

Winning Online Commerce With GrabAds

August 5, 2020

In Partnership with:



MMA IS 800+ MEMBERS STRONG GLOBALLY

MARKETERS, AGENCIES, MEDIA SELLERS, TECHNOLOGY & OPERATORS





MMA PURPOSE

WHO

The People We Serve

Prime Audience: *Chief Marketers*

By helping Marketers do Mobile better, everyone wins. MMA membership represents Marketers, Agency, Media and Technology Enablers from across the globe.

WHY

Our Reason for Being

Mission: To accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

WHAT

Our Strategic Priorities



Cultivating Inspiration

Aimed at the Chief Marketer; guiding best practices and driving innovation



Building Capability for Success

Fostering know-how and confidence within the Chief Marketer's organization



Demonstrating Measurement and Impact

Proving the effectiveness and impact of mobile through research providing tangible ROI measurement and other data







Advocacy

Working with partners and our members to protect the mobile marketing industry



MMA: RESHAPING THE FUTURE OF MOBILE MARKETING

 SMoX Mobile ROI Research	 MATT MARKETING ATTRIBUTION THINK TANK Marketing Attribution Think Tank	 MOSTT MARKETING ORGANIZATION STRUCTURE THINK TANK To Rethink Mrktg Org	 SAVE Brand Safety Council Marketer Brand Safety Council
Industry Working Groups Driving the Future of Marketing & Mobile	Guidelines & Best Practices Viewability, Location, Native	MM25 Marketer Peer Group Tackling Core Issues for Marketers	Shared Knowledge of 800+ Members Entire Mobile Ecosystem Worldwide
SMARTIES Awarding Best in Class Mobile Campaigns	CEO & CMO Summit Annual Mobile Think Tank	1,000+ Mobile Case Studies Inspiring Creative Innovation	30+ MMA Events Spread across 20 Countries

UPCOMING WEBINARS

- ≡ **August 06** - [India Webinar] D2C Strategy & Data Strategy
- ≡ **August 13** - [India Webinar] Cloud For Marketing
- ≡ **August 29** - The New Marketing Playbook: What's Next in Advertising & Tech a conversation with Verizon Media's James Colborn











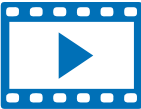

Scan me



MMA PROGRAMS & INITIATIVES



Our programs and working groups consist of executives who discuss key issues for a specific industry segment, technology or business issue. The programs and working groups meet on an ongoing basis to develop and execute industry initiatives that reflect the needs of their initiative area and membership.

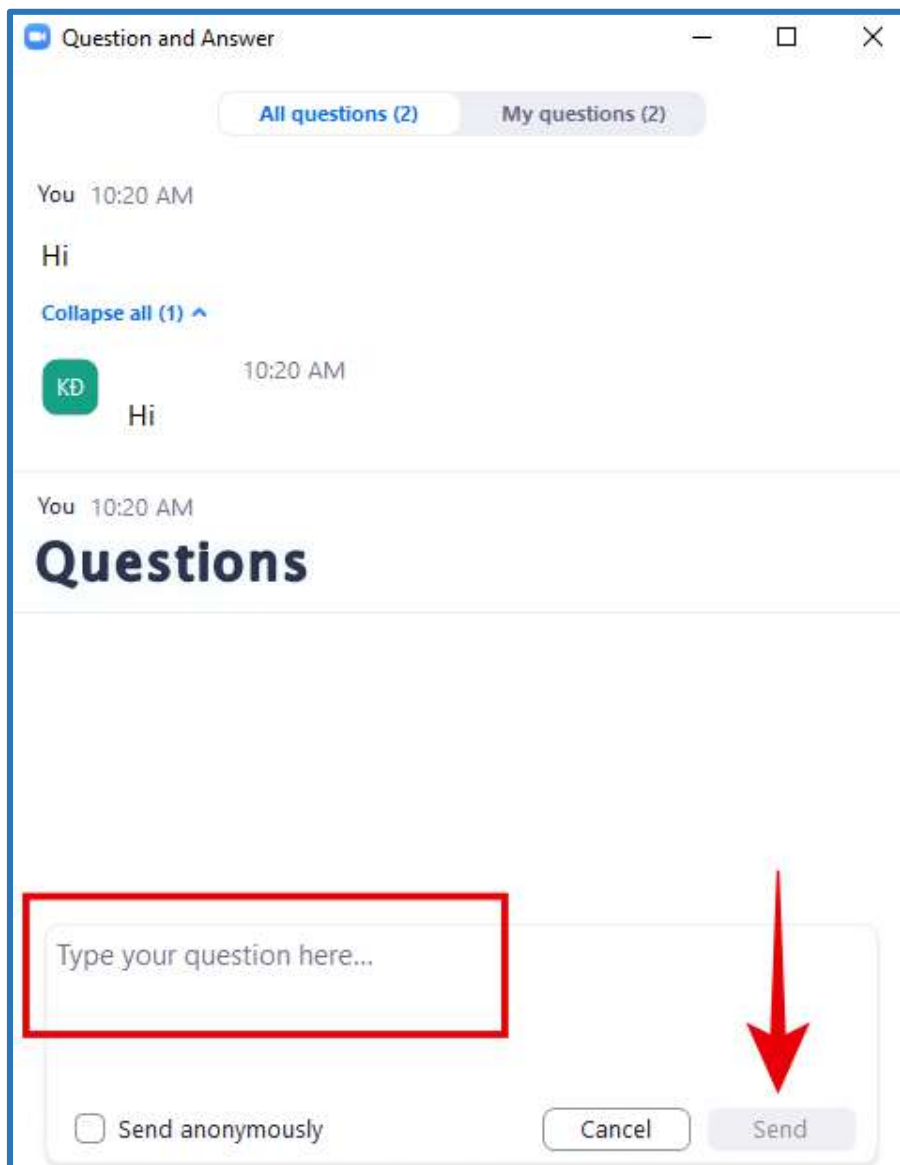
 Currency Measurement	 Internet of Things	 Location	 Mobile Games	 Mobile Messaging
 Mobile Native Advertising	 Mobile Programmatic	 Mobile Shopper Marketing	 Mobile Video	 Privacy



Enroll by emailing committees@mmaglobal.com



MANAGING YOUR QUESTIONS



Share the Insights

#MMAWeb

||| SPEAKERS



Huyen Doan
Head of GrabAds
Vietnam
GrabAds



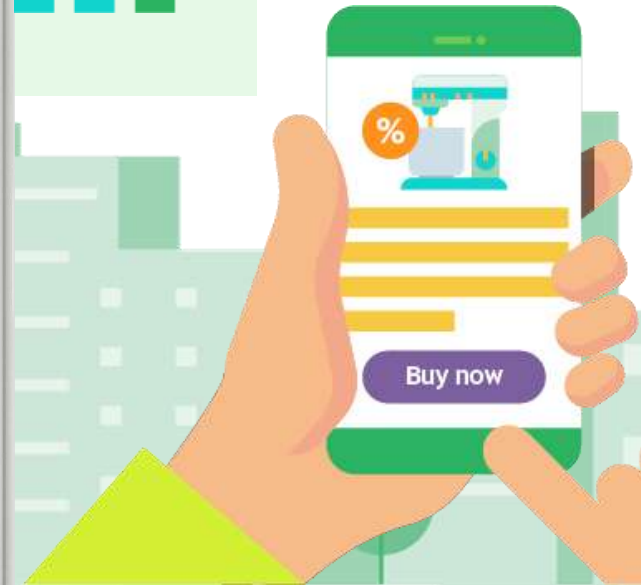
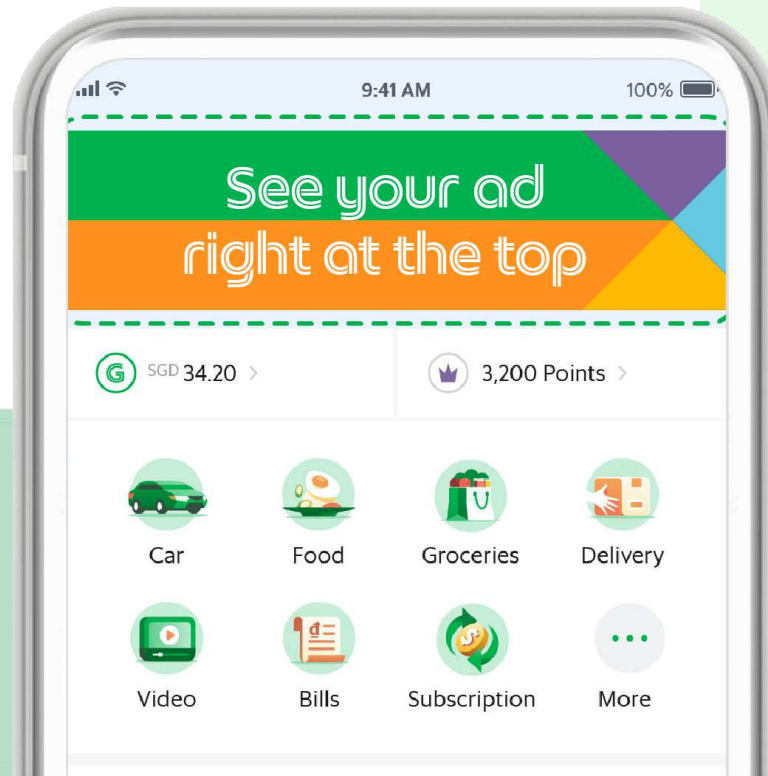
Kien Doan
Country Head Vietnam
MediaDonuts

Moderator



Phan Bich Tam
Country Manager
Mobile Marketing Association
Vietnam, Myanmar & Cambodia

Winning online commerce with GrabAds



Overview

● Who are we?

