

Siap-Siap buat

CASE STUDY

Indosat Hits Brand Awareness Objectives with Ramadan OTT Campaign



/ THE CHALLENGE

Indosat, an Indonesian telecommunications provider, kicked off a Ramadan campaign for consumers to connect with friends and family as Covid-19 continues physical distancing measures. The Freedom Kuota Harian package provides daily internet quota with a more affordable price for consumers. To increase brand awareness and purchase of the promoted package, Indosat wanted to target a wide range of audience across digital channels.

/ THE SOLUTION

SpotX launched an OTT campaign across two of Indonesia's largest premium publishers, Viu & iflix.

THE CAMPAIGN

CAMPAIGN NAME: INDOSAT RAMADHAN



Indonesia



May - June



Instream OTT



MF 18 - 45

PREMIUM OTT INVENTORY



THE RESULTS

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



SpotX CVR 95% > KPI 70%

2,092,019 completed video views



SpotX Viewability 95% > KPI 70%

Achieved 95% In-view 3 seconds



5X CTR Above Average

Achieved 1.17% CTR, above global industry average (IAB 0.23%)

Industry Average

MOAT

CVR 68.3% Viewability 62.3%

iab.

CTR 0.23%