

CASE STUDY

Go Forward with Milo
Go Forward with OTT

SPOTX  Nestlé

/ THE CHALLENGE

As part of Nestlé's promotional marketing campaign in Indonesia for Milo with the goal of targeting mothers with kids, they were searching for a solution to scale brand awareness to reach a growing mom demographic who are increasingly online.

/ THE SOLUTION

SpotX adopted a targeted audience strategy by recommending VIU for best suitability where 75% of their users are young female urbanites who are internet and social media savvy users.

THE CAMPAIGN

CAMPAIGN NAME: MILO PMGM



INDONESIA



1 MONTH
6 - 31 DEC 19



INSTREAM OTT
15 SECONDS



F 25-44

PREMIUM OTT INVENTORY



10M+ Monthly Active Users

1M+ Daily Active Users

30M+ Installed Base

THE RESULTS

SpotX successfully delivered beyond target Viewability, CVR and industry average rates, with 98.7% delivered on mobile.



SPOTX

80%

Viewability

80%

CVR

KPI

60%

Viewability

60%

CVR

Industry Average

MOAT

Viewability

65.3%

CVR

67.2%