Digital Ads That Works

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In the era of fake ad scams: what solutions and services can a media publisher offer to make digital ads really work?

Between fake news, fake ads and clickbait, digital advertising is looking like the wild west. Often, the responsibility is falling under publishers to improve the ad result and media experience.
Part 1: The Problem & Issue of Digital Ads

1.1 Fake Ads Scam & Clickbait
   Billion of money was wasted on display ads

1.2 Programmatic vs Result
   Spent too much to get too little result

1.3 Fake Content, Hate Speech
   Cause brand crisis → need reputation management
   For clients like F&B, Palm Oil Plantation, Lynas in Malaysia etc
Reasons Senior Marketers Give for Not Buying Programmatic

Fraud is the second-leading reason marketers provide for not buying ads programmatically.

18% Media buying transparency and accountability

- 7% Ad misplacement in problem searches/content channels
- 7% Budget limitations
- 7% Incompatible site content
- 9% Other
- 13% Ad fraud and website traffic verification

Source: CMO Council and Dow Jones
The global state of ad fraud:

- Digital ad fraud remains rampant, costing marketers a small fortune and cheating publishers out of revenue.

- An estimated $7.4 billion (£5.5 billion) was wasted on display ads alone in 2016, a figure that will rise to $10.9 billion (£8 billion) by 2021, according to Forrester.

- 72% of CMOs are facing pressure to figure out the trust issue between brands, agencies, publishers and customers (CMO Council)

- Online fraud forms: click-farms, bots and domain spoofing (“Methbot” scheme)

- Ad misplacement → marketers wasting budget on ads that appear next to content unsuitable for their brand, like hate speech, or terrorist content, or against fake news.

(Source: DIGIDAY news https://digiday.com/marketing/global-state-ad-fraud-4-charts/)
Part I: The Problem & Issue of Digital Ads

The current state of ad fraud:
(Q1 2017)

i. Ad fraud is a global problem

![Bar chart showing the percentage of ad fraud by country in Q1 2017. Japan has the highest with 80%, followed by Brazil with 38%, US with 37%, Germany with 35%, UK with 18%, France with 17%, and Spain with 16%. Source of chart: Pixalate.]
Part I: The Problem & Issue of Digital Ads

The current state of ad fraud:
(Q1 2017)

ii. Marketers are on the offensive

- Ad fraud and ad misplacement were the second-highest pain points given by the 300 marketers

- Half of respondents said social media risk and reputation management was their prime concern
Part I: The Problem & Issue of Digital Ads

The current state of ad fraud:
(Q1 2017)

iii. Fraudsters are hot for video

- **Video** accounts for **45% of spending** and is responsible for **64% of ad fraud**

- While **programmatic video** is a particular problem child, accounting for **67% more fraud than direct video**, according to Forester.
Part I: The Problem & Issue of Digital Ads

The current state of ad fraud: (Q1 2017)

iv. Rise of mobile third-party verification

- Ad fraud is equally rampant on mobile as it is on desktop display.
- In U.K., 24% → 45% of media planners using third-party verification to detect fraud or verify brand safety within mobile campaigns.
- 62% saying that to have media partners with brand safety tools was more important than price.
Part 2: Media’s Product & Service as Solution

2.1 Deeper Interaction with Customer (More Effective Engagement & Education)

Younger Audiences: involvement-participation, belonging to a community, expression, fun-entertainment, competition

MKini’s Product: Interactive Content (Kini News Lab)
→ it serves as an innovation incubator of exploring the combination of journalism, technology and data
→ from educational native content to interaction-engagement content

Advertiser’s Benefit: to obtain more insight-info, reader’s choice, opinion & responses, better understanding about customer on an issue/topic
Examples: **Budget 2019/2020 | Malaysia-O-Meter | May 13**
Ministry of Finance | Ministry of Communications & Multimedia | Nasional Unity Depart.
Indah Water Konsortium

Indah Water Konsortium Sdn Bhd is a **national sewerage company in Malaysia.**

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Part 2: Media’s Product & Service as Solution

2.2 Better Understanding & Engaging with Customer (Gain Better Support)

MKini’s Product & Service: **Market Research & Survey** (topical-based approach) follow-by **Event**

Advertiser’s Benefits: create conversation, better relationship with customer, gain support, obtain customer’s personal data & insight

Example: **Green Energy | Aviation Hub** (Interactive Content + Survey + Forum)
Part 2: Media’s Product & Service as Solution

Example: **Green Energy** (Interactive Content + Survey + Forum)

