# AUDIENCE **SERV**

INTELLIGENT . TARGETING . EVERYWHERE

VIETNAM
WEB
SUMMIT

Benedikt Becker
Head of Sales APAC

# COMPANY SUMMARY

> Audience Serv, formerly known as evania and founded in 2008, is an international Performance Media Agency with offices in Berlin, Munich, Amsterdam, Hanoi and Singapore.

> We are specialists in driving highly targeted online campaigns via multiple marketing channels.

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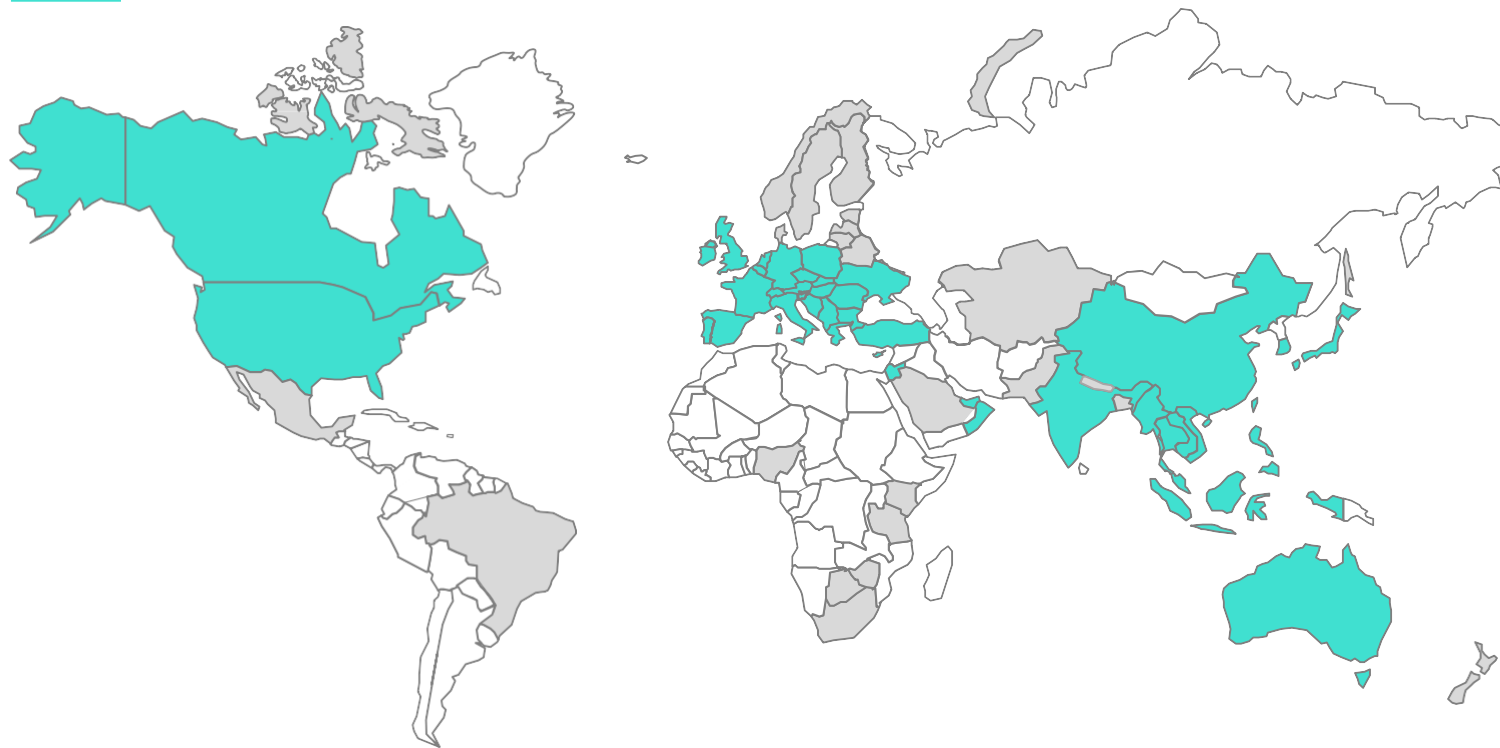
THINK GLOBAL , ACT LOCAL

# AUDIENCE SERV OFFICES



● Team of 55 audience experts
● Offices in Berlin, Munich, Amsterdam, Hanoi and Singapore
● New Office in Australia in 2019

