

Online to Offline : Influencing the connected consumer across their path to purchase

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More Than 70% of people in Indonesia connect to internet via mobile



More & More Shoppers seek information online before they make a purchase offline



80% Indonesians change their minds along their purchase journeys after consulting their smartphones

Source : Temasek, “e-Conomy SEA 2018


OMNI CHANNELS
SMART SHOPPERS
DIGITAL-SAVY
CHANGE IN SHOPPING BEHAVIOUR
ONLINE & E- COMMERCE
Alfamart

KNOWLEDGABLE ACTIVATION ONLINE TO OFFLINE



THE NEW ROLE OF GLI



OUR COLLABORATIONS

- E-COMMERCE
- PRINCIPAL CRM
- DIGITAL AGENCY
- PAYMENT / FINANCIAL INSTITUTIONS

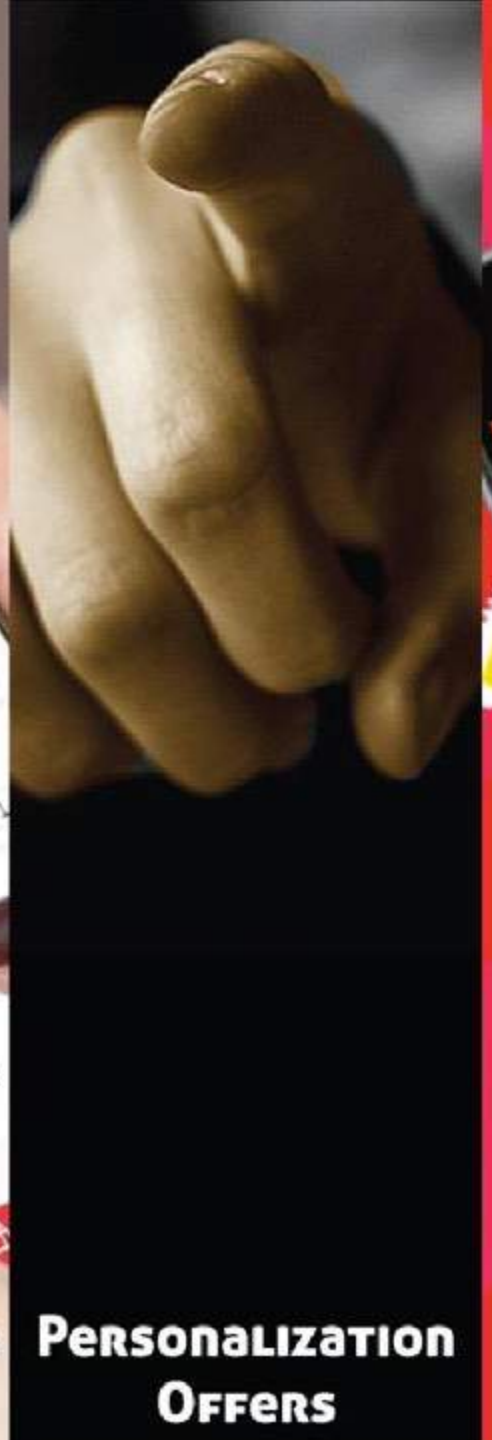


ALFAGIFT 4.0

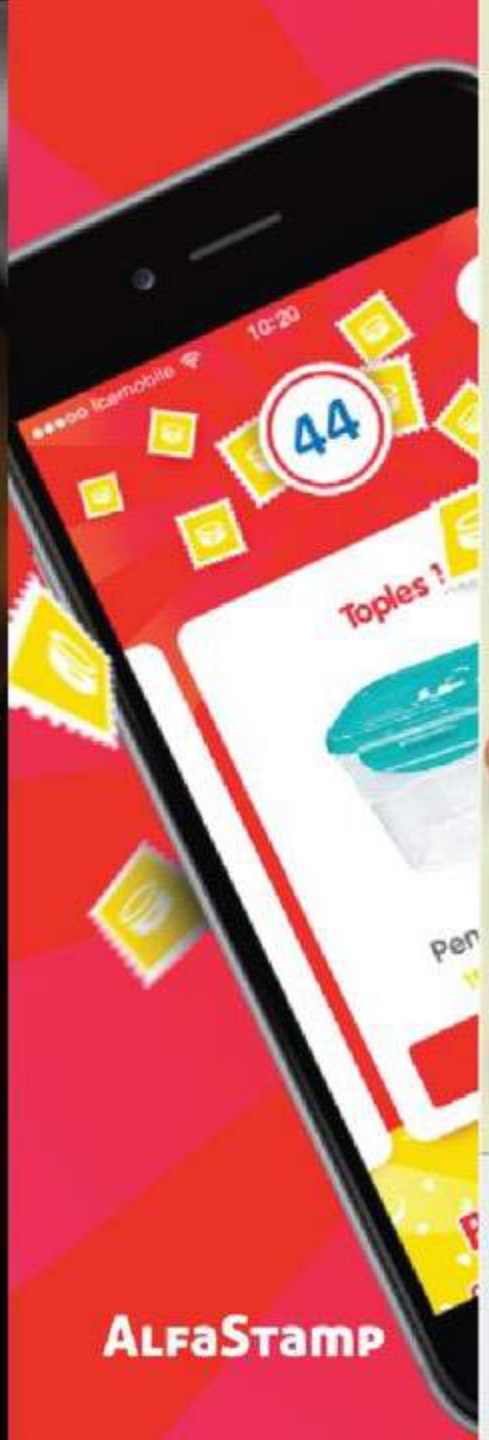
Alfagift



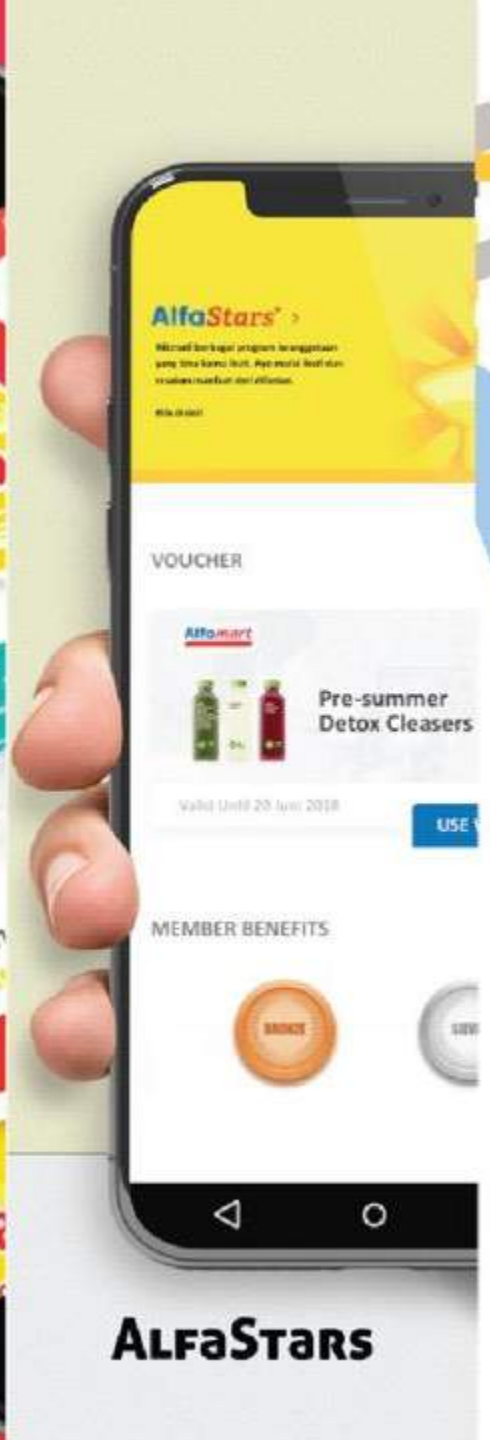
Recommendation Engine



Personalization Offers



AlfaStamp



AlfaStars

INMOBI



Store Locator

PARTNERSHIP CAMPAIGN EXAMPLES

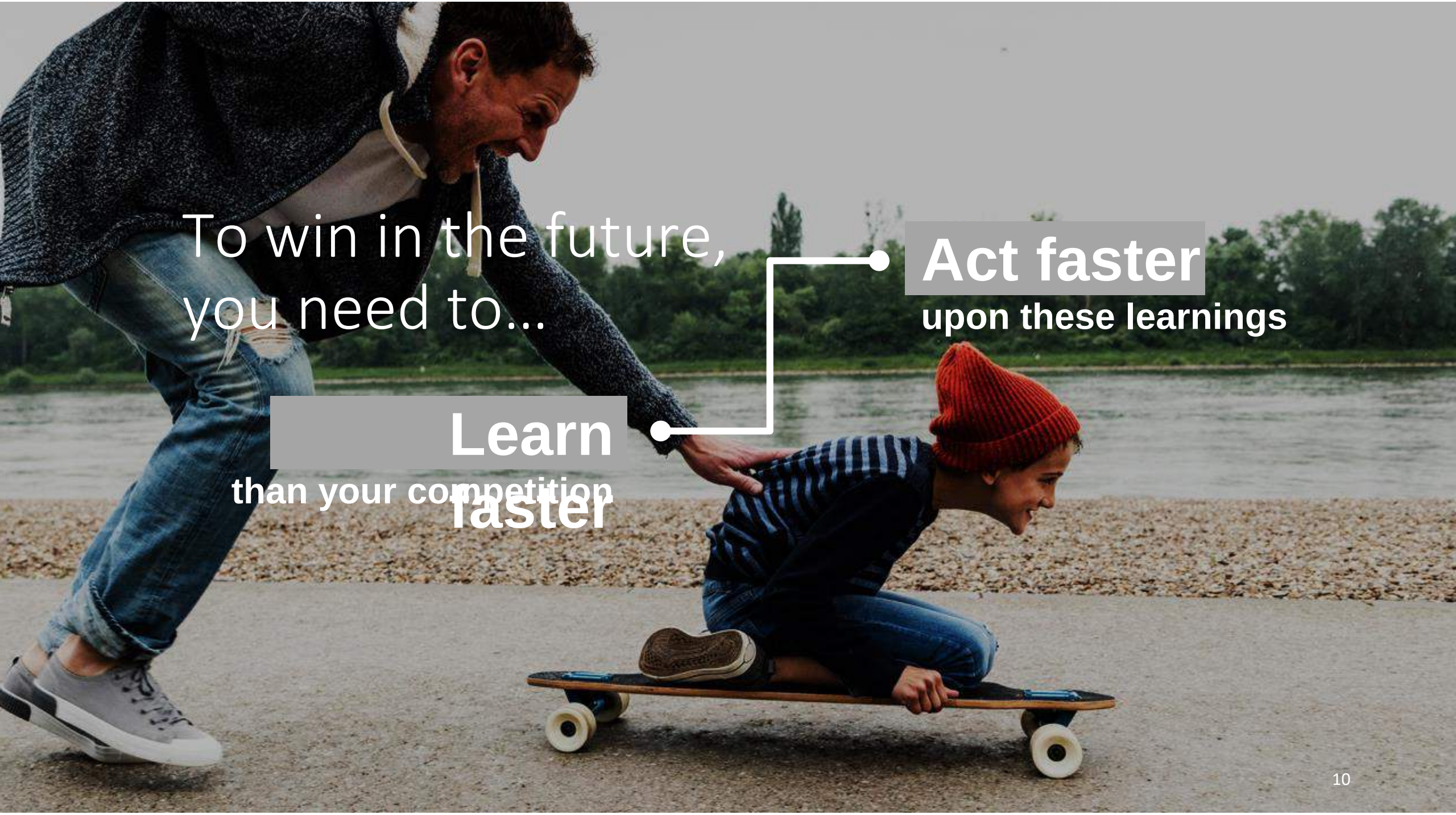






