

RESULT [AD]

YOUR RESULT-ORIENTED
TECHNOLOGICAL MARKETING
PARTNER

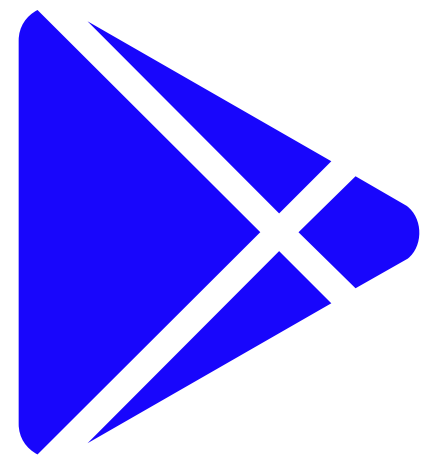


INTERNET IN INDONESIA

RESULT **[AD]**

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



ANDROID
DEVICES

89,8%



IOS
DEVICES

10,9%

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

ABOUT US

RESULT **[AD]**

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

A TEAM OF

50+

EXPERIENCED
PROFESSIONALS

OVER

5M

DOWNLOADS
IN 2024

ACCESS TO

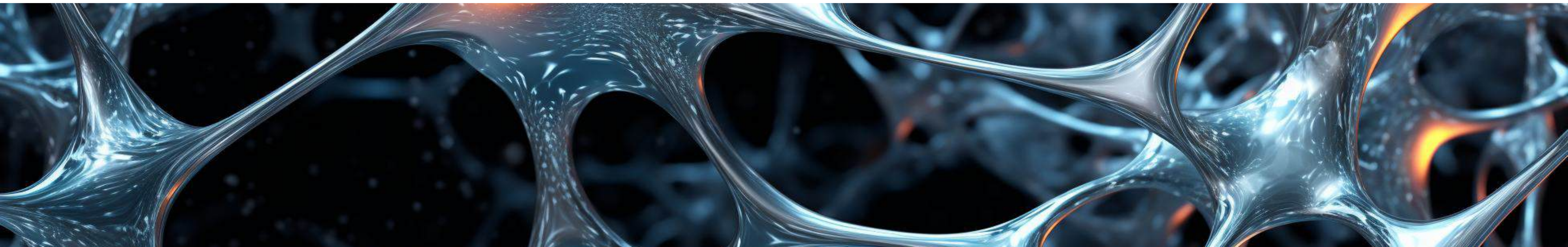
100+

DIRECT TRAFFIC
SOURCES

OVER

200

SUCCESSFUL
CAMPAIGNS



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

WHAT WE OFFER

RESULT **[AD]**

We have been in the market for over 6 years, and have deep experience in mobile applications performance campaigns. We work with crypto assets since 2018, so we are ready to commit to complex Cost per Action scenarios:

COST PER IMPRESSION

COST PER CLICK

COST PER INSTALL

COST PER REGISTRATION

COST PER PURCHASE

COST PER IN-APP ACTION

COST PER RE-ENGAGEMENT

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 business results for our clients and partners, at cost-efficient terms.

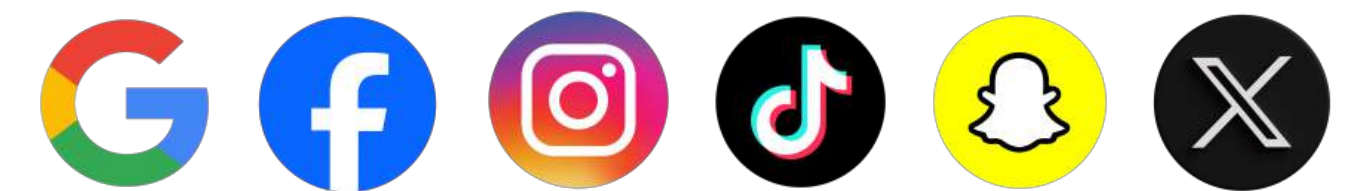
OWN ADTECH BUILT FOR INDONESIA

NEURON^[DSP]

