** ⓘ  
SGD 16.24

Your current bid

16.24

SGD 11.59 28.74

Back Save & Exit Next

## 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.

1 Campaign Merchant Campaign\_01 2 Ad group 3 Ad

### Audience

People you want to reach  
Define your audience by using Grab audiences, your existing list of audiences or both

**Grab audiences** ⓘ  
Include people who match

**Existing audiences** ⓘ  
Include your audiences

### Targeting

**By outlet** ⓘ  
Show your ad to people around your outlets and direct them to your Grab stores. ⓘ

**By location** ⓘ  
Show your ad to people by country and cities, and direct them to an external link. ⓘ

**Audience Reach** ⓘ  
6K-6.8K

**Estimated daily results**

Daily  Lifetime

Estimated Impressions  
**2.6K-3K**

Estimated Ad Spend  
**SGD 1K**

**Recommended Bid** ⓘ  
**SGD 16.24**

Your current bid

SGD 11.59  28.74

## 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

**1 Campaign**  
Merchant Campaign\_01

**2 Ad group**

**3 Ad**

### Audience

**People you want to reach**  
Define your audience by using Grab audiences, your existing list of audiences or both

**Grab audiences** ⓘ  
Include people who match

Browse and search demographics, interests and behaviours

Exclude

**Demographic** ▾

- Age ▸
  - 18-24
  - 25-34
  - 35-44
  - 45-54
  - 55-64
  - 65+
- Gender ▸

**Affinity** ▾

**In-Market** ▸

**Device Usage** ▾

**Audience Reach** ⓘ  
**6K-6.8K**

**Estimated daily results**

**Daily** | Lifetime

Estimated Impressions  
**2.6K-3K**

Estimated Ad Spend  
**SGD 1K**

**Recommended Bid** ⓘ  
**SGD 16.24**

Your current bid

SGD 11.59 | **16.24** | 28.74

Back Save & Exit Next



## 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.

**1 Campaign**  
Merchant Campaign\_01

**2 Ad group**

**3 Ad**

### Audience

**People you want to reach**  
Define your audience by using Grab audiences, your existing list of audiences or both

**Grab audiences** ⌵

Include people who match

Demographics > Age

18-24 ⊗ 25-34 ⊗

In-market > Food & Beverages

Breakfast ⊗

Browse and search demographics, interests and behaviours 🔍

Narrow down Exclude

**Existing audiences** ⌵

Include your audiences

Browse and search demographics, interests and behaviours 🔍

Exclude

### Targeting

**By outlet** ⌵  
Show your ad to people around your outlets and direct them to your Grab stores.

Back Save & Exit Next

**Audience Reach** ⌵  
**6K-6.8K**

**Estimated daily results**

Daily  Lifetime

Estimated Impressions  
**2.6K-3K**

Estimated Ad Spend  
**SGD 1K**

**Recommended Bid** ⌵  
**SGD 16.24**

Your current bid

16.24

SGD 11.59 28.74

## 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.

**1 Campaign**  
Merchant Campaign\_01

**2 Ad group**

**3 Ad**

### Audience

**People you want to reach**  
Define your audience by using Grab audiences, your existing list of audiences or both

**Grab audiences** ⌵  
Include people who match

Demographics > Age  
18-24 ⊗ 25-34 ⊗

In-market > Food & Beverages  
Breakfast ⊗

Browse and search demographics, interests and behaviours 🔍

**Existing audiences** ⌵  
Include your audiences

Browse and search demographics, interests and behaviours 🔍

### Targeting

**By outlet** ⌵  
Show your ad to people around your outlets and direct them to your Grab stores.

**Audience Reach** ⌵  
**6K-6.8K**

**Estimated daily results**

Daily  Lifetime

Estimated Impressions  
**2.6K-3K**

Estimated Ad Spend  
**SGD 1K**

**Recommended Bid** ⌵  
**SGD 16.24**

Your current bid

SGD 11.59 16.24 28.74

## 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.

The screenshot shows the 'Audience' configuration page for a campaign. At the top, there are three steps: 1 Campaign (Merchant Campaign\_01), 2 Ad group (highlighted in green), and 3 Ad. The main section is titled 'Audience' and contains three sub-sections: 'People you want to reach', 'Grab audiences', and 'Existing audiences'. Each sub-section has a search bar and an 'Exclude' button. The 'Grab audiences' section is expanded to show 'Include people who match' with a selected demographic of 'Demographics > Gender' and 'Female'. Below it, 'And must also match' shows 'In Market > Food & beverages' and 'Breakfast'. At the bottom, there is a 'Targeting' section. On the right side, there are three summary cards: 'Audience Reach' (6K-6.8K), 'Estimated daily results' (Daily: 2.6K-3K, Lifetime: SGD 1K), and 'Recommended Bid' (SGD 16.24). A bid slider shows the current bid of 16.24 between 11.59 and 28.74. At the bottom of the interface are 'Back', 'Save & Exit', and 'Next' buttons.

## 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

The screenshot shows the 'Audience' configuration screen in the Grab Ads interface. At the top, there are three steps: 1 Campaign (Merchant Campaign\_01), 2 Ad group (highlighted), and 3 Ad. The main section is titled 'Audience' and contains the following elements:

- People you want to reach:** Define your audience by using Grab audiences, your existing list of audiences or both.
- Grab audiences:** Includes a search bar for 'Include people who match' with the text 'Browse and search demographics, interests and behaviours' and a search icon. Below it is an 'Exclude' button.
- Existing audiences:** Includes a search bar for 'Include your audiences' with the text 'Browse and search demographics, interests and behaviours' and a search icon. Below it is a list of audience categories under the 'Lookalike' tab:
  - Prospective customers**  
People who have not ordered from you but who have traits or interests in common with your existing customers (lookalike).
  - New consumers**  
People who have never placed an order with you
  - Existing customers**  
Customers who have ordered from you in the past 30 days
  - Churned customers**  
Customers who have not ordered from you in the past 30 days
- By location:** A radio button option with the text 'Show your ad to people by country and cities, and direct them to an external link.'

On the right side, there are summary boxes:

- Audience Reach:** 6K-6.8K
- Estimated daily results:** Includes 'Daily' and 'Lifetime' tabs, 'Estimated Impressions: 2.6K-3K', and 'Estimated Ad Spend: SGD 1K'.
- Custom audience details:** Shows 'Size: 5,000,000', 'Status: Active', and 'Custom audience: New consumers — People who have never placed an order with you'.