● What's GrabAds?

● How can online commerce and retail win with GrabAds' solutions?

● Q&A



Hello!



Kien Doan
Country Head
MediaDonuts Vietnam

**Fun
Fact!**

Persuading myself
to go home earlier



Huyen Doan
Head of GrabAds
Grab Vietnam

**Fun
Fact!**

Training to take part
in the next triathlon!

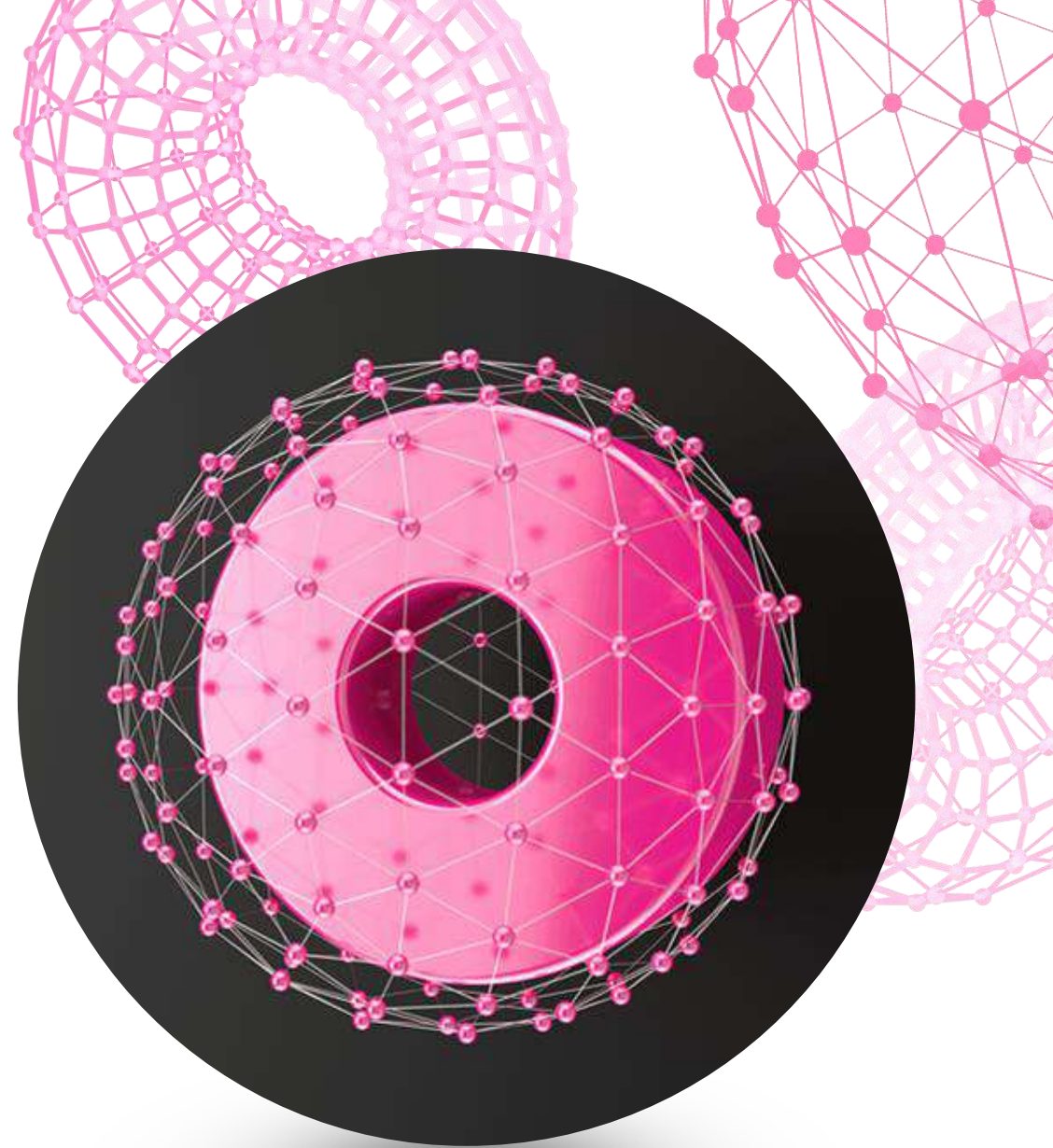
MediaDonuts Vietnam

Official Reseller of GrabAds



MediaDonuts is the official reseller of **GrabAds** in Vietnam, Thailand, the Philippines and an online advertising and technology company that helps advertisers achieve their performance and branding goals across digital media channels.

MediaDonuts focuses on Programmatic and emerging digital platforms to provide its service in 13 countries.



Grab's Impact In The Region in 2019



US\$ 5.8 Billion

Contributed to Southeast Asia's economy in the 12 months leading up to March 2019



>9 Million

Microentrepreneurs



21%

of our driver-partners did not work prior to joining Grab



1 in 70

Southeast Asians have earned an income through the Grab platform



GrabAds

Notes:

* As of 31 August 2019

* Based on actual data of driver and merchant-partner gross incomes and sales generated through the Grab platform from 1 April 2018 to 31 March 2019.

Includes estimate of Kudo agent incomes derived from a study conducted by the Centre for Strategic and International Studies (CSIS) and Tenggara Strategics.

Being the Everyday SuperApp for our users



1 in 4

Vietnamese using Grab services for their daily needs

KEY USER CHARACTERISTICS

- Gen-Y & Millennials User base
- Make digital transactions with ease
- Adventurous, Responsive to new products/services

Ví điện tử
moca

Grab Rewards



Car

Bike

Food

Express

Mart

Rewards



hundreds of thousands

Driver/biker-partners

KEY USER CHARACTERISTICS

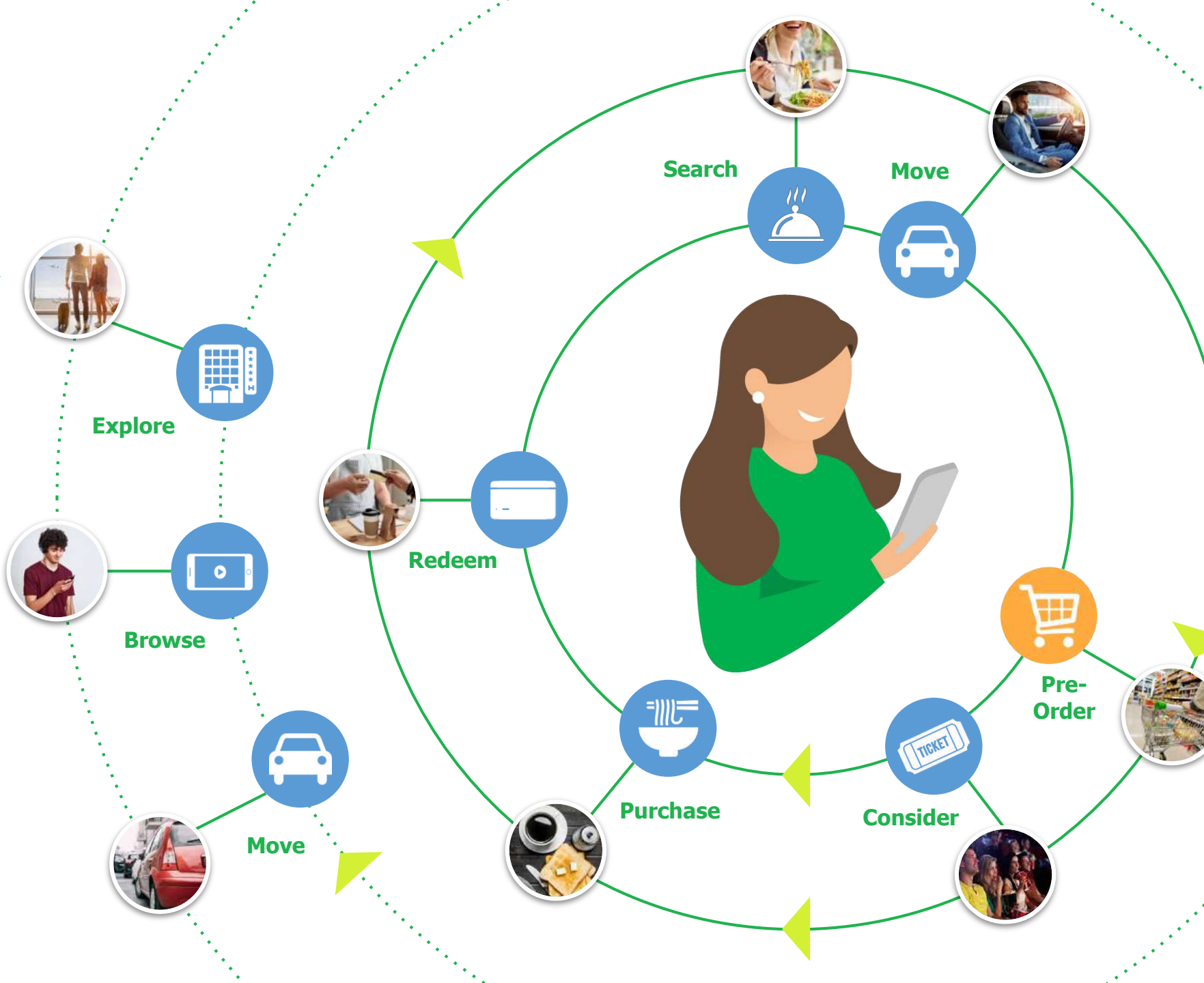
- Tech-savvy and independent
- Very responsive to new deals and promotions



43

Cities & Provinces
Grab outservices

Integrate authentically into consumers lives



6 6 2 . 3 5 7

(data) Insights

0 9 . 8 2 7

8 6 . 5 2

1 4 5 . 2 2 4

3 4 0 5 6 7 1

Make a Guess:

Which are the top 3 items Vietnamese wanted to have at home when the COVID national social distancing started?

