

# How Grab Singapore used Outbrain to Drive Acquisition & ROI

Winner of the Marketing Excellence Awards 2017 for the Performance Marketing Category



## Feature

Outbrain Amplify for Performance

## Vertical

Internet

## Objectives

- Awareness & Education around becoming a Grab driver
- Conversions: new drivers' recruitment, in line with a Cost Per Acquisition goal range

## Strategy

The concept of **DRIVE** was employed as a strategy, through Outbrain:

**Discovery:** Grab was able to engage its audience at the "discovery" moment, thus accessing new opportunities to influence them in the pre-search stage - essentially before they had already made up their minds.

**Rich, premium environments:** Through Outbrain, Grab was able to access 84%\* monthly active unique users in Singapore, in a premium native user environment. This gave them visibility into the sites users were most interested in, while allowing them to optimise based on time of day and day of week.

**Interest data:** Outbrain's Personal Interest Profile data enabled Grab to find an audience with a high likelihood to engage with its content, product or app in line with Grab's target audience.

**Value:** In order to drive conversions, it was essential for Grab to add value to the journey through rich landing pages with a strong CTA that was optimised for conversion. Two landing pages created specifically for the Singapore market - a revenue tool predictor calculator and driver information blog - were used for this purpose.

**Effective:** Because Outbrain uses a CPC buying model, the creative used acted as a final filter ensuring quality audiences that only clicked on images and headlines that resonated with them. It was important that images used reflected the target audience and were refreshed frequently to prevent audience fatigue.

\*Internal Reporting

## Background

Grab uses data and technology to improve everything from transportation to payments across a region of more than 620 million people. Grab began as a taxi-hailing app in 2012, but has extended its product platform to include private car services (JustGrab, GrabCar & GrabShare), motorcycle taxis (GrabBike), social carpooling (GrabHitch), last mile delivery (GrabExpress) as well as a mobile payments services (GrabPay). Currently it offers services in Singapore, Indonesia, Philippines, Malaysia, Thailand, Vietnam, Myanmar and Cambodia; it also has R&D offices in Singapore, Seattle, Beijing, Bangalore, Jakarta, & Vietnam.

## Challenge

Grab Singapore was in search for ways to achieve incremental driver recruitment growth amongst a range of audiences, spanning from the retiree to the student. In doing so, it faced a few barriers, including:

1. Scale: limited size of the Singapore market and driver saturation
2. Efficiency: expensive Singapore media market and competitive ride-hailing duopoly driving prices up on other media platforms
3. Growth: traditional 'lower-funnel' conversion channels, like SEM, limited in terms of driving larger volumes of leads and ROI
4. Quality: qualified leads with a high conversion rate

Ultimately, Grab had started to max-out the lower funnel pool through paid digital media and needed new channels to speak to prospective drivers, while they were in the discovery and learning moment in their online user journey, ensuring that information - such as the fact that drivers are not required to own their own car - was communicated and understood by their target audience.



## Solution

To help deliver the campaign objectives of awareness, education and conversion, Grab Singapore, through their agency Mindshare, engaged Outbrain – the world’s leading premium native Discovery platform.

With 9 million discoveries in Singapore alone every day across premium local content such as all SPH and MediaCorp digital properties, Outbrain allowed access to a pool of over 80,000 data signals per second to serve online audiences with relevant recommendations.

The objectives were achieved through a two-stage campaign over end of Q2 through to Q3 2017.

### Awareness & Education

**Step 1:** Outbrain drove awareness of what Grab is, how it works and the benefits of becoming a Grab driver, by leading to a Driver blog. Over 30 images, headlines and source combinations allowed Outbrain’s algorithm to optimise towards the best results, with creative refreshed monthly. Headlines targeted mainly students and the recently retrenched.

Using the Outbrain Interest Profile and a CPC model, this drove effective mid-funnel prospecting in the form of quality leads. The Outbrain universal pixel was placed on the Grab driver recruitment landing page, activating custom audience collection for phase 2. Whilst not a primary objective of the campaign, conversions were also tracked.

### Conversions

**Step 2:** Stage 2: Outbrain was used to educate on how much revenue could be generated by becoming a Grab driver, leading to a revenue tool predictor - the calculator. The Outbrain universal pixel was placed on the landing page. Leads who started but not completed the action were also tracked through Outbrain’s Multiple Conversion feature.

**Lookalike Audiences:** Outbrain built a seed segment for Grab based on online users that had already converted in Phase 1 and now in Phase 2, landing on the Thank You page. This Outbrain lookalike feature was then used to identify similar audiences.

**Retargeting** from both stage 1 and stage 2, a cookie pool of users that had reached the driver blog and revenue calculator page but had not converted, were retargeted. To ensure no wastage, users that had already converted were also negatively targeted during this phase.

## Results

### Growth and Scale

**3x**

lower CPA vs. overall CPA benchmark

### Quality

**2.5x**

higher conversion rate through retargeting

**20%**

higher CTR than average and maintained throughout campaign duration

**17%**

lower CPC than average

### Efficiency

**10%**

lower CPA than campaign goal

**38%**

reduced CPA by retargeting strategy