# WHERE DO WE OPERATE?



Client & media target market   Media target market

# SELECTED CLIENTS

**1. Travel**

**2. Hospitality**

**3. Finance / Insurance**

**4. Fashion**

**5. Automotive**

# SELECTED CLIENTS

**6. FMCG**

**7. Telecommunication**

**8. Cosmetics**

**9. Electronics / IT**

**10. Energy**

# DIGITAL CHANNELS ARE ON THE RISE

Audience Serv takes a macro-view of your business and will develop campaigns for your digital channels in tune with your overall media strategy

# SETTING OBJECTIVES FOR YOUR CAMPAIGNS



Measure Results Through "Actions"

Click

Walk-in

Lead

E-Mail

Call

Download

Sale

View

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# AUDIENCESERV PORTFOLIO

**Mobile Advertising**

**Search Engine Marketing (PPC)**

**Social Media Advertising**

**Email Marketing**

**Display Advertising**

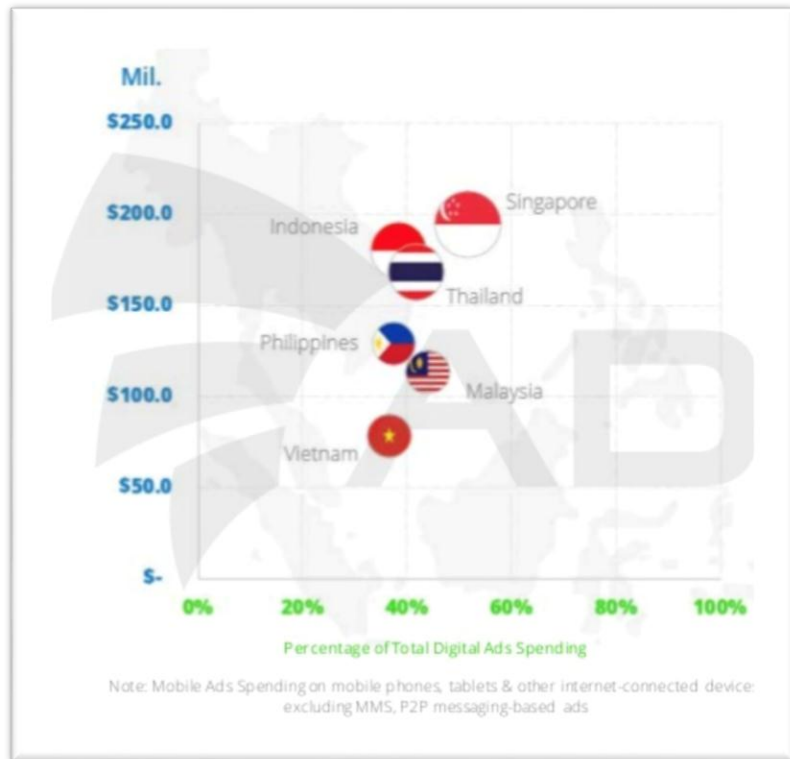AUDIENCE **SERV**

# Mobile Marketing 2018/2019

# MOBILE DEVELOPMENTS AND TRENDS

- The overall number of mobile phone users is expected to grow to 4.77 billion in 2017 and **4.93 billion in 2018.** (according to Statista)

- Users spend on **average 69%** of their media time **on smartphones**. (comScore)

- Digital mobile usage will reach **5.7 hours per day** in 2017, an increase of 0.3 hours (or 18 mins) from 2016.

- **Apps account for 89% of mobile media time**, with the other 11% spent on websites. (Smart Insights)

- **Over 50%** of smartphone users grab their smartphone immediately **after waking up**. **More than 68%** of mobile users check their **before they go to bed**.

  The Average Smartphone User Accessed **around 40 Apps per Month** in 2017.

> *According to Forrester, mobile devices helped drive roughly $1 trillion in offline retail sales in 2016. Therefore, mobile advertising is a great channel for Awareness, Branding and Sales.*

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# MOBILE ADS SPENDING IN SEA



Mil.

| | |
|---|---|
| $250.0 | |
| $200.0 | Indonesia, Singapore |
| $150.0 | Thailand |
| $100.0 | Philippines, Malaysia |
| $50.0 | Vietnam |
| $- | |

0%   20%   40%   60%   80%   100%

Percentage of Total Digital Ads Spending

Note: Mobile Ads Spending on mobile phones, tablets & other internet-connected devices excluding MMS, P2P messaging-based ads

⊙ Mobile ads spending in Southeast Asian countries ranged from 78 million to 194 million USD in 2017.

