



Criteo's performance marketing solution drives measurable growth for Indonesian eCommerce start-up MatahariMall.com, helping them quickly become a rising industry leader.



THE RESULTS

↑ 150%

Increase in Click-through Rates

↑ 160%

Increase in Month on month Sales

↑ 260%

Increase in Average Order Value

↑ 900%

Increase in Advertising ROI

Since adopting and integrating Criteo's proprietary advertising technology, MatahariMall.com has significantly increased its online traffic and sales revenue. Criteo's performance marketing solution leverages machine learning technology to predict purchasing intent, through an aggregated understanding of an individual's browsing behaviour across devices, browsers and apps. It then recommends to consumers the most suitable products and best offers within an eCommerce provider's product catalogue, encouraging a MatahariMall.com visitor to return to the site and complete a purchase.



Criteo's performance marketing solution drives actual, measurable results, which we appreciate the most. As a powerful tool that directly generates revenue, it is a strong value-adding platform. Criteo is a key component in our overall marketing approach. It complements our other channels, and helps to optimise end-to-end performance.

- Timothy Martin, Head of Online Marketing, MatahariMall.com



BACKGROUND

Lippo Group is Indonesia's largest multi-format retailer, with US\$15 billion in assets and significant investments in retail, media, real estate, banking, natural resources, hospitality, and healthcare industries. The group expanded its business online by launching MatahariMall.com, a business-to-consumer (B2C) online supermall that offers in-house products and selections from other large brands. The supermall's product inventory spans various categories, including fashion, lifestyle, electronics, groceries and automotive.

In the four months since its launch, MatahariMall.com has accumulated a sizeable online following, surpassing some of the key players in the market. Backed by reputable Indonesian conglomerate Lippo Group and with more than 500 employees handling operations, logistics and sales, MatahariMall.com aims to continue growing its product inventory, as well as traffic and sales on both desktop and mobile. It aims to establish itself as Indonesian consumers' eCommerce platform of choice.

THE CHALLENGE

The consumer path to purchase has become increasingly complex. Users often conduct research and browse similar offerings across different websites and devices, before eventually settling on a particular purchase. In the highly-competitive eCommerce industry, this means that a high volume of online visitors might not necessarily translate to increased transactions. MatahariMall.com observed that 98 to 99 percent of these visitors were not making purchases.



THE SOLUTION

MatahariMall.com consulted aCommerce, a leading eCommerce end-to-end service provider in Southeast Asia, which provided an objective breakdown of the pros and cons of the various marketing channels and solutions available in the market. MatahariMall.com then decided that it required a specialist retargeting tool, one with the ability to compute an individual's readiness to purchase by assessing factors such as consumers' online navigation patterns and what they were adding to 'shopping carts' to deliver timely and personalised ads to boost online revenue at optimal costs.



As an end-to-end eCommerce services provider in Southeast Asia, we were tasked with providing an objective evaluation of the marketing solutions available in Indonesia. We recommended Criteo as we felt its retargeting tool would meet MatahariMall.com's business requirements.

- Sheji Ho, Chief Marketing Officer, aCommerce

