

RESULT [AD]

**YOUR RESULT-ORIENTED
TECHNOLOGICAL MARKETING
PARTNER IN INDONESIA**



ABOUT US

RESULT [AD]

Founded in 2016 by a group of innovators from network agencies with an aim to effectively source traffic for larger partners and medium- and large- size enterprises, ResultAd grew into a traffic powerhouse for awareness and performance campaigns. Some facts about us:

A TEAM OF

50+

EXPERIENCED
PROFESSIONALS

OVER

2M

DOWNLOADS
IN 2023

ACCESS TO

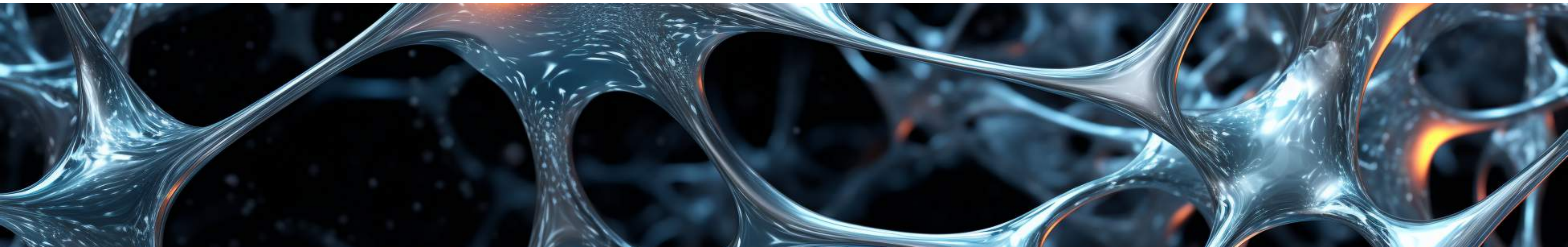
100+

DIRECT TRAFFIC
SOURCES

OVER

200

SUCCESSFUL
CAMPAIGNS



INTERNET IN INDONESIA

Indonesia boasts one of the leading positions in Internet penetration, totalling an impressive 77% of the connected population. Indonesians truly love hanging out in the Web, averaging 7 hours 42 minutes of daily usage. Indonesia is young, and so is the median age – 29,8 years.

HOW INDONESIANS DISCOVER BRANDS

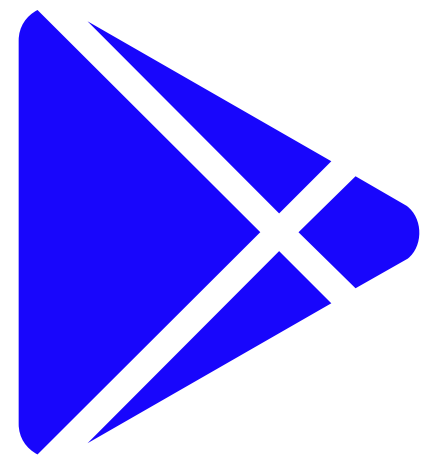
37,6% – ADS ON SOCIAL MEDIA

31,6% – WORD OF MOUTH RECOMMENDATION

24,8% – ADS IN MOBILE APPS

21% – ADS ON WEBSITES

19,2% – ADS BEFORE VIDEOS



ANDROID
DEVICES

89,8%



IOS
DEVICES

10,9%

SERVICES

RESULT [AD]

With Client results on our minds, we provide all the services your mobile asset might need. We work with every industry, with a focus on E-Commerce, Finance, Real Estate, Automotive, Gaming, and Delivery

01

AWARENESS CAMPAIGNS

Boost public awareness and trust in your company and products

02

PERFORMANCE CAMPAIGNS

Drive traffic to your app or website

03

APP DOWNLOADS

Get thousands of daily downloads for your app

04

LEAD GENERATION

Use the power of a hundred sources to boost your sales

05

CONSULTING

Get second opinions and valuable insights from industry pros

06

CREATIVE SERVICES

Discover creative new approaches to get to the heart of your audience

07

ASO (APP STORE OPTIMIZATION)

Get better ratings and rank higher in app marketplaces

ANALYTICS

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Why we love digital marketing, is because it allows to track almost everything on the way to conversion. To perform better, we have mastered most of the analytical and measurement platforms present on the market. We partner with all the market players and we always ready to help you set and track your campaigns properly.



