



Celebrate the Joy of Ramadan with Telkomsel

Understand Better,
Connect Better



Maximize your ad's reach this Ramadan season as wide as Telkom's customer base

With DigiAds, the possibilities
are endless

Reach
**MORE THAN
158 MILLION**
Telkom
subscribers

156 MILLION
data-capable
smartphone
devices

Advertise to
8,5 MILLION
IndiHome TV
subscribers

12,8 MILLION
potential ad
viewers within
400+ cities
in Indonesia

Your Guide to Winning Ramadan



Understand Your Audience

1. Understand Better

Learn more about market trends, audience behavior, shopping habits and audience interests, digital & TV media traffic.



Connect Your Opportunities

2. Connect Better

Seize Ramadan opportunities, improve your marketing in line with growing trends, and build connections beyond focusing on sales.



Ramadan Ideation Celebration

3. Celebrate with Telkomsel

Find inspiration and creative ideas to achieve effective campaigns and collaborate with sales representatives for your brand.



Understand Your Audience



Here's what we learned from Ramadan 2023

about digital traffic among your potential customers

Voice, SMS and Payload During Ramadan

▲ SMS



0.5%

Increase compared
to normal days in 2023

28%

Increase compared
to Ramadan 2022

**Most SMS content revolves around
Ramadan greetings, promos, and
prayer reminders**

▼ Voice



8%

Decrease compare
to normal days in 2023

33 %

Decrease compared
to Ramadan 2022

**A more digital-savvy consumer
behavior allows for more targeted
ads to mobile users**

▲ Data



7%

Increase compared to
normal days in 2023

9%

Increase compare to
Ramadan 2022

**Most activities are carried out
digitally: article browsing,
social media, video streaming, and
online shopping.**

▲ IPTV



7%

Increase compared to
normal days in 2023

10 %

Decrease compared to
Ramadan 2022

**Programs watched: religion, news,
comedy, series, movies**

Digital Traffic Trend During Ramadan

This increase in data and user traffic increases opportunities for ads through digital-mobile inventory.

Meanwhile, the decrease in voice calls represents a more digital-savvy consumer behavior, allowing for greater targeted ads to mobile users.



The high traffic of browsing, gaming, and chatting is an opportunity for your brand to approach the market through product diversification or marketing communication strategies according to your target audience profile.

Tap into the increase in digital traffic by advertising to specific digital communities

Telkomsel's communities include gamers, youth, video streamers, and promo seekers



20 MILLION monthly active users in Indonesia

subscribed:



all of whom are gamers



3,3 MILLION monthly active users in Indonesia

subscribed:



most of whom are youth



>14 MILLION monthly active users in Indonesia

subscribed:



all of whom are videoholics



1,1 MILLION monthly active users in Indonesia

subscribed:



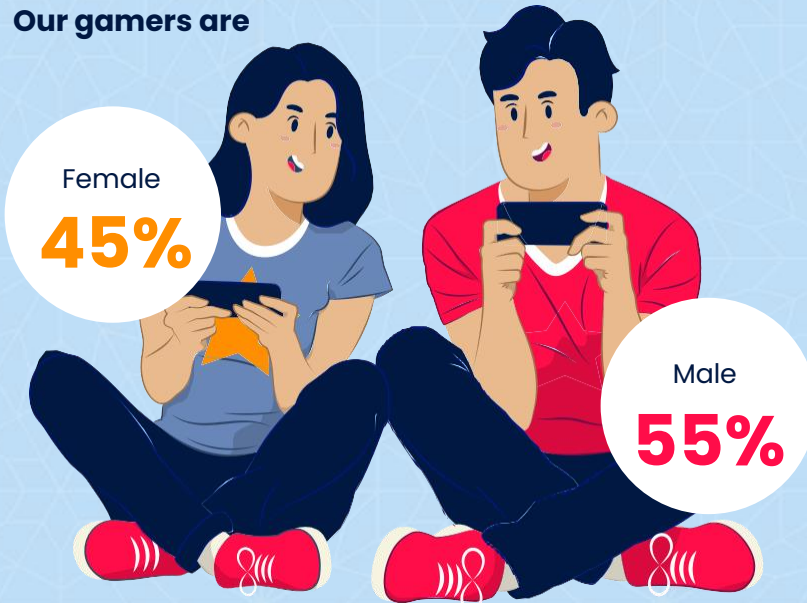
most of whom are male and interested in promos

Dive into each demographic...

Gamers Community

The data and user traffic in the games segment increased 20% during Ramadan

Our gamers are



Residing in...



More than **50%** of them are of middle-upper economic class who have good buying power

During ngabuburit time, they tend to access gaming sites such as

Mobile Legends

Game Site Garena

Garena Free Fire

Garena

Roblox

Top 5 devices used to access gaming sites:

Oppo, Samsung
Vivo, Xiaomi,
Apple.

They are also interested in



Social Network



Chatting



Video



Music & Radio



Cashless



E-commerce



News



Movie



Travel Junkie

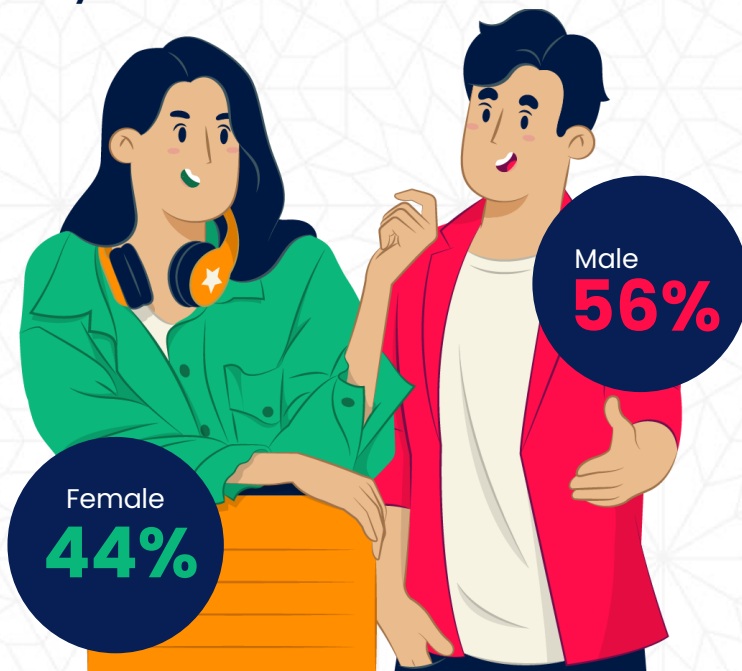


Online Banking user

Youth Community

The data and user traffic in the youth segment increased 10% during Ramadan

Our youth are



Residing in...