At the bottom, there are 'Back', 'Save & Exit', and 'Next' buttons.

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**.

**1 Campaign**  
Merchant Campaign\_01

**2 Ad group**

**3 Ad**

### Audience

**People you want to reach**  
Define your audience by using Grab audiences, your existing list of audiences or both

**Grab audiences** ⓘ  
Include people who match

Browse and search demographics, interests and behaviours

Exclude

**Existing audiences** ⓘ  
Include your audiences

Browse and search demographics, interests and behaviours

Exclude

### Targeting

**By outlet**  
Show your ad to people around your outlets and direct them to your Grab stores.

**By location**  
Show your ad to people by country and cities, and direct them to an external link.

**Audience Reach** ⓘ  
6K-6.8K

**Estimated daily results**

Daily Lifetime

Estimated Impressions  
2.6K-3K

Estimated Ad Spend  
SGD 1K

**Recommended Bid** ⓘ  
SGD 16.24

Your current bid

SGD 11.59 16.24 28.74

Back Save & Exit Next

## 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).

The screenshot displays the 'Targeting' section of the GrabAds interface. At the top, there are three steps: '1 Campaign' (Merchant Campaign\_01), '2 Ad group' (highlighted in green), and '3 Ad'. The 'Targeting' section has two options: 'By outlet' (unselected) and 'By location' (selected). Under 'By location', there is a text input field containing 'Malaysia' and three city tags: 'Alor Setar', 'George Town', and 'Kuala Lumpur'. Below this, there are two dropdown menus: 'Country' set to 'Malaysia' and 'Cities' set to 'Multiple cities'. On the right side, there are three summary boxes: 'Audience Reach' (6K-6.8K), 'Estimated daily results' (Daily: 2.6K-3K impressions, SGD 1K spend), and 'Recommended Bid' (SGD 16.24). A bid slider shows the current bid of 16.24 between a minimum of 11.59 and a maximum of 28.74. At the bottom, there are 'Back', 'Save & Exit', and 'Next' buttons.

**Targeting**

By outlet  
Show your ad to people around your outlets and direct them to your Grab stores.

By location  
Show your ad to people by country and cities, and direct them to an external link.

Malaysia

Alor Setar George Town Kuala Lumpur

Country: Malaysia Cities: Multiple cities

**Audience Reach** 6K-6.8K

**Estimated daily results**

Daily Lifetime

Estimated Impressions 2.6K-3K

Estimated Ad Spend SGD 1K

**Recommended Bid** SGD 16.24

Your current bid

16.24

SGD 11.59 28.74

Back Save & Exit Next

## 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.

The screenshot shows the 'By outlet' targeting section in the Grab Ads interface. It includes a search bar for outlet names, a list of cities with checkboxes for selection, and a preview of the targeting details for a selected outlet.

**By outlet**  
Show your ad to people around your outlets and direct them to your Grab stores.

Indonesia

Search by outlet name

Select all outlets from all cities

City	Select
Ambon	<input type="checkbox"/>
Banjarbaru	<input type="checkbox"/>
Batam	<input type="checkbox"/>
Bekasi	<input type="checkbox"/>
Java	<input type="checkbox"/>
Madiun	<input type="checkbox"/>
Pegar	<input type="checkbox"/>

Select all

Biltar east

Biltar West

Tambora

Makulu

Java

Jubanu

**By location**  
Show your ad to people by country and cities, and direct them to an external link.

**Biltar east**

City  
**Ambon**

Radius  
**20 km**

Opening hours

Day	Hours
<b>Monday</b>	8 am – 6 pm
<b>Tuesday</b>	8 am – 6 pm
<b>Wednesday</b>	8 am – 6 pm
<b>Thursday</b>	8 am – 6 pm
<b>Friday</b>	8 am – 6 pm
<b>Saturday</b>	Open all day
<b>Sunday</b>	Open all day

Address

Jl. RS. Fatmawati Raya No.33,  
Cipete Utara, Kec. Kby. Baru,  
Kota Jakarta Selatan, Daerah  
Khusus Ibukota Jakarta 12450,  
Indonesia

## 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.

The screenshot displays the GrabAds interface for setting up an ad group. The top navigation bar includes 'Campaign' (Merchant Campaign\_01), 'Ad group' (Merchant Campaign\_01), and 'Ad'. The main content area is divided into several sections:

- Ad group name:** A text input field labeled 'Ad group name'.
- Scheduling:** Includes a time zone dropdown set to 'GMT +8:00 (Account's default time zone)', start and end date/time pickers (1 Dec 2022 09:00 am to 30 Dec 2022 09:00 am), and a 'Day parting' toggle switch.
- Ad type & placements:** Features two buttons: 'Image' (Ad with visual image) and 'Video' (Ad with motion video).

On the right side, there are three summary cards:

- Audience Reach:** 6K–6.8K
- Estimated daily results:** Shows 'Daily' selected over 'Lifetime', with 'Estimated Impressions' of 2.6K–3K and 'Estimated Ad Spend' of SGD 1K.
- Recommended Bid:** SGD 16.24. Below this is a slider for 'Your current bid' ranging from SGD 11.59 to 28.74, with a marker at 16.24.



## 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.

The screenshot displays the 'Ad group' configuration page for a campaign named 'Merchant Campaign\_01'. The interface is divided into several sections:

- Navigation:** 1 Campaign (Merchant Campaign\_01), 2 Ad group (active), 3 Ad.
- Bidding Section:**
  - Bid Strategy:** Target bid.
  - Bid price:** SGD 16.24.
  - Pay per:** Impressions (CPM).
  - Recommendation:** Recommended bid: SGD 16.24. Similar advertisers are bidding SGD 11.59–SGD 28.74.
  - Ad Group Spending Limit:** Lifetime limit: SGD, Optional.
  - Frequency Capping:** Enabled (toggle on).
  - Cap:** 0 Impressions.
  - Per:** 0 Day.
- Summary Metrics (Right Side):**
  - Audience Reach:** 6K–6.8K.
  - Estimated daily results:** Daily/Lifetime. Estimated Impressions: 2.6K–3K. Estimated Ad Spend: SGD 1K.
  - Recommended Bid:** SGD 16.24. A slider shows 'Your current bid' at 16.24, with a range from SGD 11.59 to 28.74.
- Audience Section:** People you want to reach. Define your audience by using Grab audiences, your existing list of audiences or both.
- Navigation:** BACK, Save & Exit, Next.

