How Dable's Customer Discovery Solution Enable Brands to Achieve Success

Discover your new customers with Dable AI

Dable

Table of Contents

Dable

What is Customer Discovery?

Customer Discovery is a method of finding customers where the system identifies and widens reach towards users who are seen as targets, based on user profile set by the advertiser.
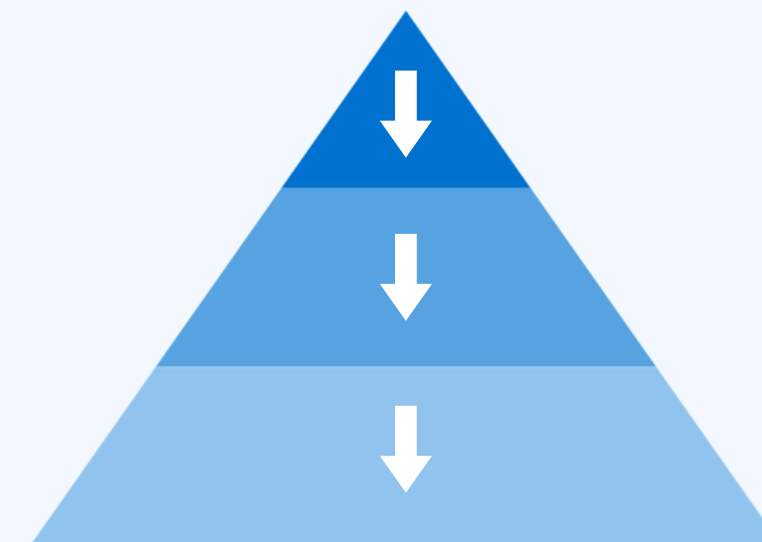
Targeting

Leads to a [reduced] audience pool
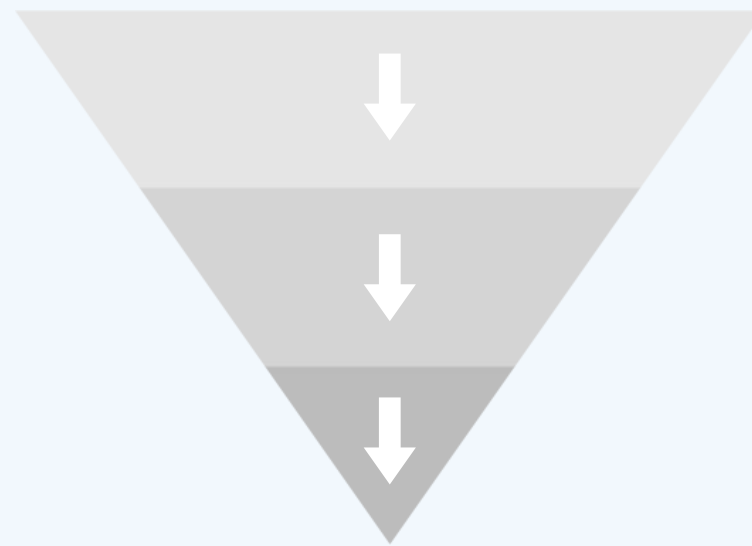
System focuses on narrowing down to best-performing targets

VS

Discovery

Leads to an [expanded] audience pool

System extends reach to users who are seen as targets based on existing profile

Dable

About Dable Customer Discovery

Built upon the foundation of personalized content recommendation technology, Dable has managed to partner with thousands of premium media outlets in Asia and has successfully expanded from Korea (HQ) to various markets in Asia, including Japan, Indonesia, Taiwan, Vietnam, Malaysia, and Singapore, with recent expansions to Thailand, Australia, and China.

Dable provides advertisers with an award-winning interface that allows advertisers to manage content, adjust audience targeting, and monitor performance all in the same place. On top of that, machine learning technology and innovative personalization algorithms help advertisers gain success in their campaigns.

Dable has also recently launched the Dable Native Ad Exchange, the largest RTB-based Native Ad Exchange in Asia. Through Dable Native Ad Exchange, advertisers can execute advertisements more effectively by purchasing the desired ad units from a wide range of premium inventories across Asia.

If your team has just entered a new marketplace in Asia, Dable is the perfect bridge for a soft launch. If your team has already has decent traction and is considering to further cement its position as a market leader, Dable's premium ad network and proprietary technology can help to reach your desired audience and grow your business.

Come join us and enjoy the power of Dable Ads!

What Is Native Advertising?

Can you think of a time when you were not bombarded by tons of banner ads when reading articles online? For most people, the answer is likely to be a 'No'.

