RESULTS AND RECOMMENDATIONS

PROJECT BACKGROUND

OBJECTIVES

RESULTS AND RECOMMENDATIONS

Key actionable recommendations for the near future

1. Understand advertiser added value in GoJek: Experiment with own product to assess channel efficiency
2. Move towards targeted advertisement: Integrate with GoJek app is key to generate targeted advertisement
3. Bundling pricing efficiency: Demand elasticity experimentation
4. Adapt to the advertiser’s needs: Customizable digital solutions, for example focus groups, channels, apps, games

5. Never forget who your customer is: Define, track and monitor correct metrics to measure interaction with GoJek
6. Add the rider into the equation: Rethink FM as initiatives that can improve the rider’s experience
7. Show a path to your main asset: Build a driver engagement and development online initiative + special campaigns
8. Share the vision: Align the incentives for advertisers and GoJek for FM products

9. Internalize broader FM KPI’s: Align the incentives for advertisers and GoJek for FM products
10. Move towards targeted advertisement: Efficiency

Pricing

- GoJek FM products should be offered to the best performing drivers in order to be profitable
- By targeting the consumer GoJek can charge up to a 60% premium
- GoJek would benefit by shifting to a hybrid or programmatic advertising model

Bundling

- Bundling should be seen as a value proposition to the advertiser
- Further need of testing for parameter estimation will increase the accuracy of the model
- FM should consider exclusive bundling of products when supply maximizes the value of standalone products

Expansion

- By improving driver engagement, GoJek would offer a better proposal for advertisers and expected performance and a stronger driver network
- Drivers will continue to have incentives as they reach new levels of engagement, and not settle after one milestone
- Introducing Fleet Monetization now in Vietnam is important, as GoJek has already built the driver’s network and is starting to increase the fees
- Start an alliance with Goldstein, due to its existing advertising license and its relationships with advertisers

GoJek

- FM-profit centered mindset: Change an internal transfer price for own advertisement
- Interivew broadband FM DPI’s: Continuously track and differentiate driver performance (with and without FM)