RESULTAD EXCLUSIVE



HIGEN



OEM



MOBILE DSPS AND SSPS

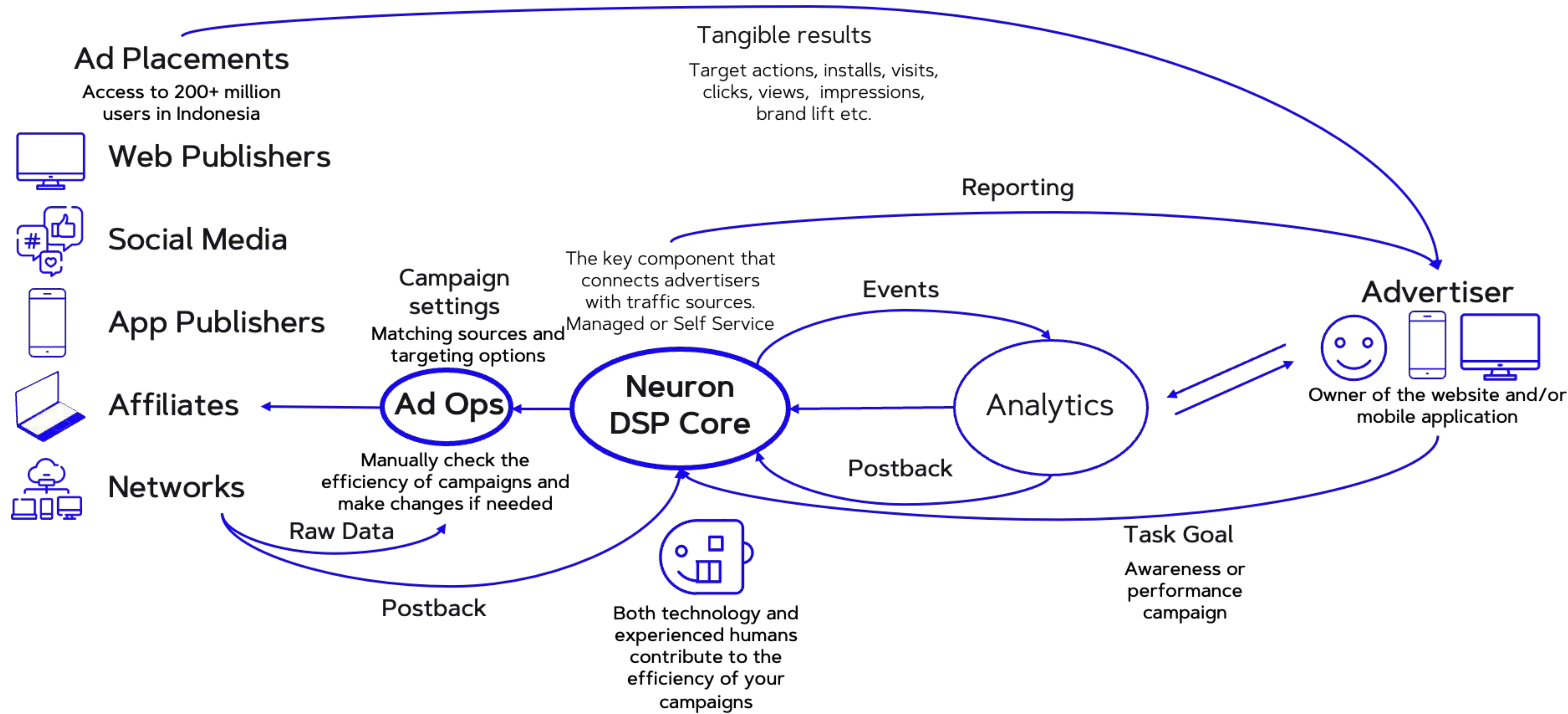


OTT



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.