Website owners are in want of revenue more than ever, and they are forced to place several ads slots all around their website. While this strategy helps ad revenue grow significantly, it inevitably sacrifices website visitors' user experience and risks losing a tremendous amount of traffic.

Noticing this issue may backfire someday, more news media have begun implementing native ads to replace the disruptive banner ads in hopes of bringing website visitors back. This momentum results in native ads being more popular compared to banner ads.

According to the IAB Native Advertising Playbook, here is the key difference between native ads and traditional banner ads.

> The distinction between native ads and standard ads is the ability of native to follow the natural design, location and ad behavior of the environment in which it was placed with the content that provides a relevant consumer experience in the context of the page the ad lives on.
>
> Native Advertising Playbook 2.0, IAB, 2019

Native ads, in most cases, appear in content recommendation widgets and in-feed content blocks on online news, magazines, and blogs.

Its non-intrusive design provides internet users with a better reading experience without forcibly interrupting users' browsing journey while users navigate on the internet.

Dable

Why Should You Choose Native Advertising?

1 **Native ads allow advertisers to enlarge the upper sales funnel by acquiring better-quality traffic.**

For example, native ads outperform banner ads in several key qualitative metrics, such as Bounce Rate and Average Session Duration, under the same conditions.

2 **Native ads enable advertisers to expose ads in the relevant article context and to the right target audience, which significantly decreases the risk of damaging brand safety.**

Native ads typically include the element of Media Buy and Audience Buy together, and this feature gives advertisers better control over where ads go and to whom ads are exposed.

3 **Users prefer native ads over banner ads.**

Banner blindness is now happening to a high number of internet users, and this is expected to continue increasing in the foreseeable future. People begin to unconsciously ignore banner-like information, not to mention clicking on banner ads. Natives ads rarely see this dilemma and are less likely to be ignored.

Dable

The Manor Central Park & VFB Agency

Vietnam Focus Brands

VFB is a multi-disciplinary media company, providing communication services for many industries, especially for the real estate industry with offices located in Hanoi. The Manor Central Park is a joint project by Bitexco and Mitsubishi investors, located in Nguyen Xien, Hanoi, with total investment of around 1.9 billion USD.

Challenge

Reach potential customers to visit the landing page

The client was always concerned with the cost of attracting new customers leading to the website becoming increasingly expensive. The cost of acquiring potential real estate customers was also increasing and unstable. Therefore, VFB turned to Dable's native advertising solution to look for quality traffic sources to improve conversion rate.

Solution

Attract quality customers by adjusting content and segmenting campaigns by performance

The client carried out A/B testing to compare creative performance by uploading different contents. From there, the underperforming content was replaced or updated every 2 weeks to maintain ideal CTR. Additionally, the brand reached more customers by setting higher CPCs on relevant and premium publishers. In addition, by changing structure of content on landing to drive user's information, font editing, adding privacy policy. Dable helped customers simplify the content on the landing page which helped optimize dwell time and bounce rate.

Result

Lower CPC and cost per conversion

The client saw an increase in website visitors with a 30% lower CPC and acquired customers with a 30% lower conversion cost compared to other platforms.

30%
Lower CPC compared to other AD platforms

30%
Lower cost per Conversion compared to other AD platforms
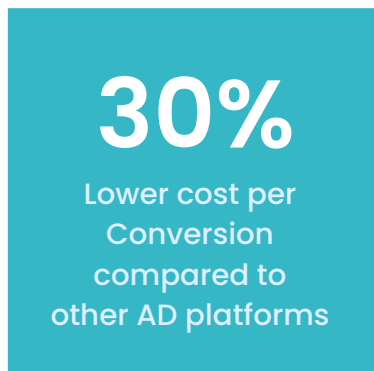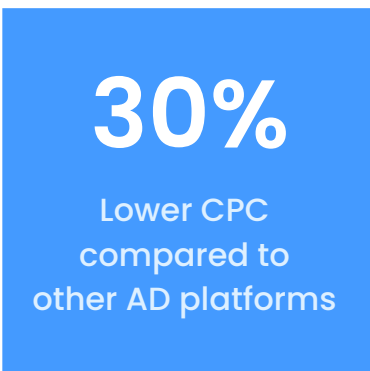
"We're meeting our goals with strong overall cost savings."

My customers are very satisfied with the quality of customers from Dable. Thanks to the great results we've seen, we're meeting our goals with strong overall cost savings and have expanded Dable Native AD to the rest of our Real Estate projects.