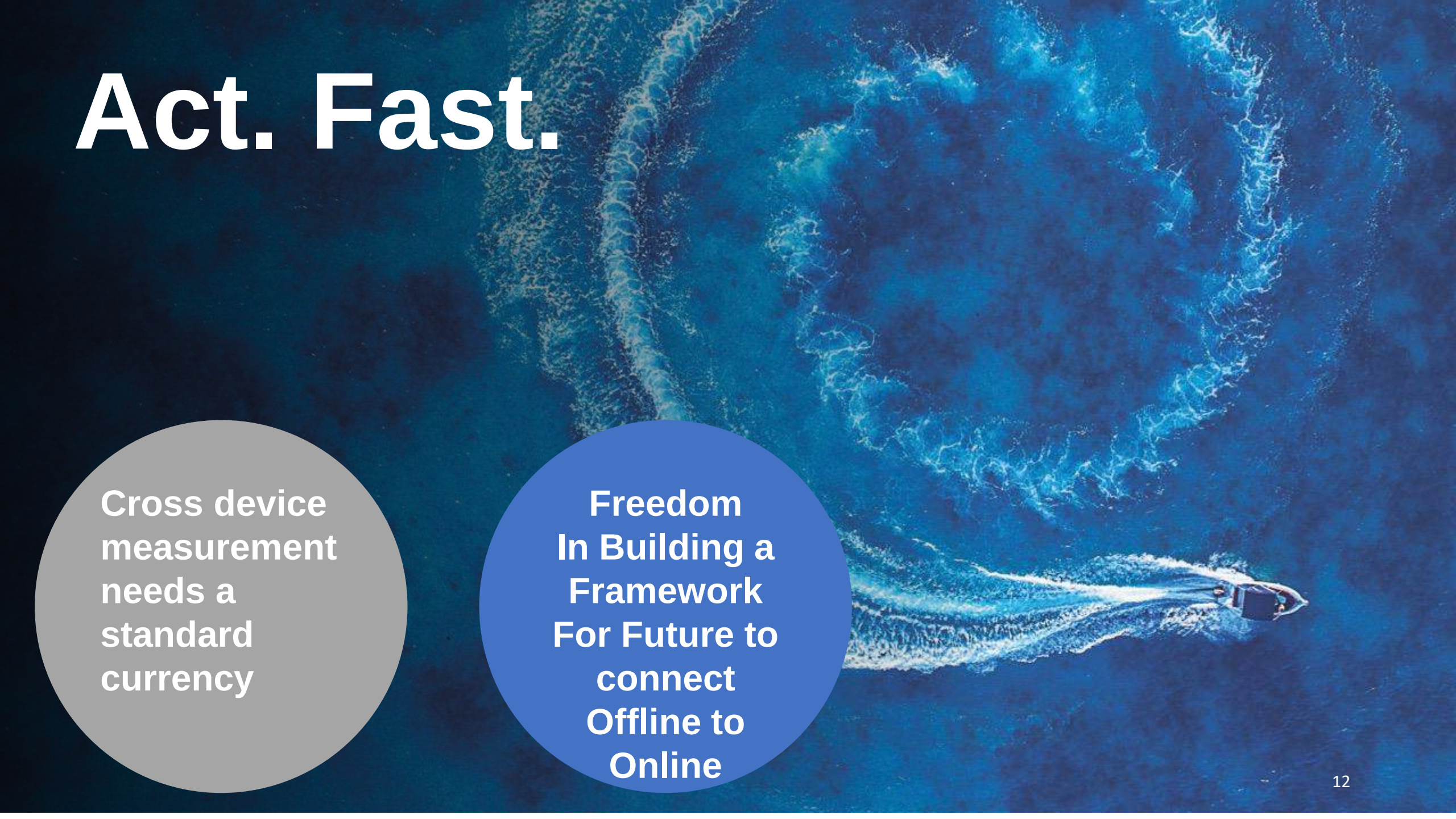



DISRUPTION
MOBILE MARKETING ASSOCIATION


To win in the future,
you need to...
Act faster
upon these learnings
Learn
faster
than your competition


TRANSFORMATION

Act. Fast.



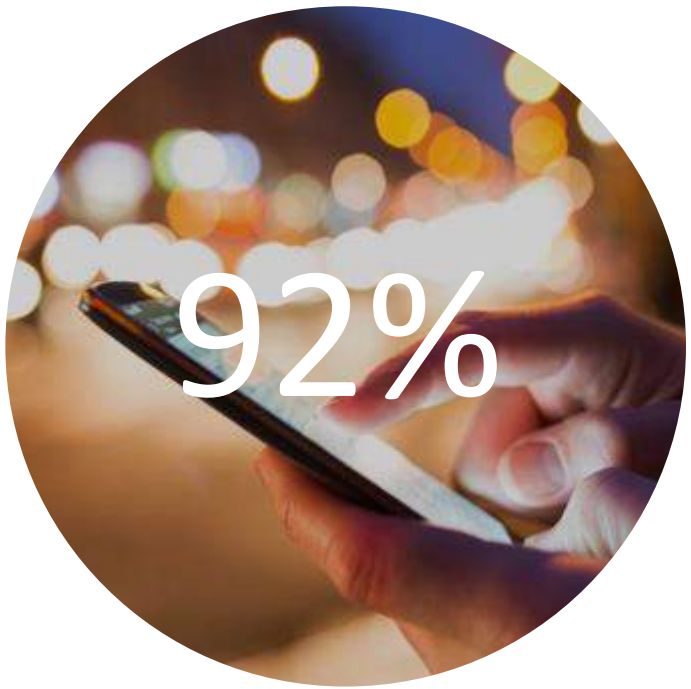
Cross device measurement needs a standard currency

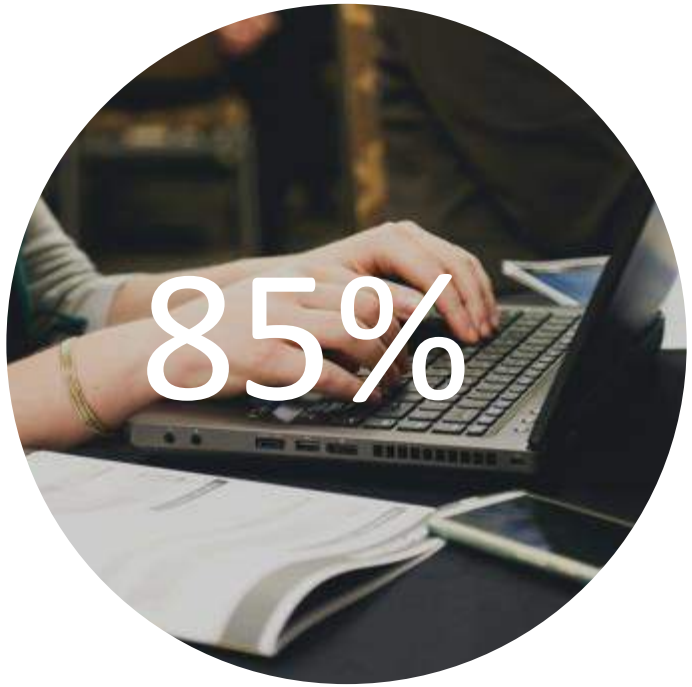
Freedom In Building a Framework For Future to connect Offline to Online



THE REALITY IN FRONT OF US…

Consumer behavior has changed, thanks to mobile. Today's average consumer touches their mobile device over 150 times per day. They are using their gadget throughout the entire pre-purchase, in-store, and post-purchase lifecycle.