⊙ Singapore lead the area with the highest mobile ads spending, which also captured the biggest share of total digital ads spending.

⊙ Vietnam had the smallest mobile ads market among those countries in 2017 about 78 million USD was spent on mobile ads, accounting for 36.6% of total Vietnam digital ads spending.

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# TIMELINE OF IN-APPS SPENDINGS



Global **IN-APP** Ads Spending Share

Mobile web ads expenditure
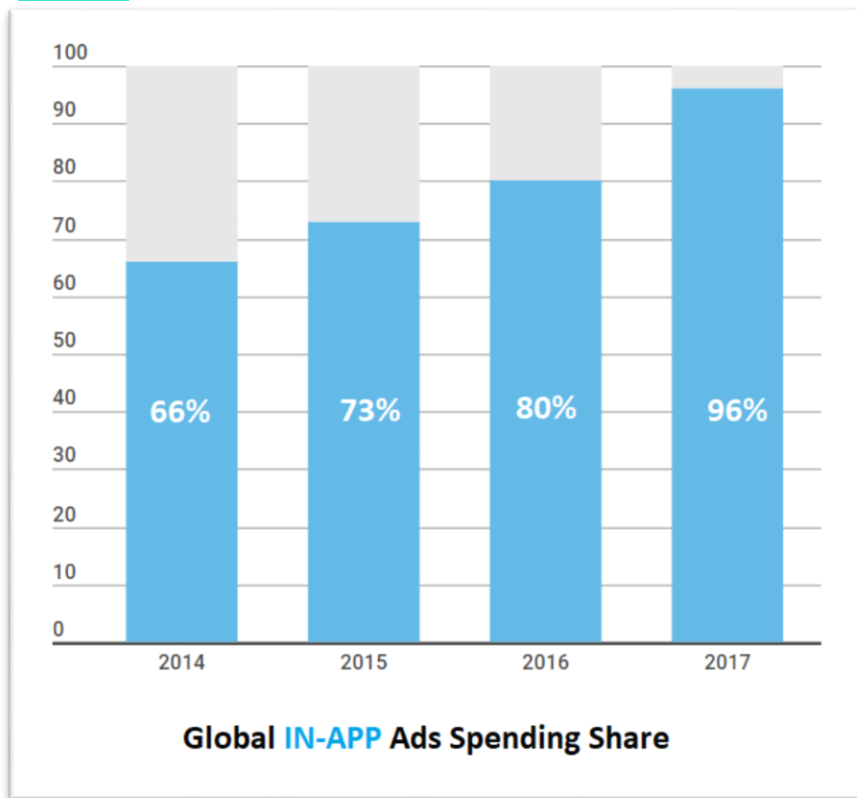
- Along with the development of mobile industry and mobile ads, the growing influence of mobile in-app ads over the last 4 years is obvious.

- Globally, in-app ads spending share increased impressively from 66% (2014) to 96% (2017).

- Mobile web ads spending's left with substantially diminishing share, from 34% (2014) to only 4% (2017).

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# Disadvantages of traditional Awareness Channels

# Traditional Marketing Channels

- Personal / Staff Marketing (random, not targeted)

- Elevator Marketing (no tracking)

- Poster / Flyer (overseen)

- Press Release (once done – forgotten)

- Yellow Pages (who looks at it?)

- Radio (who listens to radio?)

- Billboards (very expensive)
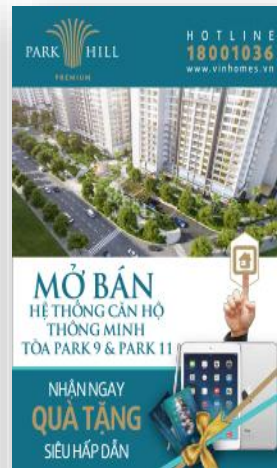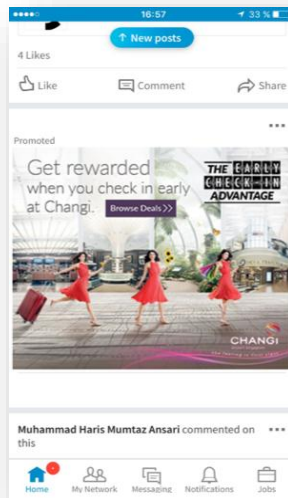
- TV (very expensive – people take a break)

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# Advantages of Mobile Advertising

# ADVANTAGES OF LOCATION BASED MOBILE MARKETING

- The most effective and cost efficient way to reach any smartphone and tablet user.