Van Vo   **General Manager, VFB Ltd.,Co.**

Dable
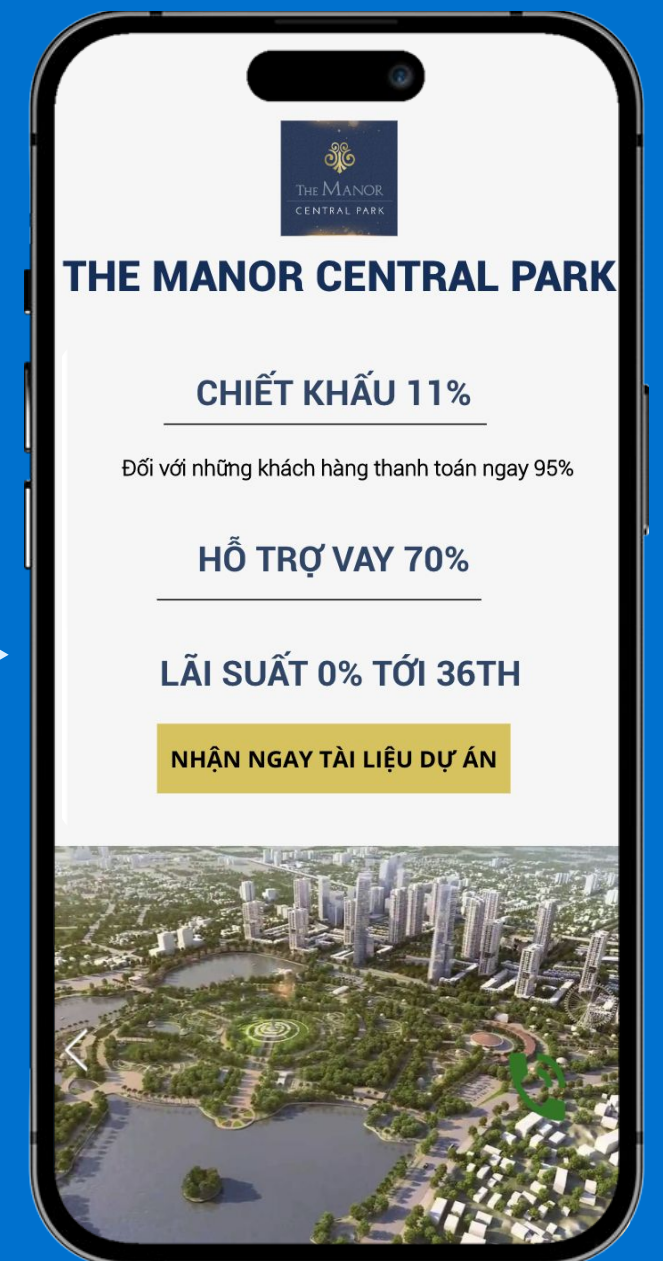
MW Motor One Co., Ltd.

MW Motor One is first and sole authorized Volvo dealer with its premium showroom based in Nonthaburi and the Western Bangkok Metropolitan areas, Thailand. Representing the top Scandinavian automotive brand, MW Motor One provides premium, personalized services and consultants to serve all customer segments and lifestyles.

"Dable's solution offers both discovery and targeting optimization that helps campaign cost-effectiveness."

Dable's solution offers comprehensive services from creative content's response ratings, landing page, and performance data by sites that not only allow us to achieve campaign goals, but also gain insights for potential customers.

Worasak C.   **Marketing Manager**

Challenge

Generate quality leads from new and diverse audience pool

MW Motor One started their business four years in a newly urbanized, strategic location, to target middle and high income customers, in the Bangkok Metropolitan and Central Regions. MW Motor one mainly utilized social media and KOL, meaning the team needed to explore new media channels to expand new customer pools and collect quality leads at a cost-effective price.
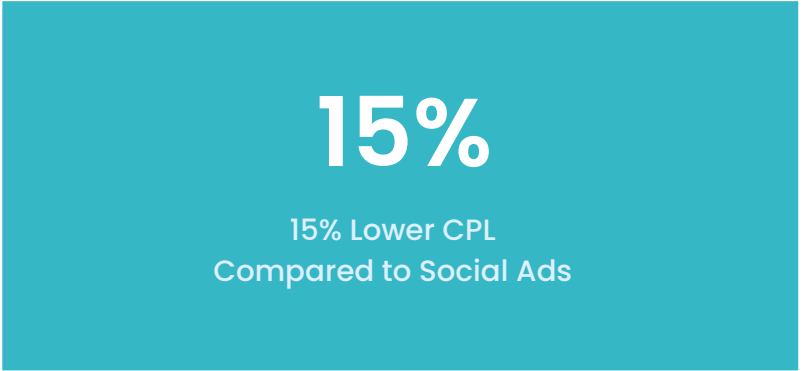
Solution

Utilize Dable's lead form with triggering keywords and optimize by site performance

Dable's solution increases quality of leads for test drive and consultant inquiries for MW Motor One at a satisfying cost-per-lead. Dable's native lead form LDP was convenient due to auto-optimization. The quality of leads was improved by targeting at geo-provincial level, filtering low-performing sites, and including triggering call-to-action (CTA) keywords.