More than **50%** of them are of middle-upper economic class who have good buying power

During Ramadan, 78 million youth engage in these activities



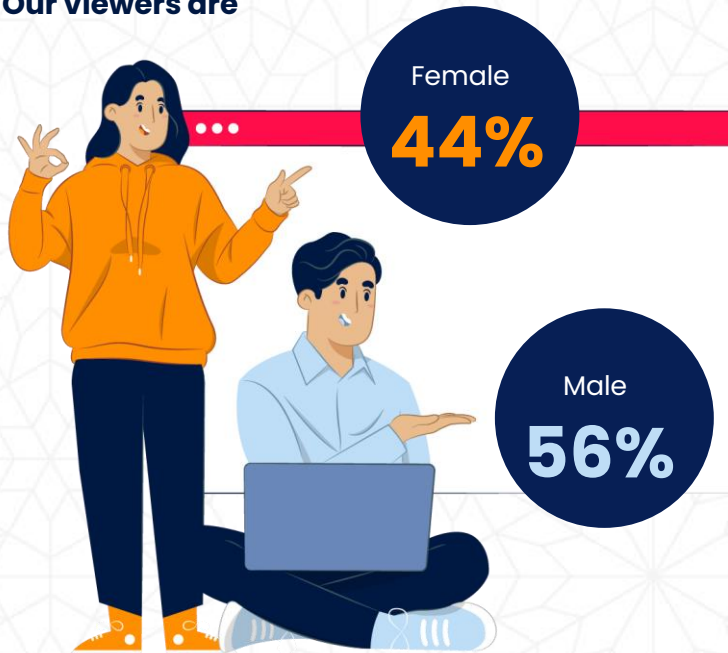
Top 5 devices used to access gaming sites:

Oppo, Samsung, Vivo, Xiaomi, Apple.

Video Streamers Community

The data and user traffic in the video segment increased 20% during Ramadan

Our viewers are



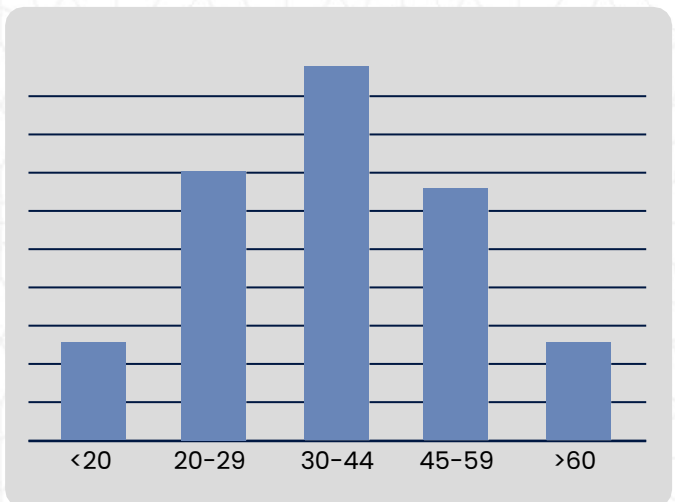
Residing in...



More than 50% of them are of middle-upper economic class who have good buying power.

Most of them are in the productive age, with some being decision-makers.

More than 65% of them also still watch TV.



During Ramadan, more than 50 million viewers increase their screen time

Their top content:



Knowledge/
Religious



Movie



Entertainment &
TV Series



News

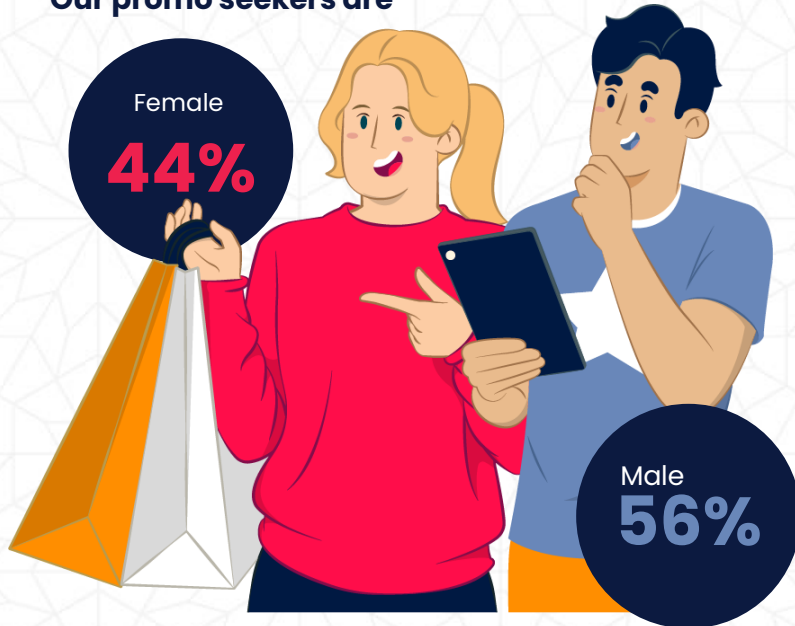


Sports

Promo Seekers Community

The data and user traffic in online shopping and e-commerce segment increased 26% during Ramadan

Our promo seekers are

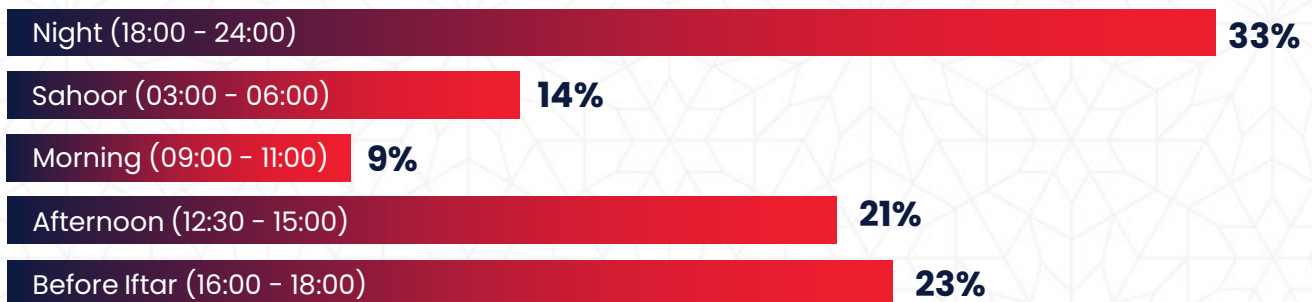


Residing in...



More than 50% of them are of middle-upper economic class who have good buying power.

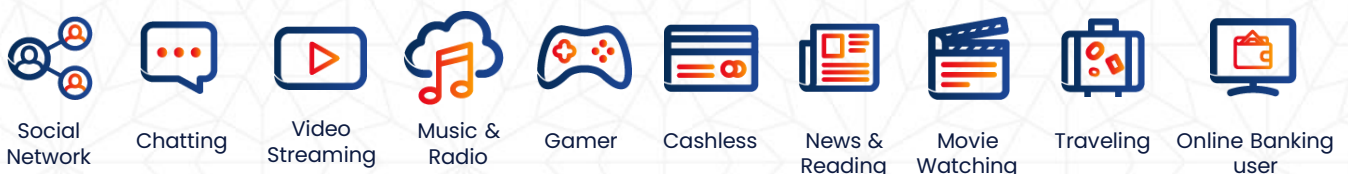
They hunt for promos during Ramadan in these hours



Top 5 devices used to access e-commerce sites:

Oppo, Samsung, Vivo, Xiaomi, Apple.