- This can be done by targeting users at specific locations such as Airports, Stadiums, Events and Shopping Malls.

- Your message can be shown to targeted users in real-time or at a specific time later on.

- Mobile Marketing can be used as a single marketing strategy or in correlation to other channels to reach your goals.
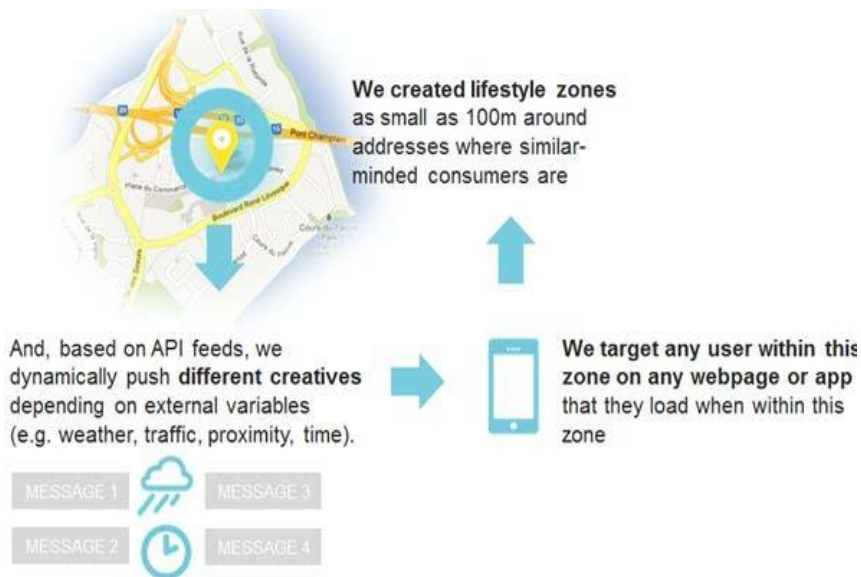
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# FURTHER ADVANTAGES

🔵 **Location based (real time or delayed)**
- Right target audience at right location at the right time
- Target location and radius

🔵 **Retargeting**
- Save up ID of users at defined location and show them the advertisement afterwards no matter where they are.

🔵 **Many ad solution**
- Brand Awareness
- Walk-ins
- Sales
- Activations
- Downloads
- Data mining

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# Hyperlocal (Real-Time) vs Spotlight (delayed/retargeted)

# HYPER LOCAL



We created lifestyle zones as small as 100m around addresses where similar-minded consumers are

And, based on API feeds, we dynamically push **different creatives** depending on external variables (e.g. weather, traffic, proximity, time).

We target any user within this zone on any webpage or app that they load when within this zone

MESSAGE 1    MESSAGE 3
MESSAGE 2    MESSAGE 4

- Advertise to the right audience at the right place and at the right time

- Target users in real-time at a defined location

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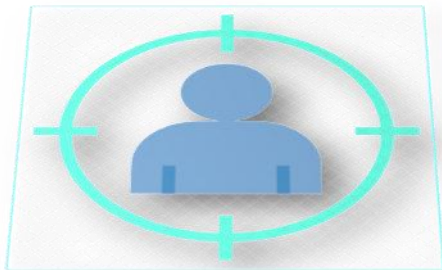
# HYPER LOCAL



**(Radius of min 20m circle)**

**Identify Target Audience:
Where, Who, When?**
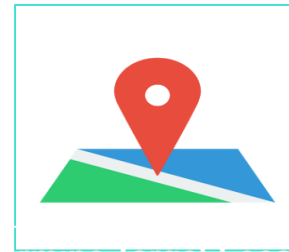
**Advertising at the locations
(Real Time Bidding)**