- Malaysia MESTECC: 20% of energy generated by renewable sources by 2025
- Main Sponsor: **Tenaga Nasional Berhad** (Malaysia largest electricity supplier)

(Phase I) **Online Survey**  
(Phase II) **Forum**

[ YT video:  
https://www.youtube.com/watch?v=ebx9laEGwQQ&feature=youtu.be ]
Part 2: Media’s Product & Service as Solution

Example: **Aviation Hub** (Interactive Content + Survey + Forum)

- Malaysia Ministry of Transport: Effective 1 Sept 2019, **all outbound air travellers will be required to pay a departure levy**
- Main Sponsor: **Air Asia** (Malaysia largest low-cost airline company)

(Phase I) **Online Survey**  (Phase II) **Forum**

*YT video:*
https://www.youtube.com/watch?v=QoQIlgKVjKA&feature=youtu.be
Part 2: Media’s Product & Service as Solution

2.3 Building Brand-Trust with Customer (Reputation Management)

MKini’s Product & Service: **Content Creation, Campaign & Event Management, Social Media Listening**

Advertiser’s Benefits: change public perception, gain public’s support

Example: **Palm Oil Content** (target mass audience) & **Contest** (target students)
  - i. Branded Content Section on Malaysiakini Desktop & Mobile Webs
  - ii. Create a Website for **#KnowMyPalmOil**
  - iii. Organise a Contest for **#LoveMyPalmOil90**
  - iv. Create an Event Facebook Page
  - v. Produce Voxopo Videos and Interview Industry Experts
#KnowMyPalmOil

https://www.malaysiakini.com/en/latest/knowMYpalmoil

Campaign Period: **6 months**  
Total: **240 Articles & Infographics**  
Target Audience: **Mass Malaysian**  
Sponsor: **Malaysia Palm Oil Council**  
**Ministry of Primary Industries**
#LoveMyPalmOil90

https://lovemypalmoil90.com/

Campaign Period: **3 months**  
Total: **> 65 Short Film Submissions**  
**50 Voxpop Videos**  
Target Audience: **University Students & Millennial**  
Sponsor: **Malaysia Palm Oil Council**  
**IOI Plantation Group**
#LoveMyPalmOil90
https://lovemypalmoil90.com/

Winning Videos
Part 2: Media’s Product & Service as Solution

2.4 Ads Verification

- **Media salespersons to verify an ads personally** before they approve the ads to run on their sites (esp property house, used Car ads etc)
- Publisher might charge an additional cost for ad verification services.
- Local publishers in Myanmar, **MNJ Myitkyina** (North, Kachin state) and **Dawei** (South) will drop-by advertiser’s site/office to verify their business and offers, before publish their ad on the local newspaper.
- Some local small publisher even provide tele-marketing, flyer distribution services for their local advertisers.

2.5 Sales Transaction

- From **need finding to transactions**
- In Malaysia, some **industry-based niche publisher (directory)** like **iMoney, Carsome** etc is offering product-comparison and recommendation to readers. Only charge advertiser based on Cost-Per-Lead / Cost-Per-Acquisition model.
Part 3: Summary

1. New demands from Marketer & Advertiser
   - Deeper Customer Data & Insight
   - Selected trustworthy media sites vs scale → the shift to community-based marketing (Topic Interest Group)
   - From educational native content to interaction-engagement content
   - From market research (survey, social media listening) to campaign management (ground event & forum)
   - From need finding to transactions

2. Extension of Media’s Products & Services
   - Interactive-engaging content development, data analysis, marketing campaign consultation, retargeting campaign, ground event
   - Media Sales Team to sell beyond own media platforms (media collaboration, social media boosting, network adbuy)
   - Media role → bridging between readers-community, government & corporate company
   - Reputation Management

3. The Future Digital+Tech Ads
   - Advisory-based Voice Ads
   - Artificial Intelligence Ads
THE FUTURE OF ADVERTISING

YOU'RE RUNNING LOW ON ALMOND MILK.

LIGHTBULBS ARE ON SALE, ONLY $3.65

DISTRACTED? TRY RITALIN

BUY THIS SHIRT IN FALL COLORS

NEXT TIME, TRY BACON CHEDDAR RANCH

ANXIETY? TRY XANAX

LIKE THESE SNEAKERS? TRY THE RUNNING SHOES

THIS ROOM COULD SMELL LIKE WHITE TEA AND LILY

GET AWAY FROM IT ALL WITH CHEAP FLIGHTS TO ARUBA

YOU COULD SAVE $126 ON HEATING.
Digital Influencer Miquela

https://www.youtube.com/watch?v=9-KhO0EqMq0
THANK YOU

Sincerely from:

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