



BBM Messenger

Through their partnership with Criteo, BBM gained access to premium brands and high-value advertisers, and saw significant increase in ad engagement among BBM users.



THE RESULTS

↑ 50%

Increase in overall clickthrough rates

↑ 50%

Increase in daily revenue

↑ 50%

Increase in click-through rates for retail-related ads

Since becoming one of Criteo’s publishers, BBM saw a 50% increase in overall click-through rates. In addition, there was also a 50% uptake in retail click-throughs. BBM also gained access to Criteo’s premium and high-value advertisers which led to more than 50% increase in daily revenue.



As one of Criteo’s publishing partners, we’re able to optimise our pricing for premium inventory as their technology allows us to reach very specific user audiences on BBM. The collaboration with Criteo also gives us access to their premium and high-value advertisers, as their technologies help to increase our engagement and click-through rates. We appreciate Criteo’s transparency and consistency in engagement and trust in our team to explore different types of formats and methods that works best for our clients.

Krishnadeep Baruah, Vice President Sales (APAC), BBM

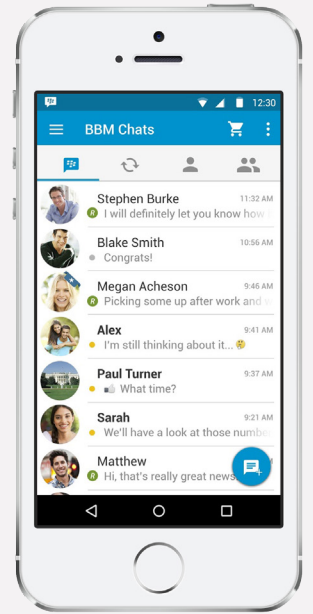




BACKGROUND

BBM is one of the largest mobile messaging applications in the world. Since it was created in August 2005, BBM has evolved from a pure messaging application for communication (text and video) to a social ecosystem unifying chat, social, commerce and services including bill payment, top-up, vouchers/coupons, games, news, video, shopping, travels and polls.

With a base of 63 million monthly active users, BBM is the largest messaging platform in Indonesia, transacting approximately 17 billion messages daily.



THE CHALLENGE

BBM's goal is to derive the optimum value for every impression for their inventory. But to fully optimise their pricing, they needed to partner with someone with the technology that can enable them to efficiently target very specific groups among their 63 million user base. In addition, BBM also was looking for a way to engage premium, high-value advertisers from across the region who were keen to engage users on the platform.



THE SOLUTION

BBM needed a partner that not only allowed them to optimise their inventory pricing but also serve as a bridge connecting them to quality advertisers.

Leveraging the power of Criteo's technologies, BBM was able to effectively target very specific users on the messaging platform depending on advertiser needs. This in turn helped the brand optimise their premium inventory and increase user engagement and clickthroughs.

In addition, as one of Criteo's publishers, BBM also gained access to an unparalleled network of premium and high-value advertisers across Southeast Asia.