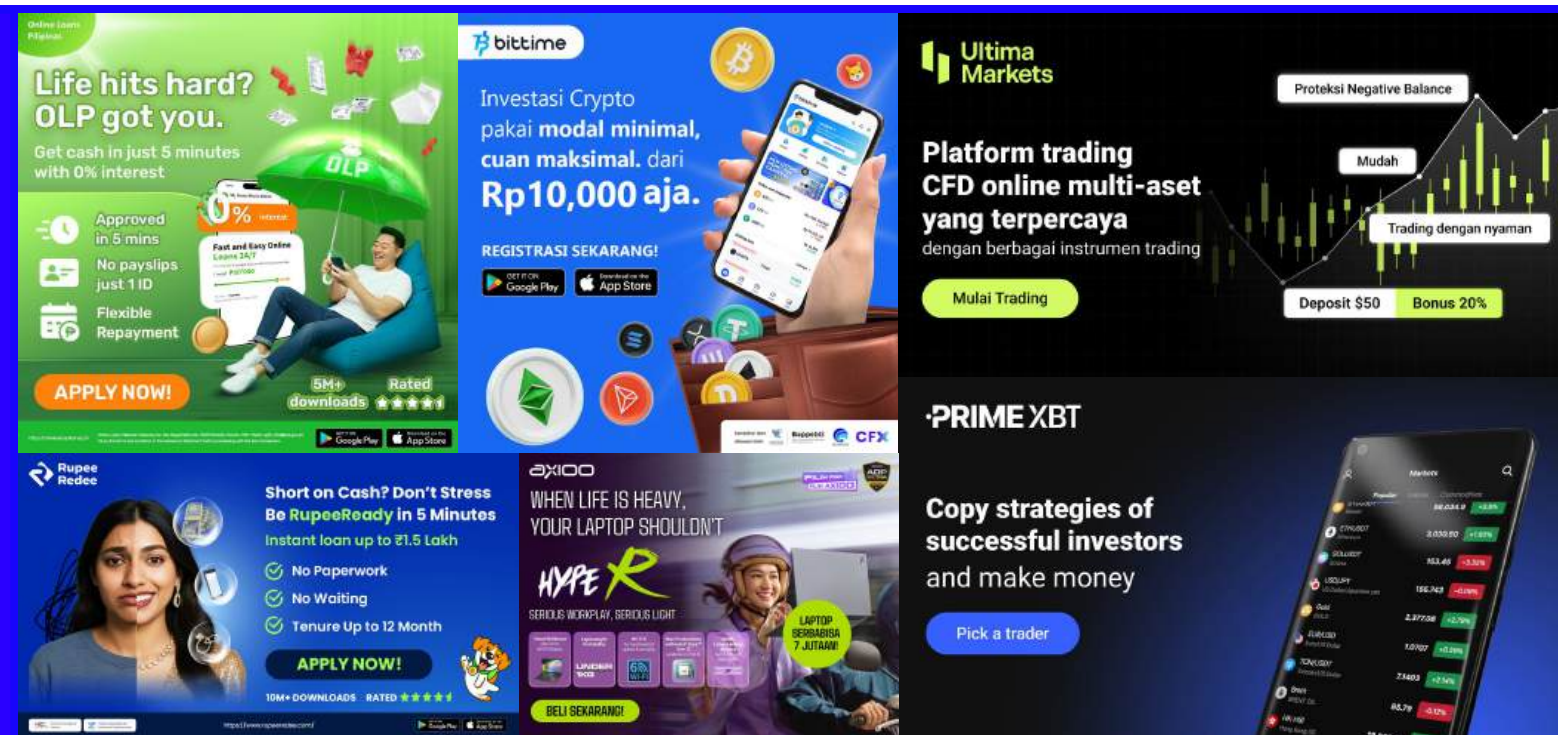
PERFORMANCE-DRIVEN CREATIVES

RESULT ^[AD]

ResultAd Creative Team knows how to touch hearts of your target audience and ensure post-click activity. In most cases, without extra charges.

