



The MMA Indonesia

An abstract, colorful graphic in the background of the title. It features a circular shape with concentric rings in shades of purple, pink, and green. Overlaid on this are numerous horizontal lines of various colors (pink, blue, green, purple) and wavy, glitch-like patterns in white and pink, creating a dynamic, digital effect.

MAR TECH REP ORT

2021

#SHAPE THE FUTURE



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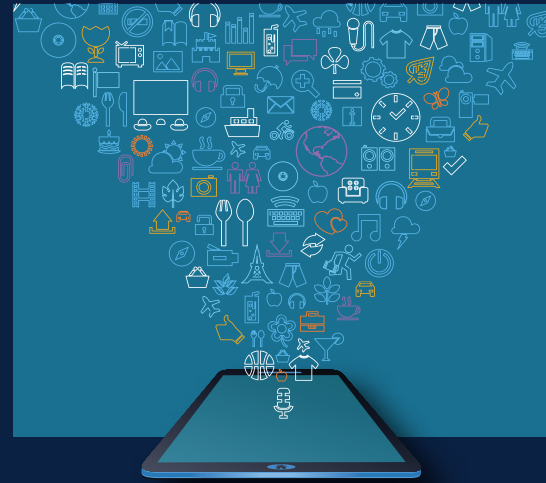
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Foreword

Country Head MMA Indonesia



MarTech has become a top priority for businesses in a world where the pandemic has accelerated the digitisation of products and services by a shocking seven years. The fast-growing adoption of digital technologies and the increasing penetration of smartphones in Indonesia mean there is a need for businesses to pick up new solutions in order to keep up with the evolving consumer landscape. According to a report by Deloitte, 58% of Indonesian consumers spend between two to eight hours on the internet per day, and Indonesia's e-commerce market accounts for nearly 50% of the region's total market size.

This is testament to the important role that new technologies play in today's world for both consumers and businesses. Gartner reported that only 33% of organisations feel that their existing technology is useful, while over 80% are sitting on a short-sighted or outdated MarTech roadmap. Organisations and brands need to revisit their existing analytical frameworks to increase their efficiency while creating smarter and more targeted content. The key to success lies in being able to keep pace with the changes in the marketing landscape - and understanding it in order to shape the future of modern marketing accordingly.

This is why we've developed the Indonesia MarTech Report 2021, an extensive report that offers insights into the current Indonesian MarTech landscape. We delve into how MarTech has evolved and grown over the years and the upcoming trends marketers should be aware of as they build their capabilities moving forward. The report also focuses on topics such as the principles of MarTech acquisition and MarTech tools, as well as case studies of how MarTech is used to drive business growth.

As more businesses continue to invest in MarTech solutions, and the Indonesian marketing landscape continues to evolve, it is crucial for marketers to identify trends and best practices that will help them accelerate business growth. I hope this report will help pave the way forward for brands and agencies as they navigate an increasingly digital landscape, and empower marketers to leverage MarTech solutions to create impact like never before.

Shanti Tolani
Country Head Indonesia
MMA

We are in the midst of a historic digital disruption as digital products and services transform the business sector forever. Asia Pacific is witnessing enormous growth in terms of digital transformation across all sectors, and the region is paving the way forward for digital core investments. IDC predicts that over 65% of Asia Pacific's GDP will be digitalised between 2020 and 2023, with spending likely to hit US\$1.2 trillion.

MarTech will play an increasingly significant role in helping businesses keep pace with the evolving consumer landscape and the accelerated digitalisation seen in the last year alone. The opportunities in this region are huge, especially in countries like Indonesia where the digital economy is set to grow to about US\$133 million in the next five years. To stay ahead, organisations and business leaders must reshape their priorities, make critical adjustments and adopt new technologies and data-driven decision-making in order to drive growth and business outcomes.

Hence, we've developed the Indonesia MarTech Report 2021, in line with MMA's mission to continuously enlighten, empower and enable marketers to shape the future of modern marketing. It includes valuable insights into Indonesia's MarTech landscape, delving into topics such as advertising and promotion, content and experience, and commerce and sales.

It is crucial, more than ever, for marketers to understand current trends and the vital tools to deliver effective, smart content, increase efficiency, and also future-proof their business in a volatile world. I am confident that this report will empower organisations and guide marketers in the region to pursue technology-led strategies that will redefine business impact.

Rohit Dadwal
Managing Director APAC
MMA



Foreword

Managing Director
MMA APAC

Evolution and Growth of MarTech

MarTech Explained

Marketing technology, also known as MarTech, describes a range of software and tools that assist in achieving marketing goals or objectives. As technology evolves, and with the sophistication of customer behaviour and journeys, marketers require a set of tools that allow them to optimize marketing efforts across any media channel. This explosion of tools is evident through the yearly Marketing Technology Landscape Supergraphic published by ChiefMartec, with the most recent number of companies being featured standing at more than 8,000.

Focusing on Asia, the growth in the MarTech has been phenomenal as well. According to the MarTech Alliance, the number of APAC Marketing Technology Companies with HQs based in Asia Pacific currently stands at 660, with the majority of the players coming from India and Australia.



Copyright 2020 MarTech Alliance. See: martechalliance.com for details & sources.
Produced by the MarTech Alliance Team

Current macroeconomic trends that dominate industry conversations include shifts in consumer behaviour due to being homebound during the Covid-19 pandemic, the rise of the super-apps, and the impact of internet giants such as Google and Facebook. We explore some of the key trends in MarTech and provide some suggestions on how marketers can capitalize on them to build brand affinity or move online sales.

The influence of Super Apps - Such apps, with their wide range of products, accessibility and convenience of payment/fulfilment have changed the way consumers search and buy everyday items ranging from food to transport to electronics. Therefore marketers have also turned to such e-marketplace app platforms to reach consumers. The heavy subsidies for running promotions on these apps add to their stickiness and will continue to be a key channel for marketers to sell their products. MarTech solutions will need to evolve to provide seamless integration with these e-marketplace apps in the areas of eCommerce, Customer Experience, Content Management and Customer Data Management.

Dawn of the Cookieless World - The blocking of third-party cookies by Google which will take place in 2022 has caused a stir in the advertising world because marketers need to quickly find alternative solutions to ensure that they are still going to be able to address the areas of targeting and media attribution once cookies are gone. One of the key takeaways from this episode is the importance of building up one's own first party audience data, be it using email addresses/mobile phone numbers, or using first party cookies (yes, these are still available) for targeting. This involves investing in a Customer Data Platform (CDP) and Data Management Platform (DMP) for your own organisation, which can be expected to reap long term benefits.

Rise of point-solutions - The explosion of MarTech has led to an increase in point-solutions, i.e. specialised solutions that address a particular marketing challenge. Instead of relying on one omni-solution provider to fulfill a wide range of functions, what we are witnessing is a myriad cloud solutions that solve specific problems like reporting, data consolidation, creative management, customer experience, productivity, each with simple onboarding, ease of use, tiered pricing and the ability to integrate with different platforms through APIs. The earlier predictions of consolidation of these solutions are yet to come through, and we continue to see innovative solutions arise to serve the Asian markets, including Indonesia.

Convergence of tools across different categories - Yet at the same time, this is a growing number of solutions that perform multi-functions across several MarTech categories. This is especially the case in the areas of content, customer management and advertising and promotion. The sophistication of the customer journey has led to a "flattening" of MarTech stacks, where some point solutions start to extend their features beyond their core functions. For example, the addition of data, content and customer experience functions in the category of Advertising & Promotion will provide significant return on investment. The extension of functionalities can be in the form of backend integration with other providers. So it is important for marketers to consider the interoperability of tools when making their selection.



Hans Siregar
Country Sales Manager
Adzymic Pte. Ltd

Major Trends in MarTech

As the internet economy has been growing steadily and the pandemic situation pushes the growth of the internet economy even further, the question for businesses to do digital transformation is no longer about should or should not, but is about when, where, and how big. This change affects the marketing team in a significant way as they deal directly with consumers; the pressure on them to do the correct transformation has never been higher.

One aspect of this marketing transformation, would be to leverage the use of technology to lay the foundation for a solid marketing engine that will benefit their company.

In this section I will discuss the available current tech Marketers need to consider and how they should use this technology to maximize its own benefit.

What Marketing Technology to use?

Before we delve into recommendations, let's understand how consumers previously engaged with a brand and how they're engaging with the brand since this internet boom.

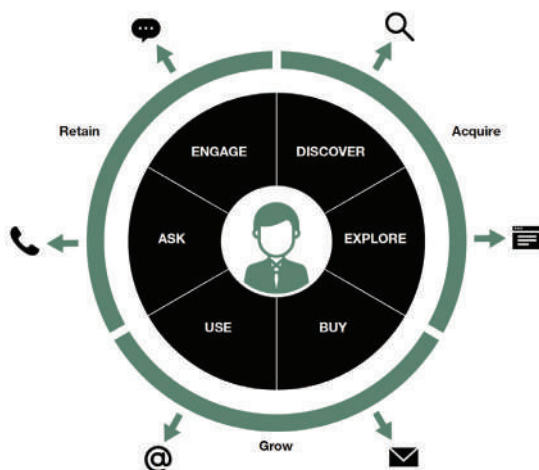
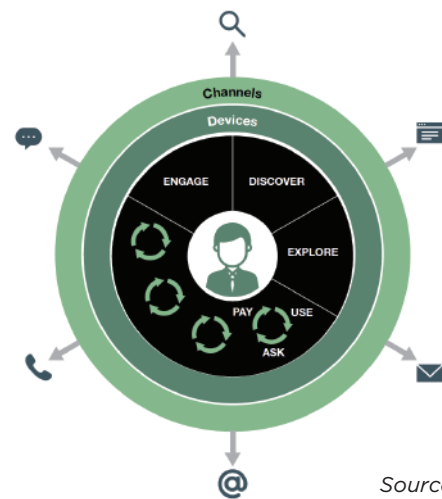


Fig 1. How PREVIOUSLY consumers engage with a brand.



Source : forrester

Fig 2. How CURRENTLY consumers engage with brands

If we compare from Figure 1 & Figure 2, the way consumers engage with a brand has changed from a singular channel for each purpose the engagement transforms into multi-channel with multi-purpose, so a brand cannot focus only on a single channel. It revolves around a consumer and how a brand can be relevant to their consumer regardless of the channel. So this will bring us the first recommendation

CX Technology

As consumers are expecting a delightful, single, personalized & consistent experience when engaging with a brand at anywhere and anytime, marketers from the brand are forced to make their marketing effort to integrate with the Consumer Experience (CX) effort from the brand.

As we see in Figure 2 above, how consumers engage with a brand would be in multiple channels with each channel representing various contexts. That means when a consumer engages with a brand it forms a consumer journey, that journey could be finding you from search engine, learning about you on your website, getting retargeting ads on your mobile and the purchase from your mobile. That mean when choosing marketing technology, brand need to consider technology that fit in their brand consumer journey

Example of this is Adobe Experience Cloud, Salesforce Marketing Cloud & Sitecore

Moment Based Marketing

As we learn about how important CX technology is for consumers, we also learn that consumers are engaging in multiple channels and each interaction with the channel represents a MOMENT. Where if a consumer is receiving a pleasant moment, the chances of that consumer continuing to engage with the brand are more assured, therefore the more businesses are generated.

To deliver the correct MOMENT, brands need to adopt marketing technology that is able to connect with the consumer in a personal way and also need to be able to collect information of what this consumer is expecting.

For example, if you purchase a running shoes from Amazon, Amazon will be able to push recommendations on running shirts, pants & socks, which is relevant to the context of the consumer and also deliver a pleasant Moment Based Marketing.

Example of this is Adobe Target for web personalization, Moengage for cross channel campaign orchestration.

Consumer Analytic

We learn from Figure 2 that the consumer is the center of CX & Marketing, therefore our effort needs to revolve around our consumer. Our effort needs to be able to respond to what the consumer expects to be a pleasant Moment on their journey with us.

Consumer analytics will not just focus on a single channel, but it would require to understand multiple channels. This information informs you what this consumer is doing on one specific channel and what they're doing on different channels. For example, our website analytics tells us a consumer is viewing running shoes on our website, and they have also read our email promoting running shirts. This means they are in the moment of looking for running shoes & a shirt, therefore the next time they visit our website, we can provide them with a promotion combo of running shoes & shirt to delight them with this moment based marketing.

Nowadays Consumer analytics is also empowered with ML & AI, where they learn about how consumers are engaging and provide them with recommendations on effective Next Action. Together with CX Technology, Consumer Analytic forms a strong foundation for marketers to deliver effective & efficient marketing from brand.

Example of Consumer Analytic is Customer Data Platform (CDP), Data Management Platform (DMP), Marketing Intelligence Software

How should we apply Marketing Technology

1st is change our mindset of campaign-first mentality

Improve collaboration between CX Team & Marketing Team

One of the challenges for digital transformation for marketers is many firms are not built to have great collaboration between the CX & Marketing teams.

As we learn from Figure 2 is that consumers are engaging with brands in multiple channels & contexts that form a consumer journey where consumers are expecting a pleasant moment every time they engage with a brand regardless of the channel.

This goes against what CAMPAIGN is all about for marketers, as campaigns are not ready for moment based marketing. Marketers have been focused far too long on outbound marketing that is one way and inflexible. It may be good enough for short term response, but for long term engagement with consumers it definitely will not be enough. As consumers are avoiding advertising and prefer to have “neutral” interaction outside marketing, marketers need to change from CAMPAIGN first mindset into ALWAYS ON marketing effort, where it goes along with Consumer Experience and also Moment Based marketing.