## 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.

**1 Campaign**  
Merchant Campaign\_01

**2 Ad group**

**3 Ad**

### New Ad Group

Ad group name

### Scheduling

Time zone: GMT +8:00 (Account's default time zone)

Start: 1 May 2022 03:00 AM

Start: 14 May 2022 03:00 AM

Day Parting

Outlet Targeting  Not activated  
Adding outlet targeting will automatically enable dayparting for the ad group based on the outlet's opening hours.

### Ad type & placements

Ad type

**Image**  
Ad with visual image

**Video**  
Ad with motion video

**Search & Listing**  
Your store name will be at the top of the listing page

**Audience Reach** ⓘ  
6K-6.8K

**Estimated daily results**

Daily Lifetime

Estimated Impressions  
**2.6K-3K**

Estimated Ad Spend  
**SGD 1K**

**Recommended Bid** ⓘ  
**SGD 16.24**

Your current bid

SGD 11.59 16.24 28.74

Back Save & Exit Next

SECTION

6

Ads

## SECTION 6

# Ads

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

- 1 Define your Campaign
- 2 Configure your Ad Group
- 3 Create your Ad

1 Campaign Merchant Campaign\_01


2 Ad group Merchant group\_01

3 Ad

image

### Creative content

Media



Change image

Content

Headline

45 characters left

Call to action

Select a call to action

Advertiser display name

10 characters left

### Post-ad destination

Where should we direct the audience when they click your ad?

Clickthrough URL

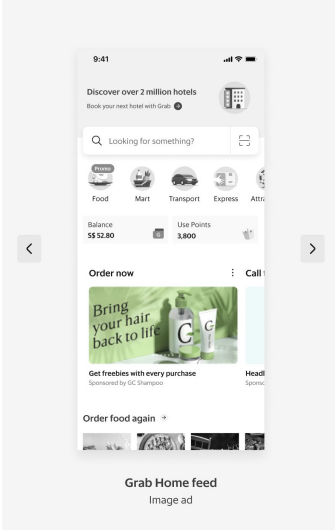
https://

Tracking links

Back

Save and Exit

Review and Publish



9:41

Discover over 2 million hotels  
Book your next hotel with Grab

Looking for something?

Food Mart Transport Express Attractions

Balance \$5 \$2.80 Use Points 3,800

Order now

Bring your hair back to life

Get freebies with every purchase  
Sponsored by GC Skincare

Order food again

Grab Home feed  
Image ad

Download Preview

Preview for illustration purposes only.  
You're responsible for the content of your ads. [See Grab's Ad policy](#)

### Feed

- Grab Home feed
- Food Home feed
- Mart Home feed

### In transit

- Food ordered
- Mart ordered
- Transport in progress
- Express in progress

## SECTION 6

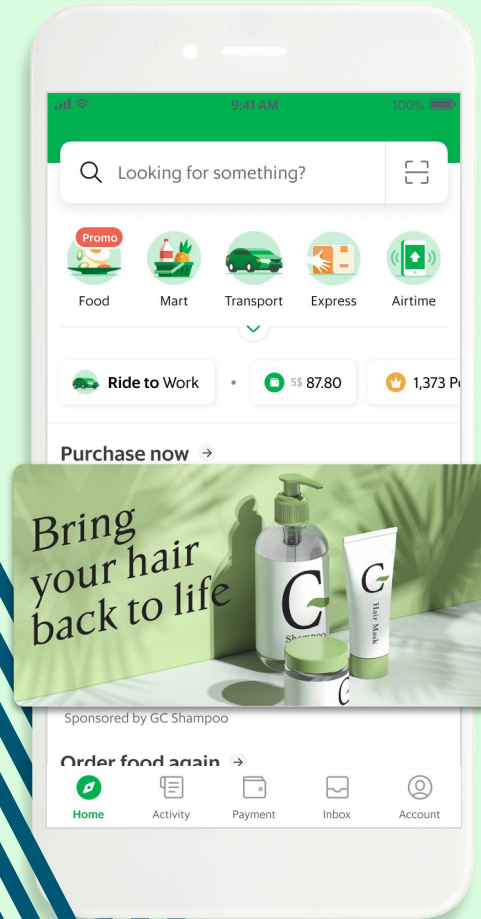
# Ad creation made simple

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.