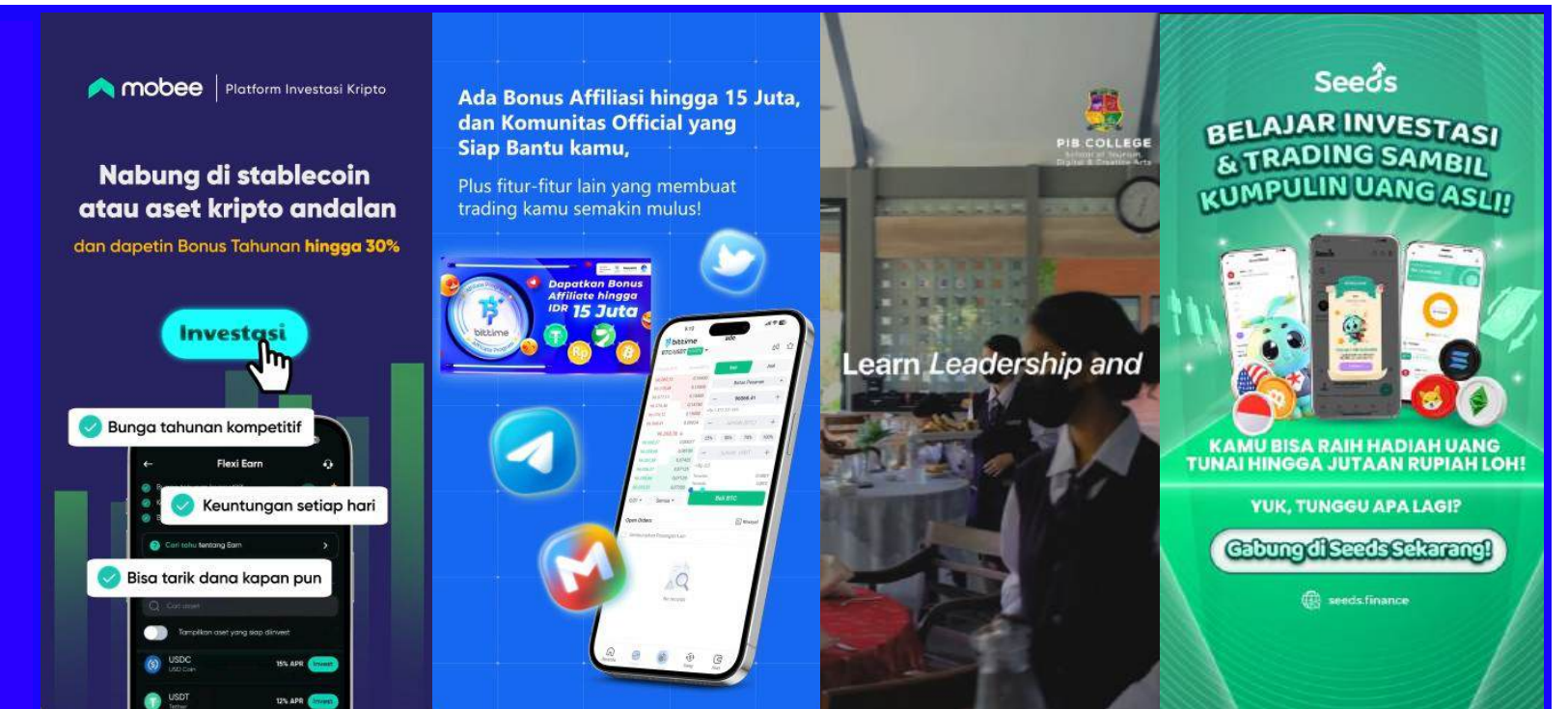
STATIC ADS

High-impact images optimised for scroll-stopping effect.



MOTION GRAPHICS

Fast, dynamic motion assets that boost engagement and mimic native behavior.



UGC/ CREATOR ADS

Authentic format to get trust and ensure top funnel-to-action effect.



HTML5 DYNAMIC ADS

Outstanding Interactive creatives built to entertain and convert.



