

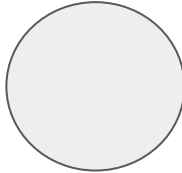
CPAS Report 'Brand'

Periode : 1 - 23 March 2025

Prepared by:



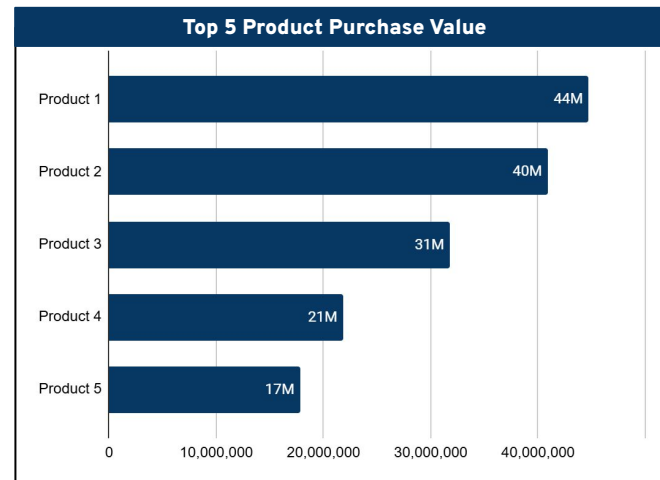
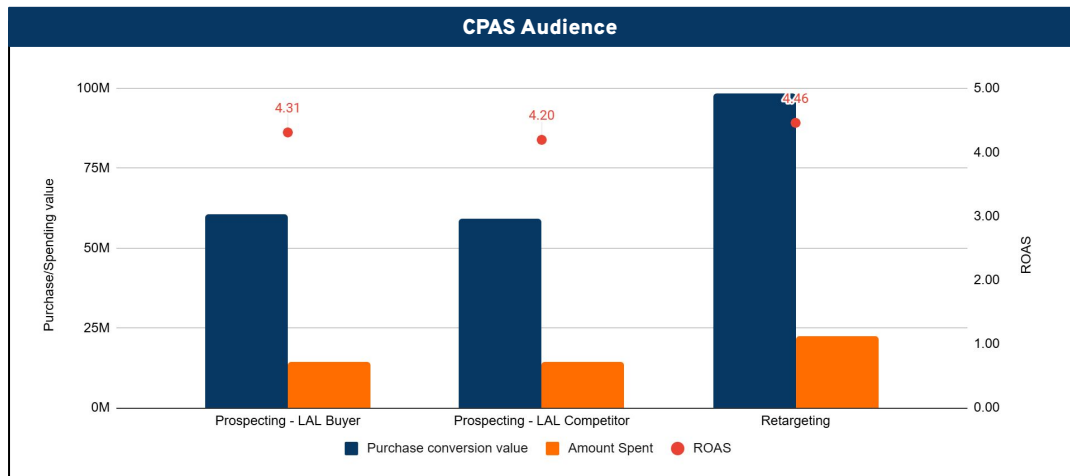
Prepared for:



CPAS PERFORMANCE

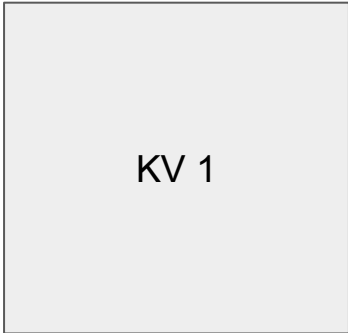

CPAS 'Brand' delivered an ROAS of 4.35, with retargeting audiences achieved the highest ROAS. Product 1 recorded the strongest sales performance.

Audience	Reach	Impressions	Link clicks	Purchases	Purchases conversion value	Amount spent	CTR	ROAS
Prospecting	222,327	1,473,316	5,883	2,258	119,100,600	28,000,000	0.40%	4.25
Retargeting	26,379	800,108	2,680	2,141	98,157,100	22,000,000	0.33%	4.46
Grand Total	234,804	2,273,424	8,563	4,399	217,257,700	50,000,000	0.38%	4.35



CPAS PERFORMANCE

Brand latest CPAS campaign delivered higher daily conversion compared to the previous campaign. However, **despite a higher ad spend, ROAS declined**. Therefore, **higher spend should be paired with a broad and relevant audience pool, and longer duration** to help the system in refining targeting and driving stronger results.

