


## Case Studies



Asia
SHARE
DOWNLOAD

### Surf Drives Full Funnel Efficiencies with Instant Shoppable Ad Experiences

**Surf** Solution  
Engaging with Customers, Acquiring New Users

### About Surf

Launched in 1959, Surf is a renowned brand from the house Unilever that offers a wide range of laundry products, including powder detergents, liquid detergents, bar detergents, and fabric conditioners. Surf has been on a mission to become every Filipino mom's ally in delivering smart laundry solutions and make their daily routine easy.

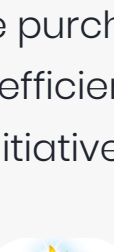
### Highlights

# 16%

higher engaged users

# 7%

higher instant conversions from the adunits



With two new product launches, it was important for us to drive awareness around the benefits of each variant at the initial stages when consumers begin exploring products on mobile. The need of the hour was to create a holistic visual experience that not only drives awareness but engages the user positively with the brand increasing overall affinity. Additionally, we intended to drive purchases in simple steps keeping the journey easy and uncomplicated for the users. The shoppable ad units accomplished all these objectives for us efficiently. Kudos to InMobi for having replicated our goals into execution-able initiatives.

**Surf**  
Raiza Revilla  
Marketing Manager, Surf Unilever

### The Objective

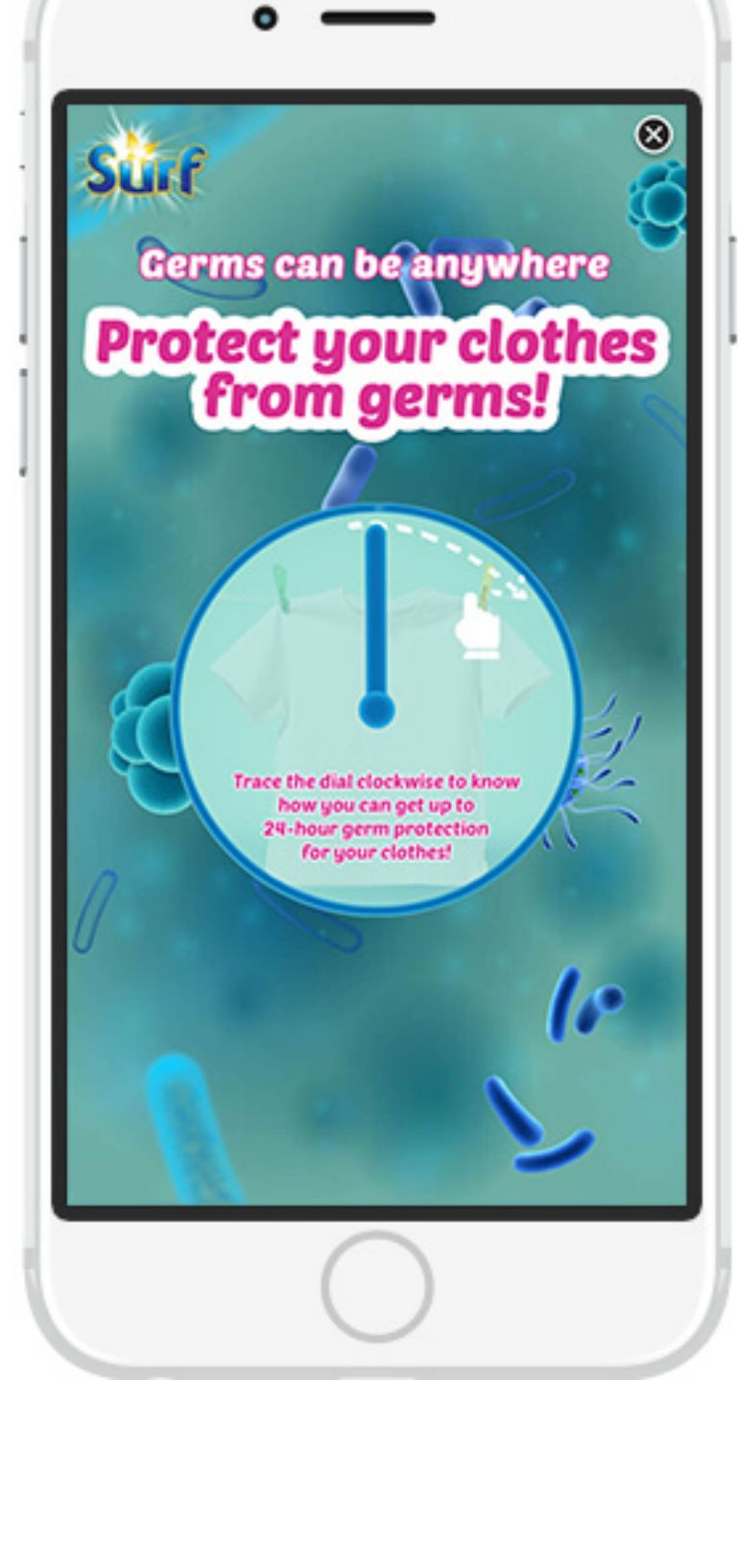
In the Philippines, most laundry products are bought in small sachet through mom-and-pop stores or local supermarkets. In the wake of the pandemic that restricted mobility, grocery supplies weren't easily available for the consumers. Mobile shopping became the predominant source of purchase for consumers across The Philippines during the lockdowns. Given the limited movement during the pandemic, Surf decided to opt for a fresh marketing strategy pivoting from their regular traditional channels to the always-on device, mobile. As a laundry brand known for fragrance, Surf launched the Blossom Fresh and Antibacterial conditioners. In order to reach their target audiences, the smartphone-savvy moms in the Philippines who explore, learn, search, and purchase the best products necessary for the household on mobile. Hence it became paramount for the brand to tap into this opportunity and drive product awareness and conversions in an innovative and engaging way. The brand ultimately intended to strengthen its market share in the Philippines.