As we learn above, consumers are expecting great experiences with brands that include consistency, personalized, contextual relevance and this is a very good opportunity for marketers to market their brand. Therefore, companies must shape their organizations to be able to break silos between both teams and allow them to collaborate effectively

Build Insight driven culture

We learn that consumer analytics is very important for marketers, where it gives the pulse for an effective consumer experience from a brand.

To be effective, a company would need to do more than just implement data technology, it would need a way of working to use it effectively.

The company will need to create an insight driven culture, where there is a cycle of reporting & optimization, where data needs to be democratized so that everyone on the team can access the insight anytime they need so that they can optimize the CX.

Reference:

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Predictions: 10 technology trends in marketing for 2021

<https://www.cmo.com.au/article/685001/predictions-10-technology-trends-marketing-2021/>

Marketing Tech Trends: What Does 2021 Hold For CMOs?

<https://www.forbes.com/sites/forbescommunicationscouncil/2021/01/05/marketing-tech-trends-what-does-2021-hold-for-cmos/?sh=3f902b727fd5>

A changes is needed on how business deal with data due to changes in the world today

“Allow cookies”, “Do you agree with our privacy consent?” These sentences usually come with buttons that appear when we’re opening a website or application. They were asking whether consumers are willing for their personal information to be collected in the form of cookies. Most consumers are rejecting this because they feel if they let browsers collect their information, then it will disturb their privacy.

And not just through “allow cookies”, Apple ended support for 3rd party cookies in Safari in 2018. And by 2022 Google Chrome will stop tracking cookies

So what does this mean?

From having information from 3rd party cookies (which has been normal operation for decades) where it allows advertisers to profile each consumer and the characteristics across multiple websites and enable advertisers to do hyper targeting and personalization to not be able to do all that.

Death of 3rd party cookies

So now marketer / advertiser / businesses are now facing to make decision on how they use data to run their business

A change is needed for business

From 3rd party to 1st party

Since they are not able to access 3rd party data, businesses now need to focus on collecting 1st party data, the reason is simple. Because businesses are allowed to collect 1st party data, and not just that, the benefit for businesses to utilize 1st party data is actually more valuable compared than “mostly advertising” 3rd party cookie data brought to table. 1st party data will bring benefits not just in acquiring consumers, but also engage & retain, which is from upper funnel to lower funnel which will drive customer lifetime value (CLV).

From just acquisition focus lifetime value

Over \$100 billion of advertising spend a year is targeted and measured using third-party tracking

Source: Statista Digital Advertising Market Outlook 2020

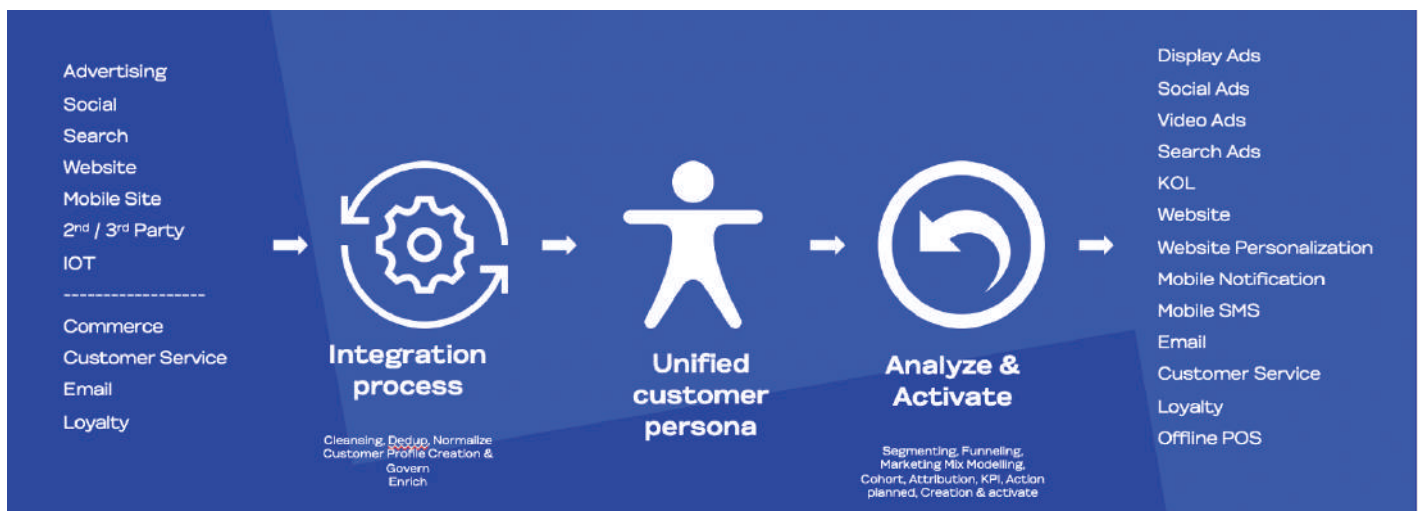
Businesses have been spending so much on advertising and because the post cookie world business needs to change focus, businesses need to focus on 1st party data. To do that businesses will need to think on how to collect 1st party data and how to use that in order to optimize their businesses.

When dealing with 1st party data, businesses will need to tighten that with their business consumer experience, as every touchpoint that your consumer interacts with will allow you to collect 1st party data which if you manage correctly will provide better consumer experience during their journey with you.

For example if a consumer went on complaining on your instagram (which the data is collected) your customer service (CS) will reach out to solve the trouble and win their heart, and by winning their heart you can push a longer & bigger CLV.

Implementing the right technology to manage 1st party Data - CDP.

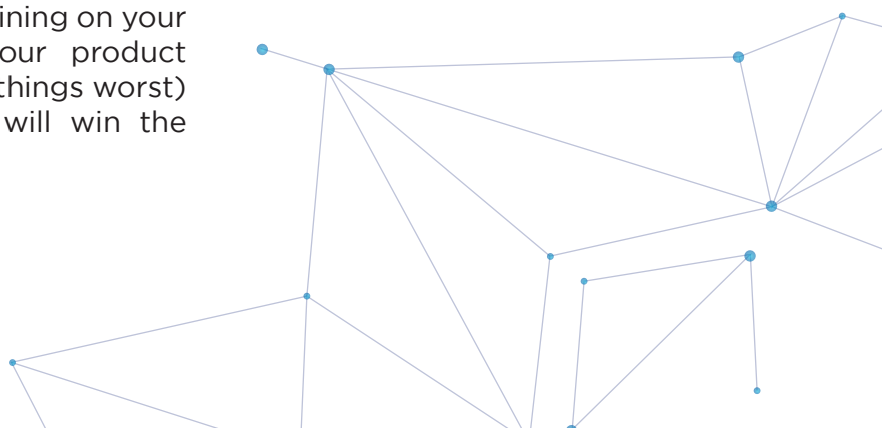
One of the fundamental ways to lay the foundation for managing 1st party data is to have technology that can cover that. Luckily for businesses that technology is available in the form of Customer Data Platform (CDP)



Customer Data Platform (CDP) is a data technology that allows businesses to manage their data through Collecting, Integrating, Segmenting & Activate.

This allows businesses to have a helicopter view of a single customer view (SCV) so that businesses can decide NEXT ACTION based on where the consumer is on their consumer journey and the context of it.

For example is if we're going back to the consumer complaining in your instagram is that because you know that consumer are currently complaining on your instagram so instead of promoting your product (which usually advertiser does and make things worst) you reach out to fix the issue, which will win the consumer's heart.



Consumer Experience (CX) & Consumer Insight (CI) collaboration



Nowadays consumers are no longer engaging with business in one channel, but instead they engage in multiple channels which form consumer journeys, in which each channel will represent a different context.

This is a huge challenge for businesses, as they need to be able to respond correctly on each channel & context.

We learn that CDP will help them to overcome this. But CDP alone won't be enough; it will need collaboration.

Consumer Experience (CX) Team will be the one who designs and co-manage the experience on the complete journey of a consumer, but to be able deliver on going experience, CX team will be required to team up with Consumer Insight (CI) Team. So together, CI team will provide the NEXT ACTION recommendation to CX team so that CX team can deliver an effective experience to their consumer

Usually team members take once a month (or longer) to access reporting. Which resulting in slow respond to react to what the consumer are dealing in real time with your business which resulting in bad CX and potentially harm your business.

Therefore businesses need to model their operation for them to be able to have access to those reporting so that they get insight on NEXT ACTION recommendations and allow them to react immediately.

This is very relevant, since today consumers are less patience and next door competitor is always open which if businesses slow to react it will lead them moving on from your brand to your competitor.

Insight Change Agent

Having data technology only will not be enough to democratize data. Businesses must democratize INSIGHT-DRIVEN DECISION-MAKING. While all advanced insight-driven businesses have a top down mandate to apply insight cross-functionally and use insight to create market differentiation, only 55% of beginner-level firms do.

Effective Reporting Management

Businesses must deploy insight change agents with key human skills in existing positions at the individual contributor, manager, and director levels. Relevant data skills are assumed given. Change agent must demonstrate ability for foundational human skill that include resilience and flexibility, emotional intelligence, storytelling, social influence and consulting skills.

Times for CI leaders from “Supporting” to “Crisis Strategist”

What we’ve learned from the turmoil of the economy of 2020 and continuing into 2021 is that the way consumers access the market has changed. Buying products is no longer just going to the next door supermarket, or going specially to a specialty store, much is done through the internet. CMOs cannot respond the way things were. They need more granular and deeper insight from consumer and business data. Therefore CI professionals need to make use of quantitative & qualitative methods, from first, second and purchase data to give CMO the insights they need to cater the customer needs. For example Estée Lauder used flight performance data to determine which terminals at airports would see traffic and thus need stocked retail counters

Reference

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Marketing in a world without third-party cookies
 BY COLLEEN ROSE, Consulting Director at Acceleration, a Wunderman Thompson company

RESOLVE : As the Cookie Crumbles
 Alex Steer, Chief Data Officer, Wunderman Thompson EMEA



Agni Isa Ambara
 Business Director of Data & MarTech
 Wunderman Thompson



Principles of MarTech Acquisition

Escalating Business Growth with MarTech

Optimising Growth with MarTech Amid Accelerated Digital Adoption

With over 197 million Internet users¹ in November 2020, Indonesia is one of the biggest online markets worldwide that surpassed its projected eCommerce revenue growth.²

Yes, sure, the recent Covid-19 pandemic has also accelerated digital adoption across age groups and socioeconomic backgrounds. However, Indonesia has become the world's fastest-growing mCommerce market since 2016; when the country's mCommerce market surged 155%.³

With more customers going online, doing digital transactions, and interacting through various digital touchpoints, businesses can gather plenty of customer data, behaviours, and preferences to improve and personalise the customer experience.

The need to orchestrate and customise marketing messages and customer communications will continue to swell.

No sent messages, ads, emails, or any other means of communications should be seen as useless or irrelevant by the customer. Improving customer experience through automation, personalisation, customisation, and optimisation is the key to your business growth.

A solid MarTech strategy and the right MarTech stack will help you to do exactly that.

What Is MarTech and Its Technology Stack? Is It For You?

MarTech has become one of the latest buzzwords in global marketing conferences and webinars. Many describe MarTech as the hybrid between marketing and technology. But, what is MarTech, really, and what does it mean for your business?

To simplify it and to make sure we're on the same page, let's think of your sales funnel.

The first part of your sales funnel is usually to drive traffic to whatever media/platforms you're active at. Now, the second part of your sales funnel is where MarTech comes into play. **MarTech takes care of everything within your ecosystem.** Mostly, these refer to your owned (instead of paid) media/platforms, like your websites or mobile apps.

● MarTech's role is to optimise your owned media/platforms so they can better contribute to your business growth.

¹ Indonesia Has 197 Million Internet Users in 2020, APJII Survey Shows (jakartaglobe.id)

² eCommerce in Indonesia 2020 | Statista

³ Indonesia is the World's Fastest Growing Mobile-Commerce Market | Indonesia Investments (indonesia-investments.com)

To do this, marketers usually work with what they call MarTech Stack or Technology Stack. **MarTech Stack is a set of MarTech tools/products to optimise your business growth by optimising your customer's experience.**

So, here's the catch: if you're still solely thinking about driving more traffic to your business, this article isn't for you (yet). But, if you've started thinking about **optimising your owned media/platforms to grow your business, keep reading!**

MARTECH MANAGED SERVICE FOR GROWTH



Source: ADA Internal MarTech Pillars

How MarTech Helps Deliver Improved Customer Experience

With a massive number of MarTech products in the market today, it's easy to get overwhelmed.

To streamline the plethora of MarTech tools/products out there, we classify them into four big categories, based on their core functions and the growth challenges they can address:

CRO (Conversion Rate Optimization).

As the name suggests, MarTech tools/products under this category help you optimise conversions, either via your website, apps, or other owned platforms. This usually means the hyper-personalization and customization of the customer experience—for instance, by providing accurate product recommendation and super-relevant promotional content at the right stages of the customer's buying process

Tools/product selections include Insider, AB Tasty, CleverTap, Braze.

DTM (Digital Touchpoint Management).