Mì tôm chua cay



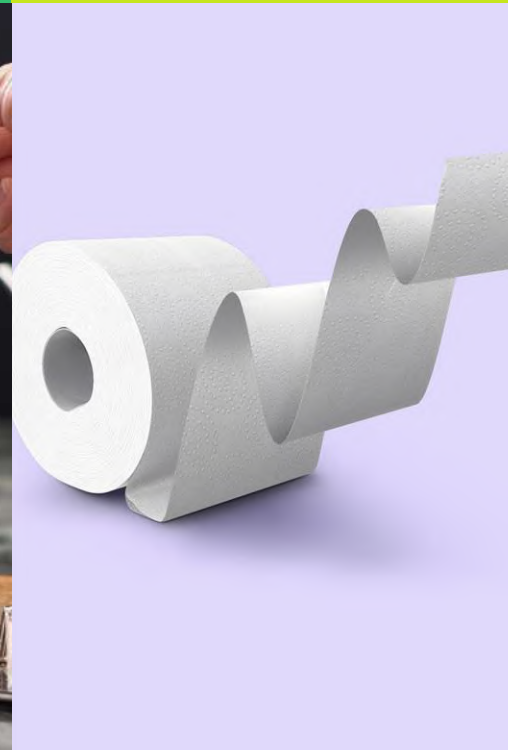
Sữa không đường



Cà phê



Giấy vệ sinh



Sữa đậu nành



Make a Guess:

What was the most popular food in April 2020 in VN during social distancing?

Phở



Đồ ăn nhanh



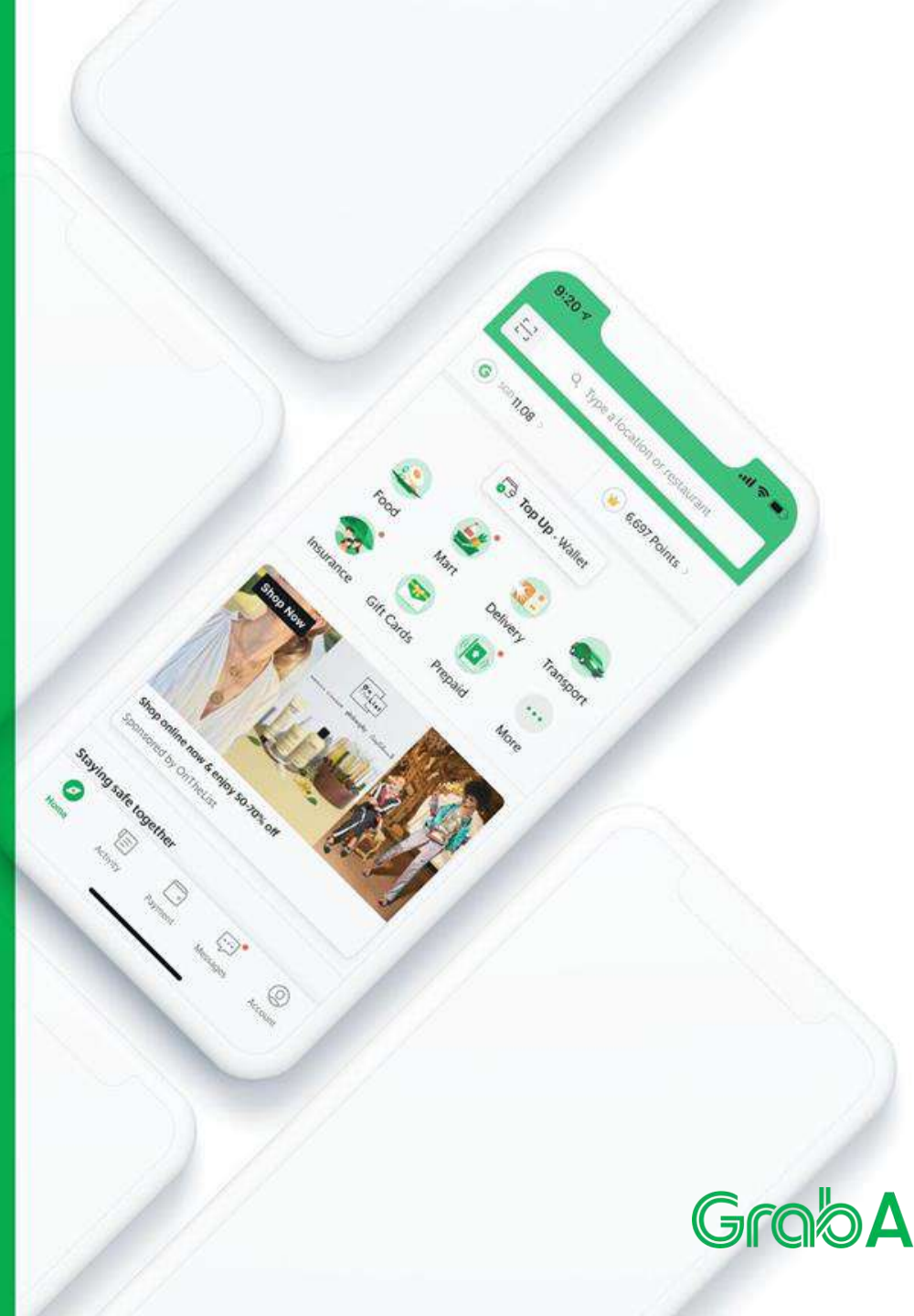
Cơm



Trà sữa



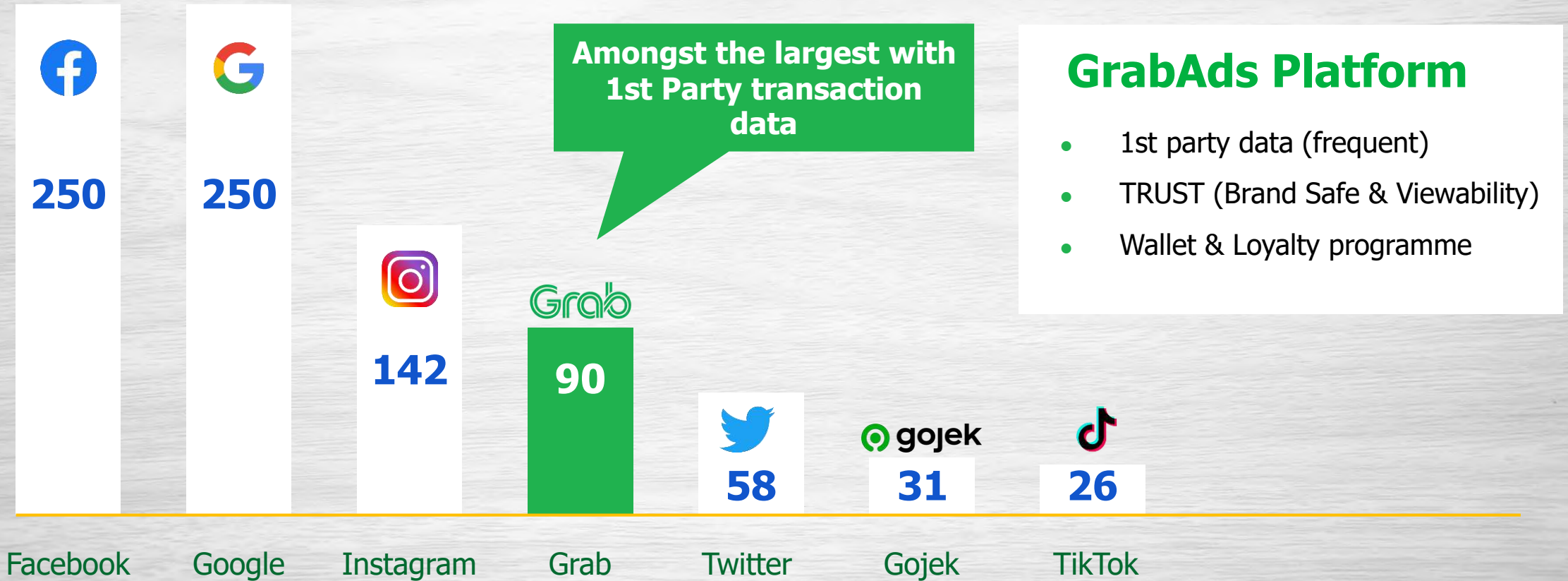
Why GrabAds?



