



CASE STUDY

Marina achieves 8.7X CTR with all female OTT campaign

Marina SPOTX

/ THE CHALLENGE

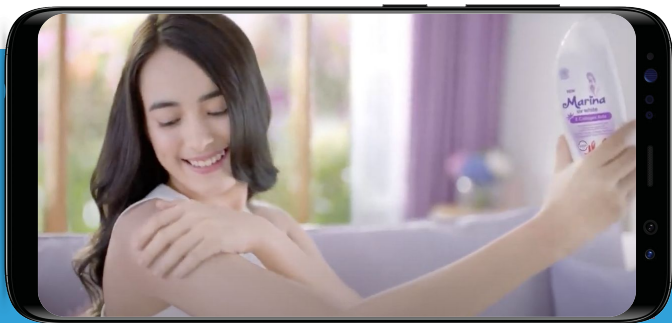
Marina, one of Indonesia's top selling personal care brand, wanted to launch an ad campaign promoting its Marina E-Collagen Asta Hand & Body lotion. Highlighted to include antioxidants for bouncy and bright skin that protects against sunlight and pollution, this was a product aimed at young, beauty conscious Indonesian female consumers.

With the goal of increasing sales on e-commerce, they needed a targeted ad solution to reach the right demographics when they're most engaged.



/ THE SOLUTION



SpotX launched an all female, interest targeted solution across Indonesia's top streaming platform Viu, selected for its huge base of young adult, urban women.

THE CAMPAIGN



CAMPAIGN NAME: MARINA E-COLLAGEN ASTA BODY LOTION

Indonesia  3 Weeks  Instream OTT

 Female 18-30  Beauty, Fashion, Lifestyle, Travel, Food, Korean Drama

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.



SpotX CVR 91% > KPI 70%

676, 570 completed video views



97% Viewability



8.7X CTR Above Average

Achieved 2% CTR, above global industry average (IAB 0.23%)

Industry Average

MOAT

CVR 68.3% Viewability 62.3%

iab.

CTR 0.23%