Result

Lower CPC and cost per conversion

The client saw an increase in quality of lead with a 15% lower CPC and acquired customers with a 65% lower total conversion cost compared to social platforms.
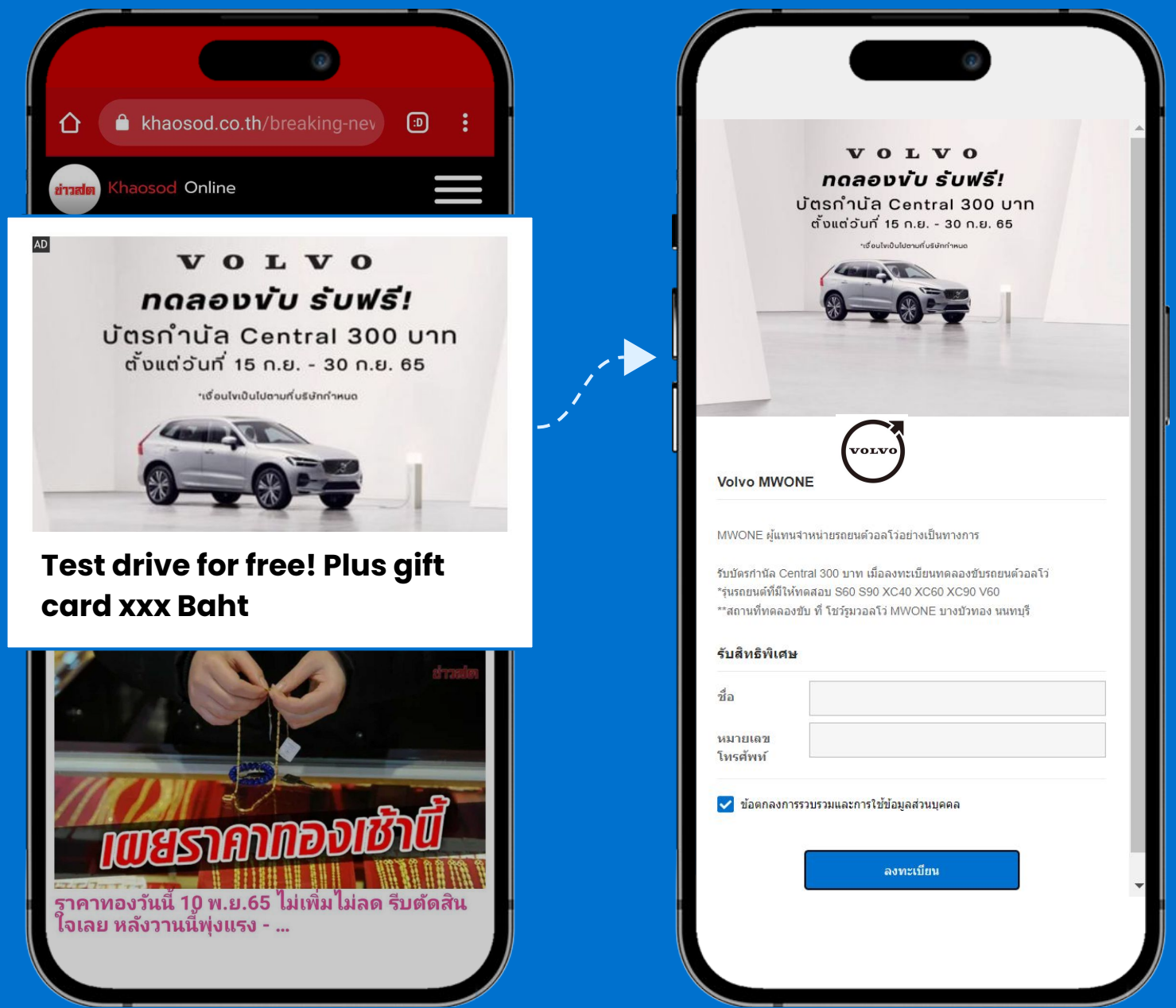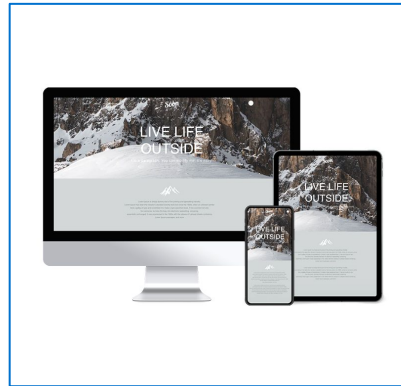
15%