### The Solution

Surf partnered with InMobi and Mindshare to curate an innovative campaign by leveraging InMobi's Instant Shoppable Media solutions to drive full-funnel efficiencies and create a seamless consumer experience with a simple path to purchase.

**Scaling Lookalike Audiences** The desire of the brand was to reach a wider Filipino audience, and hence the brand first identified the moms aged between 25 to 54 years on InMobi Audiences based on advanced topographic-, technographic-, and demographic profiles. Surf then mapped similar profiles in the Philippines to create lookalike audiences, driving awareness and conversions at scale.



**Driving Conversions with Two Instant Shoppable Ad Units** As a part of the holistic approach in delivering superior consumer experiences, Surf set out to create two different ad units for each variant to drive user engagement and enable them an instantaneous shopping experience. The communication goals were different for each ad unit based tailored based on the benefits that each variant offered.

The Surf Anti-Bacterial ad unit addressed the need for all-round protection against germs by showing users an interactive rich-media creative which took over the user's screen, maximizing the visual impact. To begin with, the first card of the ad unit showcased the message that germs can be anywhere and encouraged users to protect their clothes. The card showcased a clock and encouraged users to trace the dial clockwise to learn how the product helps them achieve 24-hour germ protection for their clothes. Once the user slides the dial round the clock, the ad shows the second card with the message, 'get 24-hour germ protection and fragrance only with Surf antibacterial fabric conditioner', enabled by the CTA 'Buy Now.' Once the user clicks on the CTA, the final card appears with the summary of the discounted price and availability of the product on the e-commerce website Shopee with an instant 'Buy Now' CTA.



The Blossom Fresh ad focused on long-lasting fragrance by showing users real-time temperature forecasts that changed depending on the time of day. Surf's unique sun bloom technology enhances the fragrance of the conditioner even when the clothes are dried under the sun. Based on this technology, the first card of the ad unit displays the message 'make your clothes smell great under the sun' with a CTA 'Know More.'

Once the user clicks on the CTA, the second card appears with the message 'dry clothes under the sun for more fragrance', with an offer to get a 15% discount on the purchase of two conditioners, followed by the CTA 'Buy Now.' Upon clicking on the CTA, the user sees the summary of the discounted price and availability of the product on the e-commerce website Shopee with an instant 'Buy Now' CTA.



Upon clicking on the last 'Buy Now' CTA on either of the ad units, the user is redirected to the product page on the e-commerce website Shopee, where they can complete the purchase. The shoppable ad units enabled users to purchase the product within the same ad unit, decreasing end-to-end rates and enabling impulse purchases. Moreover, the instant shoppable also provided end-to-end attribution which helped the brand understand how the campaign performed and measure its true impact.