They are also interested in



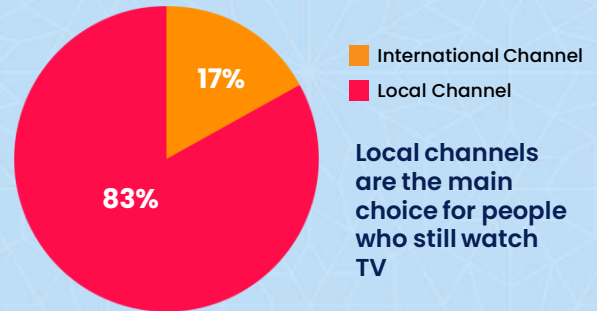


Our survey results
provide better
understanding of
your audience and
allows you to
**connect to your
opportunities.**

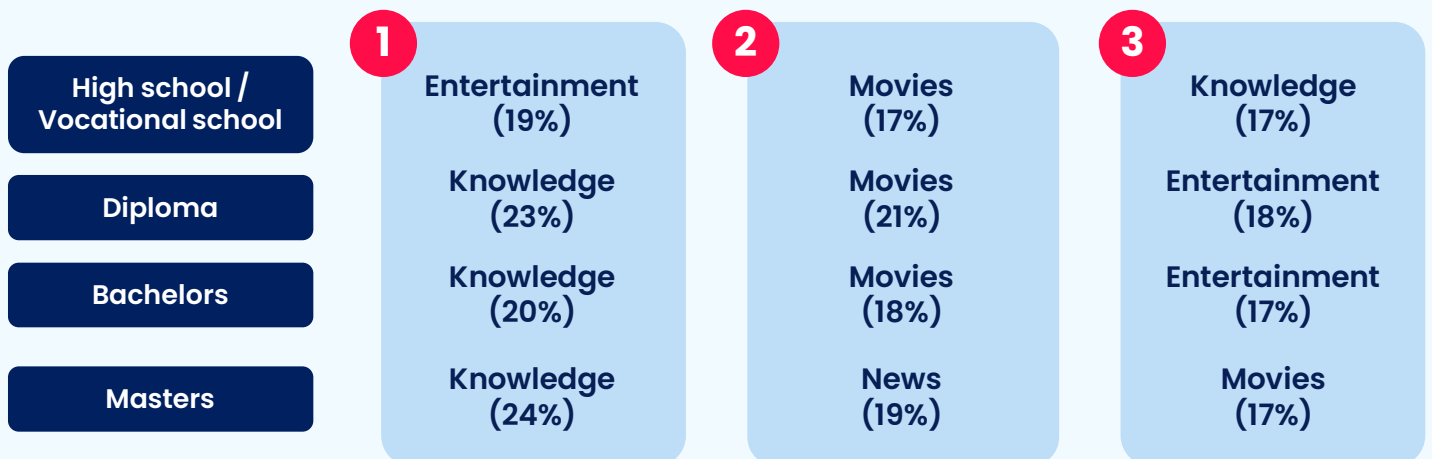
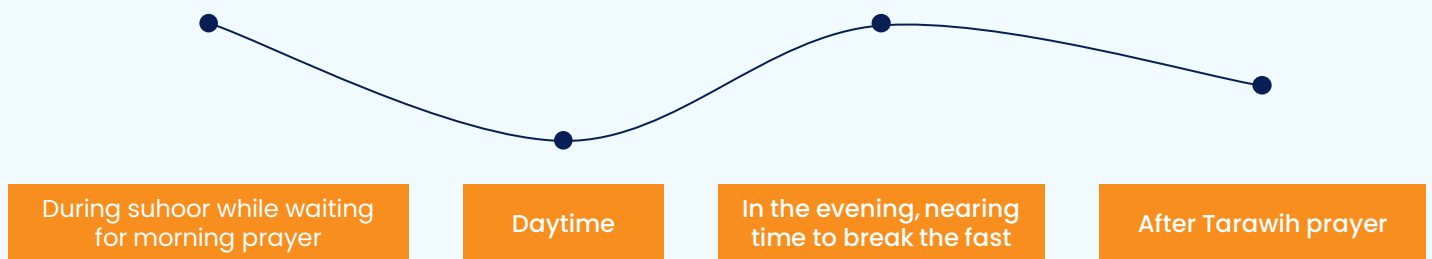
While internet usage and gadgets may be on the rise, TV consumption still reigns supreme during Ramadan



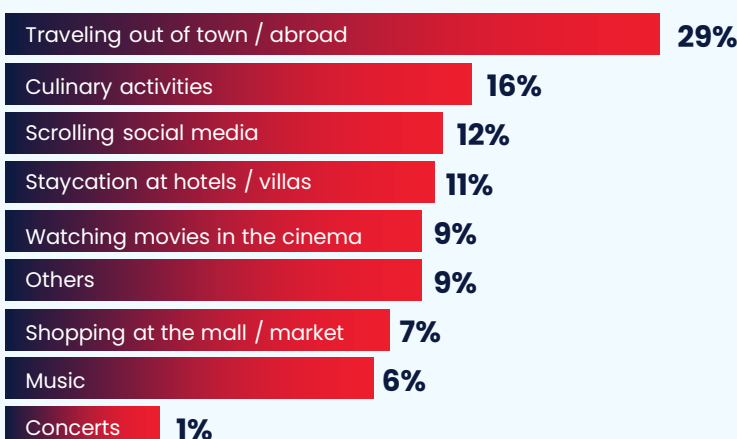
During Ramadan, 62% of respondents still watch TV, with 63% of them preferring cable instead of on demand.



Respondents tend to watch TV before sahur and while waiting to break the fast, making these the best time for ad placements in the form of TV commercials



Respondents' level of education is directly related to the quality of their entertainment of choice.



Looking to expand your target audience?

Traveling and culinary activities are respondents' entertainment of choice.

Tailor your content towards these interests to engage with your potential audience.

Embrace this special time as an opportunity for your campaign...

BOOTING ADS



Ads in the form of images or videos that appear on IndiHome TV through audience activity on remote control

Use Case

- Awareness through watch image ads
- Deliver brand engagement for the audience who click/scan the advertising

Strong Traits

- More variative types of ads compare to other Pay TV Platform
- Call to Action advertisement
- Redirect advertising for the audience who click/scan the advertising

TIME SIGNAL



TVC



Filler Greeting

The Objectives

Deliver ads to all IndiHome TV Subscribers on time signal

Remarks

- Time Signal at InHouse Channels (All Play Entertainment and Fun Planet)
- Duration from 15 seconds to 60 seconds
- Available in various genre channel that can be chosen based on segmented target audience
- Average views per spot : 100k-200k Views