## 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.

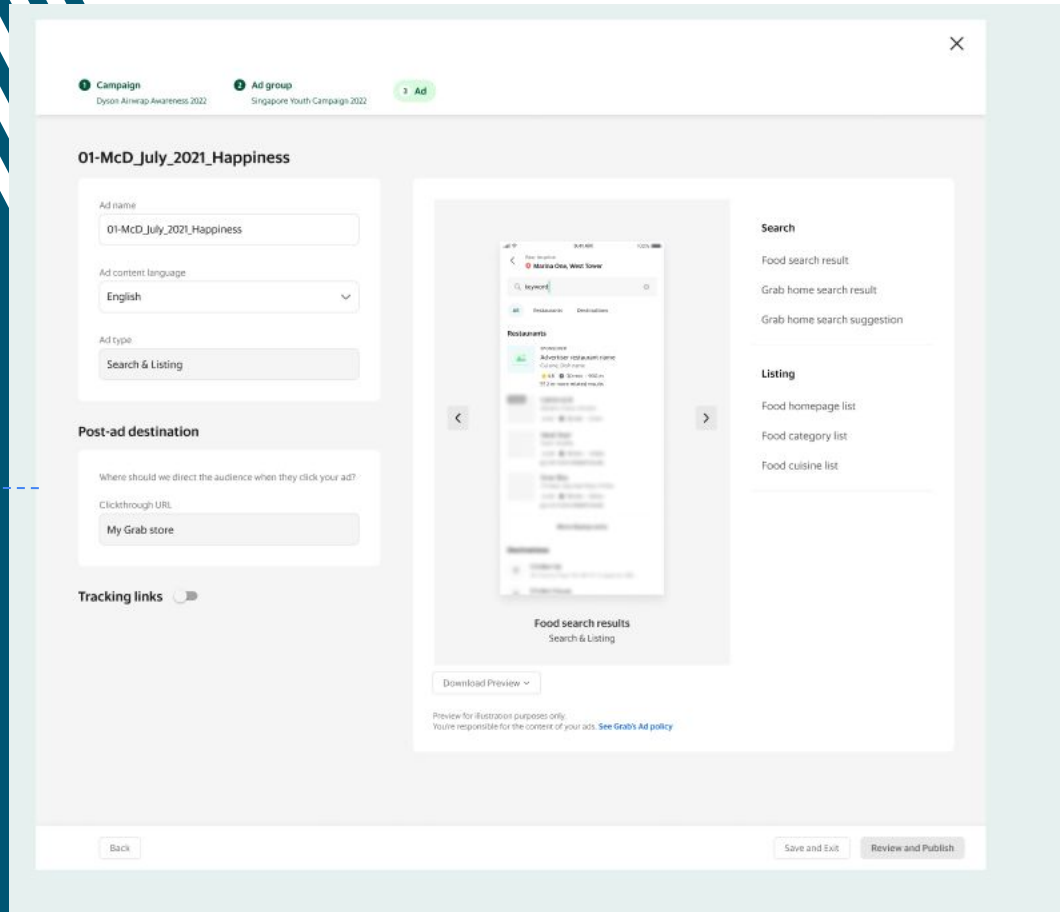
The screenshot displays the 'Ad' configuration page for a campaign named 'Merchant Campaign\_01' within an 'Ad group' named 'Merchant group\_01'. The interface is divided into several sections:

- Ad name:** A text input field for the ad name and a dropdown menu for 'Ad content language' set to 'English'. Below this is a 'Ad type' dropdown set to 'Image'.
- Creative content:** A section for 'Media' with an 'Upload Image' button and instructions: 'Upload PNG or JPEG, image aspect ratio 2:1, width 1200px, less than 1MB'. Below this is a 'Content' section with a 'Headline' input field and a character count of '45 characters left'.
- Preview:** A central preview window showing a mobile app interface. It features a search bar, category icons (Food, Mart, Transport, Express, Attr), a balance of '\$5 \$2.80', and 'Use Points 3,800'. A prominent ad for 'Bring your hair back to life' is shown with the text 'Get freebies with every purchase' and 'Sponsored by GC-Changyoue'. Below the preview is a 'Download Preview' button.
- Feed:** A list of placement options on the right side, categorized into 'Grab Home feed', 'Food Home feed', 'Mart Home feed', 'In transit', and 'Express in progress'.

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.



## 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).

The screenshot displays the 'Ad' configuration step in the GrabAds interface. At the top, there are three progress indicators: '1 Campaign' (Merchant Campaign\_01), '2 Ad group' (Merchant group\_01), and '3 Ad' (highlighted). Below this, the breadcrumb 'Merchant Campaign\_01 > Merchant group\_01' is shown.

**Ad name**

- Ad name:
- Ad content language:
- Ad type:

**Creative content**

- Media**: . Below it, the text reads: 'Upload PNG or JPEG, image aspect ratio 2:1, width 1200px, less than 1MB'.
- Content**: . Below it, the text reads: '45 characters left'.

**Feed**

- Grab Home feed
- Food Home feed
- Mart Home feed
- In transit**
- Food ordered
- Mart ordered
- Transport in progress
- Express in progress

The central preview shows a mobile app interface with a search bar, category icons (Food, Mart, Transport, Express, Attr), a balance of \$52.80, and use points of 3,900. Below this is an advertisement for 'Bring your hair back to life' with a 'Call to action' button. The ad is titled 'Grab Home feed Image ad' and has a 'Download Preview' button at the bottom.



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.

1 Campaign Merchant Campaign\_01    2 Ad group Merchant group\_01    3 Ad

Merchant Campaign\_01 > Merchant group\_01

### Ad name

Ad name

Ad content language   
 English

Ad type   
 Image

### Creative content

Media   
    
 Upload PNG or JPEG, image aspect ratio 2:1, width 1200px, less than 1MB

Content   
 Headline    
 45 characters left

9:41    Discover over 2 million hotels    Book your next hotel with Grab

Looking for something?

Food    Mart    Transport    Express    Attr

Balance \$5 \$2,800    Use Points 3,800

Order now    Call

**THE SAMURAI & NINJA**

Indulge in Japanese style    Sponsored by Merchant

Order food again

Grab Home feed    Image ad

Download Preview

Preview for illustration purposes only. You're responsible for the content of your ads. [See Grab's Ad policy](#)

### Feed

- Grab Home feed
- Food Home feed
- Mart Home feed

### In transit

- Food ordered
- Mart ordered
- Transport in progress
- Express in progress

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.

**1 Campaign**  
Merchant Campaign\_01

**2 Ad group**  
Merchant group\_01

**3 Ad**

### Creative content

**Media**

Add video by

VAST link

Video link

Video aspect ratio 16:9 or 9:16 or 1:1. The video will be displayed as 16:9 on the feed and original aspect on your detail page.  
Include thumbnail link in VAST tag, image aspect ratio: 2:1, less than 1MB.

**Content**

Headline

45 characters left

Call to action

Select a call to action

Advertiser display name

10 characters left

**Feed**

- Grab Home feed
- Food Home feed
- Mart Home feed

**In transit**

- Food ordered
- Mart ordered
- Transport in progress
- Express in progress

9:41

Discover over 2 million hotels  
Book your next hotel with Grab

Looking for something?

