

CASE STUDY

Grab Food achieves 9X CTR with interactive ad formats

/ THE CHALLENGE

Grab Food Indonesia launched the Semua Bisa BM campaign across 11 cities including Jakarta, Bandung, Surabaya, Yogyakarta to promote a range of menus offered with an attractive discount of up to 50%.

With the goal of driving sales, Grab wanted to advertise across OTT and online video platforms with interactive ad formats that will take viewers to the discount landing page.

/ THE SOLUTION

SpotX's creative production service, SpotX Studio in collaboration with Wootag launched an interactive ad with a branded border end card for the campaign's launch across premium publishers.

THE CAMPAIGN



CAMPAIGN NAME: GRAB SEMUA BISA



Indonesia



7th Feb - 31st May 2020

»»» .STUDIO

30s pre roll instream in-app interactive ad with branded border end card launched by SpotX Studio & Wootag

▶ wootag

PREMIUM OTT/OLV INVENTORY

iflix

viu

Vidio

Spotify

detikcom

KOMPAS

IDN TIMES

THE RESULTS

SpotX successfully delivered beyond target Viewability, CVR and industry average rates.



85% Viewability

Achieved 1.4M+ impressions



85% Completion Rate



9 X CTR (2.04%)

Vs industry average (IAB 0.23%)

Up to 2X CTR vs non interactive ad formats

Industry Average

MOAT
iab.

61.8% VV
0.23% CTR

67.2% CVR