GrabAds

Impressive Reach

Top apps by MAU in SEA by AppAnnie - Q1 20



GrabAds

Grab's Online-to-Offline Advertising Solution



Premium, Brand Safe & Fraud Free native inventory on **1 in every 4** smartphones in SEA



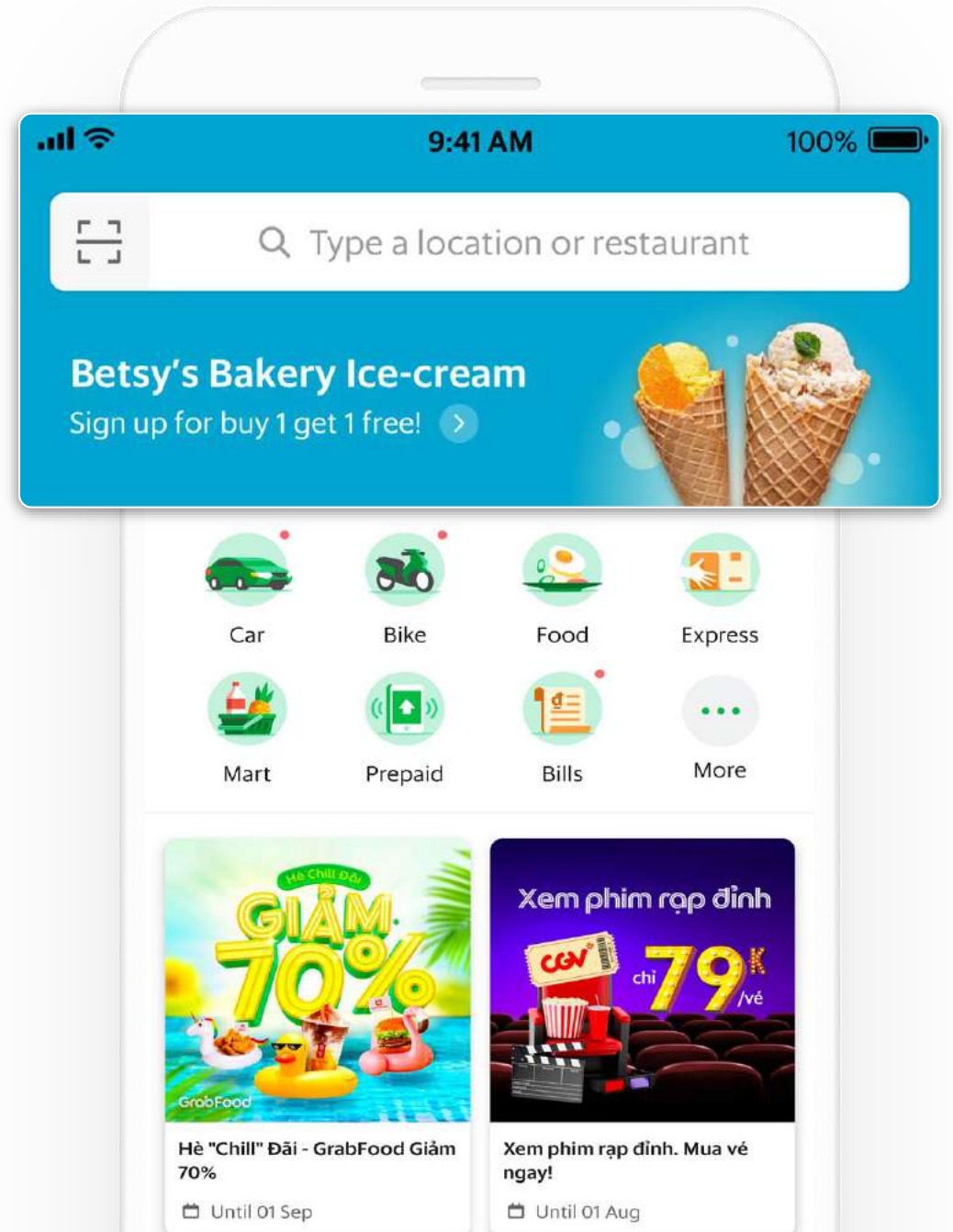
Unique to Grab Audience segments from **Food, Payments, Shopping & more!**



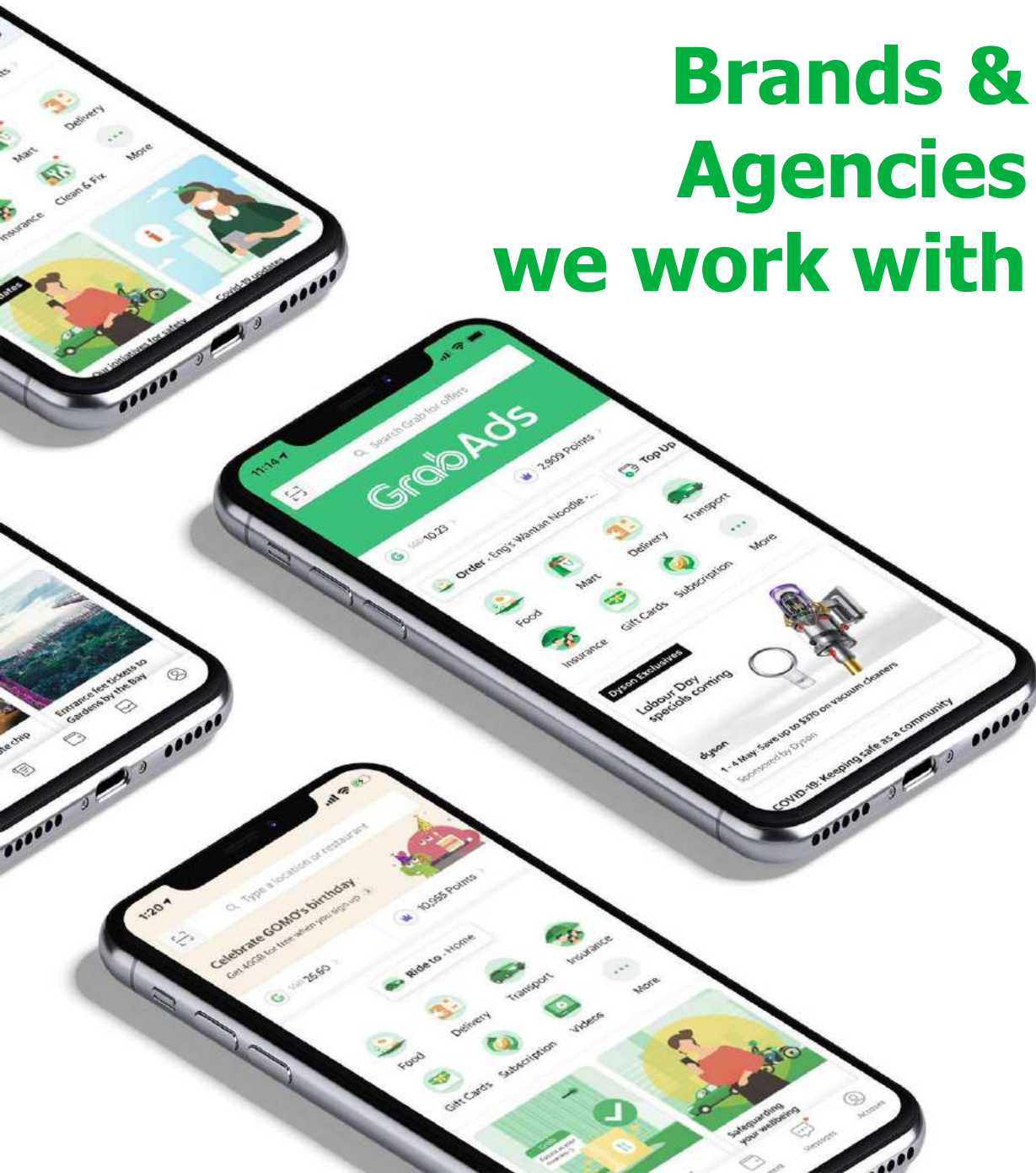
Fair value rewards that drive 3X better results



Online-to-Offline Integrated Campaigns with the **largest fleet** in SEA



Brands & Agencies we work with



Reach
Audiences
With
Purchasing
Power

80% -
90% + active users

Source: Internal Data
**across markets make transactions
every time they open the app**



Audience Segments

Unique to Grab, built on day-to-day transactions & activities



Demographics

Age
Gender
Location



Food & Beverage

Cuisines
Foodies
Restaurant Visits



Transportation & Travel

Ride Sharing
Business Travellers
Leisure Travellers
Domestic Travellers
International Travellers



