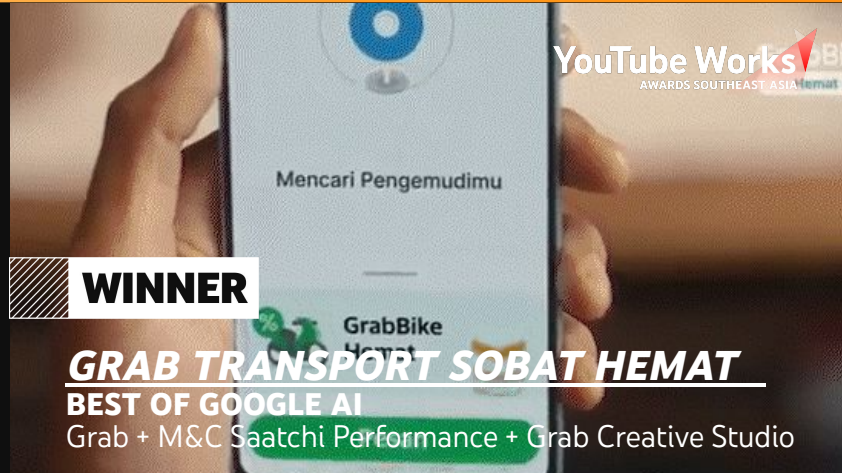




# HITTING THE MARK: BETTER TARGETING WITH GOOGLE AI



**WINNER**

**GRAB TRANSPORT SOBAT HEMAT**  
**BEST OF GOOGLE AI**

Grab + M&C Saatchi Performance + Grab Creative Studio

## BACKGROUND

The demand for affordable transportation presents a great opportunity for Grab, but it needs more **personalised and optimised promotions to stay ahead of similar offers and competitors.**

Grab's primary goals involved **boosting awareness, user engagement and brand perception**, as well as optimizing its media performance to position itself as a leading provider of affordable ride-hailing services.

## APPROACH

Grab Transport Sobat Hemat creatively utilised **theatrical portrayals** of characters traveling to various places, **tailored message** for different personas, and **localized versions** to convey a sense of freedom in mobility, resonate with local communities, and enhance message relevance and receptivity.

By leveraging **AI, targeting, and personalization** tools from **YouTube, Google Creative Studio and Weather API**, Grab achieved significant reductions in cost metrics and improvements in campaign efficiency and effectiveness.

## RESULTS

**30%**  
rise in Video VTR

**2.6%**  
rise in consideration

**30%**  
decrease in CPAL

**35%**  
decrease in CPI

*"[Localized content, personalization and fancy targeting]. That's when we talk about sending the message to the right person at the right time."*

Veronica Utami, Chief Operating Officer, Halodoc



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