



# PT XL Axiata Tbk - Indonesia

## Objective

To introduce new product, ensuring customers continue buying a product, switching brand or switching back.

## Targeted people

18-35 YO Males/Females, Game Enthusiast, High Purchase on Google Play and Tech Savvy



## Segments Targeted

Graduation Students (18-22 M/F), First Jobbers (23-35 M/F), Young Parents (25-35 M/F), Game Enthusiasts, Tech Savvy, High Purchase on Google Play, PT XL Axiata Tbk and other carrier users Granular segmentation of the target and historic data helped us to identify different categories of customers based on psychographic behaviour

## Results

Impressions

3,622,867

CTR

1.04%

Clicks

37,521

Reach

313,207