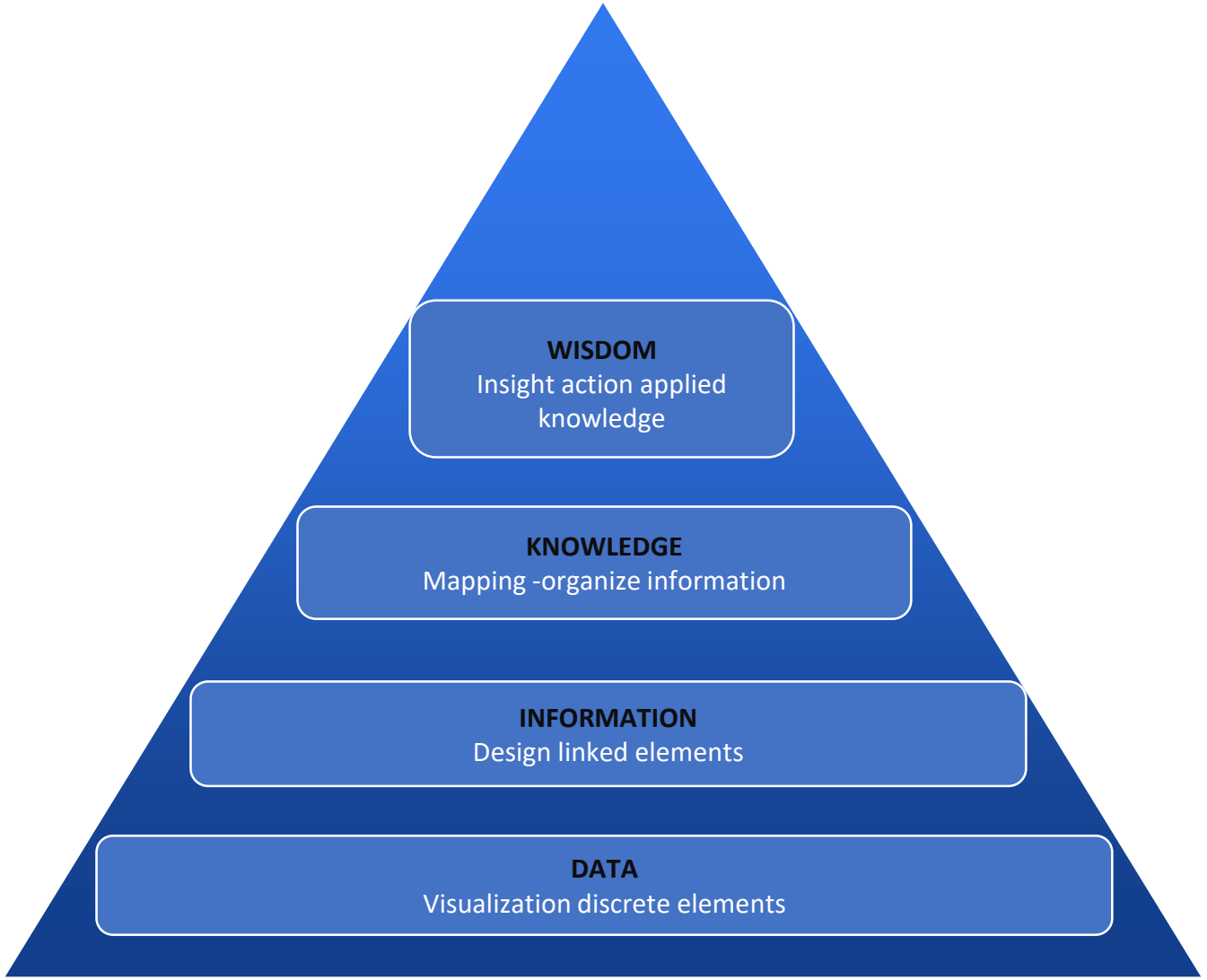






Device ownership among all internet users in Indonesia (Global Web Index)