Filler Greeting

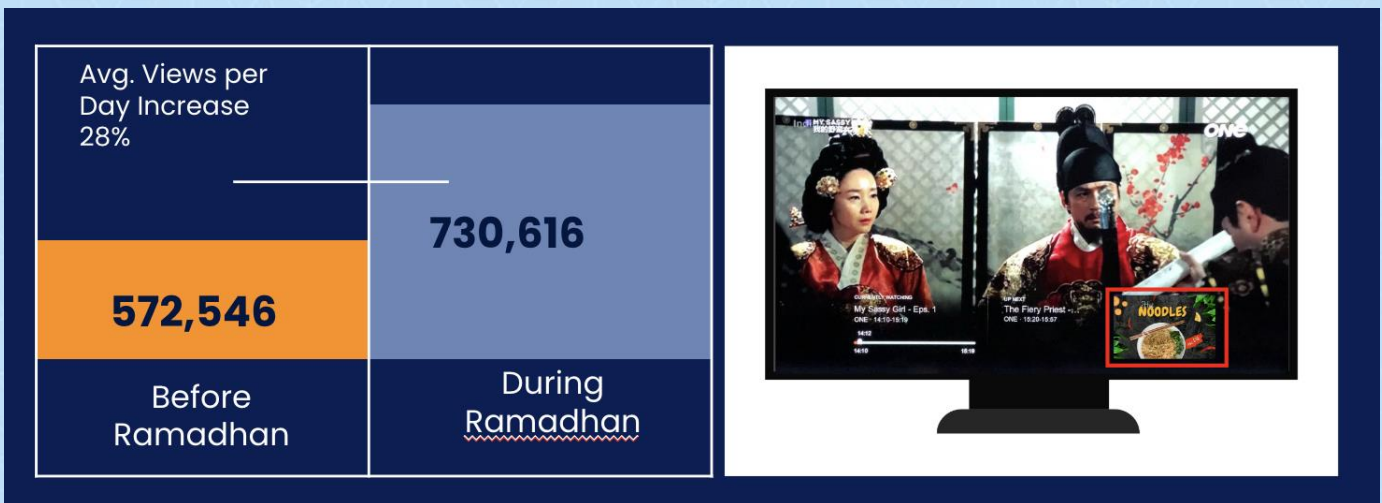
Ads your greetings campaign before adzan Maghrib

Reach your audience on their screens and increase awareness of your campaign by delivering ads to Telkomsel's vast viewership

In collaboration with IndiHome TV, you can now place accurately targeted ads on various locations within our interactive pay TV platform

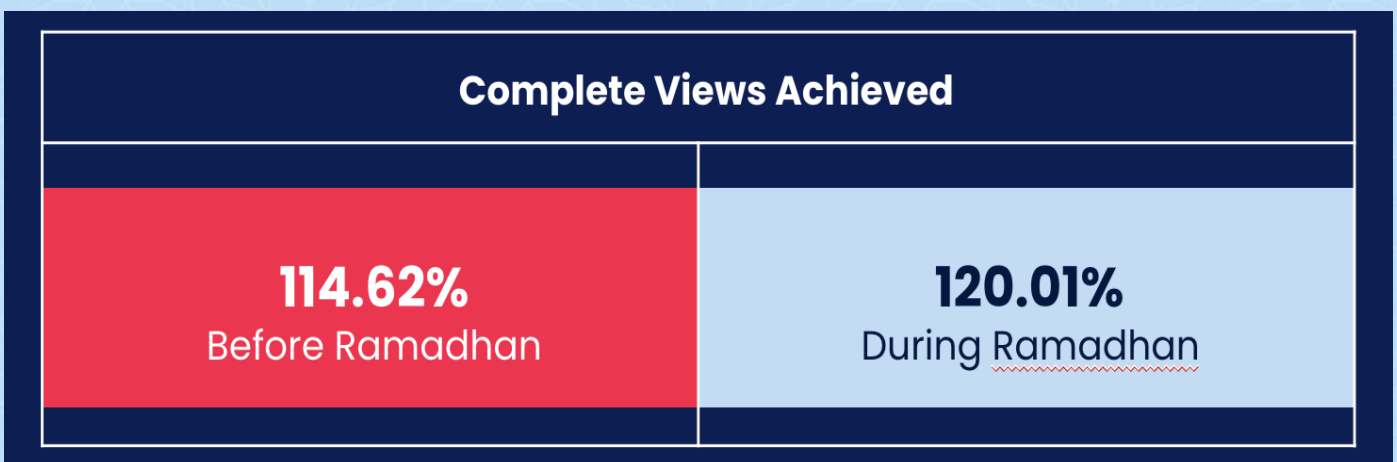
Navigation Geo-Targeted Ads

Advertise to audiences in your province of choice before and/or during the Ramadan period. Provinces to choose from: DKI Jakarta, Bandung, Semarang, Surabaya



Targeted TVC

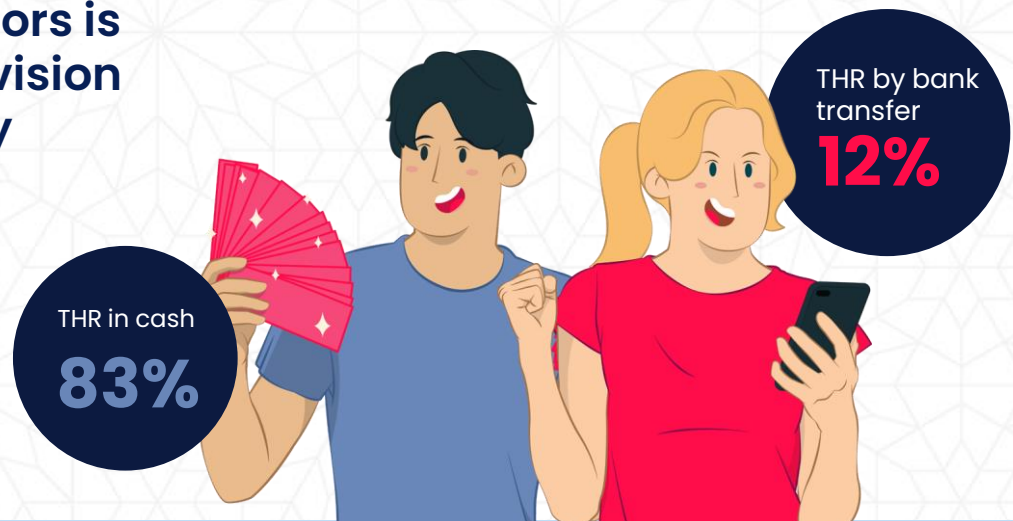
Programmatically target video ads before and/or during the Ramadan period



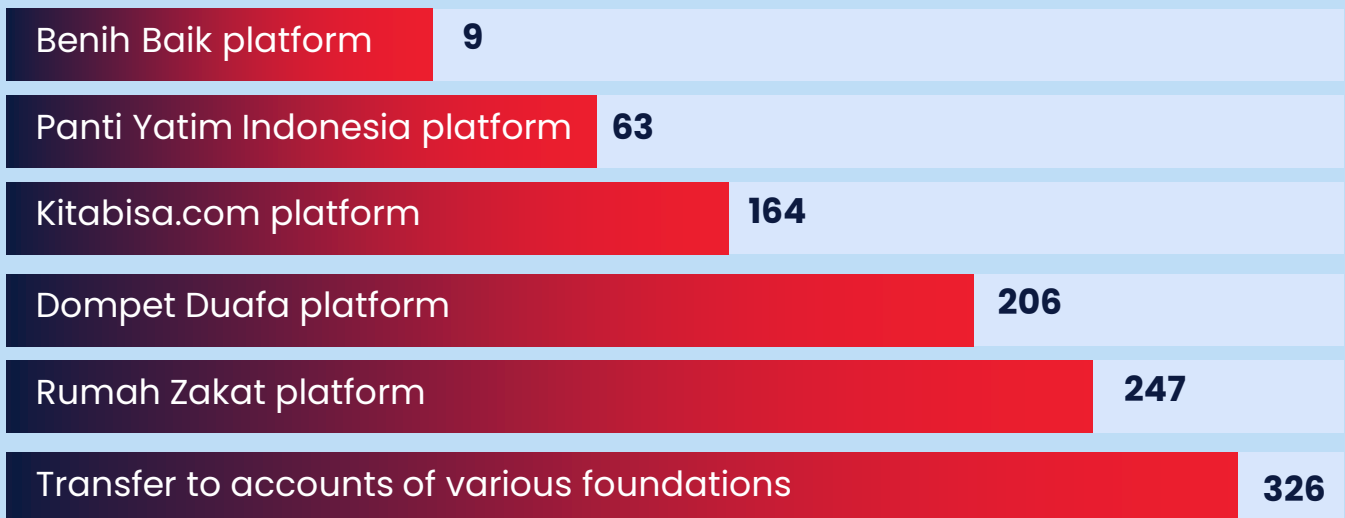
Ramadan-specific behaviors also gain traction during the season

Donations increase greatly during the Ramadan season, **with 69% of respondents increasing their increasing their financial allocations for donations.**

One of the factors is due to the provision of THR (holiday allowance).