WHAT WE OFFER

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We have been in the market for over 6 years, and have mastered digital traffic acquisition. We are ready to commit to various performance and awareness scenarios:

COST PER IMPRESSION

COST PER CLICK

COST PER INSTALLATION

COST PER REGISTRATION

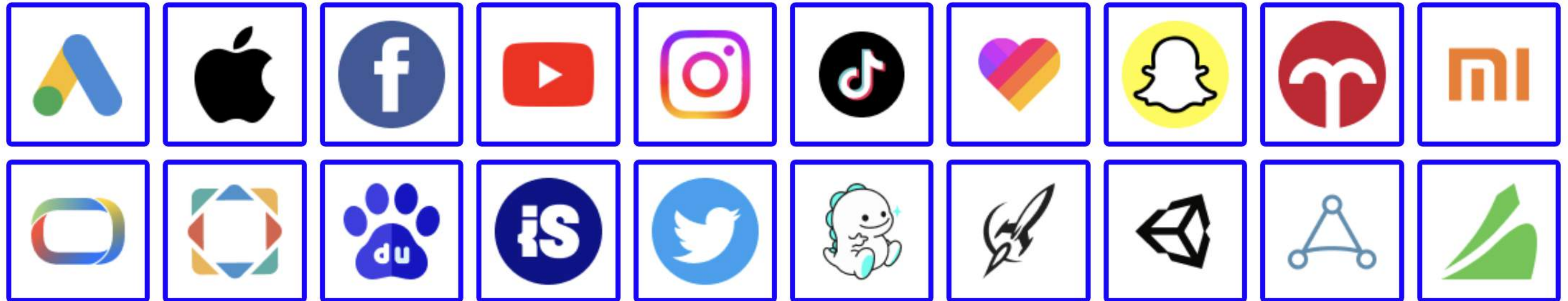
COST PER PURCHASE

COST PER REENGAGEMENT

TRAFFIC SOURCES

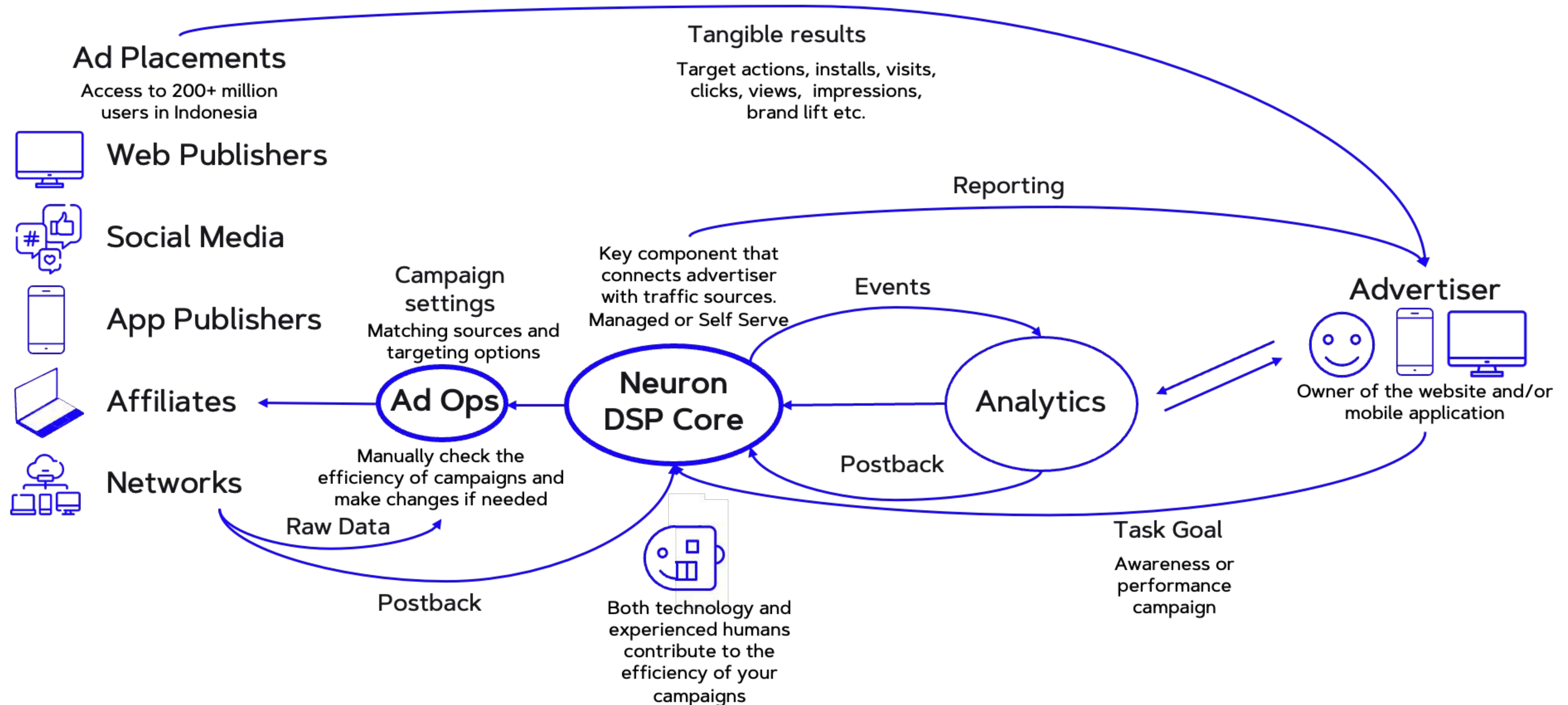
RESULT [AD]

ResultAd has direct contracts with over 100 traffic platforms.
Connected to in-house NeuronDSP, our media-buying team combines them to deliver performance results for our clients and partners.