The keyword here is 'touchpoint'. These MarTech tools/products capture customer behaviour in various touchpoints: websites, mobile site, mobile apps, email list, SMS messaging, and many more. The emphasis is on understanding customer behaviour for more effective and efficient segmenting and targeting.

Tools/product selections include Google Analytics (free), Adobe Analytics, Google Analytics 360 Suite.

LCM (Lifecycle Management).

These MarTech tools/products help you automate the process of nurturing customers for products/services that need longer conversion time. Typically, the purchase or investment in these products/services is considered quite significant.

With these tools, you can automate and personalize email messages, conversations, and other interactions to nurture customers: from educating them about the products/services, showing the values and benefits, or informing customers about the various payment options available—until the customer is convinced to make the purchase.

Tools/product selections include HubSpot, Marketo, Cognigy, YellowMessenger.

CDM (Customer Data Management).

Simply think of 'analytics' here. These MarTech tools/products pluck data from various third-party apps and analyze/visualize these data to provide relevant information about your businesses or your customers.

If you are selling your products through multiple third-party apps, for instance, you can see which apps sell more of your products, which apps have the highest conversion rate, or which apps give you the highest profit margin.

These tools also help to build your Single Customer View (SCV), where you can store and consolidate customer data from multiple touchpoints. The tools make it easy to read and record these data, as well as removing any duplicates to avoid redundancy. Remember that 80% of your sales come from 20% of your customers.⁴ This explains why SCV is a crucial component of your sales growth.

Tools/product selections include Meiro, Arm, Tealium, VAL.

Where to Begin Your MarTech Journey for Optimising Growth

Designing your MarTech strategy starts by mapping out your high-level customer journey. Think of how an improved customer experience in various touchpoints can escalate your business growth.

To get things moving, ask yourself the following questions:

- **What challenges are we facing when it comes to our business growth?**
- **What media/platforms are we using? (A website? A mobile app? A third-party site?)**
- **How can we improve our customer experience so they can use more of our services and buy more of our products?**
- **At which stages in the customer journey can the experience be improved? And in which media/platforms?**
- **What kind of technology do we need to optimise our customer experience?**

These questions will help you in defining the problems that have been hindering your business growth.

⁴ Pareto Principle: How To Use It To Dramatically Grow Your Business (forbes.com)

Are your customers getting the right notification, product recommendations, or payment options at the right time, based on their previous interactions, browsing behaviours, or saved preferences? Are they facing issues when using your websites? Are they visiting your websites frequently and keep checking the same product repeatedly but have yet to make a purchase?

Well-defined problems will give you well-adjusted solutions—and MarTech can automate a huge part of it.

The idea is to first decide on the kind of customer experience you need to optimise. How can you provide a seamless customer experience that drives optimal business growth?

Then, and only then, should you start identifying which data you need to collect, measure, or activate to build a single customer view and personalise your communications.

For instance, certain MarTech tools can help you see what your customers are browsing for and automatically recommend similar products, or send related content and promotions. If your customers have made previous purchases, you can automatically suggest complementary products or services at a fraction of the price. If your customers aren't purchasing yet but keep browsing for the same product, you can automatically offer an option to purchase the product in instalments for a limited time.

MarTech always has 2 layers:

Customer Experience
as the 1st layer

Data as the 2nd layer

How to Select Your MarTech Products or Vendors

Once you've decided on the kind of technology you need to optimise customer experience, it's time to select the tools/products for your MarTech stack. You want to find the right-sized tool that meets your needs and your team's capabilities at a certain time, at a certain budget.

Remember, that MarTech is not only about software and technology. It's also about strategy!





To select
the right
MarTech
tools/
products:

A hand holding a smartphone with a network diagram overlaying the screen. The diagram consists of various icons (house, car, shopping cart, camera, etc.) connected by lines, representing a network or data flow.

- Evaluate the **technology** based on the core features you need and its compatibility with your current tools/platforms. Compare it with two or three similar tools/products that offer the same features and capabilities.
- Find out if they offer **market support** or if they have technology partners in your country (or continent).
- Calculate the **pricing against your available budget and time**. In how many months can you get any results from this product/tool? This will help you decide if you'd like to go for a yearly or a monthly subscription.
- **Evaluate their capabilities in mastering the technology**. Do they have certifications? To which extent have they been toying around with this technology?
- **Ask about their success in implementing the technology**. Have they used this technology with other clients? How were the results? What were the challenges and how did they overcome those challenges?
- **Find out if you have previously worked together on other projects**. Are you familiar with them? Do you have good working relationships with them? Do you have good experience with them and trust their credentials?

Think You Need A Solid MarTech Strategy for Optimised Growth?

Then get together with your MarTech team or consultants, and get clear about your high-level customer journey first.

- Which part of the customer experiences should you optimise on certain platforms? At which stages of their decision-making process?
- Which data do you need to collect, measure and active to enable this optimisation?
- Which right-sized technology will be the best fit for your needs, current software/tools, team capabilities, and budget?

Research suggested that only 19% of business respondents have a MarTech strategy (a whopping 60% are still working on it)⁵ and that marketing leaders were only using less than two-thirds (58%)⁶ of their MarTech stack's potential.

Thus, even with a solid strategy, you can still fall short if you don't adopt or optimise the right technology—or if you get to it too late in the game.

With MarTech, you really don't want to miss out.



Faradi Bachri

Country Director, Marketing Services
ADA in Indonesia



⁵ Top 27 Tools for your MarTech Stack in 2020 - Mopinion

⁶ Gartner Says Marketers Utilize Only 58% of Their MarTech Stack's Potential

Technology 'Stack'

Winning Your Audience in Mobile: Adopting Technology Stack in Mobile Advertising

With Indonesia entering 2nd year into the Covid 19 Pandemic, business owners continue to see Digital adaptation as one of the key solutions for business to survive, especially as Mobile Penetration is increasing among Indonesians. According to 2020 Google Temasek Bain Report, approx. 1 of 3 Digital-based Consumers are just entering Digital in 2020¹, using e-platform via mobile devices to make purchases or starting their new business. As such, Brands need to create robust strategies to tap this trend shift, including strengthening their presence & expanding towards emerging categories using Marketing Technologies. Marketing Technology is any effort to adopt technology that enables companies to achieve marketing goals and objectives smarter and faster.

Scott Brinker, the maker of referred MarTech Landscape Supergraphics², stated that the technology has spanned into well over 8,000 tools in 2020 from roughly only 150 vendors from 2011 when he started to map the tech landscape, and clustered it into 6 clusters : Advertising & Promotion, Content & Experience, Social & Relationships, Commerce & Sales, Data, and Management. As organizations plan to grow further, they will start using multiple marketing technologies tools, known as **Technology Stacking**, to scale up their Marketing effort quickly.

Let's take a look at how stacking works at one of the clusters in MarTech : Advertising & Promotion, specifically in Mobile Environment.

¹ Source : Google Temasek Bain & Company report - e-Economy SEA 2020 At full velocity: Resilient & racing ahead

² Source <https://chiefmartec.com/2020/04/marketing-technology-landscape-2020-MarTech-5000/>

Mobile Advertising Technology: What's Available³

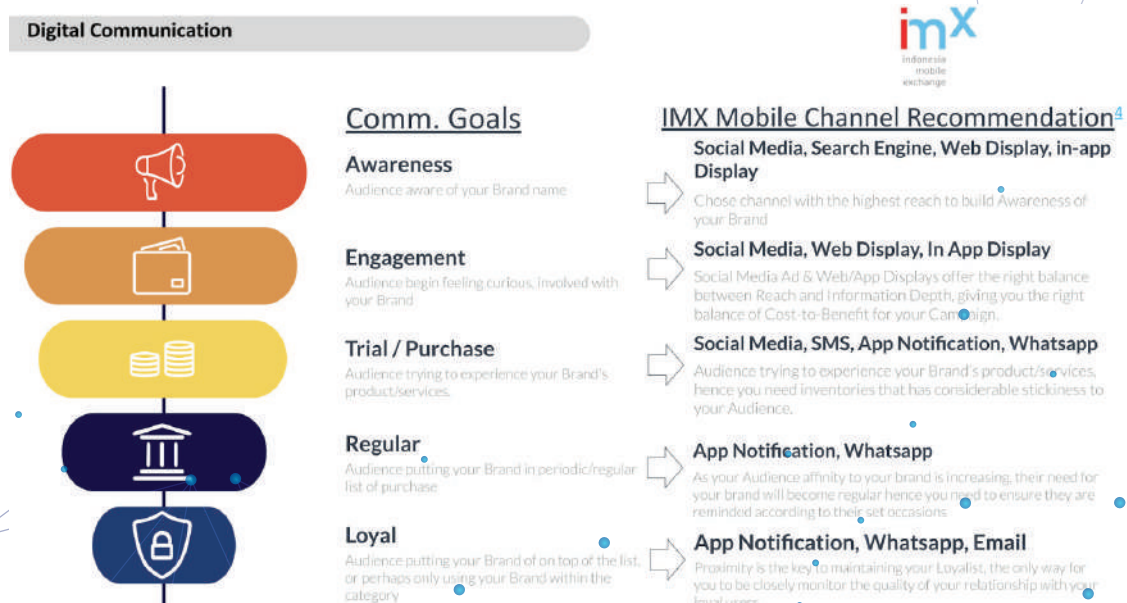
Understand what Mobile Advertising Inventories available to help your Brand wins the Market



Before you begin stacking your tools in Mobile Advertising, a solid Consumer Funnel strategy of your products is needed, KPI for each funnel stage nailed down in numbers & by when these KPI should be achieved. Having these numbers and timeline will help you & your tech partners to decide how aggressive your Stacking strategy will be.

Note that these stages are evolving like stages in personal relationships. Business potentials, e.g. Trial/Install/Purchase will be at maximum after Awareness of your product features reaches a certain level & your target properly engaged with promo offerings.

The followings are the Consumer Funnel stages with recommended tech stacks that could help your business to win your target audience at each Funnel stage :



⁴Source : IMX Use-Case Library 2018-2020, Categories: FMCG, Banking-Fintech, Automotive, Telecommunication, Govt. Ministry

³Source : IMX Internal Research

While doing Tech Stacking, paying close attention to the materials during Pre-Campaign Planning is also critical :

Pre-Campaign Planning Considerations for Effective Digital Campaign

Audience Profile

The key strength of Mobile Advertising is its Hyper Targeting ability. Understanding your target's profile & behavior is key to effective & efficient campaigns.

Content

Content that has best fit with Audience behavior will guarantee high engagement. Deep understanding of your Audience profile is a must.

Format

Pick your Size & Format well (Standard, Rich Media, Dynamic, Gamified) according to your advertising goals.

Placement Timing

As digital users increase their mobile screen time across the dayparts, Advertisers have a wider choice of placement timing. Choose Placement timing that will compliment your non-Digital channels to create a 360-degree omnichannel experience for your target Audience.

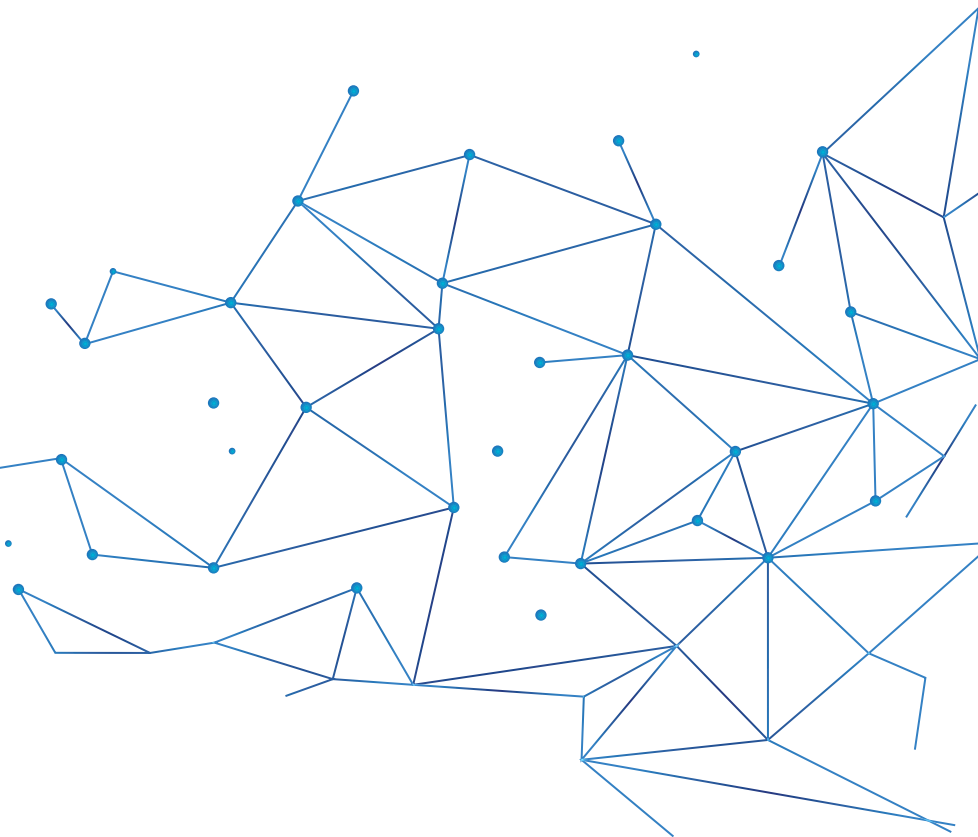
After year of 2020 where every business is caught by surprise with the pandemic & sudden digital acceleration that changes how the market is behaving, 2021 should be the year where business starts realizing that digital lifestyle is no longer a distant future, a luxury belonging to the top crème of the affluent market segment but already a Mass Market reality.

