

tokopedia



MARKET : INDONESIA

VERTICAL : E-COMMERCE

RevX Delivers 4X Higher RoAS than other App Retargeting Partners for Tokopedia, Indonesia's Biggest Online Marketplace



The RevX platform has delivered great results for us, surpassing performance metrics for every KPI. Within a short period of time they were able to achieve significant scale while delivering highest RoAS amongst all our marketing partners. The team provided top notch support throughout the campaign lifecycle- right from AppsFlyer integration to sharing best practices on dynamic app marketing.

Melissa Siska Juminto
VP - Marketing, Tokopedia

RESULTS

4X

**Higher RoAS
RevX vs Others**

PARTNER	RoAS
RevX	4X
Partner 1	3X
Partner 2	X

CLIENT

Tokopedia is Indonesia's biggest online marketplace. It enables individuals and business owners in Indonesia to open and maintain their online stores giving its shoppers the convenience to choose from millions of products at best prices.

CHALLENGE

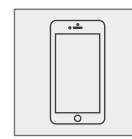
With over 10mn app installs, Tokopedia wanted to work with a partner who could



Effectively re-engage installed user base



Drive sales from non-frequent purchasers



Bring proven expertise in the mobile growth strategy

SOLUTIONS

- **Real Time Audience Segmentation** - RevX leveraged its real time audience management engine to selectively block users who made a purchase in a 10 day window thereby driving higher sales from non-frequent buyers
- **Dynamic Native Ads** - RevX ran personalized dynamic ads based on user browsing and intent behavior across leading native exchanges driving higher engagement rates
- **RoAS Optimization** - RevX leveraged its data driven, mobile focused predictive model to optimize campaign across multiple metrics thereby driving higher RoAS