Food Mart Transport Express Attr

Balance \$52.80 Use Points 3,800

Order now

Bring your hair back to life

Get freebies with every purchase  
Sponsored by GC Shampoo

Order food again

Grab Home feed  
Image ad

Download Preview

## 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.

The screenshot displays the 'Creative content' section of the Grab Ads review interface. At the top, there are three steps: 1 Campaign (Merchant Campaign\_01), 2 Ad group (Merchant group\_01), and 3 Ad (highlighted in green). The 'Creative content' section is divided into three main areas:

- Media:** Includes an 'Add video' dropdown menu with 'Upload' selected. Below it is a video upload button with a play icon and the text 'Upload Video'. A note specifies: 'Upload MP4 or MOV. Video aspect ratio 16:9 or 9:16 (min. resolution 854x480) or 1:1 (min. resolution 480x480). The video will be displayed as 16:9 on the feed and original aspect on your detail page.' Below this is an 'Upload Thumbnail Image' button with a play icon and the text 'Upload Thumbnail Image'. A note specifies: 'Upload PNG or JPEG, image aspect ratio 2:1, width 1200px, less than 1MB'.
- Content:** Includes a 'Headline' text input field with '45 characters left' below it. Below that is a 'Call to action' dropdown menu with 'Select a call to action' selected. At the bottom is an 'Advertiser display name' text input field with '10 characters left' below it.
- Real-time Preview:** A central preview window shows the ad as it appears in the Grab app. The ad features a video player with a play button and the text 'Bring your hair back to life'. Below the video is the text 'Get freebies with every purchase' and 'Sponsored by GC Shampoo'. The ad is placed in the 'Grab Home feed' section of the app. A 'Download Preview' button is located at the bottom of the preview window.
- Feed:** A sidebar on the right lists various placements: 'Grab Home feed', 'Food Home feed', 'Mart Home feed', 'In transit', 'Food ordered', 'Mart ordered', 'Trasport in progress', and 'Express in progress'.

## 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.

The screenshot displays the Google Ads 'Creative content' configuration page. At the top, there are three tabs: 'Campaign' (Merchant Campaign\_01), 'Ad group' (Merchant group\_01), and 'Ad' (3 Ad). The 'Creative content' section is divided into three main areas:

- Media:** Includes an 'Add video' dropdown menu with 'Upload' selected, an 'Upload Video' button, and an 'Upload Thumbnail Image' button. Below these are instructions for video and image uploads.
- Content:** Features a 'Headline' text input field with a character count of '45 characters left'. Below it is a 'Call to action' dropdown menu with 'Select a call to action' selected. A dropdown menu is open, showing the following options: 'Activate Now', 'Apply Now', 'Download Now', 'Find Out More', 'Learn More', 'Order Now', 'Shop Now', 'Sign Up Now', 'Visit Site', and 'Watch More'.
- Advertiser display name:** A text input field with a character count of '10 characters left'.

Blue dashed lines connect the text in the left-hand column to the corresponding fields in the screenshot: the 'Headline' field, the 'Call to action' dropdown, and the 'Advertiser display name' field.

SECTION 6

# Add your creative copy

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

The screenshot displays the 'Creative detail page' for an ad campaign. At the top, there are three tabs: 'Campaign' (Merchant Campaign\_01), 'Ad group' (Merchant group\_01), and 'Ad' (3 Ad). The main content area is divided into 'Creative content' and 'Content' sections. The 'Creative content' section includes a 'Media' subsection with options for 'Add video by' (VAST link) and a 'Video link' field. Below this is a 'Content' subsection with fields for 'Headline' (45 characters left), 'Call to action' (Select a call to action), and 'Advertiser display name' (10 characters left). A modal window titled 'Content' is overlaid on the right, showing a detailed view of the 'Advertiser display name' field, which is pre-filled with a blue dot. A dashed blue line connects the text in the left sidebar to this field. At the bottom right, there is a 'Download Preview' button. The background shows a mobile app interface with a 'Call to action' button and a 'Grab Home feed' image ad.

## 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.

The screenshot shows the 'Ad' configuration step in a three-step process. The 'Create detail page' section includes a description field with the text: 'Satisfy all of your J-cravings with our new Japanese sauce. Packed with onions, apples and spices coated over crispy chicken or juicy beef patty — it hits all the sweet and spicy notes! Order the new Samurai Beef Burger today!'. Below this is a 'Detail page call to action button' dropdown menu set to 'Order now'. The 'Post-ad destination' section has three radio button options: 'To external website' (selected), 'To another mobile app', and 'To a Grab page'. A 'Clickthrough URL' field is empty with 'https://'. A preview window shows a video ad for a 'Scrambled Egg Burger with Chicken' with a 'Detail page' destination. The right sidebar lists various placement options under 'Feed', 'In transit', and 'Post-ad destination', with 'Detail page' selected under 'Post-ad destination'.

**1 Campaign**  
Merchant Campaign\_01

**2 Ad group**  
Merchant group\_01

**3 Ad**

### Create detail page

Description

Satisfy all of your J-cravings with our new Japanese sauce. Packed with onions, apples and spices coated over crispy chicken or juicy beef patty — it hits all the sweet and spicy notes! Order the new Samurai Beef Burger today!

Detail page call to action button

Order now

### Post-ad destination

Where should we direct the audience when they click your ad?

- To external website**  
Seamlessly load your webpage inside Grab app.
- To another mobile app**  
Directly open the mobile app if it is installed on the user's device. Otherwise, open the URL as regular website.
- To a Grab page**  
Bring the user to specific page within the Grab app.

Clickthrough URL

https://

**Feed**

- Grab Home feed
- Food Home feed
- Mart Home feed

**In transit**

- Food ordered
- Mart ordered
- Transport in progress
- Express in progress

**Post-ad destination**

- Detail page

**Post-ad destination**  
Detail page

Download Preview

## 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.

The screenshot displays the 'Ad' configuration step in the Grab Ads interface. At the top, there are three steps: 'Campaign' (Merchant Campaign\_01), 'Ad group' (Merchant group\_01), and 'Ad' (highlighted in green). Below this is the 'Create detail page' section, which includes a 'Description' field containing promotional text for a Japanese burger, a 'Detail page call to action button' dropdown menu set to 'Order now', and a 'Post-ad destination' section. The 'Post-ad destination' section offers three radio button options: 'To external website' (selected), 'To another mobile app', and 'To a Grab page'. Below these is a 'Clickthrough URL' field with the placeholder 'https://'. To the right, a mobile app preview shows a video ad for a 'Scrambled Egg Burger with Chicken' with a 'NEW' badge and a play button. Below the preview is a 'Post-ad destination' dropdown menu set to 'Detail page' and a 'Download Preview' button. On the far right, a 'Feed' section lists 'Grab Home feed', 'Food Home feed', and 'Mart Home feed'. Below that, an 'In transit' section lists 'Food ordered', 'Mart ordered', 'Transport in progress', and 'Express in progress'. At the bottom right, a 'Post-ad destination' section has a 'Detail page' option highlighted.