ANALYTICS

RESULT ^[AD]

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.



THEY TRUST RESULTAD

RESULT [AD]



CLIENT:

BUMN BANK

TYPE OF CAMPAIGN:

User Acquisition

CHANNELS USED:

NeuronDSP, OEM

DESCRIPTION:

A large agency addressed us with an almost impossible task – drive new user registrations for a BUMN Bank while keeping conversion rate into registration at the same level as organic. ResultAd team successfully completed the goal by thoroughly optimizing the traffic.

200K

INSTALLATIONS

5,3%

CONVERSION
INTO REGISTRATION
(+15% TO HARD KPI)

0%

FRAUD



CLIENT:

PUBLIC BANK

TYPE OF CAMPAIGN:

Remarketing

CHANNELS USED:

NeuronDSP, OEM

DESCRIPTION:

A well-known bank asked us to drive cash loan inquiries inside the app for the current users without sharing user lists. We used NeuronDSP data to find the audience that is likely using the app, developed engaging creative materials and overachieved the goal.

2K+

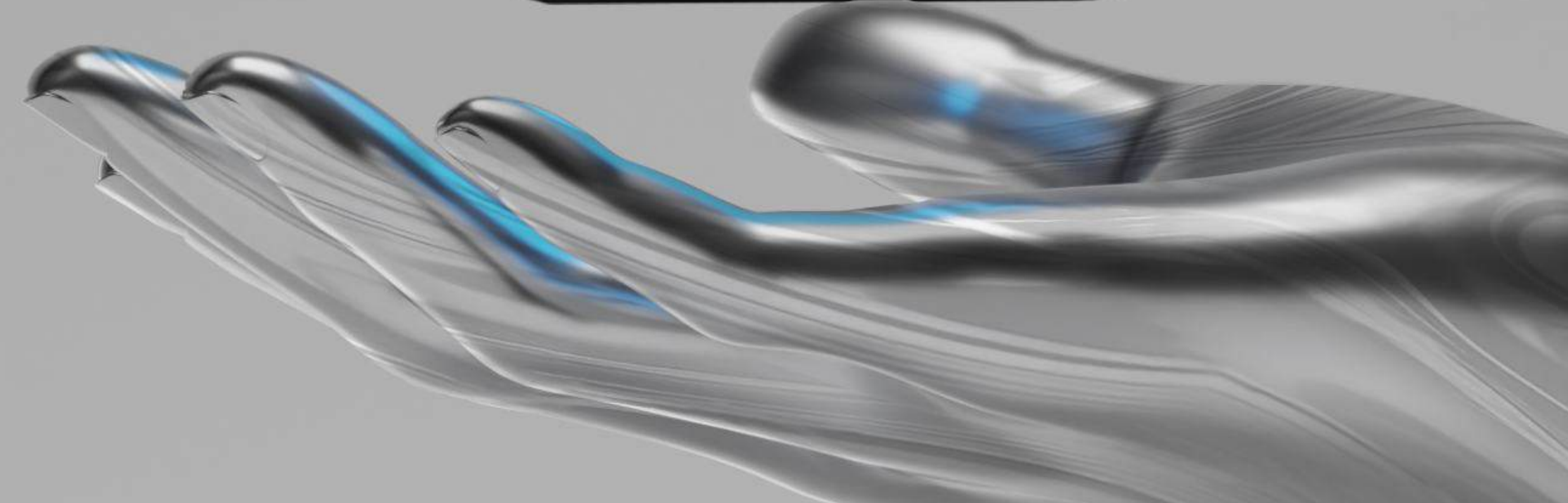
INQUIRIES
(115% KPI)

500+

NEW USERS
(FREE FOR CLIENT)

50

CREATIVES
DEVELOPED



CLIENT:

LAPTOP BRAND

TYPE OF CAMPAIGN:

Awareness

CHANNELS USED:

NeuronDSP

DESCRIPTION:

Popular local laptop manufacturer decided to run Programmatic ads and target new users. To make things work, we developed a series of creatives, including static banners, motion banners, videos and HTML5/Rich-media, and optimized campaign towards target event.