15% Lower CPL
Compared to Social Ads

Test drive for free! Plus gift card xxx Baht

Imweb | Imweb

Imweb is a platform with the largest market share in Korea. Through its one-stop service, Imweb helps individuals, start-up teams and companies to build image websites, shopping websites and even develop their cross-border e-commerce.

Challenge

Expanding into new markets, the popularity are low

As Imweb launched their service in Taiwan 2 years ago, its popularity and market share are still quite limited. Therefore, Dable had to actively optimize the campaigns to expand brand awareness through various marketing methods, hoping to increase exposure towards users who own online stores and require Imweb's services.

Solution

Dable UTM parameters and media insight analysis

Through Dable's ads, the clients were able to attract high-quality leads, expand towards the upper-level funnel, and combine UTM tracking functions with social media to strengthen remarketing, thereby optimizing the CPA. In addition, using the media insight report, we also reached the right audience.

Result

High-quality leads and low CPC. Increase in registrations.

Traffic from Dable generally saw a lower bounce rate. Conversion costs for registrations decreased by 75% after a month of optimizations.

98%
New traffic up to 98%

7.3%
Dable's traffic help reduce CPA on social ads
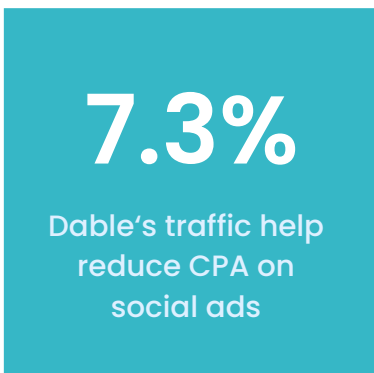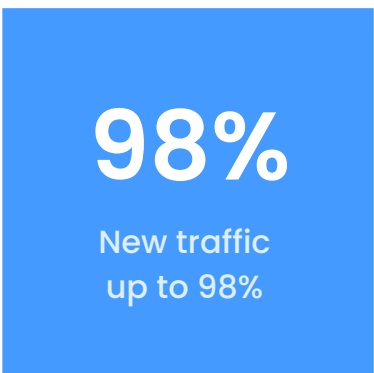
"Dable not only brings traffic, but also helps us reach audiences unavailable via other platforms."

We mainly used Dable ads to focus on the upper funnel for exposure and hoping to increase the popularity of Imweb. After the actual implementation, we saw that the exposure and clicks brought excellent results, and the proportion of new users increased as much as 98%!

Marvin & Justin   **Marketing team**

Dable

Genflix

Genflix is the first over the top (OTT) that commercially broadcasts football services live and produces original shows aimed at Indonesian children. They earned a MURI record in 2014. Genflix is a portal and application for watching live broadcasts, films (both new and unforgotten classics).

> "Dable is a solution for marketers facing difficulties with their marketing campaigns."

This year, Genflix had a mission to increase the total of subscription by 10 times. Through running campaigns with Dable, many users were able to know about the affordability and completeness of our platform. We found that Dable as a native ads platform was effective in increasing the total number of subscriptions.

Aart Juliadi   **Head of Marketing Genflix Indonesia**

Challenge

Increasing traffic for their website and leads collections.

In 2022, Genflix focused on increasing website traffic and the number of member subscription. With competitors being aggressive in their marketing activities with more promotions and better ads, it was difficult to reach numbers.
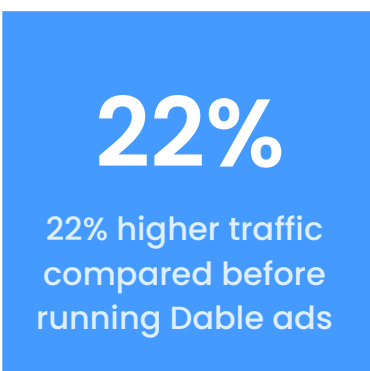
Solution

Finding potential customers with high quality thumbnail and title

Using film poster thumbnails was the best way to make the audience curious content. Coupled with an interesting title and presenting the film in the creative increased the audience's passion to click on the ads. For example, using the "John Wick" movie as a thumbnail with title "Keanu Reeves best action movie! Watch now!" increased the overall content response index.