## 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 Viewability**.

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.

The screenshot displays the 'Tracking links' configuration page for an ad campaign. At the top, there are three tabs: '1 Campaign' (Merchant Campaign\_01), '2 Ad group' (Merchant group\_01), and '3 Ad' (highlighted in green). Below the tabs, the 'Tracking links' toggle is turned on. The configuration is organized into four sections, each with a 'URL' field and an 'Optional' label, followed by an '+ Add another' link:

- Clicks:** URL:  Optional
- Impressions:** URL:  Optional
- Viewability:** Measurement JS URLs:  Optional
- Viewability:** Measurement Vendor Keys:  Optional
- Viewability:** Measurement Parameters:  Optional

At the bottom of the configuration area, there is another '+ Add another' link. To the right of the configuration is a preview of the ad. The ad is a video showing a burger with the text 'Indulge in Japanese style' and a description: 'Satisfy all of your J-cravings with our new Japanese sauce. Packed with onions, apples and spices coated over crispy chicken or juicy beef patty — it hits all the sweet and spicy notes! Order the new Samurai Beef Burger today!'. Below the video, the 'Post-ad destination' is set to 'Detail page'. At the bottom of the preview area, there is a 'Download Preview' button with a dropdown arrow.

On the far right, there is a 'Feed' section with a list of items: 'Grab Home feed', 'Food Home feed', and 'Mart Home feed'. Below that is an 'In transit' section with a list of items: 'Food ordered', 'Mart ordered', 'Transport in progress', and 'Express in progress'. At the bottom right, there is a 'Post-ad destination' section with a list of items: 'Detail page'.



## 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.

**Review & Publish**

**Campaign**  
Merchant Campaign\_01

**Objective**  
Awareness/ Reach

**Budget**  
SGD 10,000.00

<b>Daily spending limit</b> N/A	<b>Pacing type</b> Even
------------------------------------	----------------------------

**Ad group**  
Merchant group \_01

**Scheduling**  
1 Dec 2022 09:00 am - 30 Dec 2022 09:00 am

<b>Timezone</b> GMT+8	<b>Day parting</b> N/A
--------------------------	---------------------------

**Ad type**  
Display

**Placements**  
Manual placements

**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.

**SECTION**

**7**

**Manage your  
campaigns**

## SECTION 7

# Manage your campaigns

Once 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.

The screenshot displays the 'Marketing Manager' dashboard for 'Advertiser.co'. The main section is titled 'Campaigns' and shows a list of 10 campaigns. The dashboard includes a sidebar with navigation options like 'Campaigns', 'Reports', and 'Change History'. A date range filter is set to '01/03/22 - 27/05/22'. A search bar and a '+ Add Filters' button are present above the table. A 'New Campaign' button is located in the top right corner of the table area.

Status	Campaigns ↓	Pacing	Budget	Ad Spend	Delivery	Start Date	End date
●	2022 New Summer Campaign	Good • 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Good • 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Good • 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Over • 130%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Under • 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Good • 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Under • 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Under • 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Under • 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Under • 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23

Last updated 1 min ago

Rows per page: 15 1-2 of 2 < >

## 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

The screenshot displays the 'Marketing Manager' interface for 'Advertiser.co'. The main view is 'Campaigns', with tabs for 'Ad Groups' and 'Ads'. A date range filter is set to '01/03/22 - 27/05/22'. A search bar and a '+ Add Filters' button are present. A 'New Campaign' button is in the top right. The table below shows campaign performance metrics.

Status	Campaigns ↓	Pacing	Budget	Ad Spend	Delivery	Start Date	End date
Good	2022 New Summer Campaign	Good • 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
Good	2022 New Summer Campaign	Good • 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
Good	2022 New Summer Campaign	Good • 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
Good	2022 New Summer Campaign	Over • 130%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
Good	2022 New Summer Campaign	Under • 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
Good	2022 New Summer Campaign	Good • 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
Good	2022 New Summer Campaign	Under • 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
Good	2022 New Summer Campaign	Under • 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
Good	2022 New Summer Campaign	Under • 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23

Last updated 1 min ago

Rows per page: 15 1-2 of 2 < >

## 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

The screenshot displays the 'Marketing Manager' interface for 'Advertiser.co'. The main section is titled 'Campaigns' and includes a search bar, a '+ Add Filters' button, and a 'New Campaign' button. A table lists several campaigns, each with a status indicator, name, pacing, budget, ad spend, delivery progress, start date, and end date. The interface also shows a date range filter for '01/03/22 - 27/05/22' and a language dropdown set to 'EN'.

Status	Campaigns ↓	Pacing	Budget	Ad Spend	Delivery	Start Date	End Date
●	2022 New Summer Campaign	Good • 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Good • 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Good • 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Over • 130%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Under • 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Good • 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Under • 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Under • 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Under • 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23

