

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 headcount-related 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

Channels	KPI Ownership	Platform & Data Ownership	Campaign Setup	Creative & Content	Attribution Model	Enablers	Execution / Agencies
Paid Social	Global + APAC	The Economist	Market Focussed	Market Focussed	7 Day click & 1 day View	Creative & Production Content Planning Platforms and Martech Data & Analytics Editorial Insights & Research Legal Finance	ROAS, +APAC Agencies
Paid Search	Global + APAC	The Economist	Market Specific	Global + Local	Data Driven		iProspect / Assembly
Display	Global + APAC	UM	Market Focussed	Market Focussed	View Through		UM + APAC Agencies
Remarketing	Global + APAC	The Economist	Market Focussed	Market Focussed	Data Driven		UM/LB + APAC Agencies
SEO	Global + APAC	The Economist	NA	NA	Last Click		PMG - APAC Agencies
Email	Global + APAC	The Economist	NA	Market Focussed	Last Click		Global + APAC
Affiliates and Partnerships	Global + APAC	Vendor	Market Focussed	Market Focussed	Last Click		APAC Partners
Currently used Channels	Global Team & APAC Team accountable for Start and Email registration target	Economist owned Google ads & Facebook Platform and Data	Market Specific Campaign setup to unlock potential	Locally important and trending topic content and creative exposure	Change of attribution modelling to enhance machine learning		Coordination and approval from multiple stakeholder requires to go live