Result

Increase in website traffic and number of subscriptions

The amount of website traffic and number of subscriptions increased significantly. In addition, there was a great increase in the number of app installments.
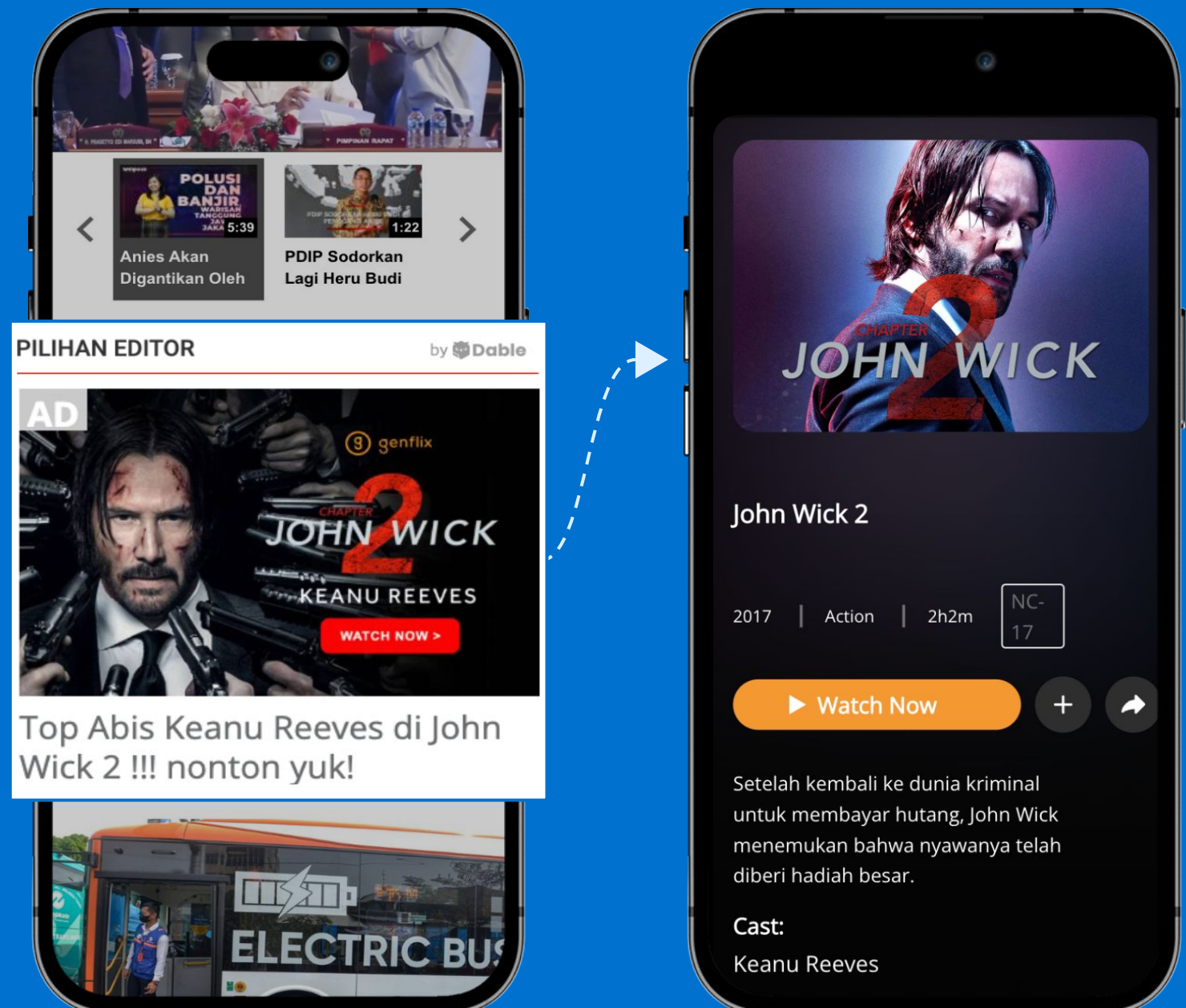
22%

22% higher traffic compared before running Dable ads

26%

26% increase in subscribers

Bayer AG - Yaz

Bayer AG is a German multinational pharmaceutical and biotechnology company. Consumer healthcare products (including YAZ) makes up Bayer AG's core business. For Yaz, Hong Kong is the only market where the product can be bought over the counter (OTC) in a Pharmaceutical store without medical subscription.