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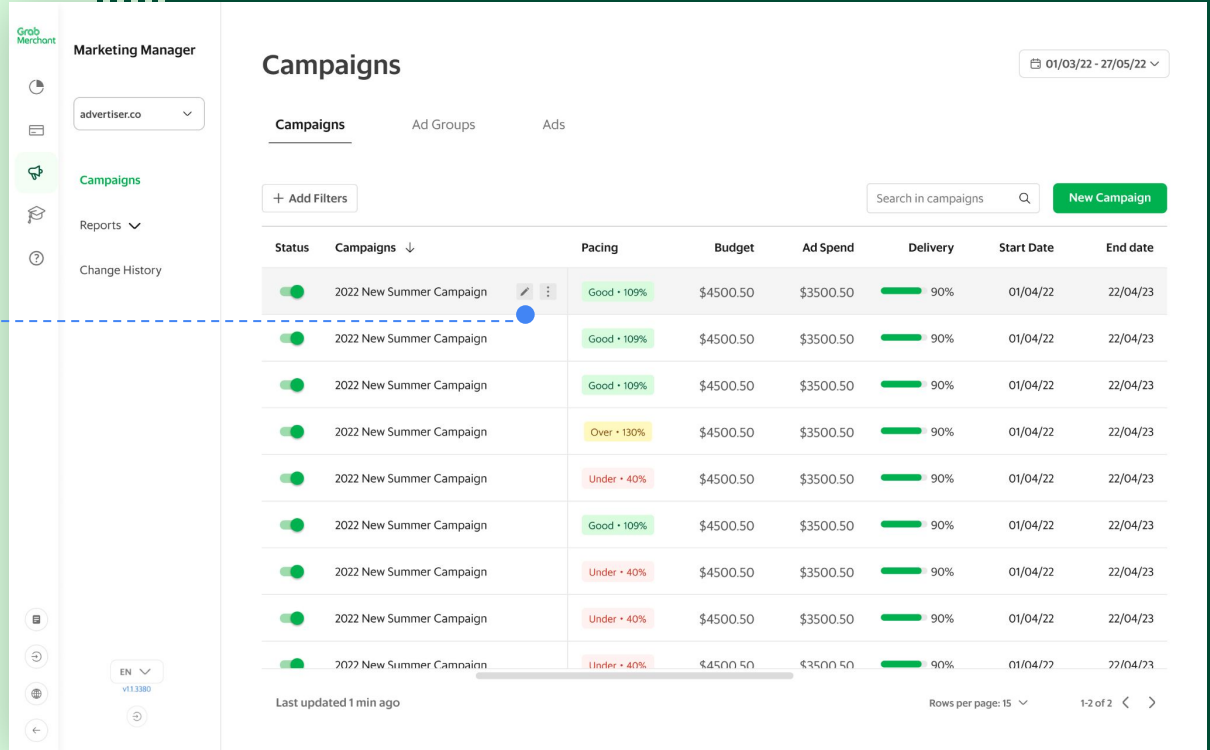
## SECTION 7

# 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.



The screenshot displays the 'Marketing Manager' interface for 'Grab Merchant'. The main section is titled 'Campaigns' and shows a list of campaigns. The interface includes a sidebar with navigation options: Home, Campaigns (selected), Reports, and Change History. The top right corner shows a date range filter for '01/03/22 - 27/05/22'. A search bar and a '+ Add Filters' button are present above the table. A 'New Campaign' button is located in the top right corner of the table area. The table columns are: Status, Campaigns, Pacing, Budget, Ad Spend, Delivery, Start Date, and End date. The first row is highlighted, and a blue circle highlights the edit-or-pencil icon next to the campaign name '2022 New Summer Campaign'.

Status	Campaigns ↓	Pacing	Budget	Ad Spend	Delivery	Start Date	End date
●	2022 New Summer Campaign	Good • 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Good • 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Good • 109%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Over • 130%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Under • 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
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●	2022 New Summer Campaign	Under • 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Under • 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23
●	2022 New Summer Campaign	Under • 40%	\$4500.50	\$3500.50	90%	01/04/22	22/04/23

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Rows per page: 15 1-2 of 2

**SECTION**

**8**

**Reports**

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.





