CASE STUDY: GRAB

THE CHALLENGE

With Grab having **over 150,000 merchants, millions of users, and multiple services — GrabCar, GrabPay, GrabFood, and more** — across the Southeast Asian region, they were faced with a mammoth challenge to:

• Effectively target as many customers as possible

• Execute personalised engagement with maximum efficiency

THE SOLUTION

Kingdom Digital came in with a strategy to manage Grab's creative processes efficiently and deliver digital assets at breakneck speed.

• **Streamlining Grab's internal processes** for more efficiency

• Making personalised engagement easily possible with their **Digital Creative Automation (DCA) platform to deliver a high volume of ad versions** in a fraction of the time it normally takes

• **Enabling Grab to understand their consumers better with campaign data and insights** so that optimisation and retargeting can be done swiftly and accurately

THE
RESULTS

With Kingdom Digital's involvement, Grab is now able to:

Save creative manhours to focus on the quality of their assets

Target very varied and specific audiences at the right time with optimal messaging

Shorten turnaround time of creative development, enabling Grab to react swiftly to consumer demands to generate more sales

Optimise campaigns to improve its effectiveness

> *"There are plenty of creative automation solutions available today. What's special about Kingdom Digital's solution is how cleverly they adopted their tools into Grab's internal processes to help speed adoption and eliminate daily frictions."*
>
> *- Sulin Lau, Regional Head of Country Marketing at Grab*