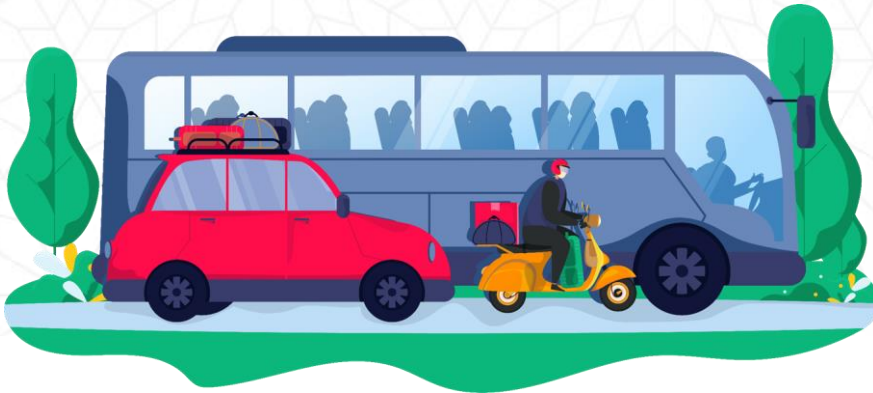


Top Platforms Used to Make Donations



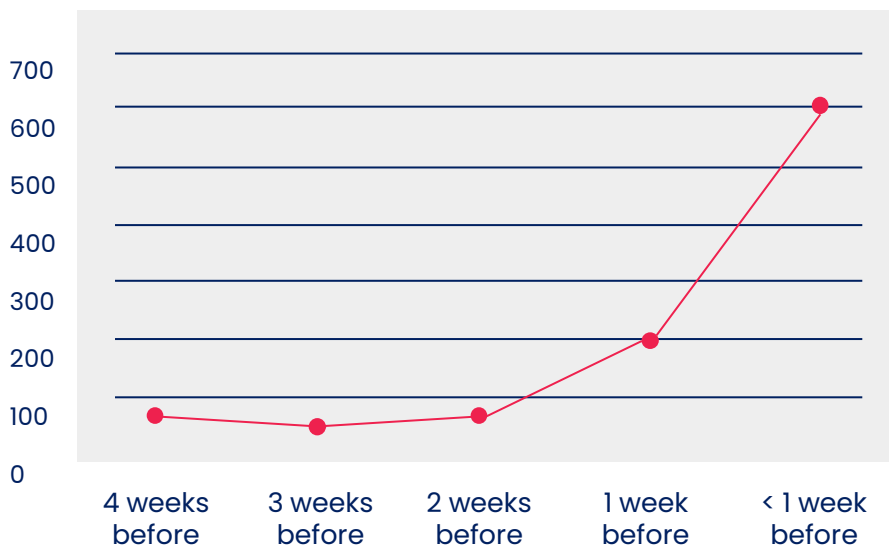
Based on these shifts in donation activities, Online Banking and Syariah Financial Services have the opportunity to create content that showcases the ease of donating through online transactions.

Mudik is also a recurring behavior every Ramadan



68%

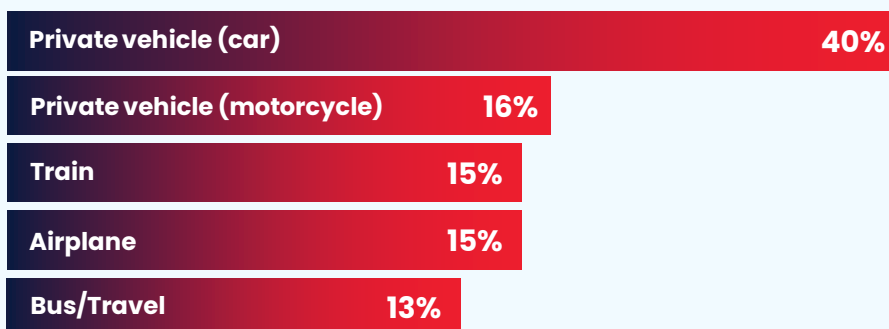
Respondents plan to 'Mudik'



Most respondents adjust their holiday and leave schedules due to 'Mudik' <1 week before Lebaran

But a majority of respondents buy their tickets 1 month before Lebaran (32%)

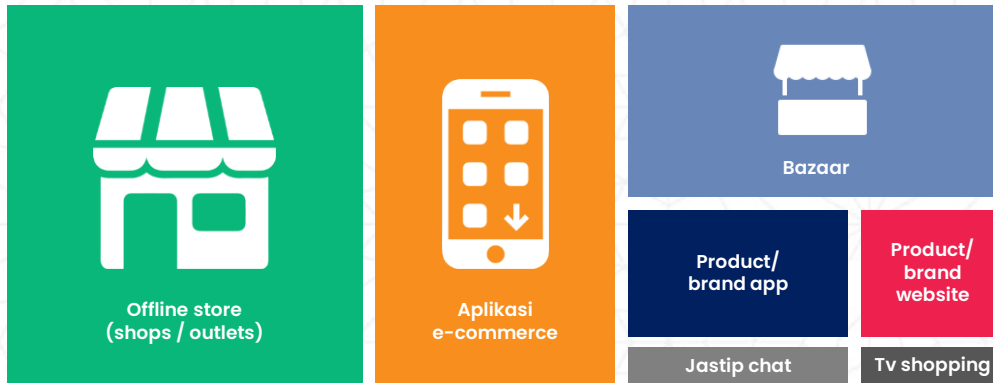
Private vehicles (car/motorcycle) and airplanes are the most-preferred mode of transportation