Businesses of all levels should jump-start their Digital adoption, understanding the company's Digital Vision as well as their Market behaviors before making robust strategies in doing Marketing Technology stacking and winning the Market digitally.



Indriansyah Febrialdy

Head of Marketing
Indonesia Mobile Exchange



Evaluating Vendors: What to Include in Your RFP

The Covid-19 has accelerated digital adoption among Indonesians. According to MMA Global's The Modern Marketing Reckoner 2020 – Indonesia report, about 137 million Indonesians are Internet users, with over 78% buying online. In terms of shopping behaviors, customers use different channels to discover products and interact with brands.

In their 2020 report¹ PWC found that the number of companies investing in omnichannel experience has jumped from 20% to more than 80%. According to Adobe,² companies with effective omnichannel customer engagement strategies enjoy a 10% Y-O-Y growth, a 10% increase in average order value, and a 25% increase in close rates.

To keep up with these trends, you should start adopting a MarTech platform that helps deliver exceptional, contextual, and consistent customer experience across channels.

The question is, how can you choose the right MarTech vendor that fits your needs among 8,000³ MarTech tools and platforms out there



Source: Chiefmartec⁴

¹ PWC & Kantar Retail. (2020). Retailing 2020: Winning in a Polarized World. Retailing 2020: Winning in a Polarized World, 1(1), 40. <https://www.pwc.com/us/en/retail-consumer/publications/assets/pwc-retailing-2020.pdf>

² Forrester, and Adobe. "The Total Economic Impact of Adobe Experience Cloud." The Total Economic Impact of Adobe Experience Cloud, vol. 1, no. 1, 2018, p. 2.

³ Brinker, Scott. "Marketing Technology Landscape Supergraphic (2020): MarTech 5000 — really 8,000, but who's counting?" <https://chiefmartec.com/>, 2020, <https://chiefmartec.com/2020/04/marketing-technology-landscape-2020-MarTech-5000/#::-:text=Welcome%20to%20the%202020%20edition,total%20of%208%2C000%20martech%20solutions>. Accessed 30 April 2020.

⁴ Brinker, Scott. "Marketing Technology Landscape Supergraphic (2020): MarTech 5000 — really 8,000, but who's counting?" <https://chiefmartec.com/>, 2020,

<https://chiefmartec.com/2020/04/marketing-technology-landscape-2020-MarTech-5000/#::-:text=Welcome%20to%20the%202020%20edition,total%20of%208%2C000%20martech%20solutions>. Accessed 30 April 2020.

How can you save time from trying every marketing tool in the market and writing lengthy responses to emails from interested vendors?

If you're in this situation, we've got you covered.

We've put together key things you should consider when creating a perfect RFP to attract the best MarTech vendor for your needs.

What is an RFP?

RFP stands for "request for proposal."

It outlines specific goals or needs your business wants to address and invites MarTech vendors to pitch their solutions.

The RFP process provides a way for you to vet solutions and vendors before committing to a significant collaboration or long-term agreement.

An RFP for a MarTech vendor often includes these sections: introduction, company profile, marketing ecosystem, purpose and description, challenges, essential questions, bidder qualifications, proposal guidelines, project timelines, and proposal evaluation.

Before creating an RFP, you should involve your team — especially those who will be using the platform — in the decision-making process. Conduct 1-on-1 meetings with them, listen to their challenges, and collect their feedback.

Take time to understand where you are and where you want to be. Ask the right questions to figure out if a vendor is the right fit for your business.

What Makes a Good RFP for Choosing a MarTech Vendor?

To deliver a seamless customer experience, your chosen MarTech platform should allow you to:

- **Centralize all of your customer data across different systems (CRM, DMP, ESP, and others) and different touchpoints (web, ads, email, offline, and more) into one single place.**
- **Predict customer intents based on their past behaviors using artificial intelligence (AI), machine learning, and predictive segmentation.**
- **Personalize customer experience to increase engagement across channels and grow revenue.**
- **Orchestrate seamless experiences across touchpoints consistently.**

With these in mind, your MarTech vendor RFP should cover the following five categories. To make your life easier, we include essential questions you should ask your vendors for each category.

Customer Data and Segmentation

An ideal marketing platform should support tools to collect customer data and create segments.

Key questions to include in your RFP:

- How does the platform collect data from customers' interactions? Can it easily collect data from multiple touchpoints like web, email, social media, messenger apps, and other offline channels?
- How does data flow inside and outside of the platform? Is it easily accessible and exported to standard formats? What about migrating online and offline data from your current tech stack to the new one?
- Can the platform collect and aggregate data in real-time? How is it collected and distributed to each touchpoint?
- Does the platform create unified customer profiles?
- What types of segmentation does the platform support?

Personalization and Messaging

Once you understand your customers' behaviors, you'll give them a personalized experience on the channels they're active on. Your ideal MarTech vendor needs to provide this capability.

Key questions to include in your RFP:

- What channels does the platform support? Does it cover web, web push, email, ads, SMS, messenger apps, social media, and offline channels?
- Which channels are natively supported, and which can integrate with other platforms?
- Does the platform provide emerging personalization capabilities? Will it continue to innovate to keep up with changes in consumers' behaviors and expectations?
- How are experiences and messages personalized? Is the platform powered by AI, machine learning, and predictive intelligence? What personalization features does it support?
- How does the platform help you measure the performance of your personalization marketing campaigns? What metrics and reports does it support? Does it offer A/B testing capabilities?
- Does it require technical knowledge to perform personalization tasks?



Recommendations

Contextual experiences happen when you can recommend products and content to your customers based on their preferences.

Key questions to include in your RFP:

- On what channels can the platform deliver recommendations?
- Does it automatically recommend products and content to the right audience?
- What is their recommendation algorithm and mechanism? Is it user-based, purchase-based, location-based, trending products, best sellers, or others?
- How does the platform tailor recommendations?
- Does it allow to tailor recommendations based on different channels, individuals' behaviors, context, and preferences?
- How are product feeds loaded into the recommender? Does that happen in CSV or XML format at specific intervals?
- Does the platform allow customizing and optimizing recommendations?

Orchestration

According to Salesforce's⁵ State of Connected Customer 2018 report, "80% of customers say the experience a company provides is as important as its products and services." NTT's⁶ 2020 Global Customer Experience Benchmarking report found that 81.6% of organizations agree customer experience offers a competitive edge.

That's why you should choose a MarTech vendor that enables you to create a seamless experience for your customers.

Key questions to include in your RFP:

- Can journeys be triggered in real-time?
- Can you respond to customers in real-time?
- What types of triggers does the platform support?
- What channels can be orchestrated?
- Can you build, test, and measure customer experiences on each channel?
- Can the platform orchestrate across custom channels through standard integrations or API endpoints?
- What capabilities does the platform provide to optimize journeys?

⁵ Salesforce Research. "State of the connected customer." State of the connected customer, vol. 2, no. 2, 2018, p. 43. salesforce, https://c1.sfdcstatic.com/content/dam/web/en_us/www/documents/e-books/state-of-the-connected-customer-report-second-edition2018.pdf.

⁶ NTT Ltd. "The connected customer: delivering an effortless experience." 2020 Global Customer Experience Benchmarking Report, vol. 1, no. 1, 2020, p. 7. <https://hello.global.ntt/en-us/insights/2020-global-cx-benchmarking-report#form>.

Delivery

It's one thing to choose a MarTech vendor that provides all the capabilities you're looking for; it's another to pick one that's reliable and trustworthy to work with. After all, a strategic partnership is critical to secure your MarTech success and business growth.

Key questions to include in your RFP:

- How does the platform ensure data compliance and GDPR? How does it collect and manage your customers' personal information on your behalf?
- Does the platform have a dedicated security program? How often is the security performance management reviewed? Were there any breaches in the past, and how did they handle them? When a breach occurs, how will the vendor keep you informed?
- How reliable are the platforms and services? How often do they implement system maintenance?
- What level of account management does the vendor provide? Do you have a dedicated account manager in your geography or time zone?
- Do they offer support via in-person meetings, email, phone, live chat, social media, or a mix?
- Can you reach them anytime? What are their response times? What are their typical service level agreements (SLAs)?
- What additional services does the vendor provide? Do they support design, development, or integration?

Key takeaways

Here are some final takeaways to create a comprehensive RFP when finding a MarTech vendor:

- Does the vendor you're considering have expertise in your industry?
- Do they have compelling use cases?
- What successes can they show?
- Does the marketing platform bridge the gap between where you are and where you want to be?

According to Gartner⁷, "only 18% of brands have mastered their extensive MarTech stack to produce a 'gifted' or 'genius-level' of marketing performance in 2020. Brands are experimenting and innovating across websites, mobile and social platforms, but only a fraction of them developed digital competence that's a point of competitive differentiation, 2021 is considered the year of smarter MarTech stack as marketing leaders focus on streamlining their MarTech software to enhance overall marketing operations and return on investment (ROI).

It's time to use the RFP checklist above to find your ideal vendor and build a MarTech stack that works for your business.



Harris Naga Putra
Insider Indonesia Sales &
Marketing Director
Insider



⁷ Omale, Gloria. "Gartner Reveals Only 18% of Brands Have Mastered Their Extensive MarTech Stack." <https://www.gartner.com/>, 2020. <https://www.gartner.com/en/newsroom/press-releases/2020-12-02-gartner-reveals-only-18--of-brands-have-mastered-thei>. Accessed 2 12 2021

Implementation of MarTech

People come to Twitter to start, read, and join conversations about what's happening. This includes conversations about brands. What people watch, buy, and consume is a huge part of the conversation on Twitter, presenting an opportunity for brands to connect with people who are uniquely eager and engaged. In other words, when your brand is part of what's happening on Twitter, people are here for it. **If people didn't talk about your campaign, was it really a success?**

Marketers are in the business of changing the way people think, feel, and behave, and Twitter is where conversation is a currency that can be used to affect that change. Nowadays, marketers are being held to higher standards for efficiency and effectiveness. The challenge is, their ability to measure the impact of their work has become dependent on outdated metrics. Reach and frequency, in today's world, are not sufficient to gauge the true impact of a brand marketer's work. In the era of modern marketing, this is where conversation can help.

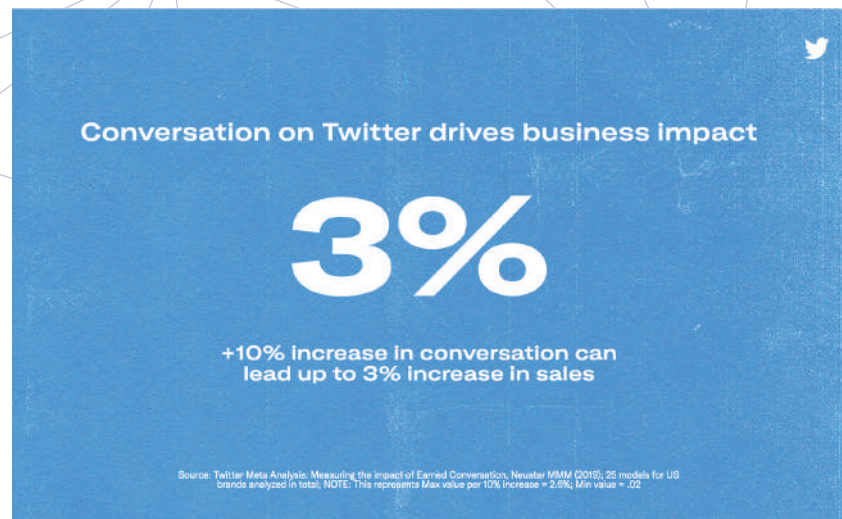
The Impact of Conversation

On Twitter, Conversation is a currency that can be wielded by brands - just like reach and frequency - to change the way people think, the way they feel, and the way they behave towards the brand.

Our research has shown that conversation drives business impact, based on a meta analysis across 25 brands, the findings demonstrated that there is a statistical link between conversation volume and sales. At the highest end of this link, one brand in our study found that a +10% increase in brand conversation could lead up to a 3% increase in sales.⁷

⁷Twitter Meta Analysis: Measuring the impact of Earned Conversation, Neustar MMM (2019); 25 models for US brands analyzed in total; NOTE: This represents Max value per 10% increase = 2.6%; Min value = .02

When compared to other digital advertising platforms, **Twitter is three times more efficient at driving brand conversation, having the highest impact on earned conversation per share of media spend.**⁸ And the best place to get started is on Twitter, where conversation is the currency of change.



Video is happening on Twitter

As a marketer, the challenge to connect with the consumers remains the same as it always has. Our goal is to connect and influence their perceptions about our brands. In fact, it is hard to capture people's attention with the attention spans being short and even shorter on mobile with time spent swiping, tapping and scrolling to discover content that is relevant.

Video is the opportunity for the brand marketers to connect with the most valuable audiences on Twitter. The number one reason people visit Twitter is to "discover something new and interesting." If it's happening in the world, people are watching it on Twitter. With video, they can discover your content, brand, and message. Video is happening on Twitter with 31% YoY increase in watch time across videos on Twitter⁹ and over 2 Billion views on Twitter each day¹⁰. Those videos get people to take action. Tweets with video attracted 10x more engagements than Tweets without video. And Video Ads save more than 50% on cost-per-engagement.