## Results

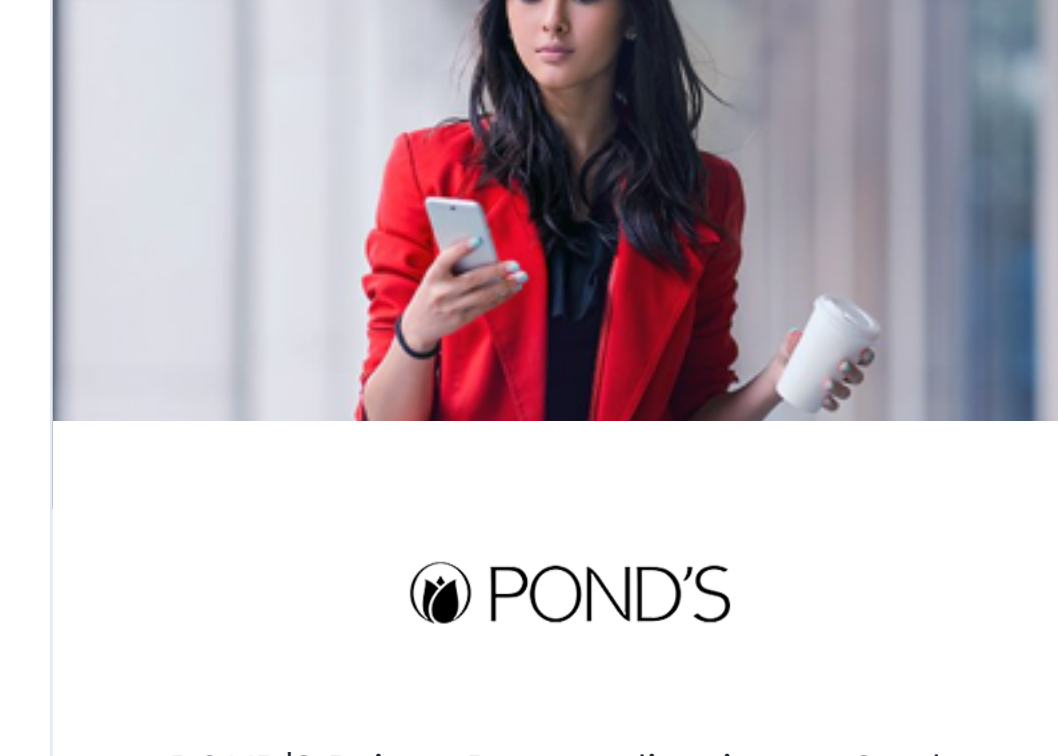
- 16.8 million impressions recorded
- 7% higher instant conversions from the ad units\*
- 16% higher engaged users\*
- +18% market share for the Blossom Fresh variant\*\*
- +11% market share for Antibacterial variant\*\*
- +8% market share for total Surf Fabric conditioners\*\*

\*compared to industry benchmarks  
\*\*Unilever internal data

### The Results

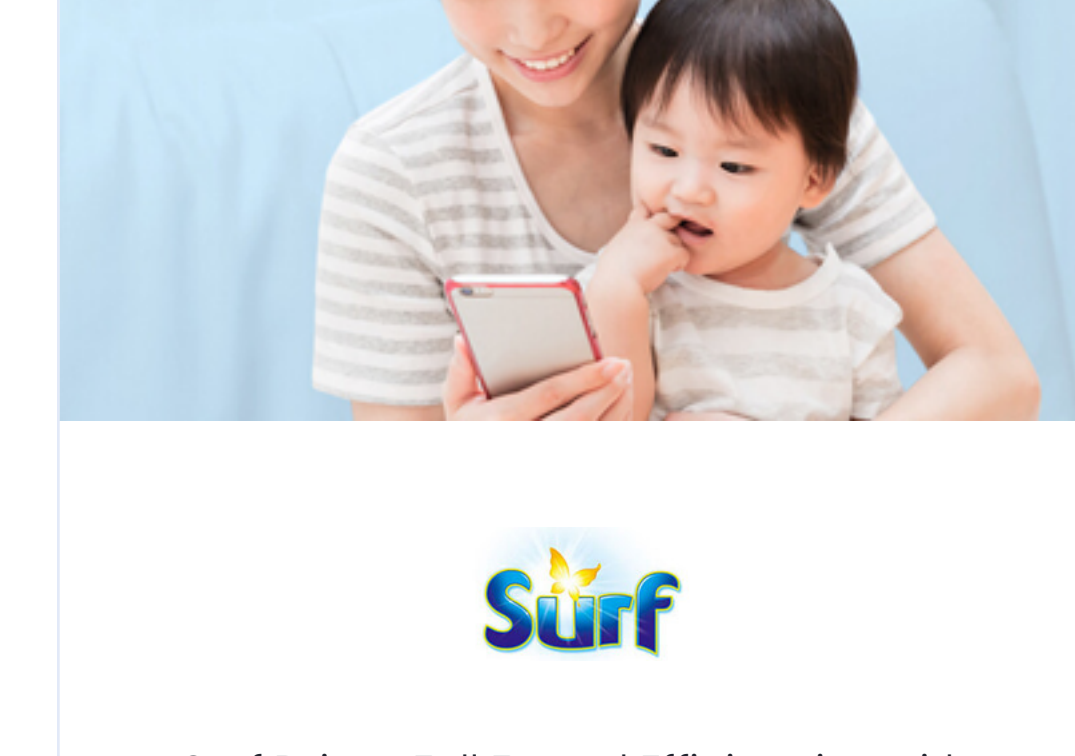
The campaign's strategy helped the brand drive instant conversions through a seamless buyer journey in an interactive and engaging way. As a result, Surf not only drove full-funnel efficiencies but also gained significant market share in the Philippines.