Finance

Type of card
Size of spend



Interests

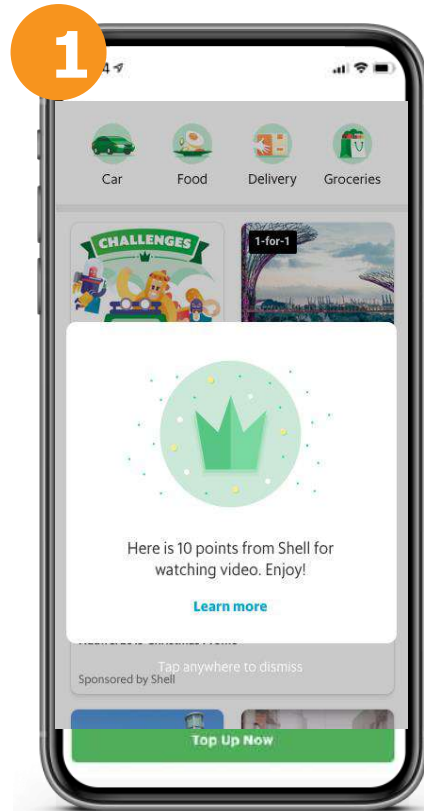
Services
Shopping



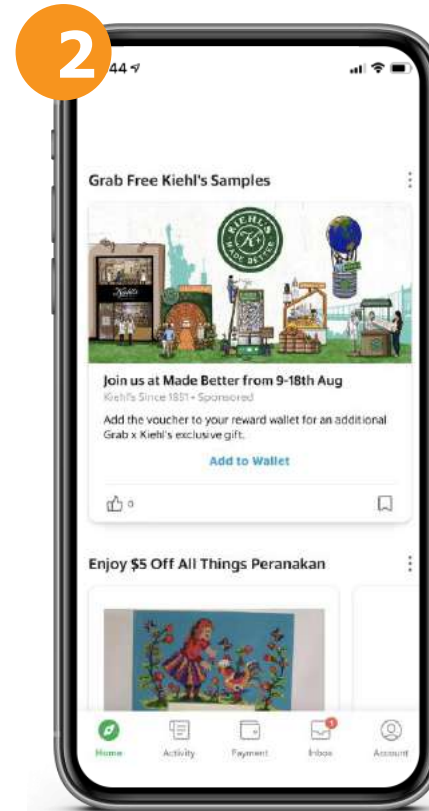
Remarketing

Retarget users based
on their interactions

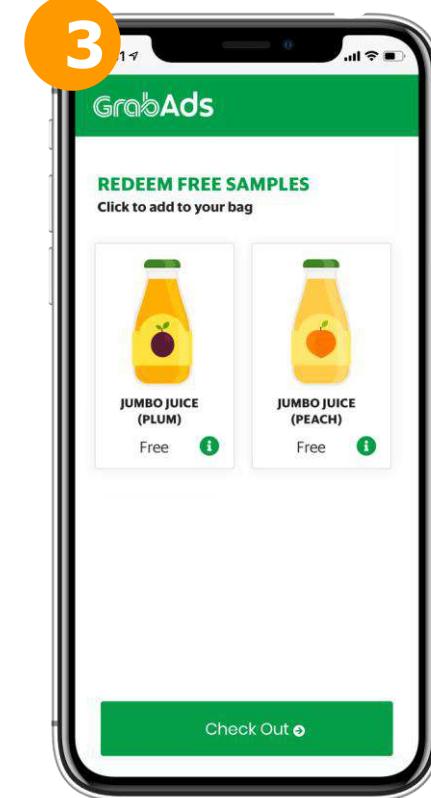
How can advertisers win online commerce and retail with Grab today?



Drive Engagement
Rewarded Advertising

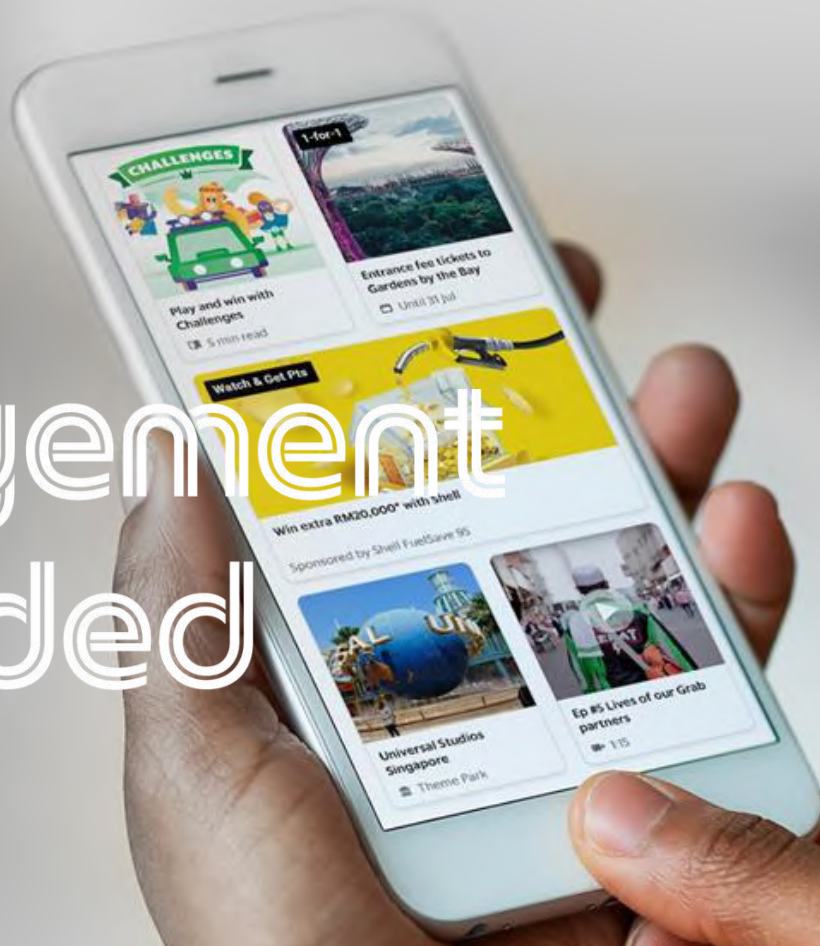


Drive Footfall
Closed Loop Campaigns



Drive Engagement
In-fleet ads and sampling

Drive Engagement with Rewarded Advertising

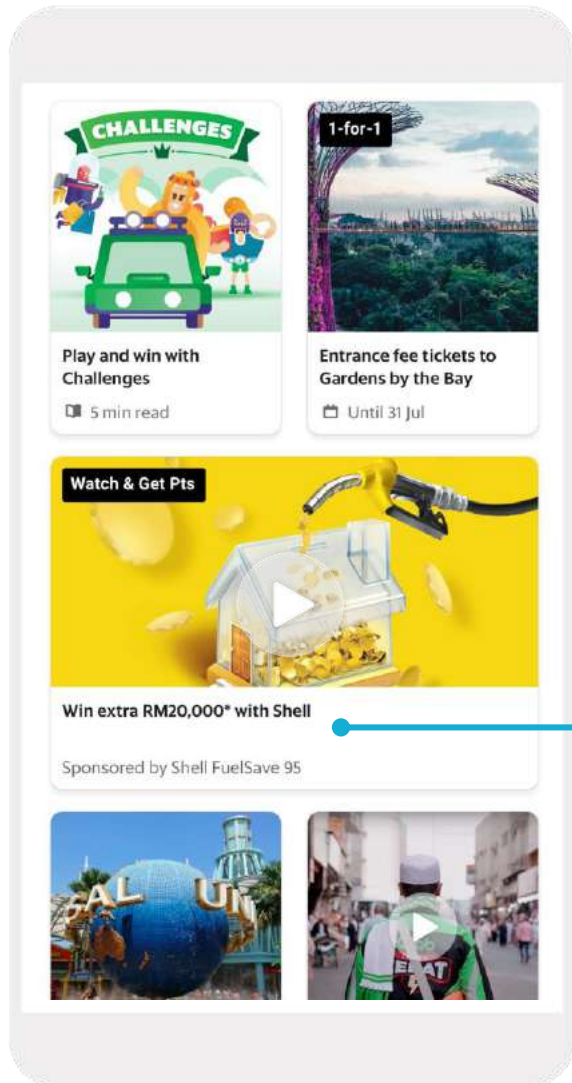


Creating a fair value exchange with Rewarded Advertising



Rewarded Video drives much higher engagement!

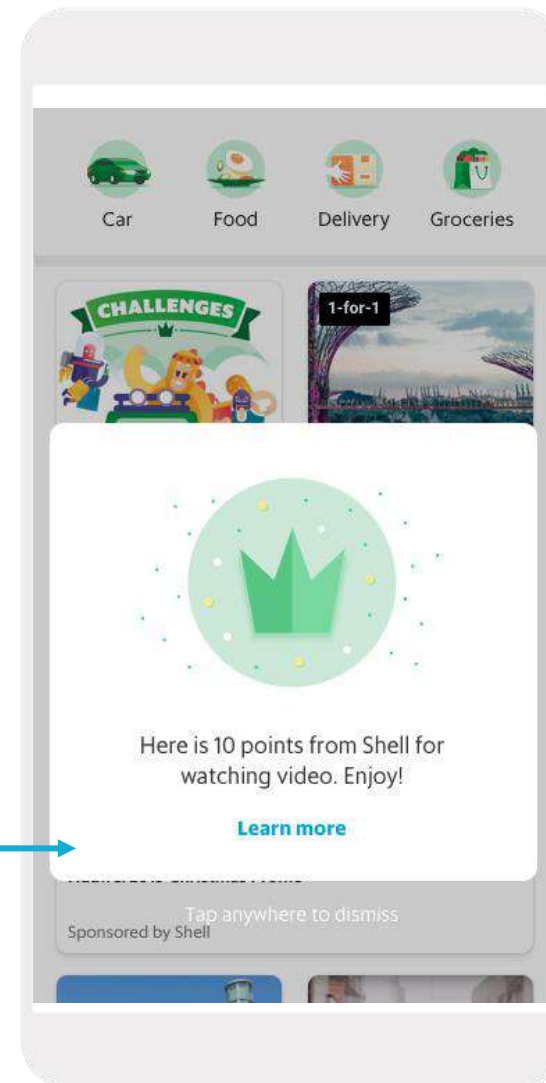
Rewarded video ad in the feed



Rewarded ad in Video Player



Points automatically rewarded



2M

Ad Views
(Impressions)