70%

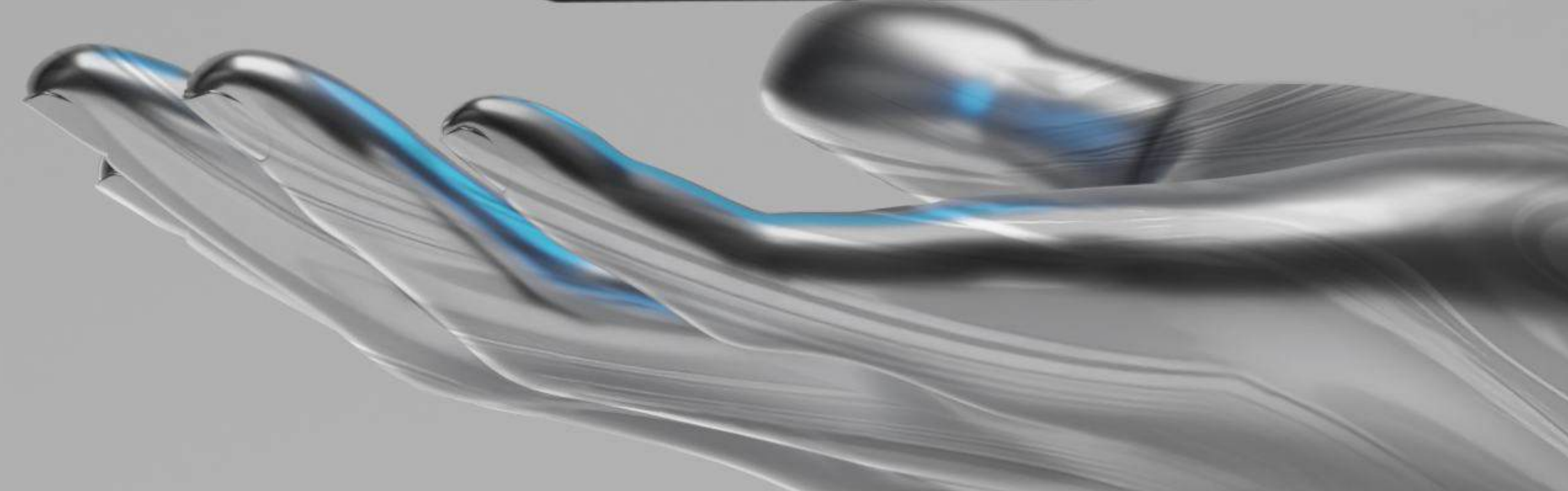
FIRST TIME
VISITORS

2%

CR INTO EVENT
(+25% TO META)

50+

CREATIVES
DEVELOPED



CLIENT:

CRYPTO APP

TYPE OF CAMPAIGN:

User Acquisition

CHANNELS USED:

NeuronDSP, OEM

DESCRIPTION:

One of the leading OJK-licensed Crypto exchanges needed a boost of new users. We couldn't use Meta/Google/TikTok, so powered up their User Acquisition with a range of traffic sources that had Crypto potential.