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| Services/Publisher | Placement/ Targeting | Target Market | Creative Size | Model | Impressions / Sendout | CTR% | Clicks |
|---|---|---|---|---|---|---|---|
| Hyperlocal | ► Locations: Kuta, Legian, Seminyak, Denpasar, Ngurah Rai International Airport | Bali, Indonesia | 320x50 | CPM | 1,000,000 | 1.00% | 10,000 |
| | | | 300x250 | CPM | 750,000 | 1.00% | 7,500 |
| | | | 320x480 | CPM | 1,000,000 | 1.50% | 15,000 |
| **TOTAL** | | | | | **2,750,000** | | **32,500** |

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# Spotlight (Re-Targeting)

# SPOTLIGHT

- Collecting User Device IDs at a defined Location / Point of Interest

- 5.2 million data sets already available collected from over 80.000 POIs around the world

- Showing ads at the best time to get most attention and interaction

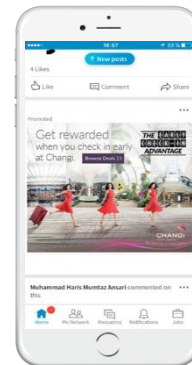**Identify Target Audience**
- Where, Who, When?

**Collecting Data**
- Location A (POI)
- Time A

**Showing Advertisement**
- Independent from Location A
- Time B (Real Time Bidding)

**Ads Shown**
- All kinds of Mobile Formats possible

Right User → Right Time → Right Message

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# SPOTLIGHT

**What** is Spotlight? Data collection and re-usage!

**Why** use Spotlight? Invest in your relevant audience

**How** does Spotlight work?

**Example:**

A 5-star hotel chain contacted us regarding the opening of a new fine-dining restaurant. We were asked to target users, who regularly visit the exclusive restaurants in the same. After they were flagged those users were then targeted with ads offering special discounts for the grand opening of our client's fine-dining.
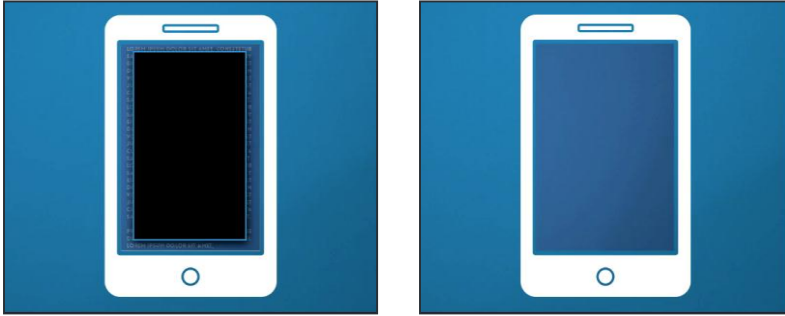
# Formats and Targeting

# MOBILE FORMATS

**Did You Know…?**

◐ The average mobile display ad campaign **CTRs** is **0.25 – 0.3%.**

◐ Hyper Local and Spotlight advertising can achieve average CTRs in the range of **1.50% – 2.2%.**
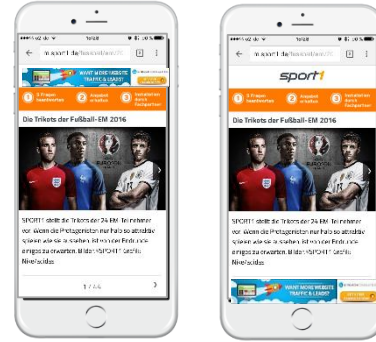
CTR – "Click Through Rate"

# MOBILE FORMATS
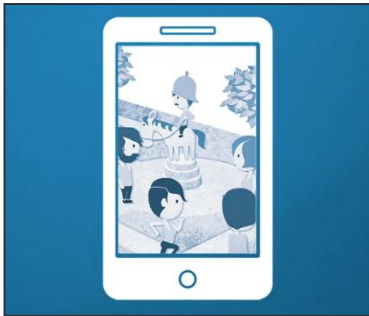


**Interactive Banner**



**Classic Banner**



**Full Screen Banner**

# Geo vs Wifi

| | HYPER LOCAL | SPOTLIGHT | WIFI MARKETING |
|---|---|---|---|
| GEO Targeting | Via GPS – At your defined location(s) | | WIFI Access Point needed |
| Identifying | User Device ID identified while using Apps | | User must actively Log-In |
| WHEN Showing Ads | Real Time | At defined time (Collected IDs can be reused) | Real-Time (when Logging-In) |
| WHERE Showing Ads | While the user is at a certain location | At defined location | While User access the browser within reach of WIFI |
| Type | In-App + MWEB | | WIFI Login Screen (in Browser) |
| Formats | Classic Banner, Interstitials, Expendables | | Full Screen |