# Customise your view for maximum insights

1

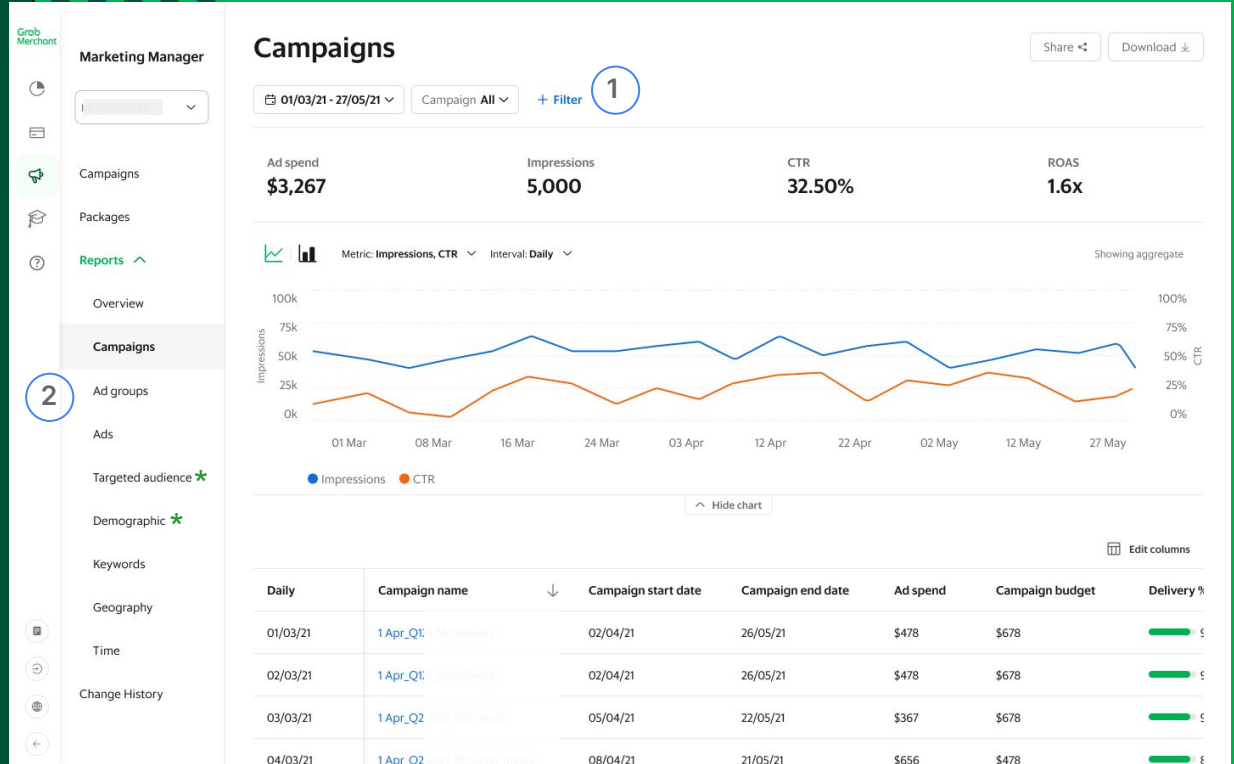
## Filter

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

2

## Navigate

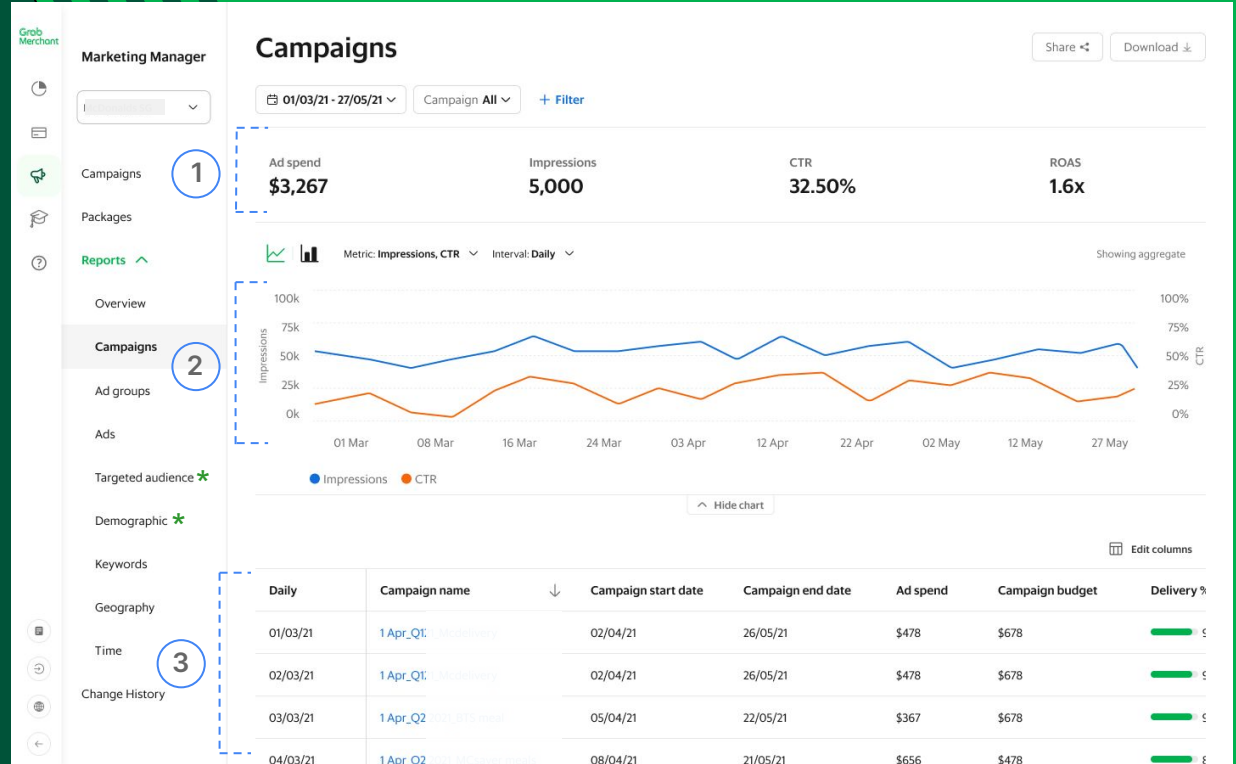
Quickly jump to the reports most important to you



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

# 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*

# Customise your view for maximum insights

1

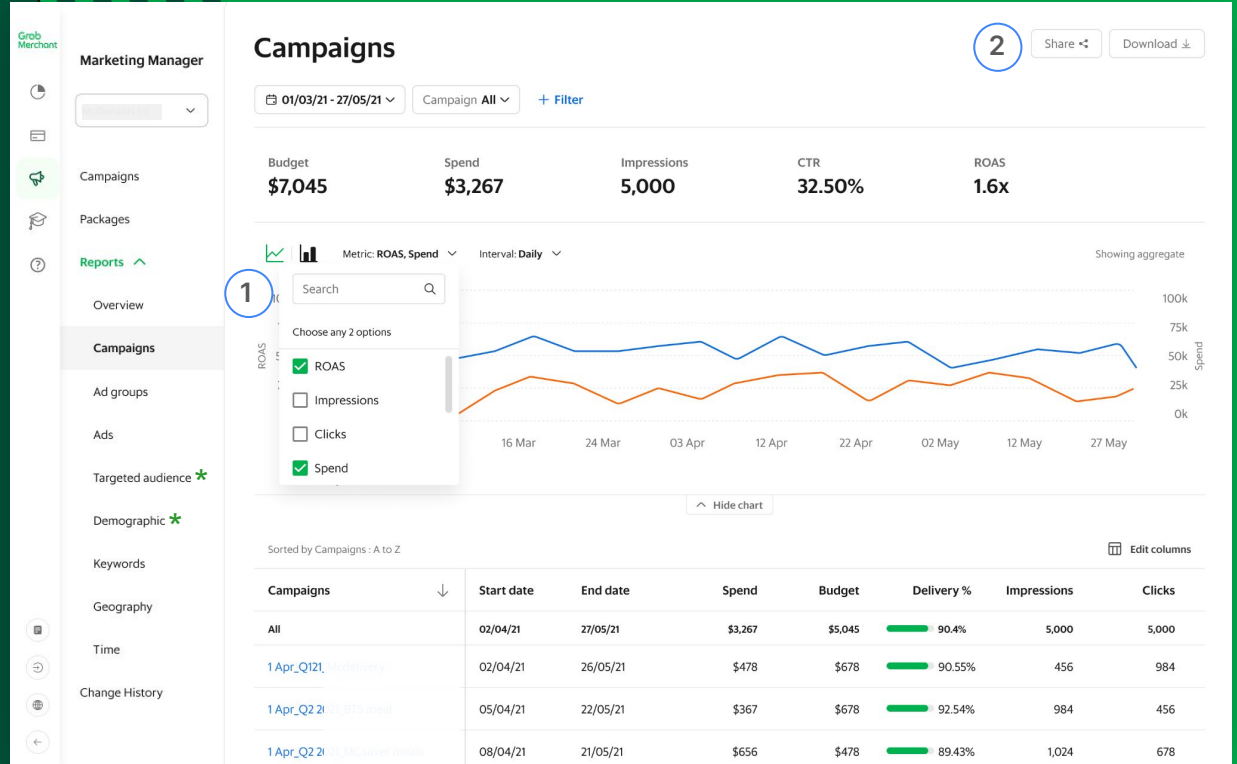
## Customise

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*