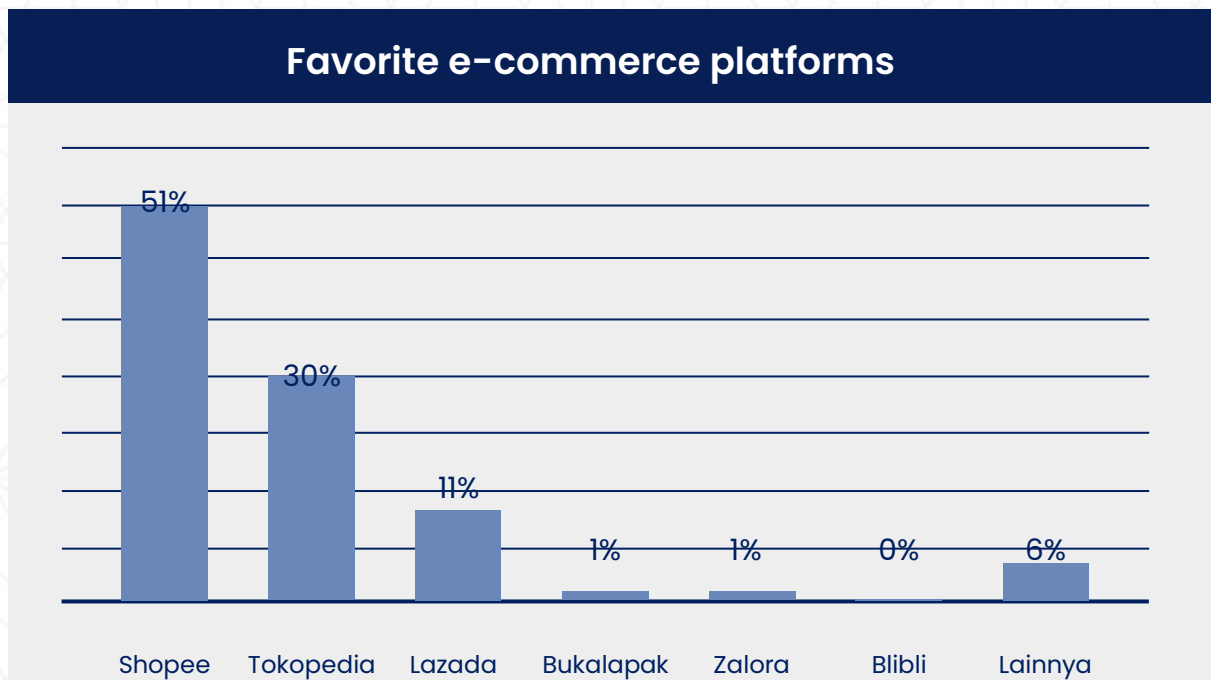
(Source: tSurvey Data 2024)



In addition to donations and mudik, shopping is another staple Ramadan activity



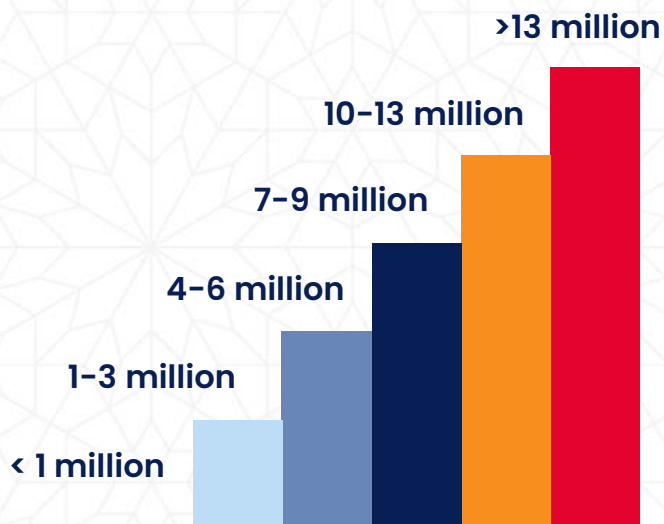
Offline stores are still the main choice of channel, while e-commerce shows good potential



Shopee is the main platform of choice for e-commerce shopping, followed by Tokopedia and Lazada. Respondents prefer these platforms for the following reasons:



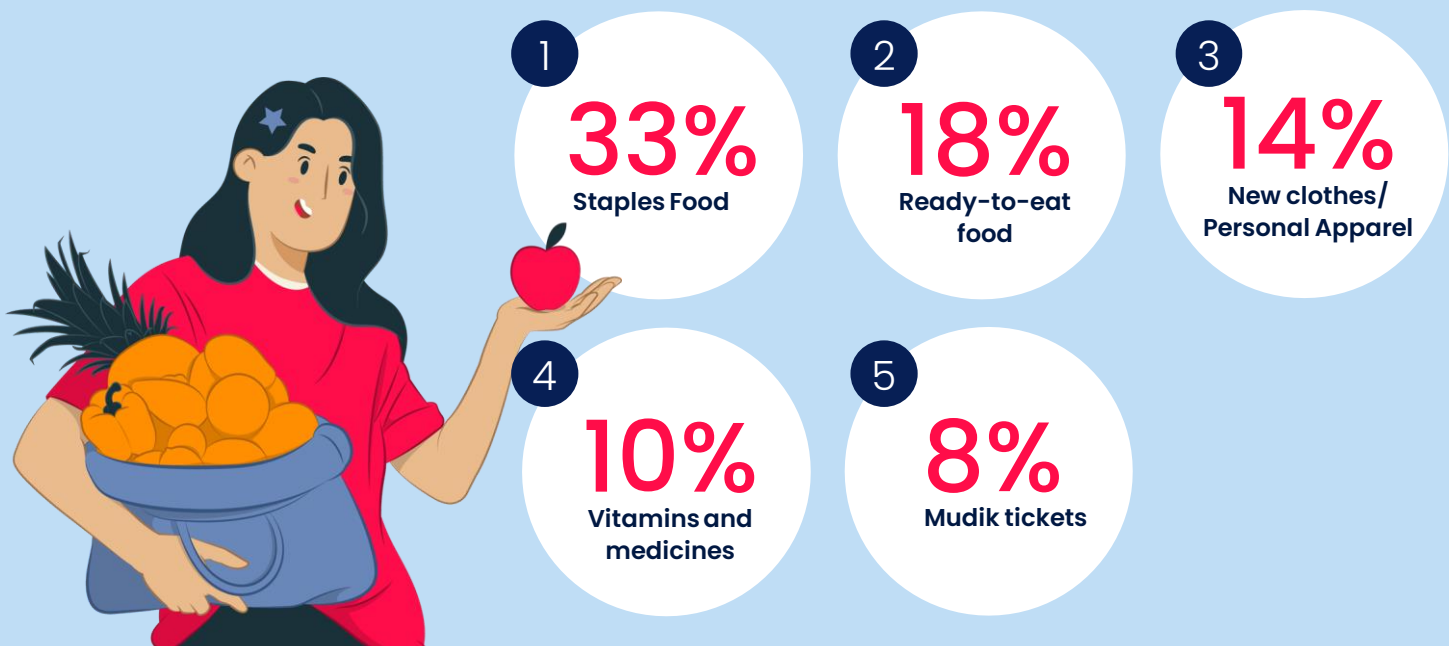
An increase in shopping means an increase in expenses.



78% of respondents experience **increased spending** during Ramadan

The majority of respondents increased their expenses by one group above their usual rate.

For example, those who usually spend 1-3 million now incur 4-6 million in expenses during Ramadan, with top 5 spending priorities being:



56% Respondents consume **a variety** of FMCG brands (1-3 variety)

Factors influencing purchasing consideration for necessities

46% Staple foods at low prices

43% Size of price discounts

Advertise with TADEX and achieve high CTR for your campaign



One of Indonesia's largest e-commerce sites advertised on TADEX to increase awareness and shopping transactions on the platform.