50K+

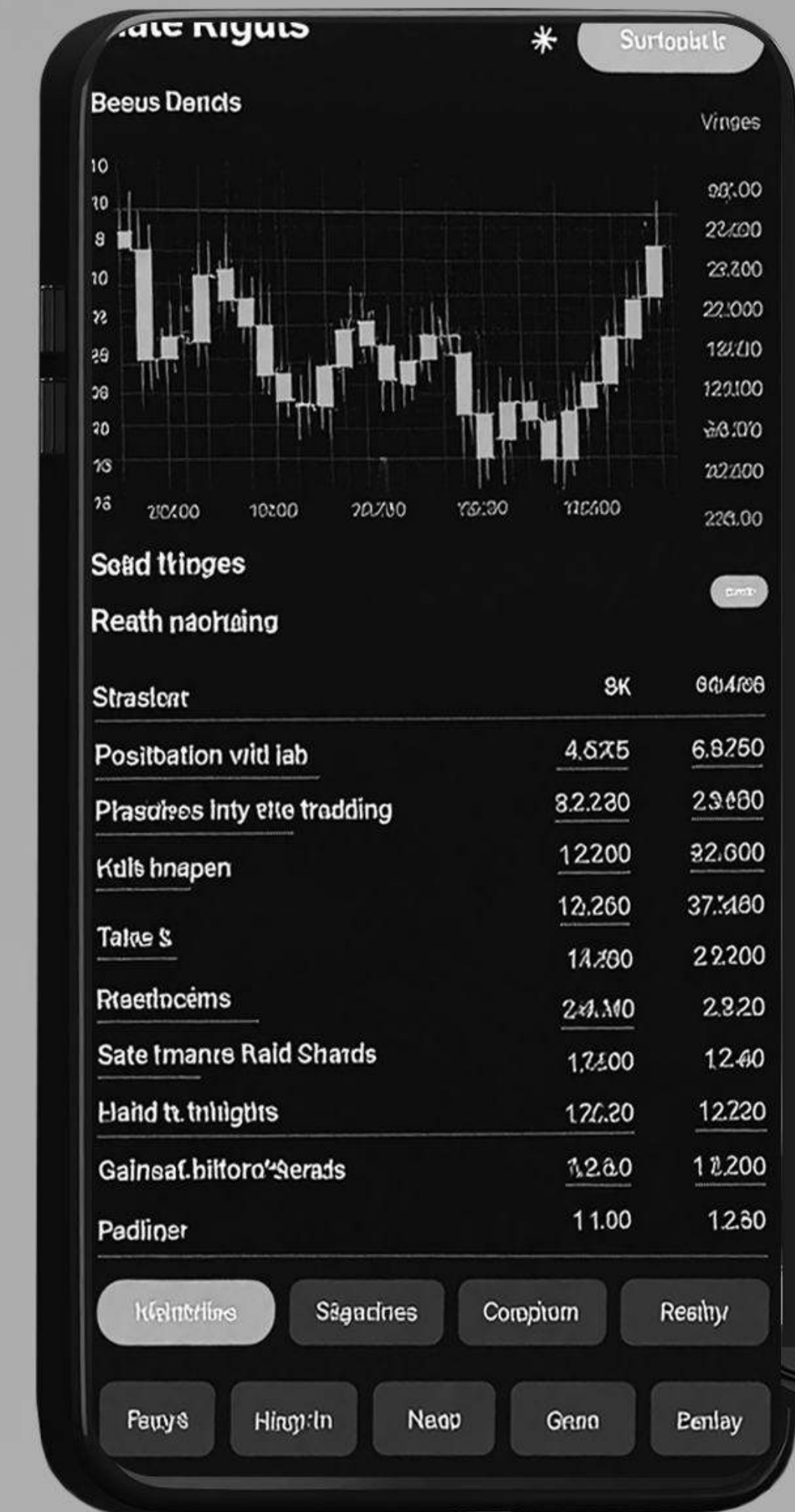
INSTALLATIONS

5K+

SUCCESSFUL
REGISTRATIONS

3K+

FIRST-TIME
DEPOSITS



CLIENT:

FMCG (FOOD)

TYPE OF CAMPAIGN:

Awareness – Ads in Apps

CHANNELS USED:

NeuronDSP

DESCRIPTION:

A leading agency asked us to find audience that might be interested in a new snack launched by a leading FMCG company. Client provided us with the list of apps to target and we found them. As high CTR and completion rate were required, we ran rewarded videos.

750K

IMPRESSIONS

15%

AVERAGE
CTR

90%

VIDEO COMPLETION
RATE



RESULT [AD]

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

ADS@RESULTAD.ID

0 819 2 777 8992

KUNINGAN * JAKARTA