

CASE STUDY

foodpanda exceeds KPI targets with premium publisher and interactive creative



THE CHALLENGE

foodpanda Singapore launched the Pick-Up feature in Nov 2018, allowing customers to order ahead and pick up their favourite food and drinks at restaurants without the need to queue. The Pick-Up V.I.P campaign was launched in Mar 2021 to showcase the best deals and exclusive Pick-Up benefits to drive adoption among new and existing customers.


THE SOLUTION


SpotX launched a campaign across instream and outstream premium publishers with the added value of an animated end card by SpotX Studio to drive higher engagement.

THE CAMPAIGN



CAMPAIGN NAME: foodpanda

 Singapore

 3 - 31 March 2021

»»STUDIO Instream & Outstream ad with animated end card by across OTT & OLV

PREMIUM INVENTORY



Rakuten VIKI

THE RESULTS

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



87% CVR



94% Viewability

1,090,304 impressions



5.3X CTR Above Average

Achieved 1.23% CTR, above global industry average (IAB 0.23%) vs non-interactive format

Industry Average

MOAT

CVR 68.3% Viewability 62.3%

iab.

CTR 0.23%