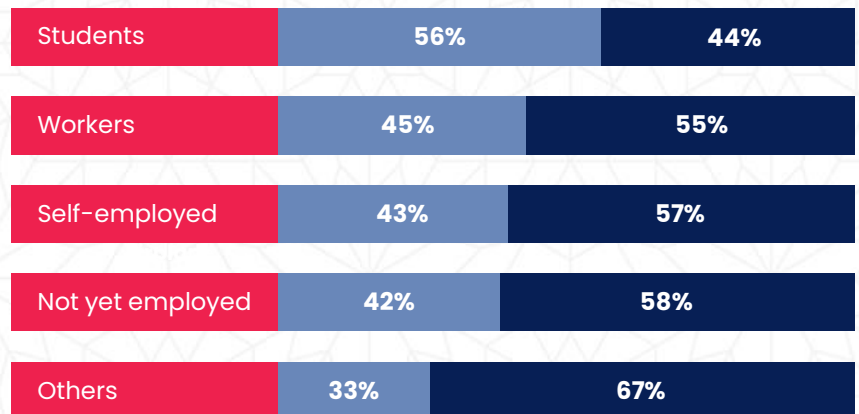
TADEX successfully simplified the engagement and had better control of omnichannel reach with a single platform.

The ads were connected to publisher-direct desktop, mobile web, mobile app, and OTT environment.

The brand easily caught audience attention with their high impact interactive banner.

The e-commerce platform **achieved a CTR of 1,67%** for a 15-day campaign period from mid to end of the month

Another large expense during Ramadan is spent on gadgets

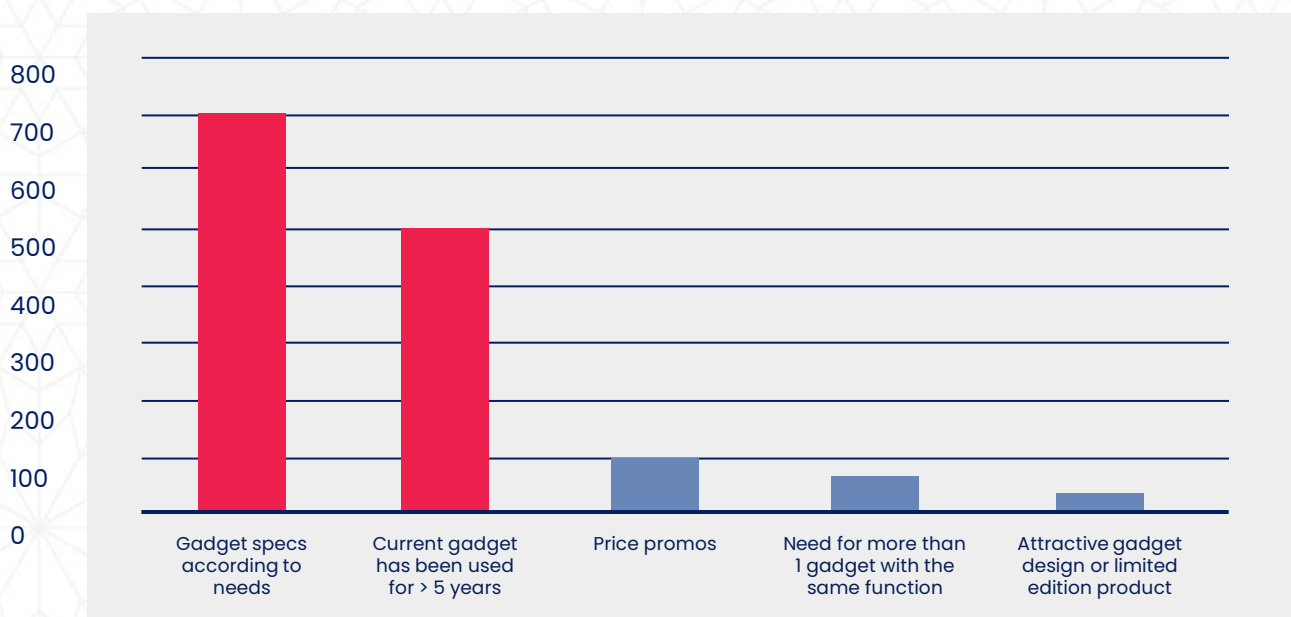


Students are the segment that needs new gadgets the most

They tend to buy these device types regularly



Respondents tend to **buy gadgets because of necessity** (specifications or previous gadgets that are old) **rather than buying because of desire or trend**



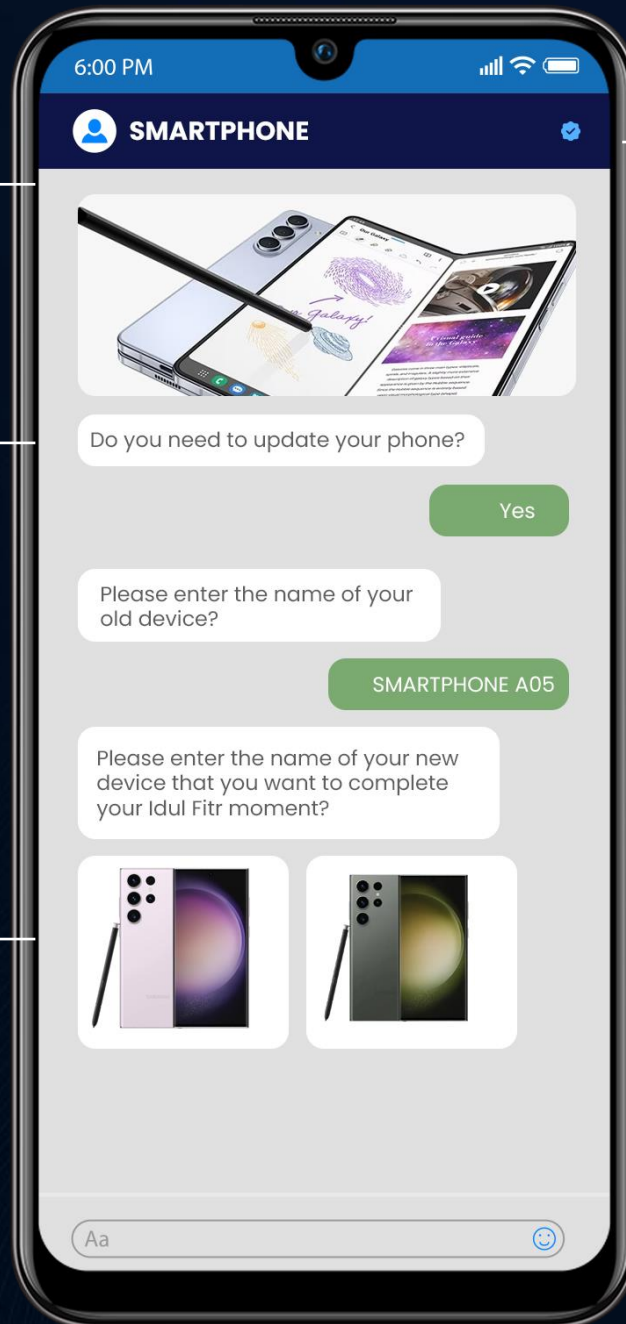
Maximize your product launch or encourage customers to trade in their gadgets using RCS Business Messaging