Hierarchy of visual understanding



DIKW pyramid – Wikipedia.org

Generate Quality Customer

- **1st is Mobile**
- Transform conventional environment with a multi technology innovation

- **Touch point**
- Maximize the channel offer by ensure brand presence everywhere, from the street to their hands - website, applications & social media in order to deliver brand engagement

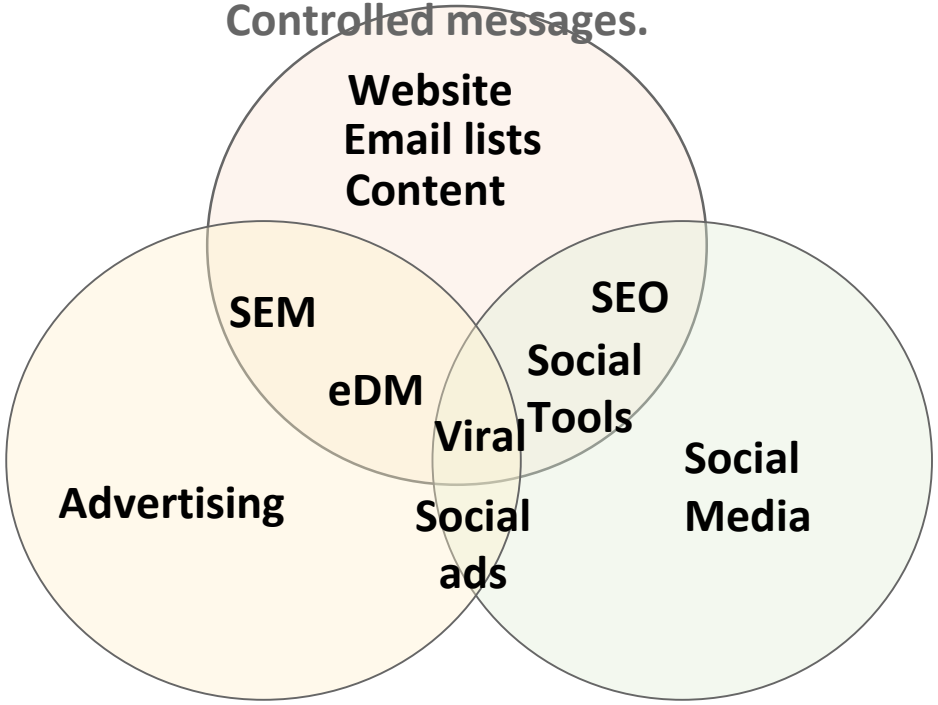
- **Avoid the "Netijen Julid"**
- Ensure customers don't feel cheated by offering different prices across different channels without clear benefit differentials

- **Always being Flexible**
- Customers can switch their purchase journey – Brand have to minimize any disconnect online and offline channel (seamless Omni channel)

- **The Moment**
- After Purchase is matter – be part of consumers journey and identify any innovation for Brand interact with Consumers

OWNED

Created by the brand. Controlled messages.



BOUGHT

Created by the brand. Controlled messages. Broadcast by 3rd party.

EARNED

Created by the brand or 3rd party. Uncontrolled. Spread / broadcast by 3rd party.

- Understand combination of channels touching audiences
- Measures the incremental effectiveness of addressable media spend and models
- Leverage individual-level online and offline exposure data and transactional data in a bottom up process
- Identify the incremental impact by channel and segment media touch point
- Optimize media spend by channel and segment

Systema Oral Care Campaign – 1st quarter 2019

THANK YOU

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