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# TARGETING

Network: Worldwide
Targeted Locations: 80,000 POIs globally
Reachable Devices: 1,5BN



**Typical POIs:**

- Events
- Airports
- Sports Stadiums
- Bus Stations
- Super Markets
- Restaurants
- Hotels
- Around frequented areas (Times Square NY e.g)

**Ideal solution for:**

- Hotels
- Airlines
- FMCG
- Brands
- Stores and Chains
- Events
- Gym, Spa
- Banks
- Real Estate

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# App Samples Vietnam

# Apps

**Social iOS & Android:**
Facebook
Lite
BIGO Live
Instagram
Live.me
360 Live
Bloomer
Tra cuu BHYT, BHXH
Zing Me
Welbo
Ola
Jaumo
LINE Play
Paltalk
Badoo
Shou
BeeTalk

**News iOS & Android:**
VN Ngày Nay - Tin Tức, Đọc Báo
MỚI - Đọc Báo, Tin Tức
Tin moi 24h - Doc bao, tin tuc
TIN NÓNG 24h
Zing.vn - Vietnam Daily News
VnExpress.net
Vui Plus – Giải Trí 24h
Bao Net - Tin tuc 24h moi nhat
Tin tuc 24h - Tin moi nhat
Báo công an - bao cong an
Bao Moi - Báo Mới 24h
Tin Tuc 24h - Doc Bao
Tuổi Trẻ Online
Trí Thức VN
VietNamNet - Bộ TT-TT
TIN TUC 24H - Báo Zing News
TIN TUC 24H - Báo Tuổi trẻ
TIN TUC 24H - Tin tức 24h

**Weather iOS & Android:**
Weather :)
News, weather and updates
Weather locations app free
Weather Live
Daily weather
AccuWeather

**Games iOS:**
Neighbors from Hell
Garena Liên Quân Mobile
Balls VS Blocks
SUP Multiplayer Racing
Candy Block Puzzle
Hỏi Ngu - Những câu đố vui
Thông Thiên Tây Du
Tien Len - Tiến Lên - ZingPlay g
Phi Long Tại Thiên
Monsters Connect Classic
TIP.Club - Đại gia Game Bài

**Games Android:**
Garena Liên Quân Mobile
Fidget Spinner
Chicken Shooter
Hỏi Ngu - Những câu đố vui
Mobile Legends Bang
Choi bai BigKool Online
Tiến lên - tien len - ZingPlay
Tien Len
Tập Kích (Crisis Action VN)
Gunny Mobi - Bắn Gà Teen
iCá - Ban Ca Online
Roll the Ball™ - slide puzzle
Kiếm Hiệp Truyền Kỳ
Truy Kích Mobile - 8vs8
Hỏi Ngu

# Case Study Changi Airport In-app Mobile Traffic

# CASE STUDY I - CHANGI AIRPORT SINGAPORE

| | |
|---|---|
| **Campaign name** ❯ | Changi airport early check-in |
| **Campaign purpose** ❯ | Promote users to check-in early for compensation of Reward Program to shop with iShopChangi.com |
| **Target Audience** ❯ | Passengers departing from Singapore Changi Airport |
| **Target Locations** ❯ | Changi Airport Terminal 1, 2, 3 departure area, Sentosa, Clarke Quay, Little India, Bugis, Marina Bay Sands/Gardens By the Bay, Merlion in Raffles |
| **Solution** ❯ | We determined that to generate awareness amongst relevant passengers, we needed to target not by websites and channels – but instead by location and time (Hyperlocal targeting) |

