

DECIMAL INDONESIA

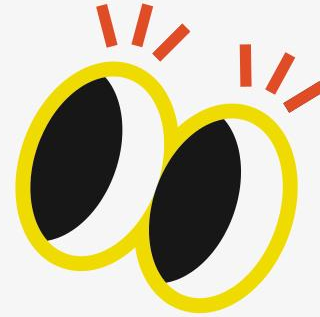
Let us help you
reach your campaign
objectives effectively!

KOL SERVICES BY DECIMAL INDONESIA

WWW.DECIMAL.ID



ABOUT THE SERVICES



- * This service is intended for online campaigns, especially on social media (TikTok, Instagram, Twitter & YouTube) and offline events held by brands in their marketing activities.
- * To help spread awareness and increase the brand credibility through the KOL audience and the power of influential digital word of mouth.

- * Decimal Indonesia provides all types and tier of KOL which are Nano, Micro, Macro and Mega KOL. The KOLs will be chosen based on the campaign goals, brand identity & special requests from brand.



DETAILS OF OUR SERVICE



SOCIAL MEDIA MARKETING

- * Content Creation & Content Production
- * KOL/influencer collaboration



OFFLINE MARKETING

- * Store/Booth Visit
- * Event Attendance
- * Offline Event



MARKETING STRATEGY RECOMMENDATION

- * Recommendation based on each campaign result analysis

THE NUMBER

**total for the past 5 years*



5 YEARS
of experience

50+
National Brand
collaborations

3+
Multinational company
collaborations

250+
KOL collaborations

BEST CAMPAIGN RESULT

(2022 - Q1 2023 PERIOD)

One of the best projects we've done is the ABC Kopi Susu Gula Aren Campaign intended to spread the awareness about the newest variant from ABC Coffee which is Kopi Susu Gula Aren.

We collaborated with a total of 20 Macro & Mega KOLs in 1 month with the results of 7,6M+ Impressions and 600K+ Engagements from a total of 30M+ Followers. And so by that, the estimated CPV we get is Rp. 19,2,-



Impressions: **7,2M**
Est. Engagement: **680K**
Est. CPV (Rp): **20,3**
Est. ER (%): **6,28**

KAPAL API:
SPECIAL MIX GULA AREN
MACRO & MEGA KOL

OTHER PROJECTS:

Impressions: **10,6M**
Est. Engagement: **981,7K**
Est. CPV (Rp): **27,9**
Est. ER (%): **2,92**



GOOD DAY:
GOOD DAY DUET
MACRO & MEGA KOL

BEST KOLs COLLABORATED

2022 - Q1 2023 PERIOD

WITH

WWW.DECIMAL.ID
DECIMAL INDONESIA



**DYON
BANGGARA**

Campaign: Soyjoy
Platform: TikTok
Total Followers: 365,5K
Impressions: 1,5M
Est. Engagement: 78K
Est. CPV (Rp): 5



OZIIETV

Campaign: ABC Kopi
Susu Gula Aren
Platform: TikTok
Total Followers: 4.1M
Impressions: 4M
Est. Engagement: 327,3K
Est. CPV (Rp): 2,3



SHATURDAY

Campaign: Good Day Duet
Platform: TikTok
Total Followers: 1.6M
Impressions: 1.7M
Est. Engagement: 276,9K
Est. CPV (Rp): 9,9



ARIWIBXWX

Campaign: Good Day Duet
Platform: TikTok
Total Followers: 2.1M
Impressions: 3.7M
Est. Engagement: 337,9K
Est. CPV (Rp): 2,7



BEST KOLs COLLABORATED

2022 - Q1 2023 PERIOD

WITH

WWW.DECIMAL.ID
DECIMAL INDONESIA



**RENALD
FADLI**



**STEVEN
WONGSO**



ANGGUN MIAD



ARMAIDA

Campaign: Good Day Duet
Platform: TikTok
Total Followers: 3.1M
Impressions: 3.5M
Est. Engagement: 269,9K
Est. CPV (Rp): 4

Campaign: Kapal Api
Semangat Kemerdekaan
Platform: TikTok & IG
Total Followers: 406K
Impressions: 195K
Est. Engagement: 5.2K
Est. CPV (Rp): 43.7

Campaign: Kapal Api
Semangat Kemerdekaan
Platform: TikTok & IG
Total Followers: 220K
Impressions: 59K
Est. Engagement: 4.8K
Est. CPV (Rp): 62.5

Campaign: Neozen
Home Product
Platform: Instagram
Total Followers: 73K
Impressions: 30K
Est. Engagement: 3K
Est. CPV (Rp): 58.4



BRANDS



WWW.DECIMAL.ID
DECIMAL INDONESIA

NATIONAL BRAND



MULTI-NATIONAL BRAND



AND MANY MORE!





DECIMAL INDONESIA

+62-851-7414-1451



Info@decimal.id



decimal_indonesia



**LET'S CONNECT
WITH US!**

WWW.DECIMAL.ID