Challenge

Brand and product is difficult to penetrate to the market

The main challenge for Bayer AG was that running display ads in major digital platforms (e.g. Google, Facebook) are restricted (or results in low exposure) due to the nature of the product. In addition, the client has a tendency to be locked into the advertising channels that they choose, and there is little flexibility over changing the marketing plan. This means it is hard for them to use new platform. However, standard display ads have proved to be less efficient, meaning the clients needed effective channels for content amplification.

Solution

Using multiple content pillar

The clients fully understood the beauty of Native advertising - which is not how strong is the brand/product is, but to make the audience feel comfortable and "native". Therefore stock images without the "Yaz" branding were used and, instead, they used 3 type of content angles to drive audience interest. In addition, contextual targeting and keyword targeting also played a huge role in the campaign.

Result

Low bounce rate and longer site dwell time

Client data showed that traffic from Dable tended to have a higher dwell time on site.

25-45%	52 secs
Bounce rate	Site dwell time

"We can have a better understanding on our content direction."

Since we can do the multi content per campaign and get to know the performance under the same targeting, it is really useful for our future content planning.

· ·

From Yaz product marketing team

Dable

tourBox | **TourBox**

TourBox was founded in November 2016 and began creating new tools that would reshape the industry. The quality of TourBox's hardware and software have both been lifted to an incomparable level through verification, trial and modification, as well as the continuous efforts of their R&D team.

"Our product is very niche, so we were glad to see Dable could help us to find potential clients."

As the Korean market was quite new for us, we were happy to partner with the biggest native ad platform in Korea to help us raise awareness in Korea.

Mr.Wen   **Overseas marketing manager**

Challenge

Tourbox's product is niche, and they do not know where to find their consumers in a new market.

Because of the specialty of their product, the pool of potential customers was very. In addition, with limited budget, TourBox wanted the perfect balance between branding and ad performance.

Solution

Create multiple creative materials and encourage them to widen the limit of their target inventory.

Since Dable is the biggest native ad platform in Korea, we consistently encouraged them to try out more possibilities rather than only focusing on art education segments. We also suggested running multiple creatives with exquisite design which would catch the attention of potential customers.

Result

17.8 million viewable impressions in 5 days

It took Tourbox only 5 days to see the massive potential that Dable had, especially due to the massive ads exposure in KR. Compared to other channels, they thought Dable's vCPM was very cost-effective. This could help them to enhance their brand in a new market.
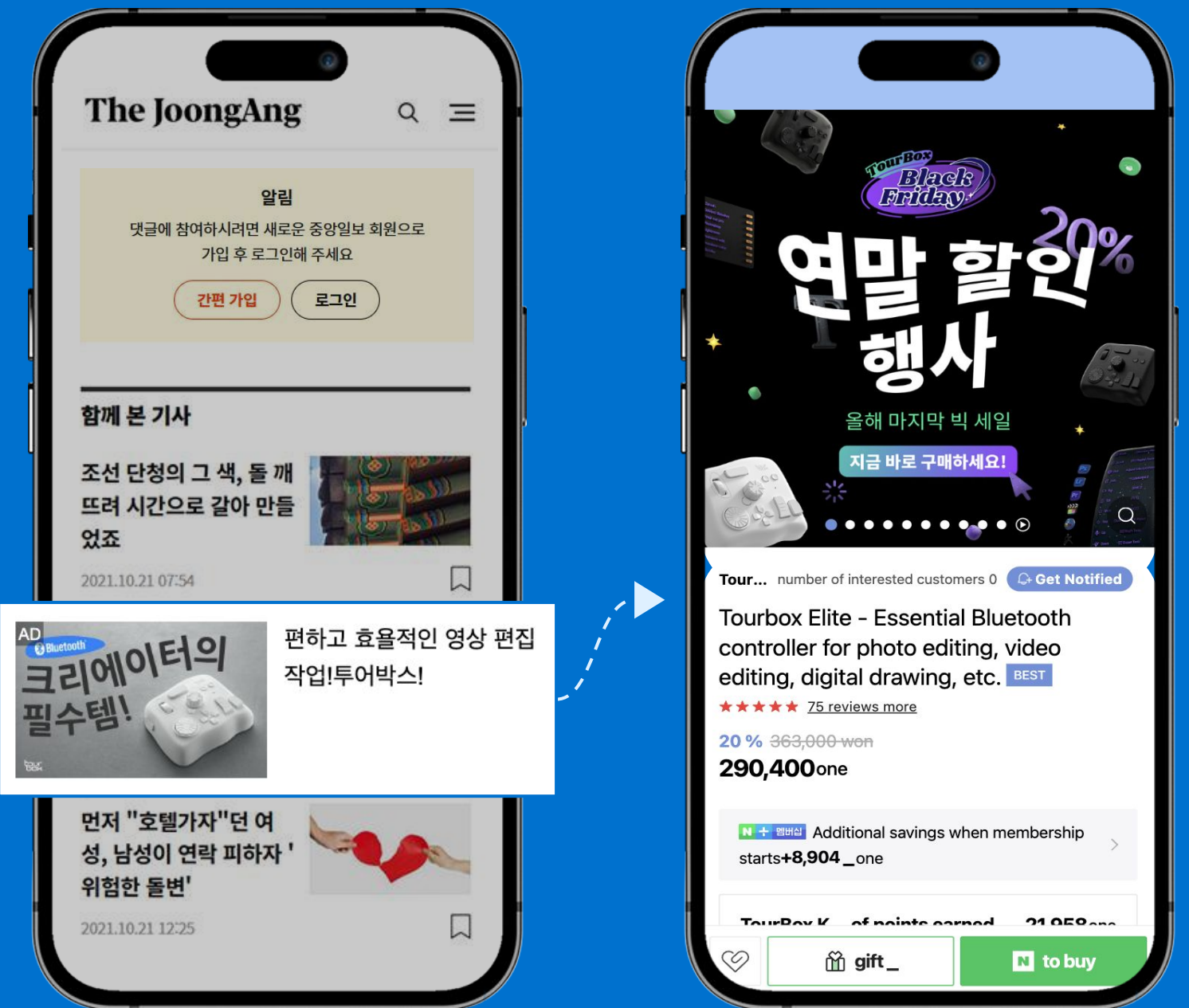
17,785,311
Viewable impressions