NEURON DSP

ResultAd has developed NeuronDSP, a combination of top-notch existing technology plus special know-how based on our years of media buying experience to orchestrate 100+ traffic sources to ensure higher efficiency of performance and awareness campaigns for your business.



NEURON DSP TARGETING

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NeuronDSP offers a wide range of targeting options to find your audience in the right place, at the right time. Just tell us whom you are looking for and what are your objectives.



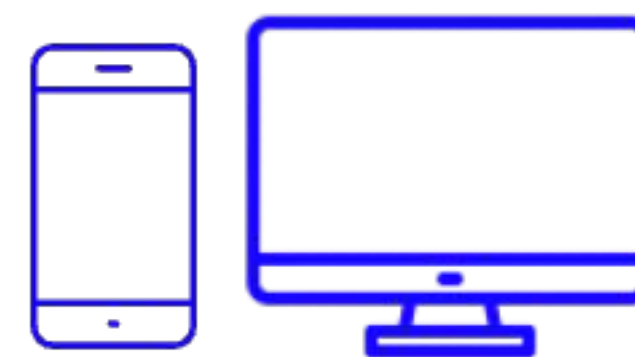
Sociodemographic

- Age
- Income
- Gender
- Location
- Traits
- Car owner
- And more



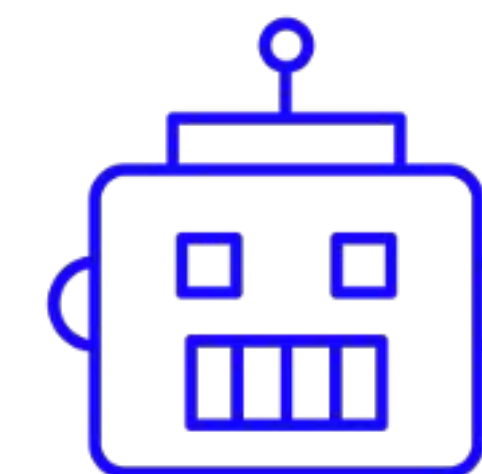
User Behavior

- Application usage
- Website visitor
- Paying user
- Interest
- Purchase intent
- Saved segments
- And more



Device

- Desktop, mobile or tablet
- Operating system
- Brand of the device
- Device model
- Cost of the device
- Type of connection
- And more



Automatic

- Auto campaigns
- Remarketing
- Look-alike
- Blacklist / Whitelist
- 3rd party data
- Weather
- And more

CLIENT:

MARKETPLACE

TYPE OF CAMPAIGN:

Performance, remarketing

CHANNELS USED:

Neuron DSP

DESCRIPTION:

A long-term campaign with very strict KPIs. ResultAd team has tried over 1.000 combinations of source, targeting, and creative message with Neuron DSP. As a result, we are still working with the client.

200K+

TOTAL
INSTALLS

+8%

CONVERSION
RATE 6,5%

-15%

CPI
USD 1,7



CLIENT:

AUTOMOTIVE

TYPE OF CAMPAIGN:

Awareness

CHANNELS USED:

Neuron DSP

DESCRIPTION:

A major marketing agency addressed us to help support their new model launch campaign. We used the provided video and placed it in applications where their target audience is present. All the KPIs were overachieved.

+36%

CTR
4,3%

+22%

PAGE VIEWS
2,6

-14%

BOUNCE RATE
60%



CLIENT:

ENTERTAINMENT

TYPE OF CAMPAIGN:

Awareness

CHANNELS USED:

Neuron DSP

DESCRIPTION:

An agency asked us to support the movie campaign with innovative ideas. ResultAd developed various rich-media HTML5 banners and distributed them on partner websites and applications.

+31%

CTR
8,6%

+43%

SESSION LENGTH
71 SECONDS

2M+

TOTAL
COVERAGE



CLIENT:

FINTECH APP

TYPE OF CAMPAIGN:

Performance

CHANNELS USED:

Neuron DSP, Facebook, MI Ads

DESCRIPTION:

We started working with a well-known lending application. We agreed to all the sources available, and proposed various creative strategies. After campaign optimization, the results got impressive.

-32%

CPA
USD 3,4

30K+

ACTIONS

100+

BANNERS
CREATED



RESULT [AD]

**LET'S TALK! WE WILL FIND THE SOLUTION THAT
WORKS BEST FOR YOUR BUSINESS.**

ADS@RESULTAD.IO

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JAKARTA * DENPASAR