During TV events and other big cultural moments, people are spending more time on Twitter while they're watching live, and when they're not. According to our recent study, people on Twitter say that they actually pay more attention to what they're watching when they're on the platform at the same time, compared to those not on Twitter¹¹. At this moment, brands can be there to enhance the audience's TV viewing experience, by sponsoring the premium video content they're watching on their second screen, Twitter, through Twitter Amplify.

Twitter Amplify is Twitter's premium, brand-safe and measurable video solution. Serving as the ultimate compliment to your brand's video plans, Twitter Amplify pairs your brand with the most premium, timely publisher video content to reach your target audience, and helps extend your brand's reach to incremental audiences. It helps brands reach their audiences by delivering the premium video content they love, from the publishers that they trust.

In Indonesia, Twitter partners with prominent publishers such as NET TV, KLY, TV One, Trans7 and many more, giving brands the opportunities to sponsor content which can help achieve your brand's KPIs in an industry leading environment of safety and brand protection.

⁸ Efficiency is defined as % share of earned conversation / % share of media spend

⁹ Twitter Internal, January 2021, global. Data reflects averages for 2019 vs 2020

¹⁰ Twitter Internal Data.

¹¹ Sparkler, commissioned by Twitter, Premium Video Consumption Behaviors, January 2021, USA.

Right time, right place and right moment

The idea here is: when is the best time for Twitter to be part of our customer journey? When is the right time, right place, and right moment? We have learned that marketers from leading brands use Twitter when they want to launch something new, and when they want to connect with what's happening.

The way you enter a market matters but in today's fragmented media landscape, the stakes are higher than before. Whether you're launching a new brand, product, app, message or promotion; the way you launch is key. It used to be that brands could rely on buying a TV ad or a billboard to ensure they had eyeballs needed for the success of their launches. Now? Not anymore.

We partnered with Bain Consulting to understand how brands should launch in this new consumer world and what factors determine success. Bain interviewed over 650 marketers and CMOs and found that only 15% (the Launch Leaders) met their launch KPIs.

One excellent example of how brands in Southeast Asia have tapped into the power of Twitter to launch a successful campaign is Spotify.

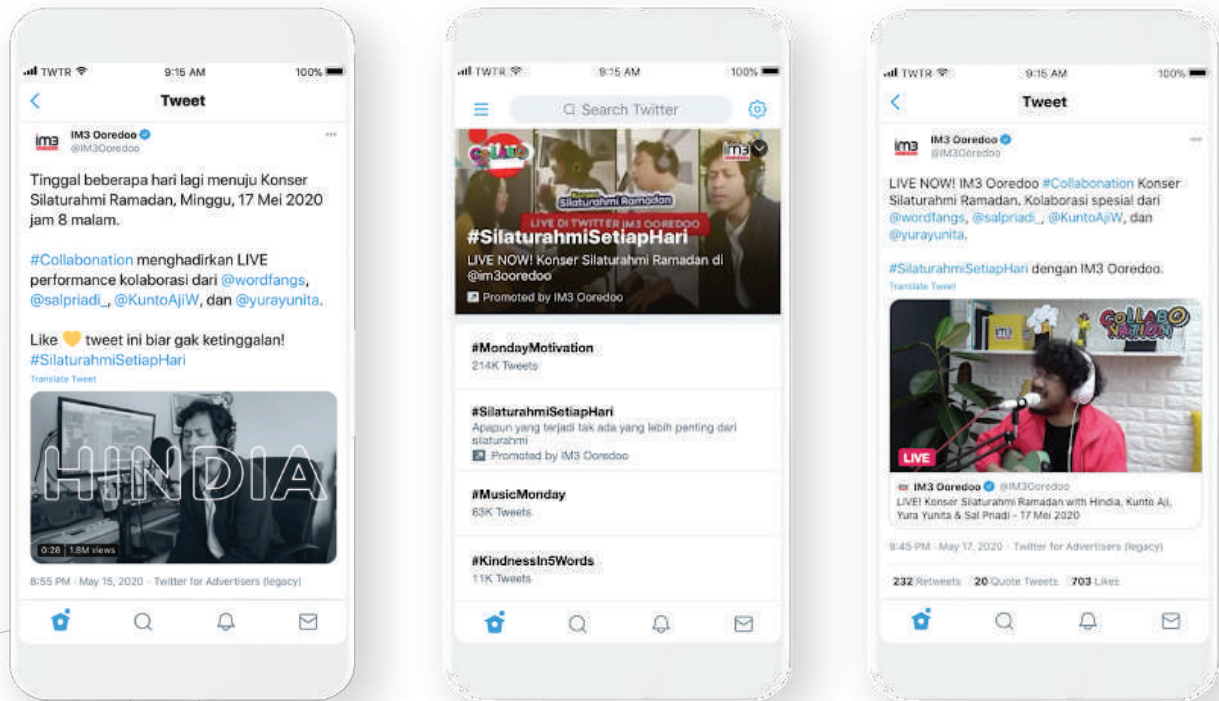
Spotify partnered with Twitter in 2019 to give thousands of music fans across Southeast Asia a live music experience they would never forget for "Spotify On Stage" concerts. The strategy was to use key audience insights and engaging real-time features to redefine the concert-going experience for fans - bringing them closer to the music, artists, and moments they care about the most, while boosting brand awareness and favourability online.

Spotify launched the campaign across three phases in Indonesia and Thailand:

- **Tease**
The first phase used a Video Ad and Conversation Button to generate hype around the upcoming event.
- **Reveal**
They capitalised on this buzz during phase two by launching a Trend Takeover and Timeline Takeover
- **Reinforce**
The third phase took place on concert days, where Video Ads captured the live action. The best Tweets from the audience using their hashtags were also displayed on the big digital screen on stage. This also created FOMO amongst fans who were not physically at the concerts and urged them to Tweet using the hashtags to be part of the events, resulting in an even bigger impact on the engagement.

Concertgoers set new records for in-concert Tweeting, making Spotify the top trending music conversation with 211K Tweets with the hashtag in Indonesia. Meanwhile, Indonesia saw a staggering 6.8X more Tweets about Spotify on concert day compared to the previous year. Spotify also dominated music conversations, as when people Tweeted about music, they also Tweeted about Spotify. In Indonesia, this meant Spotify's share in the music conversation on the day of the concert increased to 60% from a usual average of 36%.

Another great example came from Indosat Ooredoo, one of the leading telco brands in Indonesia. During the Ramadan period in 2020, Indosat Ooredoo partnered with Twitter to give #Collabonation, IM3 campaign, a new virtual stage. The virtual concert gave the chance for fans to get to know Indonesia's rising music stars up close and personal, while also building brand awareness and strengthening brand preference without missing a beat.



The results were a staggering 8M total video views, with a 33% higher engagement rate compared to the industry standard. The engagement rate on Influencer Allowlisting outperformed the industry benchmark by 3X. Conversations around #Collaboration and #SilaturahmiSetiapHari (#StayingConnectedEveryday) dominated Twitter around the Ramadan period, which saw @IM3Ooredoo achieve the highest share of voice amongst Indonesia's telco brands on Twitter¹² at 37.2%, up from 30.6% in the previous quarter.

Twitter offers simple, easy-to-understand, and easy-to-use ad products for advertisers to showcase their content and creative in the best format possible. Twitter's standard Promoted Ad offering is versatile, can be used in multiple ways across each stage of the marketing funnel, and can be supported with additional standard or branded features like polls, conversation buttons or conversion objectives like driving clicks or app installs.

¹² Share of voice based on the conversation on Twitter, among all telco brands in Quarter 2, 2020

Promoted Ads can also support a variety of media formats through the following sub-categories:

- **Image Ads** allow brands to showcase their product or service with a single photo.
- **Video Ads** help bring products to life through video and can be used to drive people to a website, app, or simply to engage with your brand's message.
- **Carousel Ads** give advertisers up to six horizontally-swipeable images or videos to showcase multiple products or promotions, and advance a narrative across several visuals.
- **Moment Ads** allow brands to create, curate and promote a collection of Tweets to tell an immersive story that goes beyond 280 characters.
- **Text Ads:** With all the elements of a standard Tweet, these simple and native Text Ads feel like the rest of Twitter content and allow you to expand the reach of your Tweets beyond your followers to your desired target audience.
- **Performance marketing solutions:** Mobile App Promotion and Website click. Performance advertising in this new mobile era is challenging, the screens are small, the engagement patterns are different, and many mobile users are still more comfortable converting on desktop. Performance marketers who use Twitter Ads have a unique advantage: real-time mobile data
- **Twitter Takeover:** Timeline Takeover, Trend Takeover and Trend Takeover+ expose brand at the center of conversation where the power of video meets the premium real estate of the Explore tab



Dwi Adriansah
Country Head, Indonesia
Twitter

Twitter connects brands with the most valuable audiences, where they're most receptive. By knowing the right time and connecting to the right audience, Twitter audiences are not only influential and receptive; but they also drive results. Using three or more ad formats increases campaign awareness by 20% and purchase intent by 7%¹³.

**If it's happening in the world,
it's happening on Twitter!**



¹³ Source: Nielsen Brand Effect (US/UK/JP/CA), Q3 2015 - Q3 2018 Connect campaigns. Comparison is v. 1 ad format alone.

Consolidated display and video reach planning with DV360 in Indonesia

A 'new reality' that brand advertisers face

JP Jakarta Post

'Crisis like no other' will shrink Indonesia's economy, IMF forecasts - The Jakarta Post

Indonesia's economy is on track for a significant contraction this year as the coronavirus crisis has hit the global economy more severely than ...



uncertain **macro**
situation

JP Jakarta Post

Indonesian consumers remain anxious despite 'new normal': Reports - The Jakarta Post

Indonesian consumers remain anxious about embarking on the ... division, during a webinar on consumer behavior held by the British Chamber of ... Mia Trisathyani, Nielsen Indonesia consumer panel service director, ...

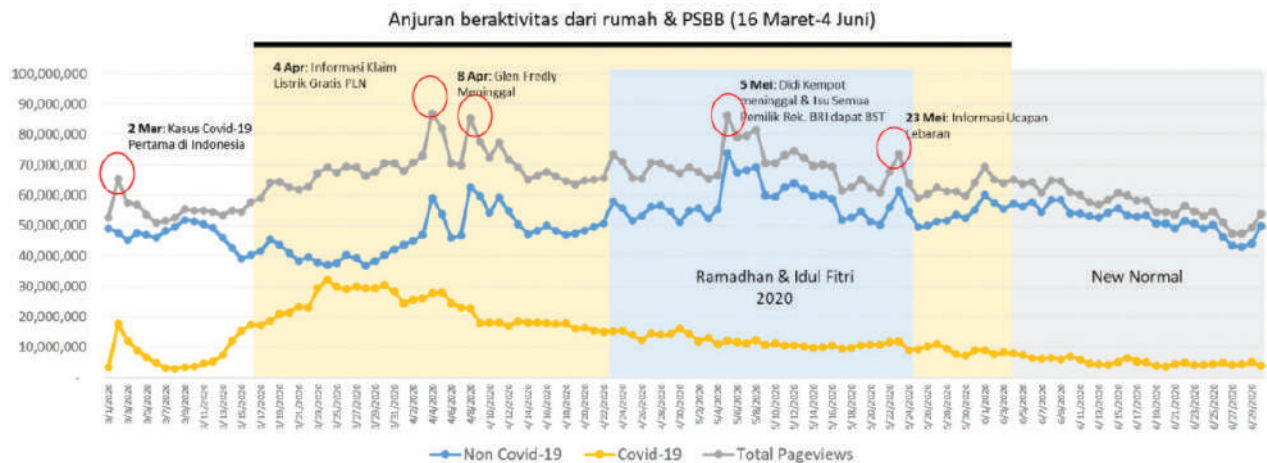


changed in
consumer behavior

Digital Ecosystem



COVID-19 News Traffic: Peak and Fatigue



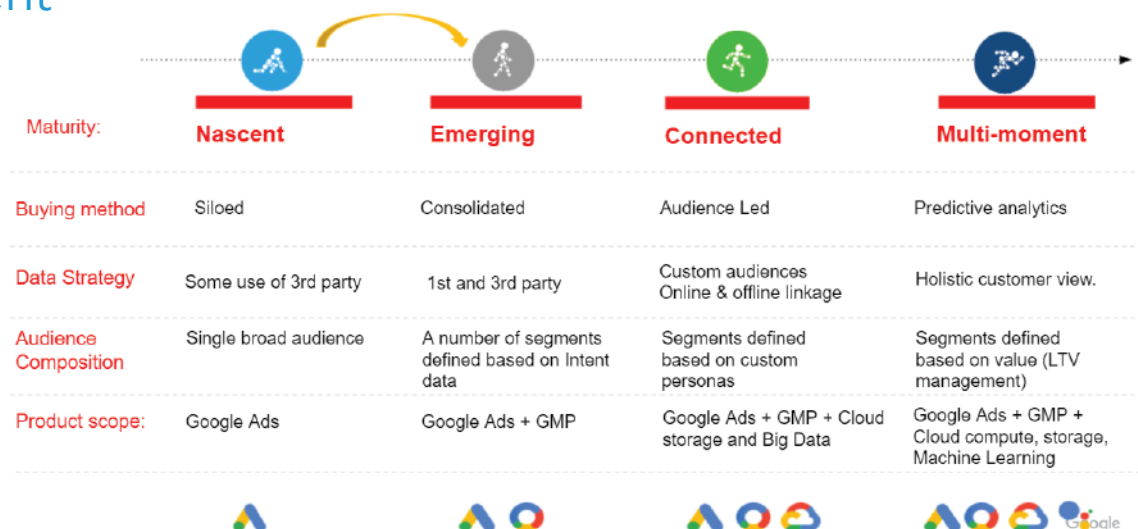
Adapting to new normal

- Growing consumption trend of various digital platform
- Marketers expected to spend media smartly
- While continuing to deliver high engagement with all limitation in new normal era

