The story
Disrupting market giants

Established in January 2018, **Yoodo** is Malaysia's first and only fully digital telco provider.

The brand places the power in the consumer's hands with fully customisable plans which allow users to adjust their data, voice, and SMS quotas according to preference.

Up against numerous traditional industry giants and a general fatigue amongst consumers, this complicated landscape was both an opportunity and challenge for **Yoodo**.

The scope

While **Yoodo** entered the arena with robust telco experience, they were also an industry disruptor. A combination of the two gave them a unique edge - they could be as agile as they needed to be.

Yoodo launched with a priority on building brand awareness, and focused on impressions as a metric via the traditional agency model.

6 months in, the word about **Yoodo** was out - now it was time to get the customers' buy-in.

The **ada** approach
Pay only for results

ada introduced a bold acquisition model which focused purely on outcome.

0% media risk

We'll absorb all the media risk, and **Yoodo** only pays us upon successful acquisition of users.

100% partnership based

In this model, both parties made decisions collaboratively: on the technical definition of a successful acquisition, and on creating audiences to target using **ada**'s proprietary data management platform, **Xact**.

Together, they built customised campaigns that spoke to carefully curated groups of people.

ada

5 segments

By understanding the kind of community that **Yoodo** wanted to build around the brand and their 5 lifestyle segment focused areas, we looked back to **Xact** to create target groups based on the online behaviour of these 5 segments.

GAMERS

Already an existing profile that they'd like to target, we also drilled down to the genre of games people were playing.

TECH ENTHUSIASTS

They are digital natives, Wired readers, Android rooters. Imagine their delight when there's finally an option to personalise their mobile plans.

INTERNATIONAL TRAVELLERS

For Yoodo's 'Roam Like Home' plan, we targeted frequent fliers, excluding domestic travel.

ENTERTAINMENT LOVERS

According to the Malaysian Communications and Multimedia Commision (MCMC) survey in 2018, close to 80% of internet users watch content online.

SPORTS ACTIVITIES

Major sporting events like football and the Olympics have become an enduring cultural phenomenon, and it's imperative that consumers are now able to watch matches anytime, anywhere.

The 'aha' moment!

Working hand-in-hand with **Yoodo**, we reframed how we've been looking at consumers. Today's consumer isn't just about age, gender, and location. Each consumer has preferences, priorities, habits, and hopes. By combining the power of humans (the people behind **ada**) and technology (**Xact**), we understood precisely what consumers wanted, and served them at the right touchpoints.

The solution

Armed with these insights, we saw more clearly what consumers wanted as unique individuals, and not just what a "20-year-old man from Gombak would enjoy".

We then personalised every aspect of our campaign messaging, from the visual and copy right down to the platforms and locations that the audience were hanging out in. Those gaming within their university grounds saw different versions of our ads compared to those browsing tech forums.

FREE 20GB =
2000 ROUNDS OF MOBA.
Winner, winner, chicken dinner.

20GB PERCUMA =
20 JAM DRAMA KOREA.
Bercintalah dengan Oppa berulang kali.

ada

The ada advantage

Acknowledging that consumers are not just categories and numbers was the battle half-won. We knew that **Yoodo** wanted to target the young and urban, with a skew towards digital and lifestyle trends. But we weren't just going to reach out to everyone who fit the general bill. Based on consumers' digital footprints, we set out to create multiple unique audience segments that were aligned with **Yoodo**'s brand identity.

The future

Now that we know our approach works, **Yoodo** has signed us on to work on a hybrid model. One with an all-encompassing aim of awareness, retention, and re-engagement, including an online-offline integration.

> "**ada** is engaged, agile, and flexible. From our ability and willingness to learn together, we've come a long way. We are confident that our data-driven campaigns will yield even stronger results."
> - Chow Tuck Mun, Head of **Yoodo**.

Meanwhile, **Yoodo** continues to make waves in the telco space. Their latest campaign - 'I Love Yoodo', launched 6 May 2019- is their first foray into a 360° thematic campaign, encompassing social media, out-of-home, cinemas, and digital search. Rooted in their dedication towards community engagement, the campaign is an invitation to the public to share the love and be part of the **Yoodo** family.

The stats
Exponential increase in activations

Starting July 2018, our campaigns ran nationwide until December. With a baseline of 1,800, we ramped it up to figures closer to 4,000 monthly activations, with a total of 6,600 coming from our retargeting efforts and a healthy 5% install-to-activate ratio.

112%
Monthly Activations

5%
Install-to-active Ratio

Baseline **1,800**

Increased to **4,000**

Addition from retargeting **6,600**

In line with **Yoodo**'s brand direction, we attracted many of those in the gaming and entertainment lovers segment.

ada