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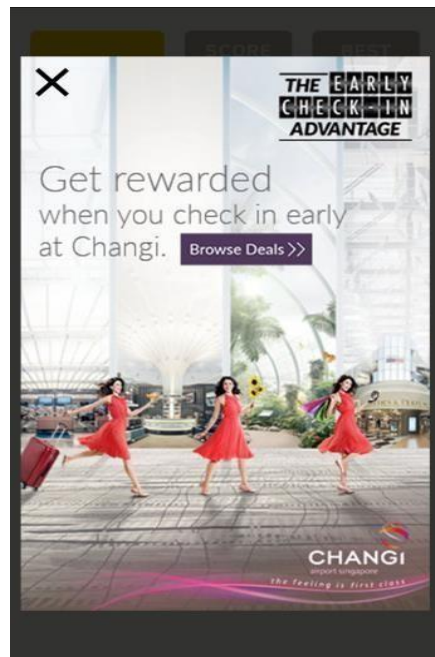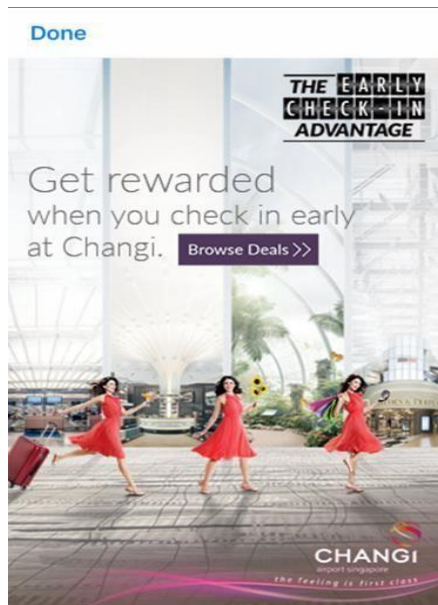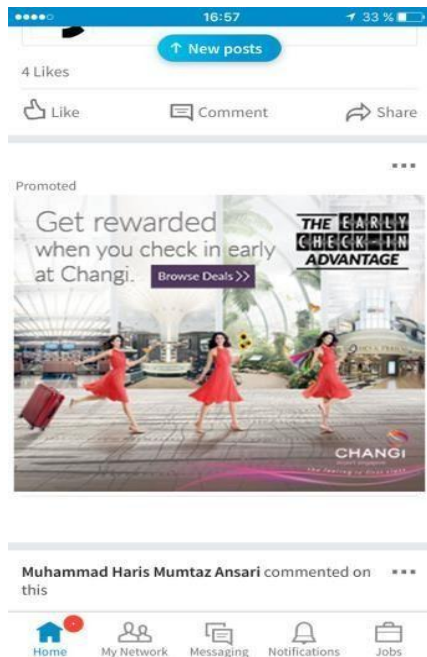# CASE STUDY CHANGI AIRPORT SINGAPORE

**Goals:** *Encourage passengers check-in early in the airport*

1. Changi Airport

2. Beijing Airport

3. Kuala Lumpur Airport

4. Soekarno - HattaAirport
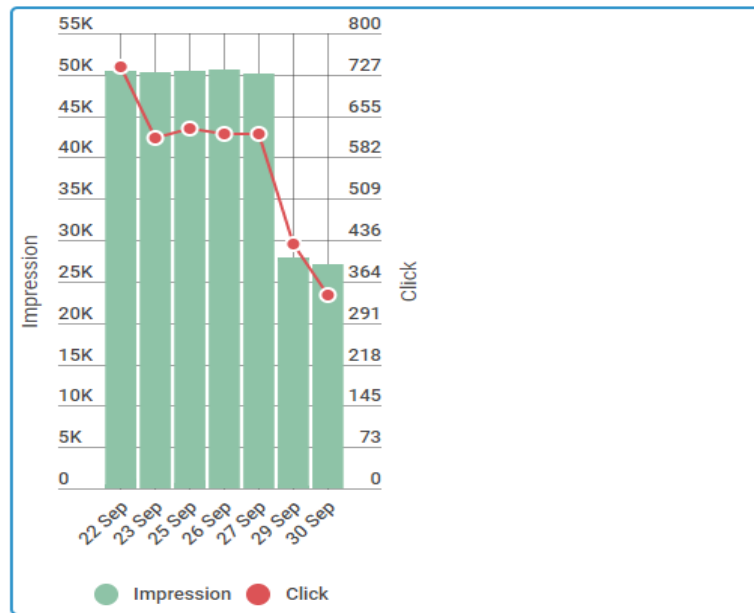
# CREATIVES

# THANK YOU!

AudienceServ PTE. Ltd.
Floor 22nd , Ngoc Khanh Plaza, 1 Pham Huy Thong
Ba Dinh District
Hanoi 100000

**P**  + 84 (0) 247 779 3344
**M** + 84 (0) 967 66 1946
**S**   live:bb_3043
**E**  benedikt.becker@audienceserv.com


**Visit us at www.audienceserv.asia**