Key takeaway

- Know your audience, target them with more advanced signals
- Reduce the 'waste', focus on getting the Reach
- Explore creativity and be open on new trend and to try exciting concept - all accessible programmatically

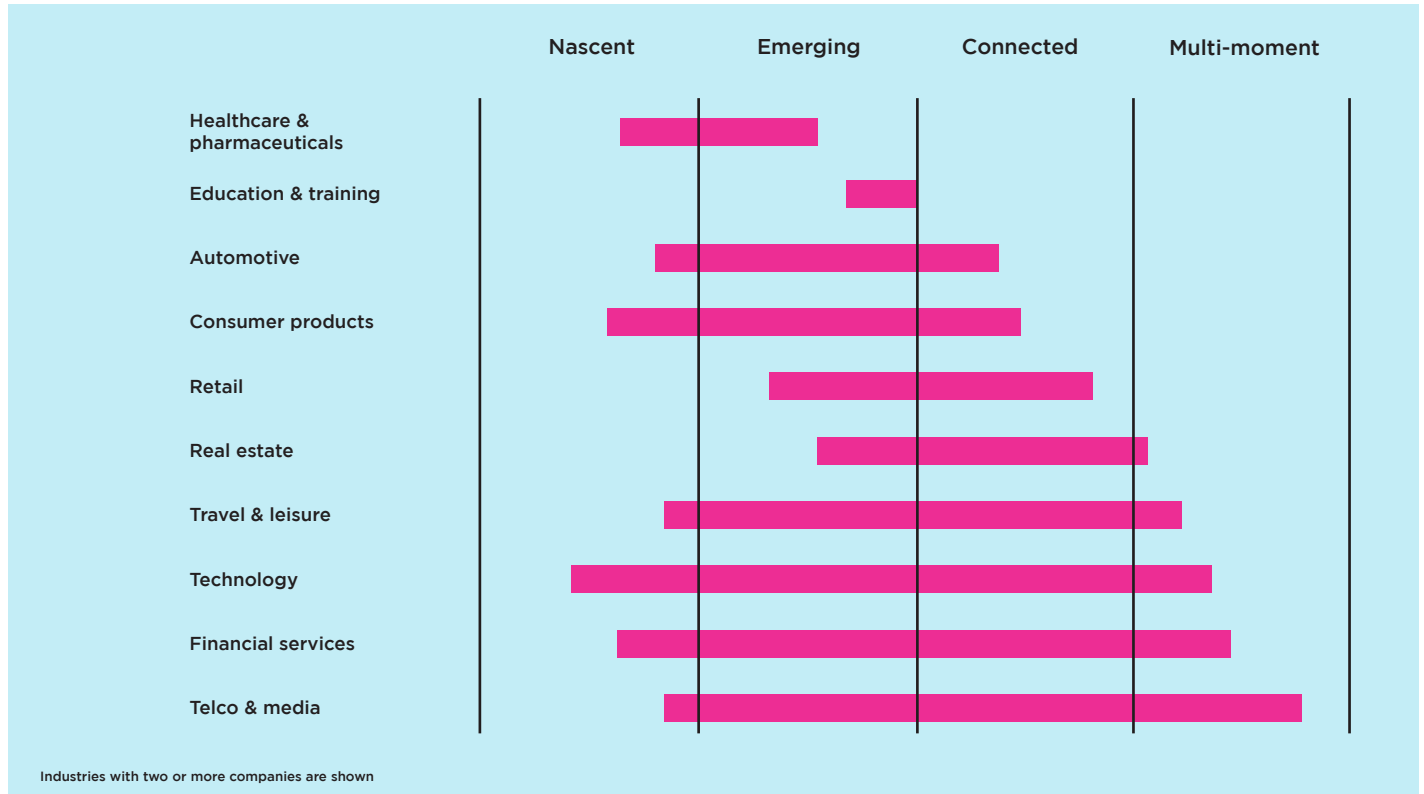
Consolidation is the first step for digital adoption advancement



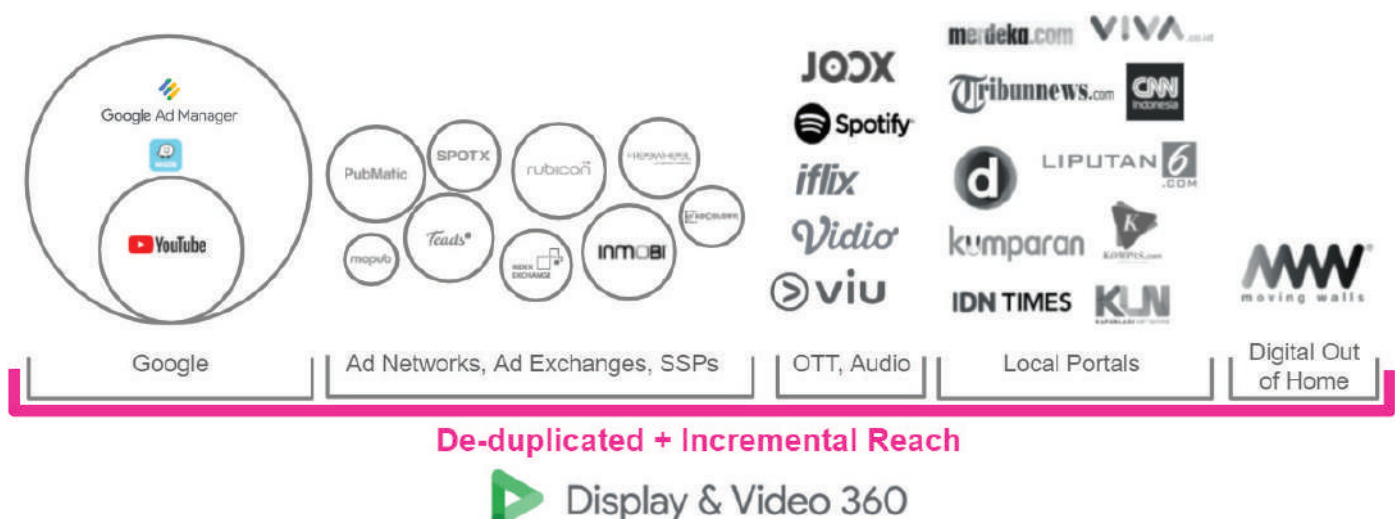
Level up: 3 Lessons from leading APAC brands on how to reach 'multi-moment' marketing maturity

- Offer relationship and value in exchange of 1P Data
- Leverage Ads Data Hub for insights
- Harness the power of partnerships

There is a significant range of maturity within industries in APAC:



DV360 enables consolidated media buy across different platforms



More and more consumers are moving to online platforms

Growth** for videos on



Reaches

>93M

Indonesian adults monthly*
(91% of online adult population)

*Source: Comscore Video Multi Platform, ID, April 2020, 18+ population



**Source: Google Trends data, ID, Mar-Apr 2020 vs. Jan-Feb 2020

The rise of multiple platforms



Advertisers can reach

>93M

Indonesian adults
Monthly*



+68%

Search for
OTT*



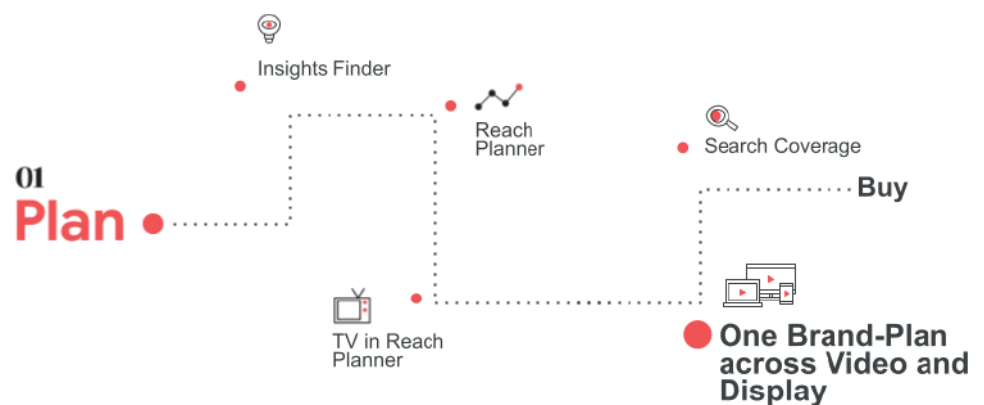
+35%

Page views



+24%

Apps
downloaded**

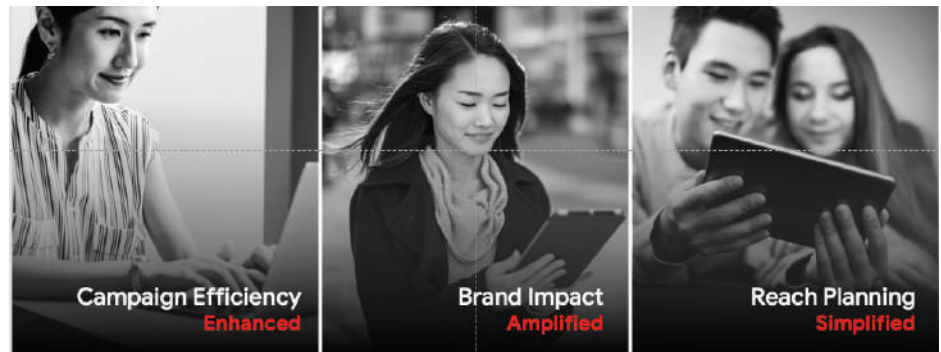


* Google Internal data, Comscore Video Multi Platform, ID, April 2020, 18+ population

** Google Internal data, Mar-June 2020 vs Pre period

ONE BRAND PLANNING - EFFICIENT REACH ACROSS DISPLAY & VIDEO 360

Benefits of OneBrand
Solution via DV360



Challenges faced by media agencies in Brand Planning

- Understanding incrementality of platforms beyond video in driving reach
- Guidelines on planning principles for each platform to drive incrementality
- Lack of measurement tools to gauge brand impact outside video

Introducing OneBrand Solution

Maximise reach goals and drive efficiencies for your brands by synergising the power of Video & Display



New tools for One Plan across Video and Display

Based on a Nielsen meta-analysis¹, Advertisers attained highest Google media ROIs by adding an incremental

+20%
investment in Display to YouTube budget²



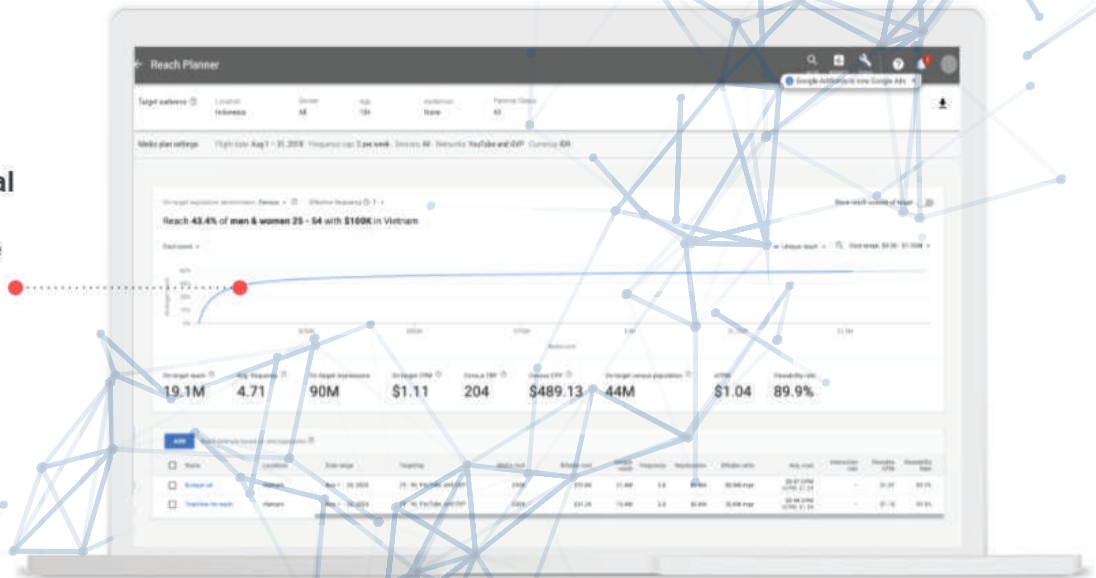
Reach Planner, TV Reach Planner

Source: (1) Google commissioned Nielsen meta analysis of yearly MMM results across 24 distinct CPG brand/year combinations spanning 2017-2019. (2) Assuming Google Display costs are aligned with in-sample 2019 median CPM.
Note: across all format allocations evaluated, over 75% of brand/year observations across HPC and FBR show alignment with total CPG earnings.

