

KASKUS Doubles CTR and Triples CPM With DoubleClick for Publishers and Google Analytics 360



About KASKUS

- With more than nine million registered members, KASKUS is the largest Indonesian online community that provides online forum for discussion and a platform for buying-selling transactions.*
- Headquarters: Jakarta, Indonesia
- www.kaskus.co.id

About Sparkline

- Sparkline is a technology and consulting firm that provides end-to-end services to optimize the digital presence of its clients across desktop, mobile, video, and social.
- Headquarters: Singapore
- www.sparkline.com

Challenge

- Serve KASKUS users ads relevant to their age, gender, and interests to create better user engagement and higher-quality traffic for advertisers

Approach

- Paired custom dimensions and KASKUS first-party data from mobile-focused forums
- Used Google Analytics 360 Audience Sharing to bring the new Mobile Intenders segment to DoubleClick For Publisher (DFP) and Ad Exchange (AdX), where advertisers can bid directly on it

Results

- 2X click-through rate (CTR) uplift
- 3.3X CPM uplift

Want to review a new digital camera, get gift ideas for your girlfriend, or buy tickets to the next Morrissey concert? If you're in Indonesia, KASKUS is your place. 28 million unique users buy, sell, talk, and share information on the site each month, making it the country's largest user-generated content publisher. More than 90% of KASKUS users are Indonesian, most of them young men.

With so many users, KASKUS recently faced a growing challenge: how to serve its users ads relevant to their age, gender, and interests. "As KASKUS is the leading digital community and social commerce platform, our vision is to drive data-driven monetization by making our first-party audience data actionable," said Ronny W. Sugiadha, chief marketing officer for KASKUS. "We want to give advertisers ways to perform better on our sites and increase the effectiveness of our impression-based ads."

Sugiadha and his team especially wanted to reach users who had shown interest in mobile devices and were more likely to purchase them. To reach this goal, KASKUS turned to Sparkline, a Google Analytics 360 Authorized Reseller. Sparkline showed the KASKUS team a fresh way to approach the challenge: Create a powerful new Google Analytics 360 segment for Mobile Intenders and ensure that it can be targeted within DoubleClick For Publishers (DFP).

Learn More

Here's where to learn more about the features mentioned in this story:

- [DFP / Google Analytics 360 Integration](#)
- [Creating Segments](#)
- [Custom dimensions](#)

About KASKUS*

KASKUS—the largest Indonesian community including social commerce—was created in 1999 by Andrew Darwis while studying in Seattle, USA. In 2008, KASKUS was taken back to Indonesia and officially became a company under PT. Dart Media Indonesia. With more than nine million registered members that make up more than 20,000 communities, KASKUS provides online forum for discussion and platform for buying-selling transactions. KASKUS now can be accessed through its website, mobile web, and mobile applications. KASKUS is also widely known by its own terminology that have grown to be part of Indonesia's culture of internet users, including Juragan (Agan), Sundul, Cendol, and Pertamina, among other terms.

With guidance from Sparkline, the KASKUS team began using their own audience data to serve the most relevant ads. They took these steps:

1. Set up Analytics 360 to collect valuable first-party data using custom dimensions.

This feature let them analyze data that Analytics wasn't already collecting with default implementation, such as Thread ID (a unique forum thread identifier) and Forum Section, which groups similar forums into sections such as Android and The Lounge.

2. Ran a segmentation analysis of their Analytics 360 data to understand how on-site users interacted with mobile-focused forums.

One segment looked especially valuable: users actively searching for and discussing mobile phone brands and features for future purchase. Analytics 360 has segmentation capabilities that let KASKUS create an audience it called Mobile Intenders.

The screenshot displays the 'Define Audience' configuration page in Google Analytics 360. It includes a green checkmark icon and an 'Edit' link. The 'View' is set to 'All Web Site Data' and the 'Destination account' is 'DFP'. The 'Audience name' is 'Mobile Intenders', 'Users over last 7 days' is 1,234,567, and 'Membership duration' is 30. The 'Audience definition' is defined by three conditions: 'Forum Parent Section: contains "/>

KASKUS used Analytics 360 to build an audience of users that showed an interest in discussing or purchasing mobile devices

3. Used the Analytics 360 Audience Sharing feature with DFP to share the Mobile Intenders segment with DFP Audience and DoubleClick Ad Exchange.

This lets publishers ensure that this audience segment could be targeted within DFP and AdX so advertisers could bid directly on this valuable audience-targeted inventory.

This new Mobile Intenders audience was soon in high demand by advertisers. Available on DFP Audience, it can be targeted by programmatic advertisers, particularly by handset brands that want to win the attention of users intending to buy a mobile phone.

How well did the new segment work compared to its old open-auction inventory? "Using the Analytics 360 Audience Segment sharing feature in DFP and AdX, we **doubled our CTR** and saw a **3.3X CPM uplift** on this audience-targeted AdX inventory," Ronny Sugiadha reported. "We are looking forward to even more positive impact moving forward."

About the Google Analytics 360 Suite

The Google Analytics 360 Suite offers powerful and integrated analytics solutions for today's biggest enterprises. Measure, see, and improve the impact of your marketing across every screen, channel and moment in today's customer journey. It's easy to use, and makes data accessible for everyone so the "aha" moments are simple to discover and share. Move from insight to impact faster with the Google Analytics 360 Suite, and as a result, make the most of every consumer connection. For more information, visit google.com/analytics/360-suite