Periode CPAS	23 Dec - 31 Jan 2025	1 - 23 Mar 2025
Ad Creatives		
Duration (days)	40	23
Ads spend (IDR)	34,000,000	50,000,000
Ads Spend/day	850,000	2,173,913
Prospecting Audience	(1) LAL Loyal, (2)LAL Competitor, (3) LAL Affinity	(1) LAL Buyer Brand, (2) LAL Competitor
Reach	418,652	235,841
Reach per day	9,101	10,254
Impressions	3,377,586	2,273,424
CTR	0.23%	0.38%
Purchase	5,874	4,399
Conversion value (IDR)	214,200,000	217,257,700
Conversion Value/day	5,355,000	9,445,987
ROAS	6.30	4.35

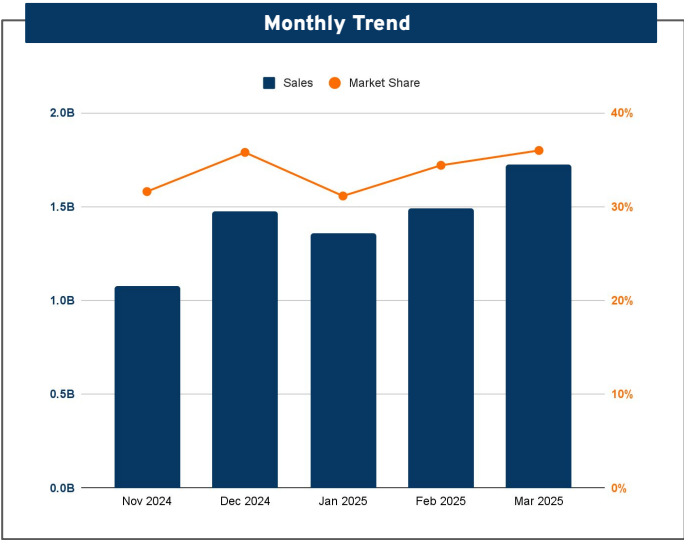
KEY PERFORMANCE INDICATOR ALFAGIFT

Sales for Brand saw an increase compared to the period before CPAS, with CPAS contributing 16.43% to sales. Additionally, Brand gained market share while other brands experienced a decline.

KPI Brand in Alfagift		
CPAS Contribution to Alfagift Sales = 16.43%		
KPI	Value	Growth*
Sales	1,333,274,567	26.5%
Sales per Day	57,968,459	26.5%
Member	25,778	30.8%
Sales per Member	51,721	-3.2%
Trx	31,000	31.0%
Trx per Member	1.2	0.1%
Basket Size	43,009	-3.4%
Qty	46,800	26.2%
Qty per Trx	1.5	-3.6%

Market Share			
Brand	Market Share	Gap*	Rank
BRAND A	23.00%	-0.39%	1 (▲1)
BRAND B	19.95%	-2.91%	2 (▼1)
BRAND C	7.97%	-0.99%	3 (▲1)
BRAND D	4.56%	3.68%	4 (▲5)
BRAND E	3.69%	-4.37%	5 (▼2)
BRAND F	3.39%	-0.02%	6 (▼1)
BRAND G	2.88%	1.10%	7 (▲4)
BRAND H	2.69%	-0.55%	8 (▼1)
BRAND I	2.50%	-0.08%	9 (▼1)
OTHERS	27.15%	1.06%	-