Plan the base R&F for YouTube to help ensure brand campaign impact

Use Reach Planner* to identify the level of efficient reach for YouTube

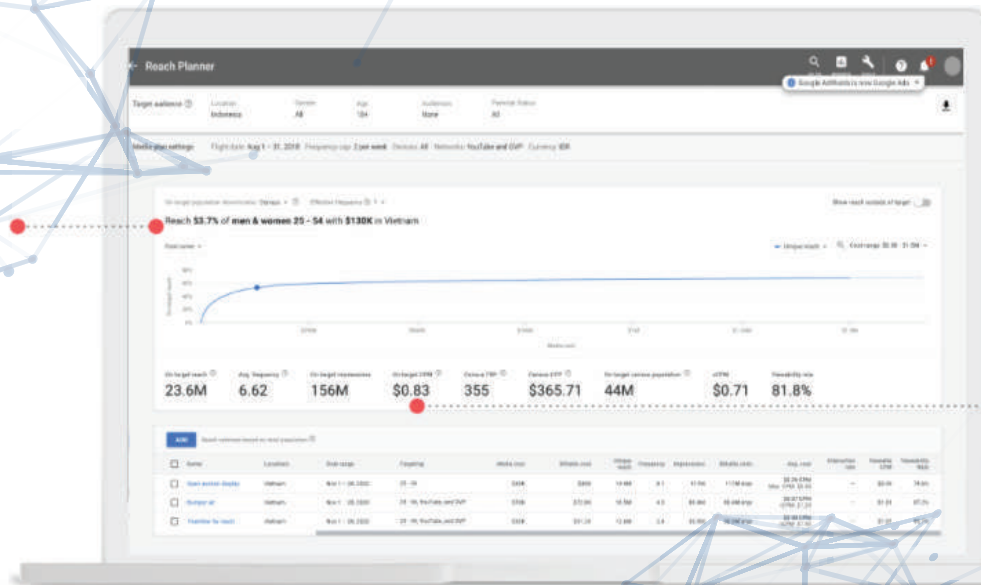
Plan at the point of efficiency for optimal cost efficient reach and to maximise the channel's scale



*Accessible via Google Ads (when planning for video only) and DV360 (when planning for video and programmatic)

And then, consolidate YouTube and programmatic planning for incremental reach!

+24% p.p



-27% Lower CPM

Danone-AQUA Case: Drive Goodness



COVID-19 : What has changed?

ALMOST EVERYTHING

First they don't stay home, then 76% stayed home

And spending more time online

In response to less outdoor activities, consumers are shifting to spending time online

32%

Increase in online shopping activities



42%

Streaming more content in home



+46%

Gaming app download increase

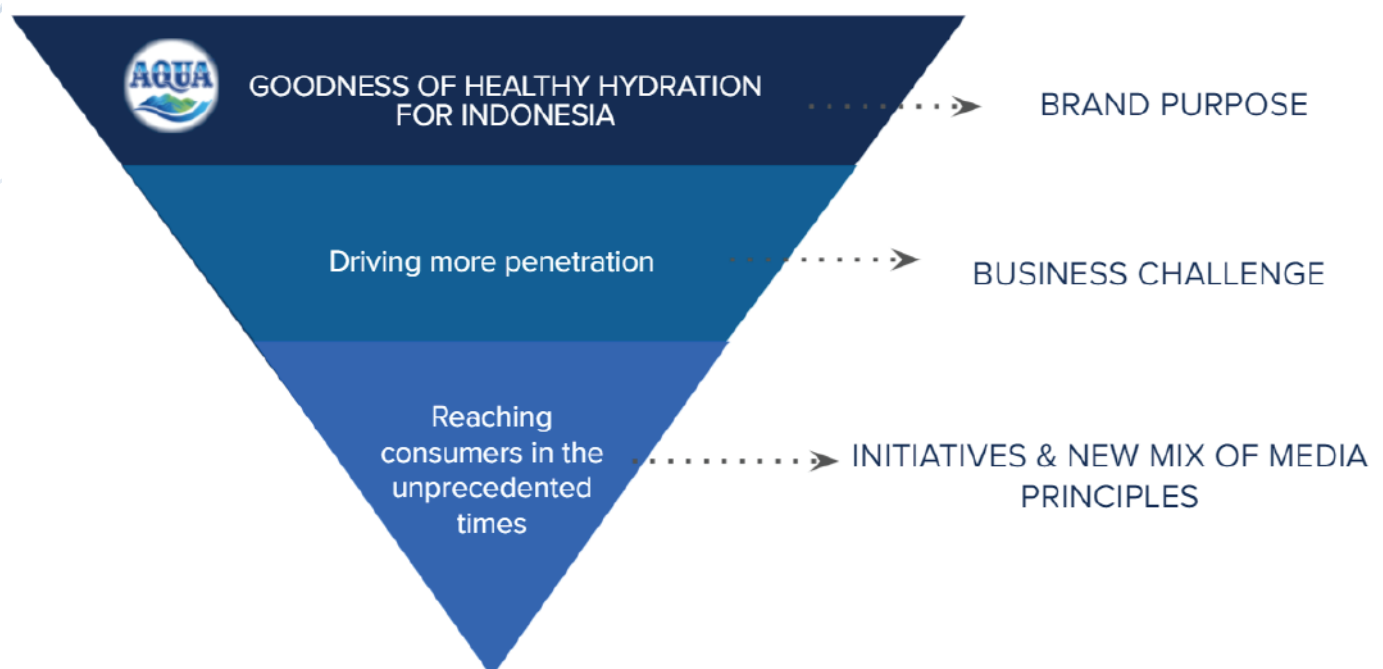


More Indonesians are staying at home

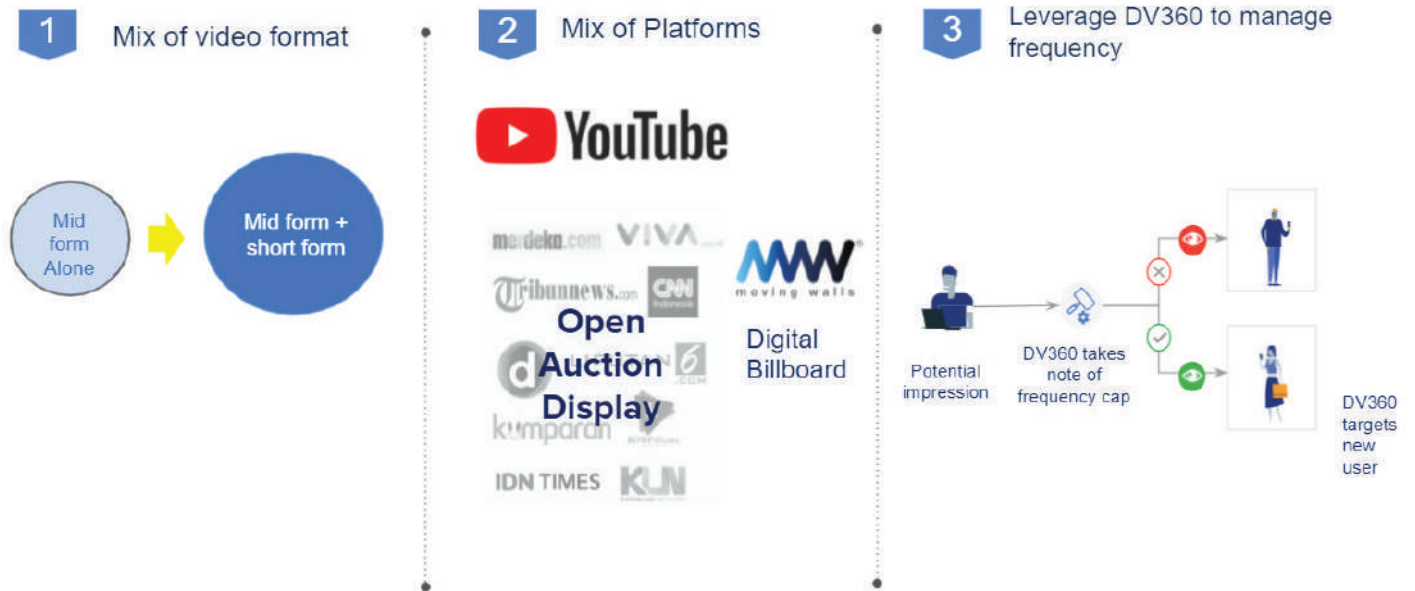
And are looking for ways to adjust their daily activities to in home activities

-50%

Google Maps Searches on Malls & Restaurants



Media principles x Innovations:



Start with traditional billboard and amplify with Digital & DOOH



The screenshot is divided into two main sections. The top section features a line graph titled "Kasus Covid-19 Provinsi Jawa Barat" (COVID-19 Cases in West Java Province). The y-axis represents the number of cases, ranging from 0 to 10,000 in increments of 1,000. The x-axis shows dates from 27/03 to 12/04. A blue line shows the daily case count, which rises steadily from around 1,000 in late March to a peak of approximately 9,500 on April 1st. After the peak, the line shows a sharp decline, reaching about 2,500 by April 12th. A red circle highlights the peak area of the graph. The bottom section of the screenshot shows a video frame of a doctor, identified as "dr. Yogi Febrian" with the title "Spesialis Penyakit Infeksi" (Infectious Disease Specialist). He is wearing a green surgical gown, a face shield, and a blue surgical mask. He is holding a black smartphone in his hands. Below the video frame, there are two social media sharing buttons: a Twitter button with the text "Silahkan klik ikon untuk posting ke twitter" and a WhatsApp button with the text "Silahkan klik ikon untuk posting ke whatsapp".



4.2x
Average frequency per week

Highest brand equity in Q2
vs. P3Y



Indosat Data Driven Creative

Leverages Dynamic Display Creatives (DDC) to drive more relevant communication to variety of audience. It delivers 39% increase in page visits with 2.7x improvement in click through rate

Challenge

- Increase awareness of “Freedom” promotion program in Ramadan season.
- Deliver a scalable relevant communication in a busy Ramadan festive season in order for consumer to spend more time in page to learn more about the program

Approach

- Defined 11 AFFINITIES and 4 TIME period within a day (Subuh, Noon, Maghrib, Evening) that shows high-time for media consumption based on Google insights & Past campaign.
- Use Dynamic Display Creative (DDC) to automate the key message & visual that fit to the right audience AFFINITY and TIME and 5 different creative Sizes. This enable automation for 440 different ads copy.

Results

2.7x

Better Click Through Rate vs prev campaign

+65%

Audience that visit spends more time in page vs benchmark

In addition to these hard KPIs, both Indosat & PHD has been successful in saving time & money from the automation of the 440+ different copy both from production side and implementation side.

“We were happy with the innovation of DDC on DV360, running this enabled us to tackle our challenge of garnering engaged and qualified audience effectively and at scale, as a result we saw better performance in terms of click through rate and generated 39% more page visits vs prev campaign.”

Fahroni Arifin
VP Brand and Marketing from Indosat Ooredoo



Examples: How brands leveraged content platforms



Livestream views : 293,000
VOD views: 4.48M



>800 channels
With more than 1M subscribers
(December 2020)

Examples: How brands leveraged content platforms



Charity concert series



**Programmatic
Guaranteed
(PG): The Next
Big Thing**



10 episodes - 30 mins
(1 September)

Run via Programmatic Guaranteed with

Display & Video 360

Google



Zaheer Travadi

Head of Industry, WPP Agency Business
PT Google Indonesia



Tour of Tools

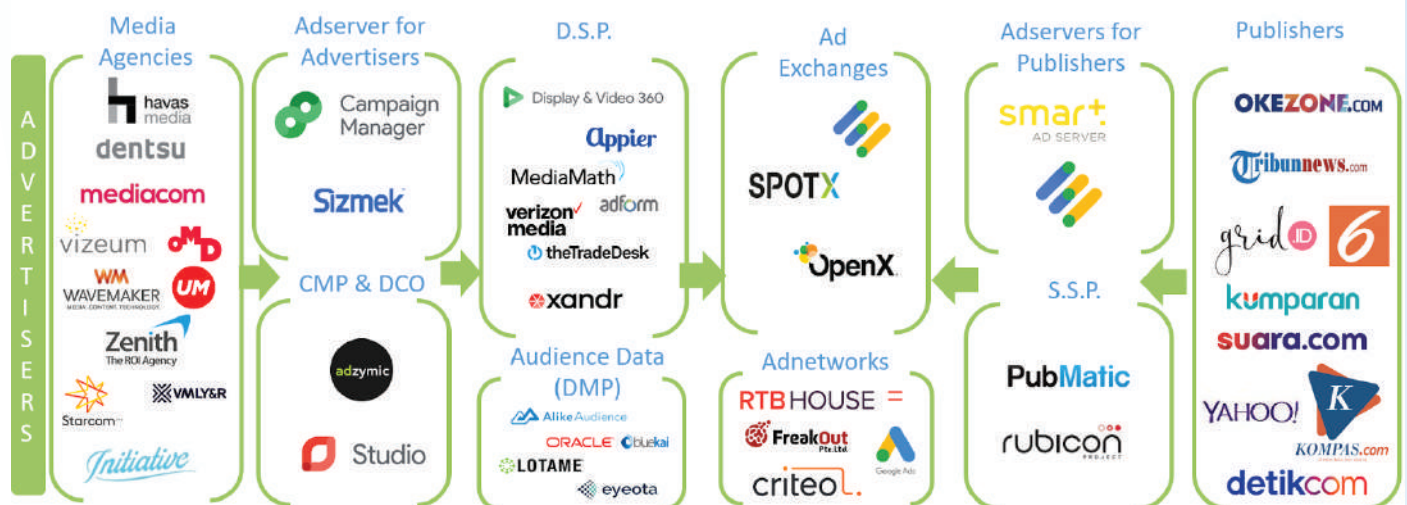
MarTech solutions are generally grouped into 6 categories:

Advertising & Promotion

MarTech tools for advertising and promotion help to bring together the platforms used for paid digital advertising which is typically dominated by 3 key channels - programmatic, social and search advertising. These tools help optimize, scale and streamline efforts across paid channels with capabilities range from audience targeting, dynamic creative optimisation and automation, campaign management and reporting.

