Case Study: Powering APAC Market Growth for a Global Media Powerhouse

A complete solution for your business!

# SITUATION

A renowned global media publication aimed to expand into the vibrant Asia-Pacific (APAC) market. They partnered with Enfactum, a top digital marketing agency, to boost their subscriber base, enhance brand impact, and establish strategic partnerships in the region.

## COMPLICATION

Navigating APAC's diverse landscape and lacking a dedicated regional marketing team posed challenges for the publication. The absence of a cohesive approach resulted in missed opportunities and suboptimal results. Budget constraints, prolonged deployment times, and the need to manage agency fees were significant hurdles.

### RESOLUTION

Enfactum orchestrated a transformative journey that breathed new life into the client's APAC aspirations:

- **Performance Marketing:** Enfactum meticulously crafted and executed data-driven performance marketing campaigns, leveraging market insights to target and acquire subscribers with laser precision.
- **Retention Marketing:** A comprehensive retention strategy was sculpted, incorporating personalised content, exclusive offers, and loyalty programs. This strategy aimed to establish an emotional connection between the publication and its audience.
- **Brand Impact:** Enfactum devised an evocative brand strategy, tailoring messaging and visuals to resonate deeply within APAC's diverse cultures. This approach catapulted the publication into the hearts and minds of its audience.
- **Partnerships and Channel Development:** Enfactum orchestrated strategic alliances with regional influencers, platforms, and collaborators, amplifying the publication's reach and credibility across APAC.



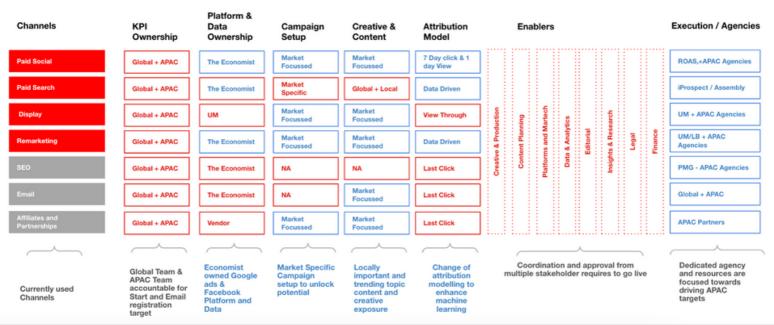
## RESULT

The partnership between Enfactum and the global media publication bore fruit that exceeded all expectations:

- **Cost Savings**: Enfactum's resourceful strategies led to a 47% reduction in headcountrelated expenses, optimising resource utilisation for maximum impact.
- **Faster Deployment**: Within six weeks, Enfactum seamlessly rolled out the dynamic marketing initiatives, empowering the client to seize opportunities swiftly. All this while the impact of the Pandemic was still raging.
- **Reduced Agency Fees:** Enfactum's localised strategy brought about a 50% reduction in agency fees compared to global standards, enabling the client to achieve remarkable savings.
- Exceeded Revenue Expectations: The media publication's revenue projections were outshined within just two quarters, underscoring the potency of Enfactum's tailor-made approach.
- **Key Regional Partnerships**: Enfactum's strategic prowess yielded significant partnerships, connecting the media publication with influential players across APAC, enhancing its brand stature, and contributing to multi-year sales partnerships.

Enfactum's nuanced approach transformed the publication's APAC presence, redefining success in digital marketing.

#### Own performance data, unlock maximum market potential with improved budgeting, optimisation and localised content & agencies



#### Planned APAC Structure

#### enfactum