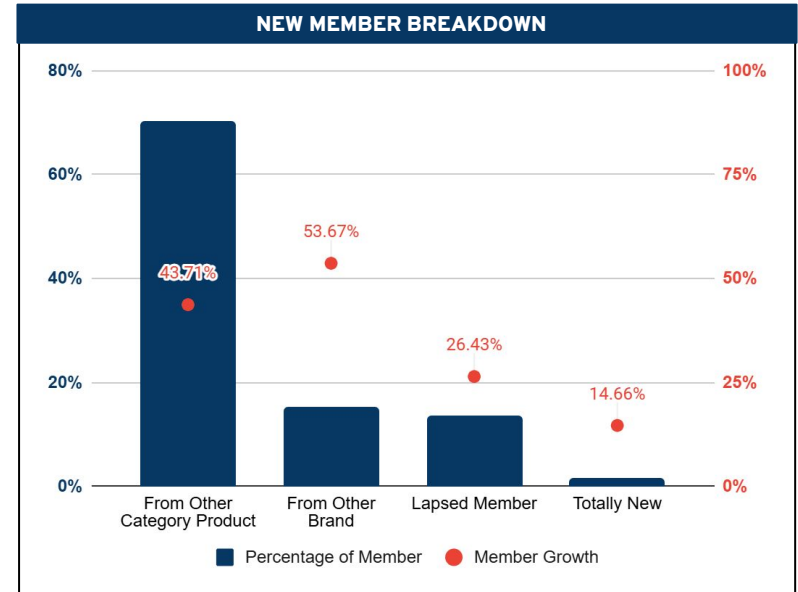
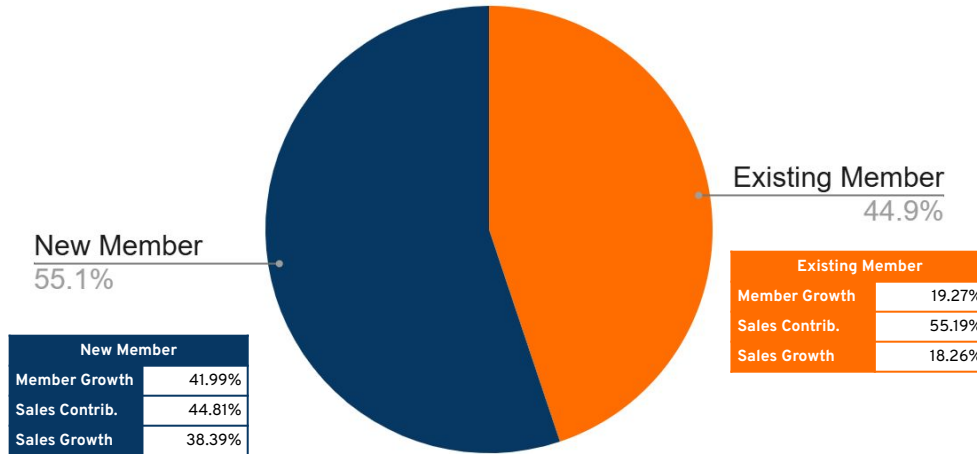
Num. of Brands: 43



* Compared to Before CPAS Period: 1 - 23 Feb 2025

NEW MEMBER ANALYSIS

Most Brand buyers on Alfagift are new members, with a 41.99% growth. The majority of new members come from those who previously purchased products from other categories.



New Member: Members who have not purchased Brand in the past 60 days before the campaign.

Existing Member: Members who have purchased Brand in the past 60 days before the campaign.

Lapsed Member Alfagift: Members who have not made a purchase at Alfagift in the past 60 days before the campaign.

From Other Category: Members who made a purchase at Alfagift in the past 60 days before the campaign but have not purchased the category.

From Other Brand: Members who purchased Category from other brand at Alfagift in the past 60 days before the campaign.

Totally New: Newly registered member of Alfamart during CPAS period

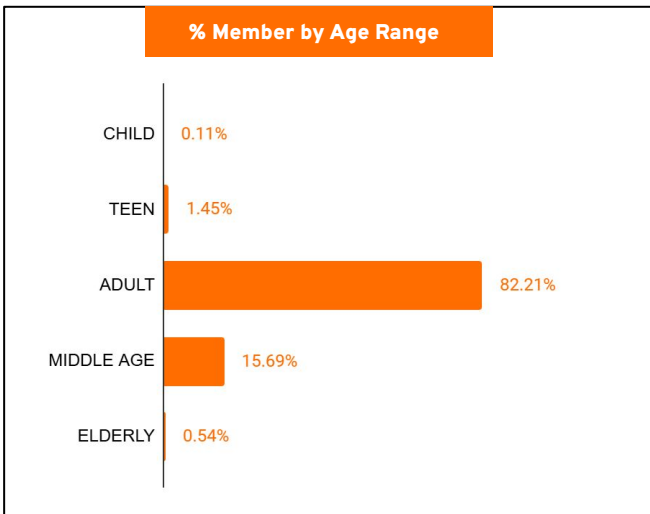
MEMBER PROFILING

Brand buyers are predominantly female adults. Both female and male members saw an increase compared to the previous period.