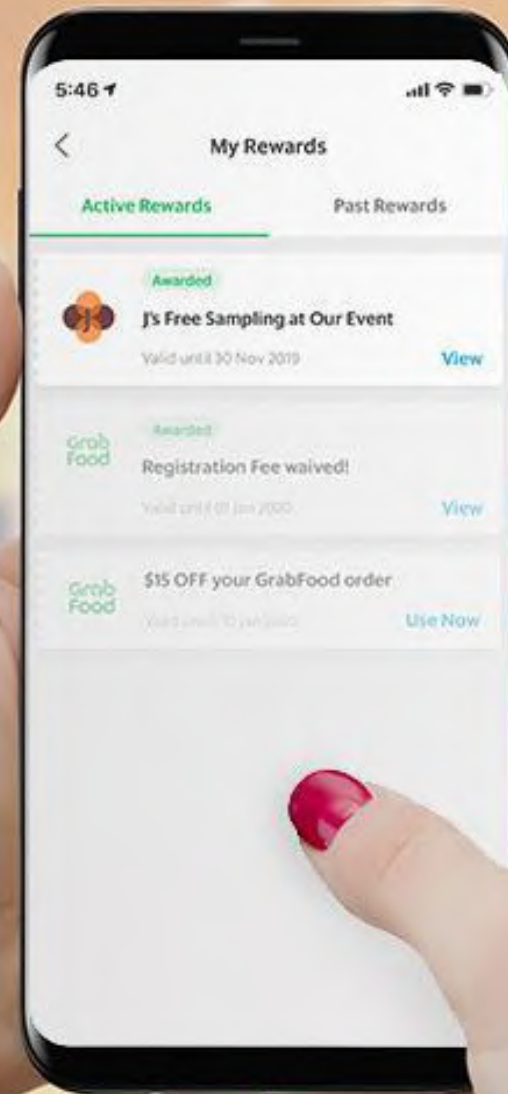
1.37%

Click Through Rate
(to Start Video)

88%

Video Completion
Rate

Drive Footfall with Close Looped Campaigns



Kiehl's X Grab Made Better 2019

Kiehl's
SINCE 1851



The Challenge



Kiehl's created the **Made Better Event** aiming to **educate audiences** about Kiehl's specialty skincare products in an **immersive brand experience** setting.



The Made Better Events were held at 2 department stores. **Grab's O2O Closed Loop strategy** helped Kiehl's **drive awareness** and **foot traffic** to its two Made Better Events with the end goal of generating **leads**

The Solution



We focused on combining Grab's hyperlocal reach with Kiehl's brand heritage to deliver a clear brand message **to drive footfall to their Made Better event.**



We were able to **shorten the consumer conversion journey** and **drive an O2O, last-mile consumer experience.**



Here's how we generated **event awareness and drove consumers to retail** through an experiential skincare event unique to Kiehl's.

Kiehl's
SINCE 1851

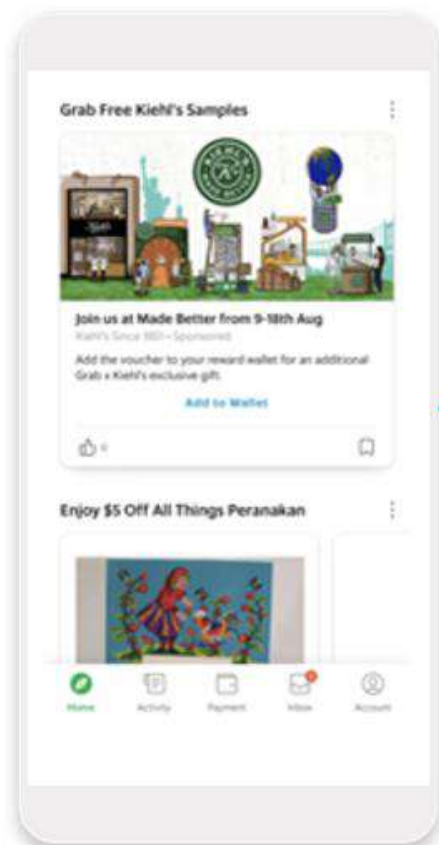


GrabAds

User Flow: Closing the Loop at the Point-of-Sale

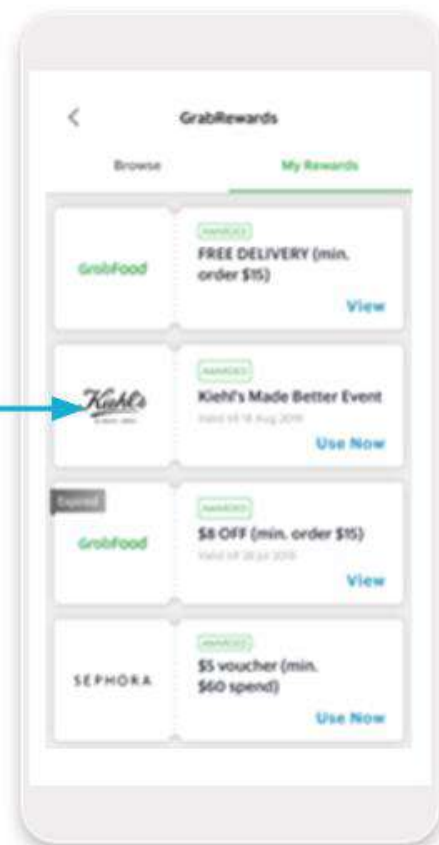
ONLINE

OFFLINE



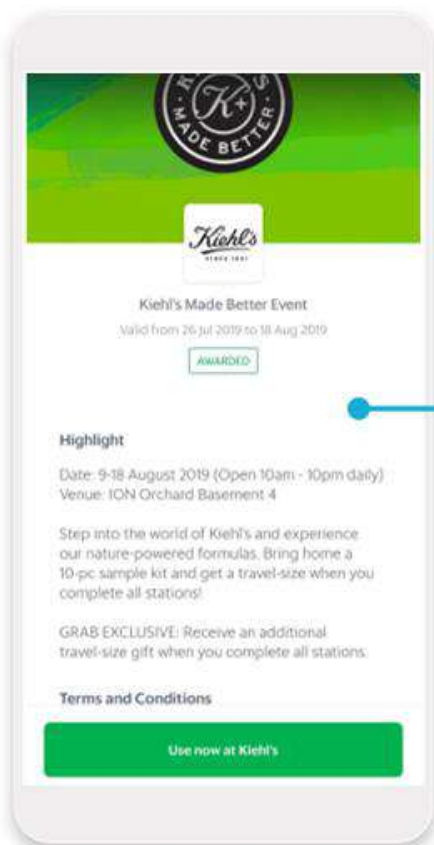
Consumer Sees Ad

A Kiehl's ad is shown to target consumer on feed.



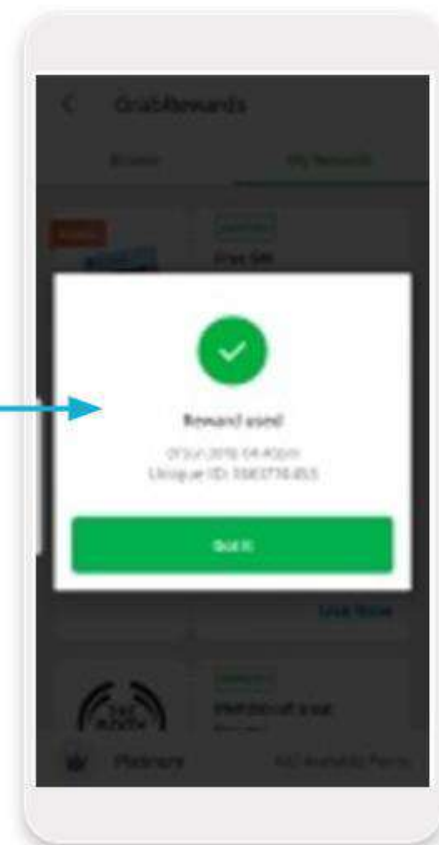
Consumer Saves Reward

Consumer **clicks to save** the reward to Rewards Wallet.



Reward Redemption

At Made Better Event



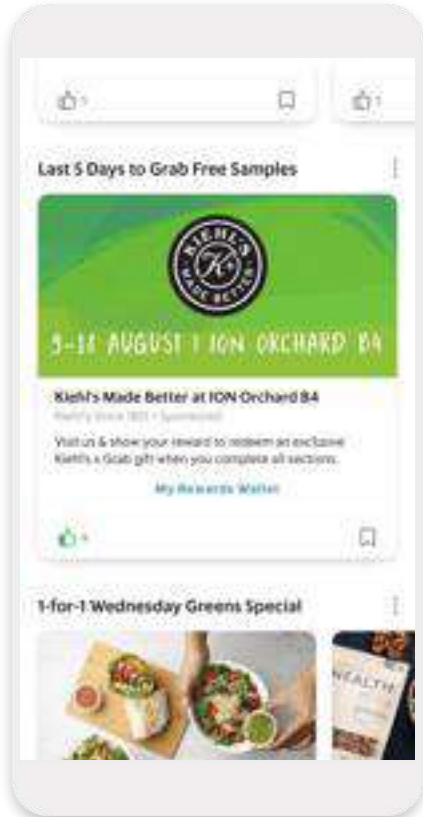
Redemption Tracked

Grab tracks all users who redeem reward at POS.

