

Programmatic advertising raises brand awareness for foodpanda

CASE STUDY

Client
foodpanda

Method
Multi-device programmatic buying, InMobi Pulse Brand Lift Study integration



RAISING BRAND AWARENESS IN A COMPETITIVE SPACE

Online food delivery is a highly competitive industry in Asia. With numerous players in the space, standing out to consumers has always been a significant challenge.

That's why foodpanda, a leading online food delivery platform, turned to programmatic advertising to help increase brand awareness while differentiating their service in Singapore. The brand was looking to launch a campaign to encourage customers to return foodpanda's reusable packaging in exchange for discounts. While the brand had previously only done direct buys in Southeast Asia, they decided to consolidate their IO buys for future awareness campaigns and identified The Trade Desk as the ideal demand-side platform (DSP) to partner with.

THE RESULT



4%

statistically significant lift in awareness for foodpanda's reusable packaging solution

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REACHING AUDIENCES ACROSS DEVICES ON THE OPEN EXCHANGE

In order to make sure ads were reaching foodpanda's target audience — 18- to 55-year-olds in Singapore — we worked with the brand to develop a strategy to run display ads on all devices across the open exchange. By buying on the open exchange, the brand discovered numerous benefits not available with direct buys — including time savings, increased buying efficiency, effective frequency capping, comprehensive insights without silos, and more.

MEASURING THE IMPACT OF ADS ON AUDIENCES WITH INMOBI PULSE BRAND LIFT STUDY

To understand the impact of their ads on audiences and test the effectiveness of the open exchange approach, foodpanda activated our InMobi Pulse Brand Lift Study integration, a first-of-its-kind partnership between InMobi Pulse and a DSP in APAC. Surveys were delivered in-app to users in exposed and non-exposed groups, while results were surfaced in-flight. This allowed foodpanda to efficiently measure brand lift for their cross-device campaigns and optimize performance in near real-time whilst the campaign was running.

Additionally, the brand team activated Koa™ — our artificial intelligence engine — to help optimize the campaign toward lower cost per click (CPC) in the retargeting campaign. Identity Alliance — our cross-device identity solution — was also used to link awareness results from all devices and environments to retargeting performance on mobile and in app.

DELIVERING POSITIVE BRAND LIFT RESULTS WITH PROGRAMMATIC ADVERTISING

The InMobi Pulse Brand Lift Study showed a statistically significant lift of four percent in awareness for foodpanda's reusable products campaign. The brand also uncovered valuable insights as they saw that the brand lift in terms of awareness was the highest among audiences over the age of 35 at 16 percent. Additionally, they saw a nine percent lift in brand association among audiences over 35 that had used reusable products with foodpanda in the past, indicating successful adoption of the sustainable packaging proposition. These results demonstrated the value and efficiency of buying ad inventory on an open exchange, and programmatic's measurable impact on brand awareness. foodpanda was impressed with the power of programmatic advertising and decided to run their future campaigns in Taiwan and Thailand with The Trade Desk.



16%

lift in awareness among
ages over 35



9%

lift in association among
ages over 35

TESTIMONIAL

"The InMobi Pulse-The Trade Desk solution fills a huge void in the programmatic ecosystem today. It has not only helped us seamlessly activate and efficiently determine brand lift for both our web (mobile/desktop) and in-app campaigns, but is also making us future-ready by pioneering identity graph-based programmatic sampling for brand lift studies."

foodpanda, Singapore