Female

87.24%

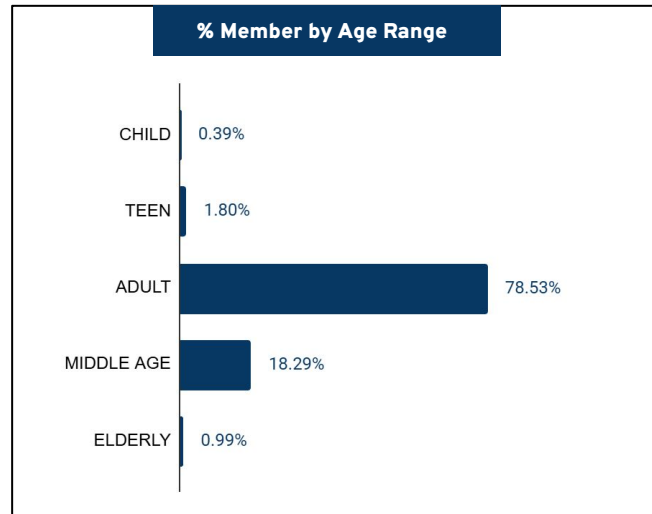


	Existing Member	New Member
% Member	46.85%	53.15%
Member Growth	17.14%	41.78%



Male

12.76%



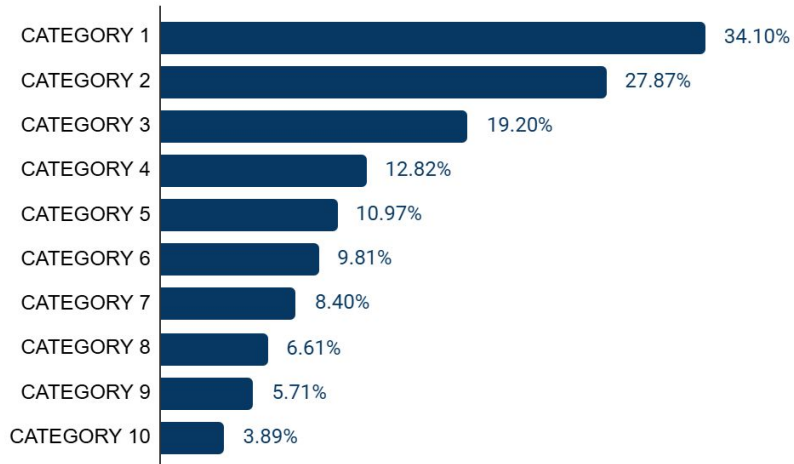
	Existing Member	New Member
% Member	42.27%	57.73%
Member Growth	17.17%	33.36%

CHILD age <= 12
TEEN age 13 - 19
ADULT age 20 - 39
MIDDLE AGE age 40 - 59
ELDERLY age >= 60

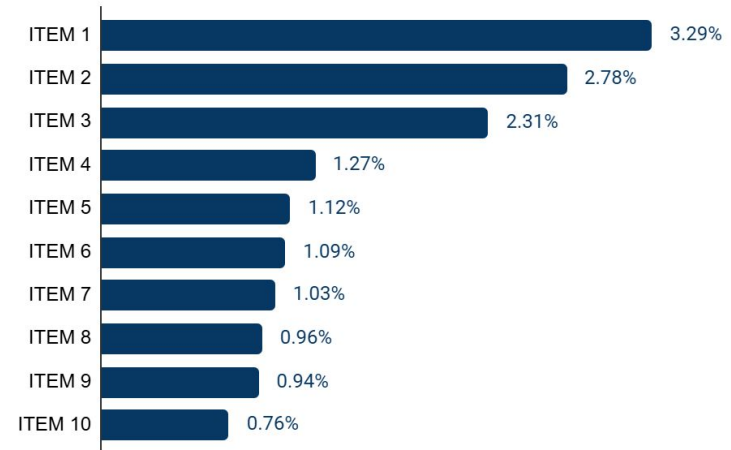
PRODUCT AFFINITY

Brand commonly purchased alongside with products for daily living, household and personal care product categories.

AFFINITY CATEGORY (% STRUK)



AFFINITY ITEM (% STRUK)



KEY POINT

- CPAS Brand delivered an ROAS of 4.35, with retargeting audiences achieved the highest ROAS. Brand latest CPAS campaign delivered higher daily conversion compared to the previous campaign. However, despite a higher ad spend, ROAS declined.
- Sales for Brand saw an increase compared to the period before CPAS. Additionally, Brand gained market share while other brands experienced a decline.
- Higher ad spend should be paired with a broad and relevant audience pool, and longer duration to help the system in refining targeting and driving stronger results.