Almost 18m vImp in only 5 days

Dable

Plarium

Plarium is a game company that operates and runs multiple PC games, with RAID being one of their most successful games. RAID showed impressive results ever since its global launch in 2019, generating over $1 billion revenue (July 2022).

Challenge

Maximize quality traffic in premium PC sites having more players

Plarium wanted to maximize PC traffic in Korea especially premium media sites and MSN that have lots of potential players who make in-game purchases. It was challenging for them to increase the number of users and running campaigns with a profitable CPA with their marketing budget.

Solution

Whitelisting, Blacklisting, Localized content and CPC increase for whitelisted media

Dable initially provided a whitelist and blacklist of premium sites according to their performance and there were many target users for Plarium. Whilst running the campaign, Plarium were impressed with the CPA and wanted to increase their volume of spending to keeping the CPA low. To achieve this, we translated localized ad titles for higher CTR and recommended bidding higher CPC on best-performing media sites.

Result

Plarium successfully maximized on premium PC traffic within Korea

After a month from the start, their monthly spending significantly increased while CPA remained stable. Its campaign generated over 600M viewable impressions and increased number of conversion by 25%, whilst maintaining similar levels of monthly budget for one year.

600M
Monthly viewable impressions achieved

25%
Increase in conversion with stable CPA

"Dable has great presence and quality traffic in premium media"

To maximize PC traffic having profitable CPA, it was very helpful for us that Dable monitored campaigns carefully and even helped with translation for ad titles. These services encouraged us to increase campaign budget

Risa Nakayama   **SmartShare**

Dable

Key Takeaways

1   Dable's Smart Tracking Script greatly helps with the auto-optimization of ad delivery and is strongly recommended to be installed for all advertisers.

2   Dable ads' targeting functions include media targeting, audience targeting, geo-targeting, contextual targeting, language targeting, etc.

3   Once advertisers start using Dable ads, they see a substantial increase in both organic and direct traffic.

4   Dable ads drive quality traffic to advertisers' websites and help increase the overall conversion rate across nearly all industries.

5   Dable ads can successfully enlarge the upper sales funnel by acquiring new visitors most likely to make a conversion.

Dable

Discover your new customers with Dable AI

Make Every Moment an Opportunity with Dable Customer Discovery

Elevate your business to the next level by exposing ads to top premium publishers globally through Dable Ads.

Global brands trust Dable based on the results we've delivered. Many are now working with Dable to achieve success. Let us help you reach your next goal.

CREATE YOUR OWN AD ACCOUNT NOW   >