User Flow: O2O Reminders

Reminders are targeted to users who have saved the reward to his/her wallet

Reminder Type 1:
Consumer on Feed



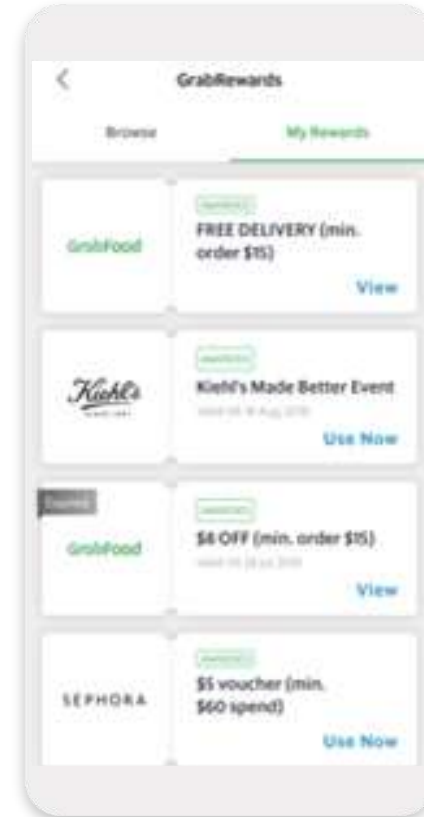
Consumer is scrolling the feed for info from Grab & is reminded to redeem reward.

Reminder Type 2:
Consumer Books a Ride



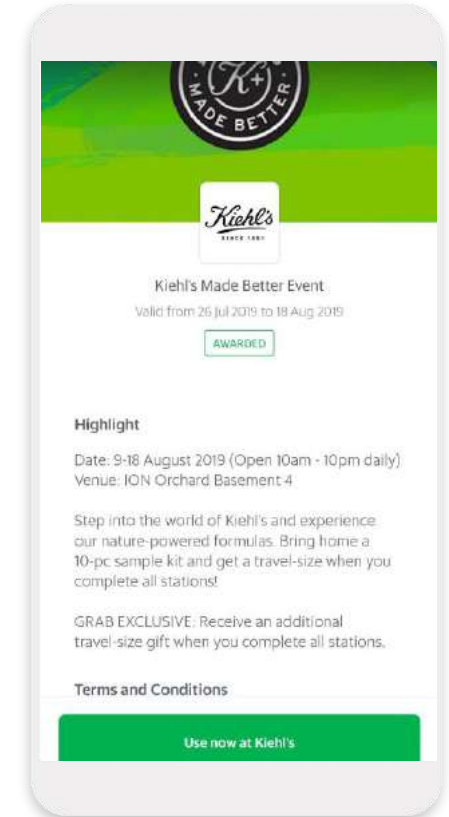
Ride is booked to location where reward can be redeemed & is reminded to redeem reward during his/her trip!

CTA Links to Rewards Wallet:



Consumer clicks the CTA to be reminded of where the reward is.

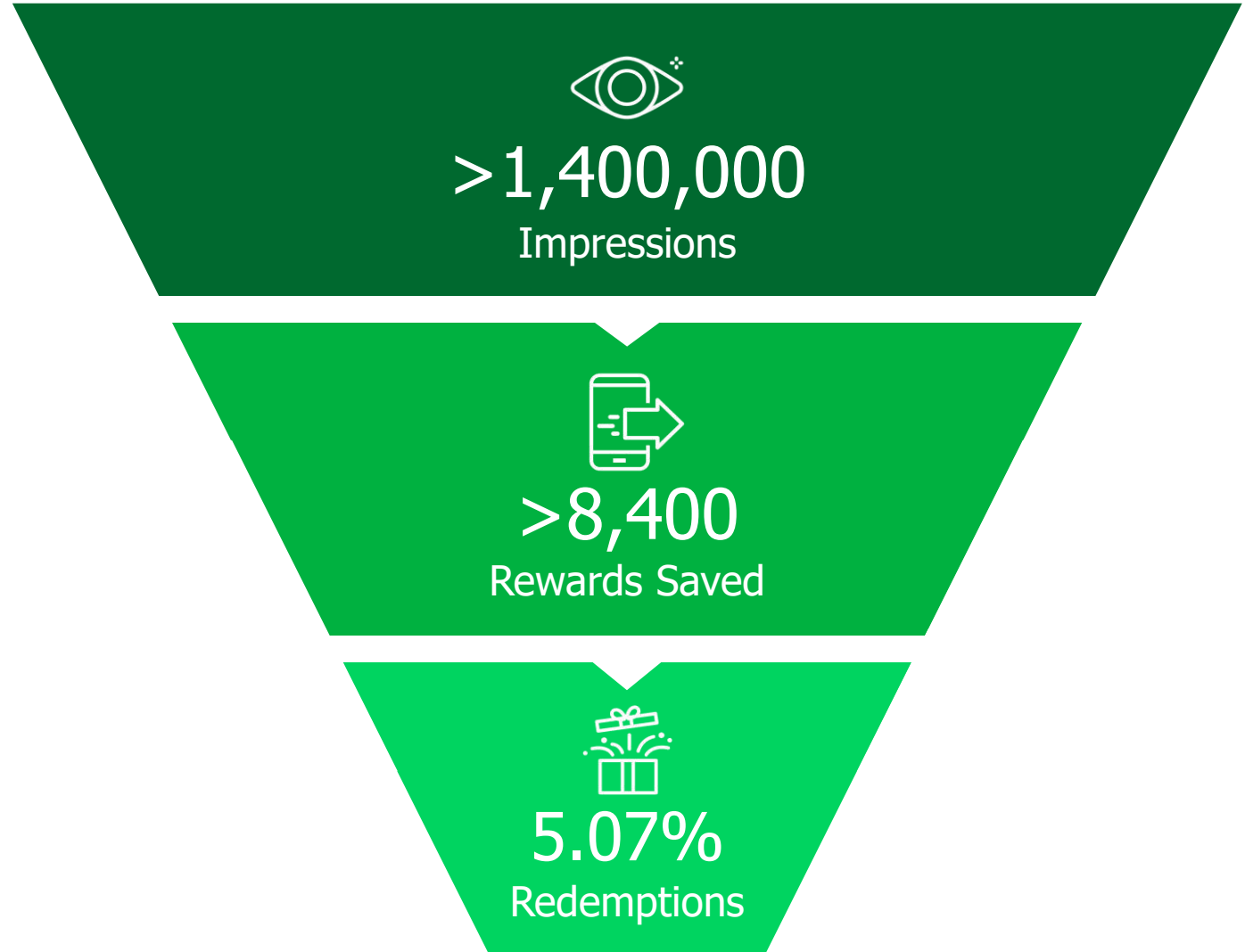
Reward:
Details Page



Reward details.

Overall Results

Campaign Period: July 27th - Aug 18th
& Aug 27th - Sept 15th 2019





Drive Engagement with In-fleet ads & Sampling

GrabAds

Innovative DTC Sales/Sampling Channel : In-Car



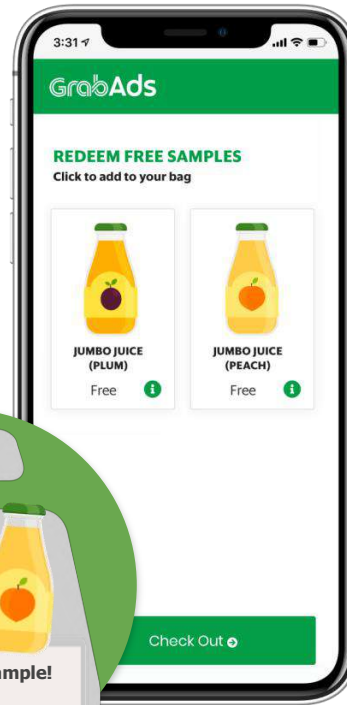
Pre-ride



Capture consumers' attention while they are booking rides



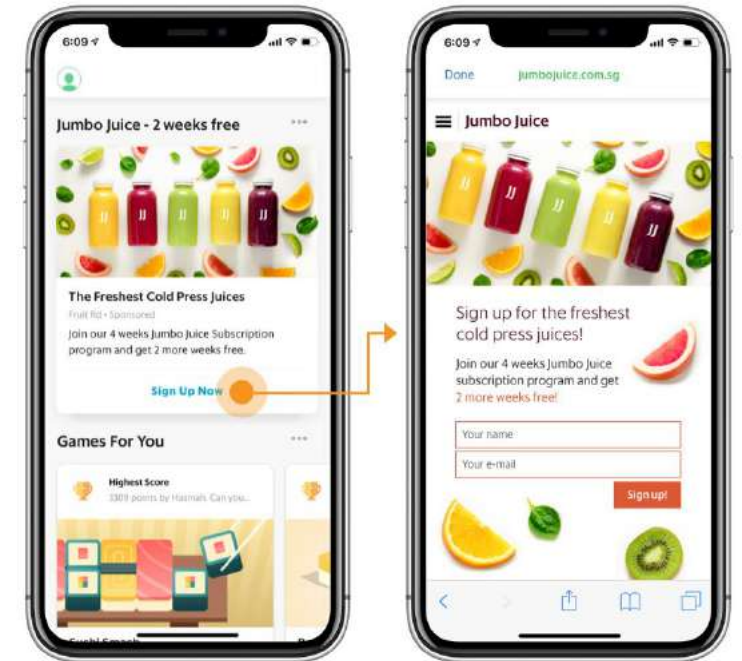
During-ride



Engage consumers and showcase your content while they are in the ride



After-ride



Native Image

In-app Browser

Remarket to consumers for sales and insights after their ride

Case Studies Vietnam



GrabAds

Online Presence for FMCG with Integrated Masthead



Fami Canxi (Vinasoy)

