

## Showcase: Programmatic Marketing Consulting

# Blibli OMG's Cross-Stack Integration Reduces Cost Per Store Visit by 85%, Proving Offline Impact

## CHALLENGE

Blibli OMG, a premium mobile retailer with over 200 stores across Indonesia, partnered with FiveStones to assess whether programmatic display campaigns were effectively driving offline impact. They faced the challenge of measuring how digital ad exposure influenced in-store visits, and needed the right ad tech infrastructure to capture those online-to-offline conversions.

## FIVESTONES' APPROACH: PROXY OPTIMIZATION & ONLINE TO OFFLINE (O2O) ATTRIBUTION

To overcome the lack of first-party data and the challenge of store visit measurement, FiveStones deployed a two-part strategy: optimizing for the most reliable online signals while establishing a rigorous O2O attribution system for validation.

- **Geo-Targeting as a High-Intent Proxy:** Media was focused on **geo-based and proximity audiences** near Blibli and Samsung stores. This tactical targeting served as the highest-intent audience signal available in the absence of first-party data.
- **Automated Bidding on Engagement:** The Display & Video 360 (DV360) campaign shifted optimization goals from reach to **high-intent online engagement**. This provided the platform's automated algorithms with a frequent, high-correlation signal to drive cost efficiency.
- **O2O Attribution for Verified ROI:** A cross-stack integration using **Campaign Manager 360 (CM360) and Adsquare** was established to independently track ad exposure and match it against verified store visits. This system proved the **campaign's offline impact**, relating raw data as a validated Cost Per Store Visit metric that showed strategic success of the targeting and optimization efforts.

## RESULTS

### ↑65% Above Cost Efficiency Benchmark

The 3 month campaign surpassed cost efficiency benchmarks by over 65%, with measurement validated by campaign impressions and verified store visits.

### -85% CPA Reduction

Through ongoing optimization, cost per store visit went down by 85% -Simultaneously, CTR surged 4x, signaling stronger engagement and higher intent throughout the funnel.



## INSIGHTS & CONCLUSION

Blibli OMG, in partnership with FiveStones, bridged the gap between programmatic impressions and offline store visits. By integrating DV360, CM360, and Adsquare, a third-party footfall solution, they measured real-world impact for the first time. The result: an 85% drop in cost per store visit and validated campaign results.

To learn more about Display & Video 360 & Programmatic Marketing consultancy, contact us at [info@fivestones.net](mailto:info@fivestones.net)