Here is a view of the different parties involved in programmatic advertising, which is one of the fastest growing with new innovations continually emerging:

Ecosystem of Programmatic Advertising in Indonesia



Copyright 2021. Adzymic Pte Ltd

Key vendors in Indonesia: Adform, Adzymic, Appier, Criteo, Freakout, RTBHouse, The Trade Desk

Content & Experience

There is a wide array of MarTech tools that helps marketers with their content marketing tasks ranging from the curation of suitable topics, to creation, search engine optimization (SEO) for content landing pages, creatives & content personalisation and automation, and finally amplification.

Key vendors in Indonesia: IMMediate, Outbrain, Taboola, Adzynamic

Social & Relationships

This category of marketing technology solutions ranges from social media management, social listening to online conversations, influencer marketing tools, live events, chatbots, email marketing, and call management.

Key vendors in Indonesia: Brandwatch, MailChimp, Marketo, Later, SocialCircle, Sprinklr, SocialMention

Commerce & Sales

This category consists of MarTech tools that assist marketers with managing and automating processes to execute sales and customer management at scale. For example, Marketing teams send out promotional information to the customer database, the responses can be tracked, and leads are scored based on their interest levels which are then automatically passed on to Sales for follow-up. Solutions in this space help bridge the gap between sales and marketing teams to make efforts more seamless, effective, and personalized.

Key vendors in Indonesia: Collabspot, Pipedrive, Salesforce, HubSpot

Data

MarTech tools help to streamline the gathering of their audience information and provide easy access to gain insights and visualize the data so informed and accurate decisions can be made. Tools in this section range from Customer Data Platforms (CDP) and Data management platforms (DMPs) to web analytics software and predictive analytics.

Key vendors in Indonesia: Adzynamic, BlueKai, Lotame, Tealium

Management

MarTech tools for management improve collaboration, communication and the projects are done across your organization. MarTech solutions for management include project management, time tracking, recruitment, communication, and financial management.

Key vendors in Indonesia: Asana, Slack



Hans Siregar
Country Sales Manager
Adzynamic Pte. Ltd

adzynamic

Case Studies: MarTech in Action

Case Study 1:

Improve Customer Engagement for Prospecting and Retargeting

Campaign Background

As part of the celebrations for BCA's 64th anniversary, the BCA Expoversary Online 2021 was organised from 27 February until 27 March 2021. The month-long virtual exhibition was accessible online at expo.bca.co.id.

BCA collaborated with 88 developers featuring more than 280 housing projects and 177 commercial agents. Besides, there were 18 leading car brands from over 400 car dealers offering various benefits for the purchase of Mercedes-Benz, BMW, Porsche, Mitsubishi, Honda, and electric car from Hyundai Ioniq; and also 14 motorcycle brands such as Benelli, Cleveland Cyclewerks, Gesits, Piaggio Vespa, Yamaha and many more. Alongside, there were various attractive banking offers including Vehicle Financing (KKB), Home Ownership Loan (KPR) and Motorcycle Financing (KSM).

Bank BCA accelerates engagement with ADA & Adzymic

Indonesia's largest bank sought to improve customer engagement for prospecting and retargeting, and therefore selected the Adzymic solution for this campaign. They measured campaign success by way of CTR and Interaction Rate.

Scaling Personalization with Adzymic CMP and DCO

- 1000+ unique creative variations served across 3 main brand: KPR, KSM, KKB
- Auto-optimized for best-performing image, copy and CTA combinations
- Audience and contextual data triggers delivered precise, relevant ad messaging to consumers in real time
- **+ 162% CTR Lift vs. the industry benchmark**
- **+ 272% Higher Interaction rate vs. the industry benchmark**



Hans Siregar
Country Sales Manager
Adzymic Pte. Ltd



Faradi Bachri
Country Director, Marketing Services
ADA in Indonesia



Case Study 2:

Automation, Exclusive Ad Products, Machine Learning, and Predictive Algorithms

Technology has a history of making organizations adept. After the strike of the novel Coronavirus in 2020, the impacts are looming large in parts of the world, even in 2021. With people juggling between despair and the wait for normalcy, these are not simple times. Recouping to look at our marketing strategies is essential because nothing can be taken for granted. To be of relevance in the Covid inflicted and the post-COVID world, marketers need to have a holistic view of the market. Diving deep into data-driven analysis can help in predictive modeling and behavioral analysis. No two customers behave alike, and technology can be used to create personalized and customized messaging.

Also in Indonesia, the users turned to the Internet to look for solutions to the uncertainty looming overhead. Living through phases of lockdown and behind the closed doors of the house, digital moved beyond entertainment and now had a purpose. Users were now resorting to e-commerce even for basic needs like food and essentials. Health tech and Edtech were two new sectors that came into existence.

The strike of the pandemic also spurred the number of smartphone users, thus leading to a rise in the hours spent online. However, this also brought screen fatigue into play. Coming into play to help with the latter reached the audio medium, clearly evident in the voice activities that most users use even on their smartphone, let alone home-assistants.

Change is an ever-present force that forces people to innovate in order to survive and thrive. Marketing is an excellent example of a dynamic environment in which businesses evolve, compete, and outperform one another to claim the top spot. Various MarTech (marketing technology) techniques and technologies have been used by businesses to improve their marketing efforts and increase customer interaction.

One of the cases we would like to cite here is of Zalando. It is a European e-commerce company that follows a platform approach and offers fashion and lifestyle products to consumers in 17 European markets. The company wished to understand whether Twitter is scalable with its campaigns, test as many audiences and creatives as possible, and ultimately acquire new customers. Undertaking this task manually requires an enormous amount of resources as well as time and dedicated staff. With the Wise.Blue technology and expertise, tests were run quickly and efficiently and delivered great results. Wise.Blue is an official Twitter partner and an elite cutting-edge marketing technology that unlocks new opportunities for performance advertisers on Twitter. This platform employs automation, exclusive ad products, machine learning, and predictive algorithms to manage performance campaigns and deliver business KPIs at an increased scale.

The campaign was an amazing success. In 6 months, the Wise.Blue team helped Zalando increase all KPIs to an impressive level (statistics are based on daily average).

User Acquisition

Spend:	323.45%
Installs:	407.13%
Purchases:	742.49%
App clicks:	3899.42%

Retargeting

Spend:	191.67%
Purchases:	301.30%
App clicks:	2320.94%

Clearly defined action steps as well as transparent and simplified reporting of invested budget allowed for a creation of a strong relationship between Wise.Blue and Zalando, built on mutual trust.



Devinder Sharma

Twitter Partner Director, Httpool Indonesia
Httpool



Acknowledgement



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Meet MMA

Our Mission

Architecting the Future of Marketing while Relentlessly Delivering Growth Today!

The interaction between consumers and brands has been forever changed by the revolution that was kicked off by mobile – marketing is now closer, personal, powerful and pervasive. We have a once-in-an-era transformation in the relationship between marketers and their customers.

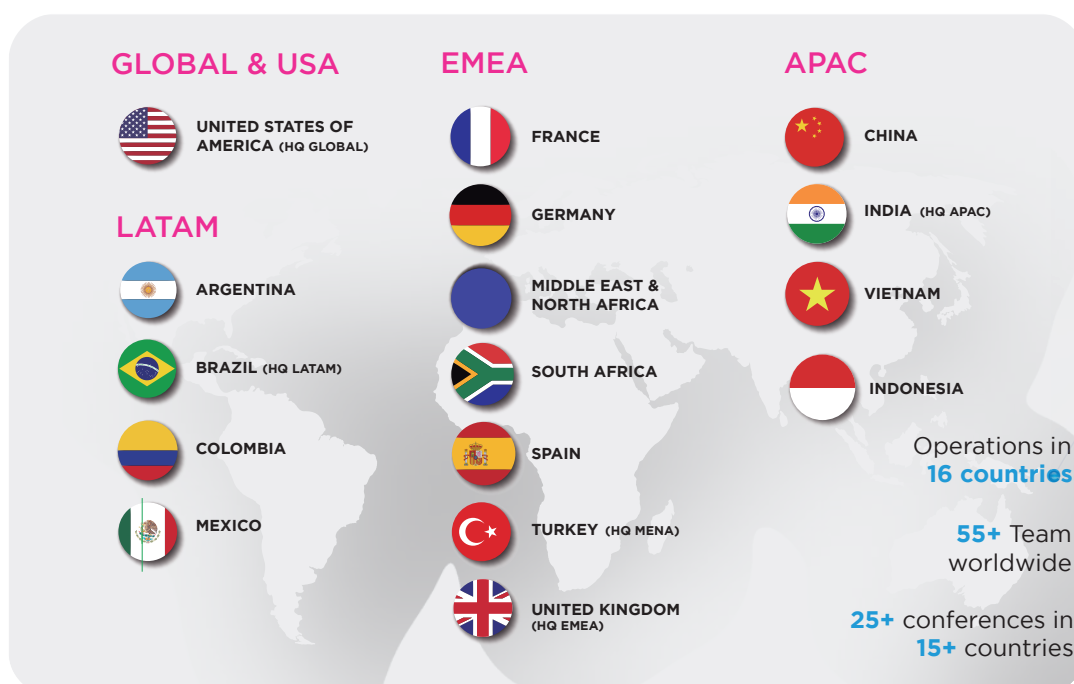
This marketing and communications insurgency we have all experienced is about to further explode with the future of 5G, AI, and other emerging technologies.

The MMA helps marketers lead this imperative for marketing change – in ways that shape the future and drive business growth today.

The MMA has **800+ corporate members** in over 3 dozen countries, and is truly a global organisation with **offices in 16 countries** throughout APAC, LATAM, EMEA and North America.

MMA is run and controlled by marketers but also includes solution providers Agencies, Media Companies, Consultancies plus Enabling MarTech & AdTech.

Our marketer members spend over \$80 billion annually on marketing and advertising around the world.



Benefits of being part of MMA



Get involved with the MMA's industry-leading programmes and educational agenda

We tackle the industry's toughest issues, then tell the world about it through our series of 25+ global events, scores of webinars, and info/downloads available on our site. Members get first look at materials and access to [our core leadership programmes](#).

Key MMA Think Tanks

Marketer Organisation Think Tank (MOSTT) -

Community of CMO & academics rethinking the modern marketing org; focused on measuring marketing org to financial performance. Soon to be featured in HBR.

Marketing Attribution Think Tank (MATT) -

Community of marketing & analytics leaders committed to measurable impact & accountability by advancing people-based approaches in media measurement.

Data in Marketing Think Tank (DATT) -

Focused on supporting marketers in their ingesting, applying and driving success with data in marketing. Eventually, the group is to be the regulatory voice of CMOs on Data. In development.

Major Research

First-Second Strategy (Cognition 2 study) -

Groundbreaking new Cognition Neuroscience Research project set out to understand how consumers process information. Cog 2 will look at time's effect on impact.

Brand as Performance (BaP) -

Industry consortium to first-time-ever measure the impact of Brand, a core element of marketing success. Will likely produce a new growth framework for brands.

SMOX (Modern Marketing Mix) -

Series of 14 studies that examine mobile's role in a multi-channel (TV to mobile) world, with empirical evidence on dynamics of the modern marketing mix.

Key Member Councils

Location Privacy Alliance (LPA) - Focused on development of a Hippocratic Oath for the application of location data to marketing. Second phase is developing regulatory education materials

Mobile Fraud Tool & Council - Member council created to better help our members stay ahead of Mobile fraud by assessing, evaluating, and combating Fraud; includes fraud assessment tool.

Brand Safety Council (SAVE) - Marketer-led council created to ensure safeguards for brands in all marketing environments, to protect the brand's reputation and marketing investment.

RCS/SMS/OTT Messaging - Member Committee focused on the roll-out of RCS across the US, and preparing an "RCS Centre of Excellence" that issues regular guidance on this new function.

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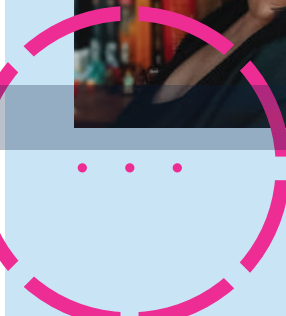
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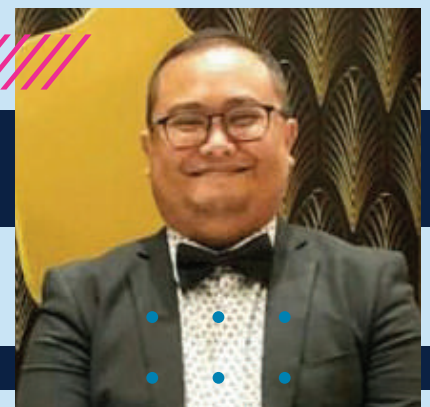
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