Vietnam

Industry:

Food & Beverage/FMCG

Campaign Objective(s):

- To drive online presence and direct traffic to the sales landing page for Fami Canxi in Vietnam

KEY RESULTS



0.75%
CTR

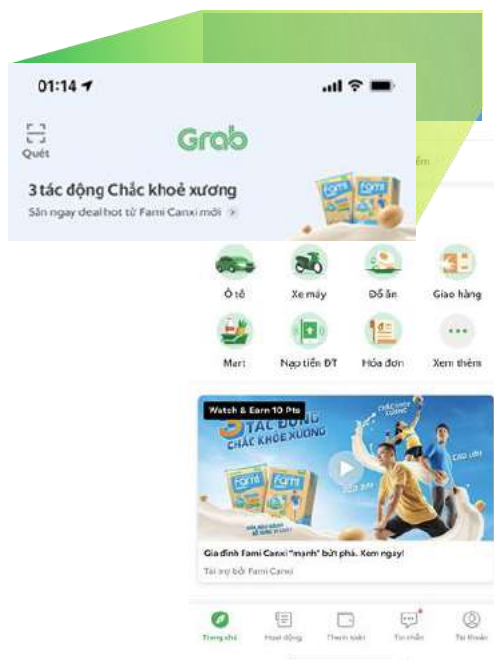


>2.2M
Impressions



>995K
overall
campaign
unique reach

Ad Placement: Masthead



Campaign Date: July 2020 (1 day)

SOLUTION:



MASS AWARENESS

Grab Application take over to reach all Grab Audience within one single day, which enables Vinasoy to identify top performing, scalable affinity audiences, including: Male users, IOS users, Viettel users, and GrabBike users



IN-APP PERFORMANCE DRIVING

Fami Canxi directed clicks to a list of Fami Canxi stockists on Tiki to encourage conversions

GrabAds

Online Presence for FMCG with Rewarded Video



Fami Canxi (Vinasoy)

Vietnam

Industry:
Food & Beverage/FMCG

Campaign Objective(s):

- To drive online presence and engagement for Fami Canxi in Vietnam

KEY RESULTS



0.68%
VTR



>526K
impressions



>283K
overall
campaign
unique reach

Campaign Date: July 2020 (1 day)

SOLUTION:



TARGETING

Broad targeting of Female Grab users aged 18-45 all over Vietnam within one single day



REACH

Fami Canxi ran a one day Rewarded campaign which delivered over 526K impressions



PERFORMANCE DRIVING

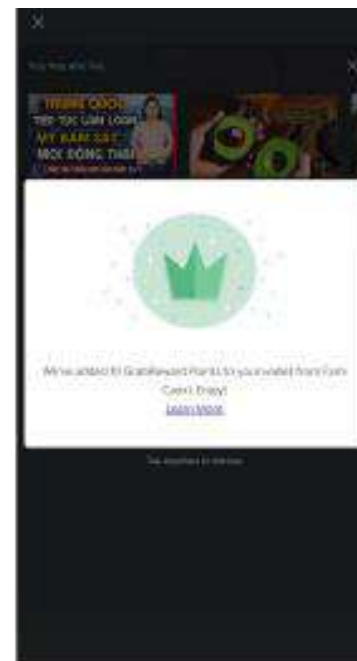
Clicks link to a list of Fami Canxi stock lists on Tiki for conversions



OPTIMISATION

Optimised towards the best-performing audience segment to generate banner clicks

Ad Placement: Rewarded Video





Maggi (Nestle)

Vietnam

KEY RESULTS



0.99%
CTR

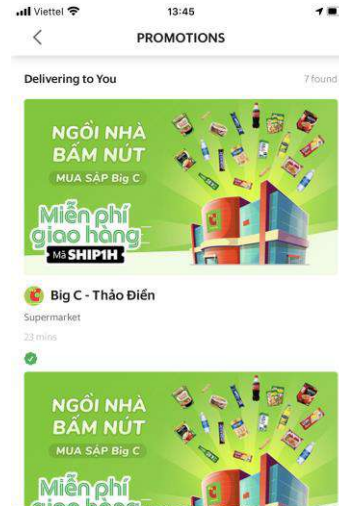
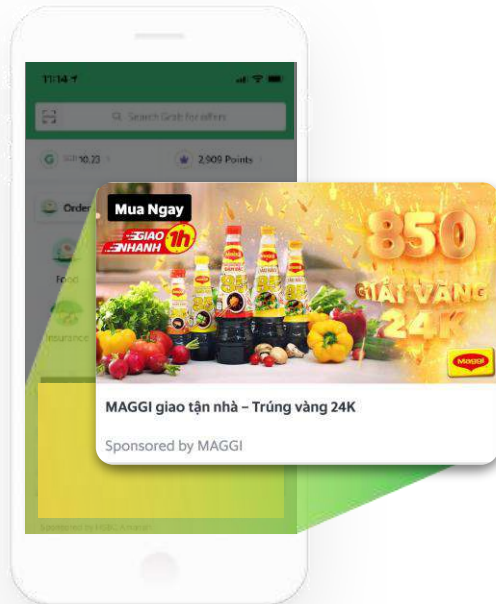


100%
In-app viewability
for full impression
delivery



>1.32M
overall
campaign
unique reach

Ad Placement: Native Image



Campaign Dates: Apr 2020 (15 days)

SOLUTION:



TARGETING

Broad Targeting of Grab users in major Vietnam cities: Ho Chi Minh City and Hanoi



REACH

Maggi ran a Native Image campaign for 15 days with 1 creative which delivered over 3.10M impressions



ONLINE-TO-OFFLINE ATTRIBUTION

Maggi directed clicks to a list of BigC Maggi stockists on GrabMart to encourage conversions



REMARKETING



PERSONALISATION



MEASUREMENT & OPTIMISATION

Optimised towards the best-performing audience segment to generate banner clicks

Industry:
Food & Beverage/FMCG

Campaign Objective(s):

- To drive online presence for Maggi in Vietnam

GrabAds

Usage of Grab Masthead to drive awareness



Adidas

Duration:
15 May (1 day)

Industry:
E-Commerce

Target Market:
Vietnam

Campaign Objective(s):
Adidas 3 Stripes Day

CAMPAIGN PURPOSE

A massive e-commerce push in Vietnam during the 8th Anniversary Sale

Strategically positioned, the Masthead Ad placed on our apps have helped to boost product impressions and garnered over **1,6 million impressions in 1 day.**

KEY RESULTS



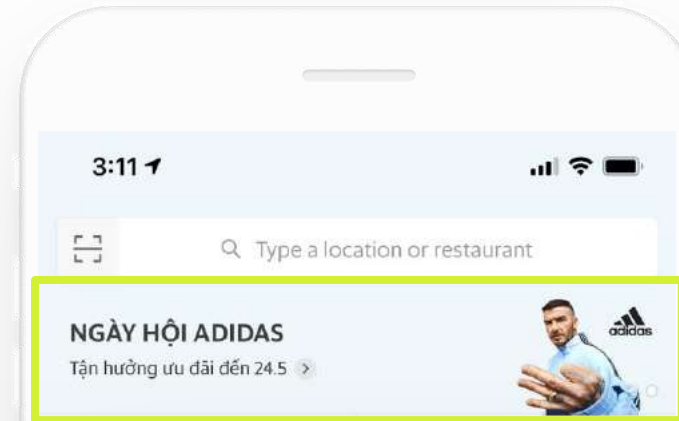
1,678,683
Masthead
Impressions



37,217
Clicks to
Landing Page



2.22%
Masthead
Engagement Rate



Masthead
Ad



In-App
Browser
(Partner
Site)

GIÀY SIGNATURE

Thiết kế hiện đại trên một kiểu dáng biểu tượng với nhãn Superstar phủ kín thân giày.

Key Takeaways:

Why GrabAds?

GrabAds offers brands with an integrated set of ads solution to win commerce



High purchasing power audience with powerful targeting tools



Fair value rewards that drive 3X better results



Closed loop footfall mechanism that offer O2O solutions

80% - 90%+

active users across markets make transactions every time they open the app

Source: Internal Data



Q&A

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Huyen Doan

Head of GrabAds

Grab Vietnam

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Grab Ads Results That Matter

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0903983811

Huyen Doan



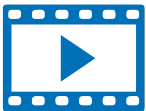







Head of GrabAds - Grab Vietnam

huyen.doanthanh@grabtaxi.com

0912212164



PARTICIPATE WITH MMA

 <p>MMA Smartbrief</p>	 <p>Smart Fundamentals</p>	 <p>Case Study Hub</p>	 <p>Mobile Marketing Playbook</p>	 <p>Guidance Reports</p>
 <p>MMA Linked-In Group</p>	 <p>MMA on Social Media</p>	 <p>Webinar Library</p>	 <p>FAQ</p>	 <p>Benchmarks & Standards</p>

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Thank You!