Trusted Branding
with name & logo

Easy for Replying
Suggested replies

Richer Media
Images

Customer Safety
Verified

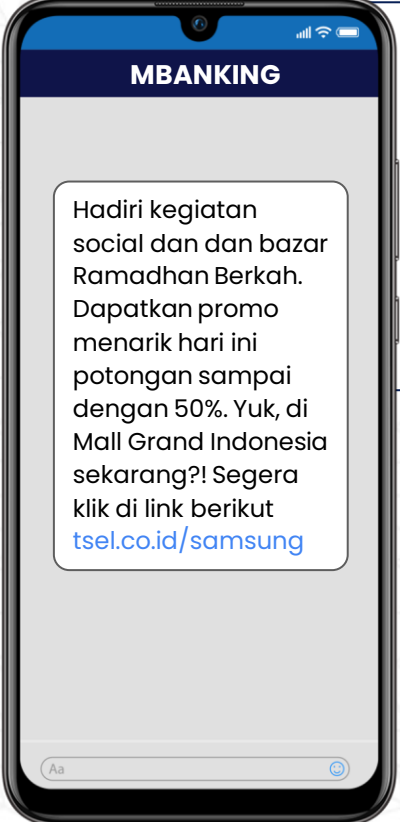


**at least
Android OS
8 or later*

Use Case: Engage with consumers by offering specific rewards for trading in old phones for new phones

Influence People to share goodness with your brand

Optimizing Campaign through Telkomsel



MBANKING

Hadiri kegiatan social dan dan bazar Ramadhan Berkah. Dapatkan promo menarik hari ini potongan sampai dengan 50%. Yuk, di Mall Grand Indonesia sekarang?! Segera klik di link berikut tsel.co.id/samsung

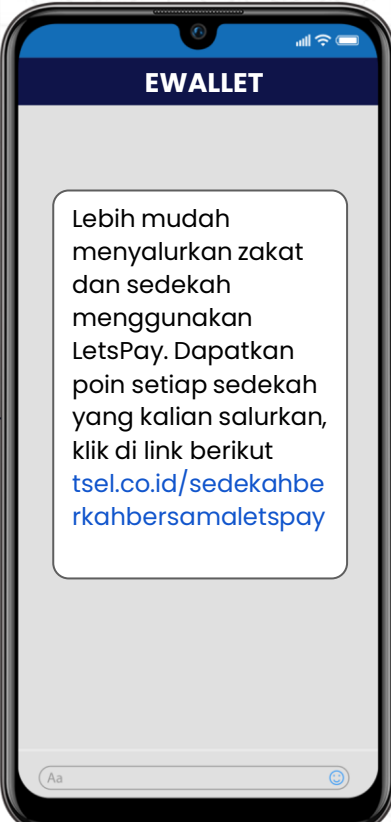
SMS LBA

The objectives

- Effectively set targeted ads to your audience based on specific location within certain radius.

Result

- CTR: 1-3%



EWALLET

Lebih mudah menyalurkan zakat dan sedekah menggunakan LetsPay. Dapatkan poin setiap sedekah yang kalian salurkan, klik di link berikut tsel.co.id/sedekahberkahbersamaletsPAY

SMS Targeted

The objectives

- Reach the right target audience with personalised message based on their demography and mobile behaviour.

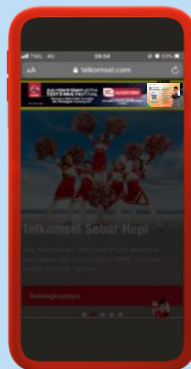
Remark

- Customized SenderID
- Average CTR: 1-3%

OFFDECK BANNER

Display ads placement that will pop up in http websites when your audiences are browsing with Telkomsel's network in Jawa, Sumatra, Bali and Kalimantan*

IMAGE



SMALL
320x50

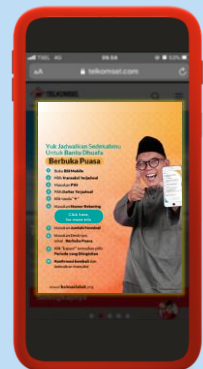


MEDIUM
300x250



BIG
480x320

VIDEO



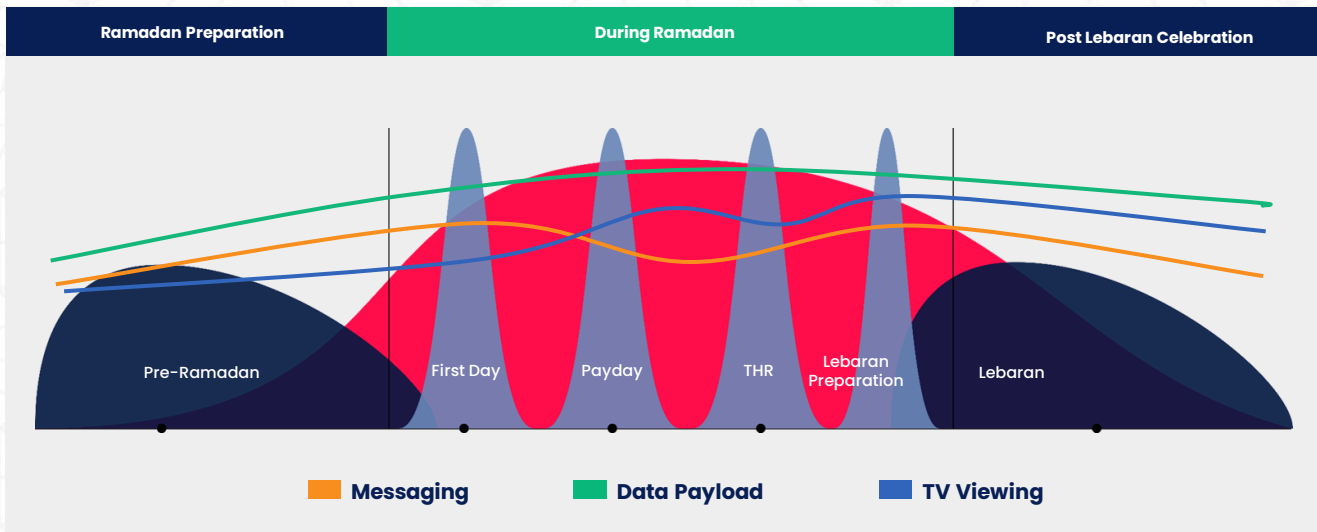
Portrait : 3:4
Landscape : 4:3

CONNECT BETTER

Seize Ramadan opportunities, improve your marketing in line with growing trends, build connections don't just focus on sales.

Choose your golden time :

Make sure to pick the right advertising channels at the right time during each phase of your Ramadan campaign



Market Insight

- Stay updated on your audience's' needs and behaviors throughout all periods
- Use insight to plan better campaigns

Awareness

- Increase of Internet activity
- Ads on Display have high CTR success rate

Call to Action/ Activation

- Audiences are influenced by accurately-delivered ads and promos
- Optimized advertising can lead to increased online and offline purchase
- Ramadan is the perfect opportunity to start new potential businesses

tSurveyid



SMS/MMS Messaging

IndiHome **TADEX**
by Telkomsel



SMS/MMS Messaging



Performance Campaign

IndiHome
by Telkomsel

Sponsorship Off Air

Telkomsel RCS
Business Messaging



Armed with a deeper understanding of your potential audience, it's time to embrace the Ramadan season.

Let's collaborate to celebrate the joy of Ramadan 2024.

Stay tuned for more insight to help you connect better with your customers.