### Recent Case Studies



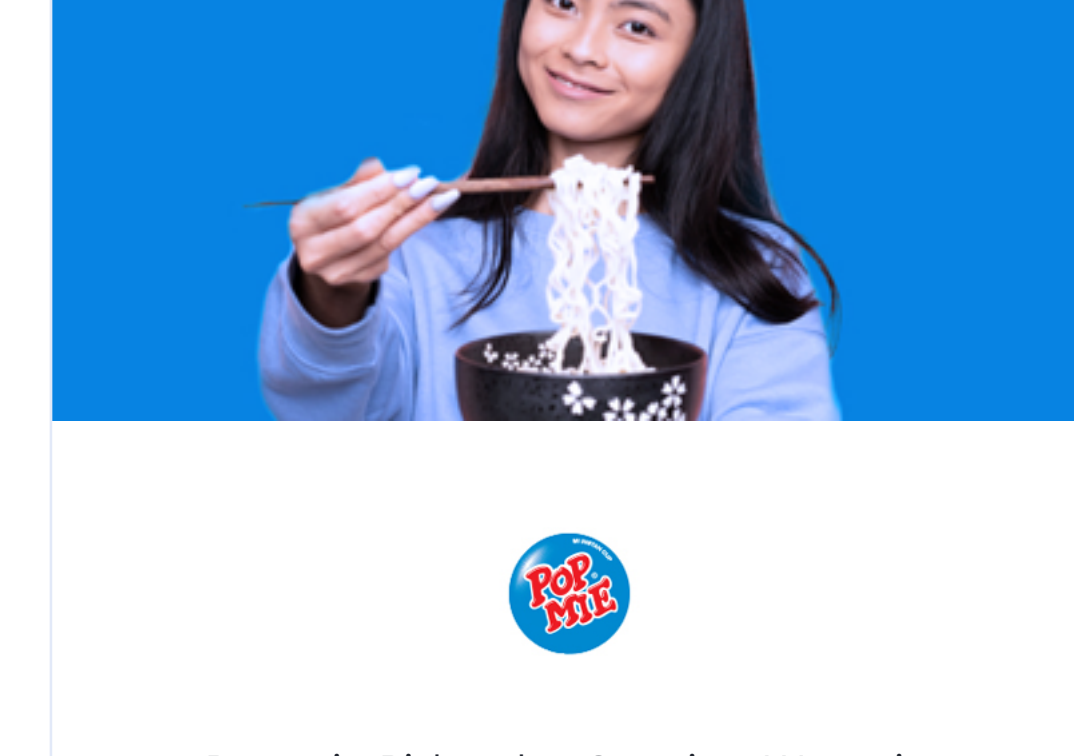
**POND'S**

POND'S Drives Personalisation at Scale with InMobi's Dynamically Optimized...



**Surf**

Surf Drives Full Funnel Efficiencies with Instant Shoppable Ad Experiences



**Pop Mie**

Pop Mie Rides the Gaming Wave in Indonesia to Unlock Record Breaking...

### Want to get in touch?

First Name

Email\*

Country

I am interested in

Last Name

Company Name\*

I am

Anything else you'd like to tell us?

By checking here, you agree to receive marketing emails about our products and services. You can unsubscribe via a link in the email.

The information you provide will be used in accordance with the terms of our privacy policy.

**SUBMIT**

