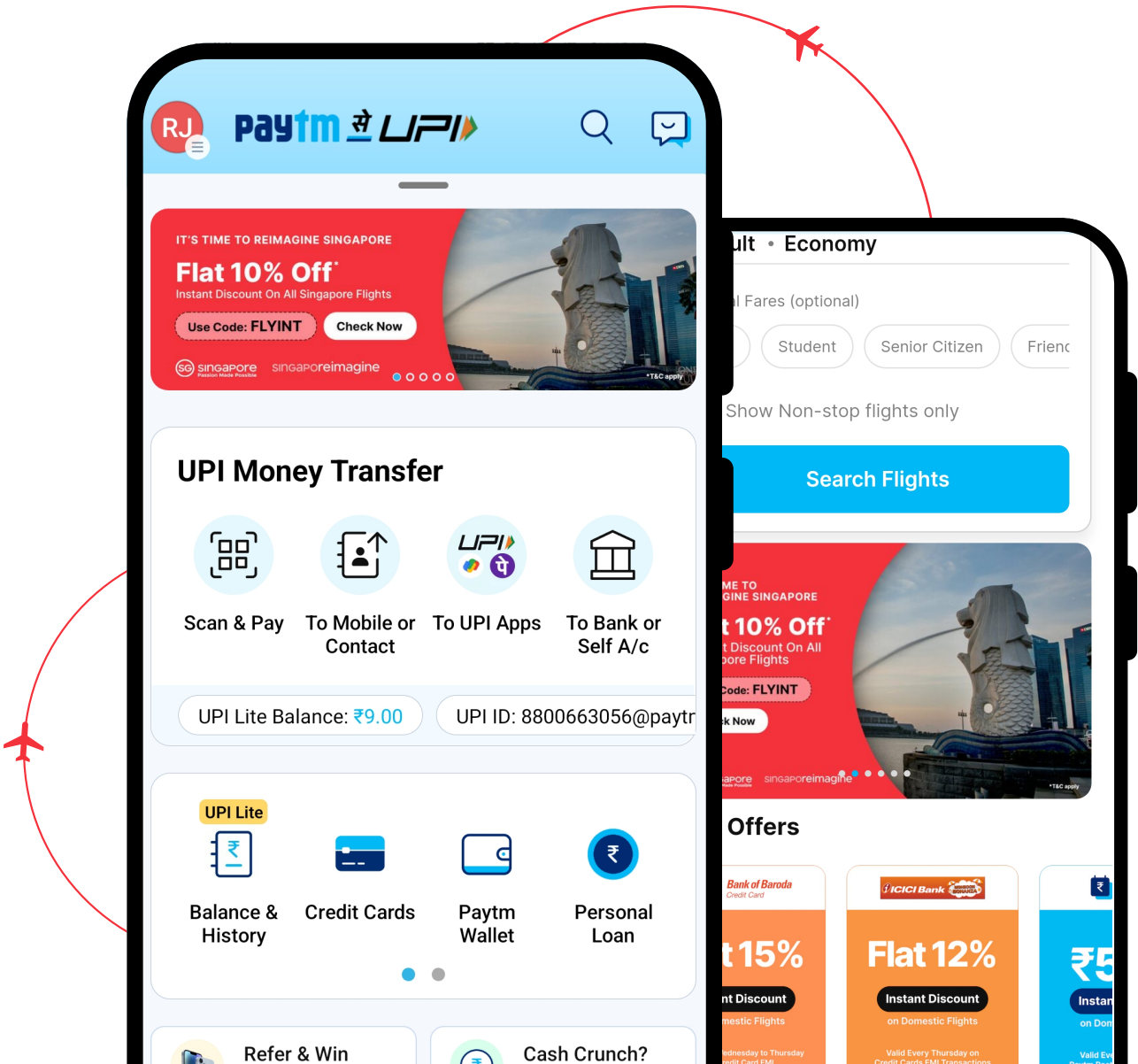


paytm ads



How Paytm Ads Helped to Amplify Awareness of Reimagined Experiences in Singapore



Singapore Tourism Board

Renowned for its vibrant culture, delectable cuisine, and modern infrastructure, Singapore is a Southeast Asian gem with the moniker "City in a Garden" for its lush greenery. It's no wonder that millions of tourists flock to this city-state each year, with Indian travellers ranking among the top five markets. Although the pandemic dealt a blow to Singapore's tourism industry, it has since adapted by introducing new attractions and experiences that cater to the evolving needs of future travellers. As borders between the two countries have reopened, the Singapore Tourism Board (STB) is eager to welcome Indian travellers to reimagine the country's unique offerings and book their next trip

The Paytm logo is displayed in blue text within a white rounded rectangular frame that resembles a smartphone screen. The background of the entire advertisement features a scenic view of Singapore, including the Marina Bay Sands hotel, the Esplanade - Theatres on the Bay, and the white Lionfish sculpture in the foreground.

IT'S TIME TO
REIMAGINE SINGAPORE

Flat 10% Off*

Instant Discount On All
Singapore Flights

Use Code: **FLYINT**

[Check Now](#)

SG SINGAPORE
Passion Made Possible

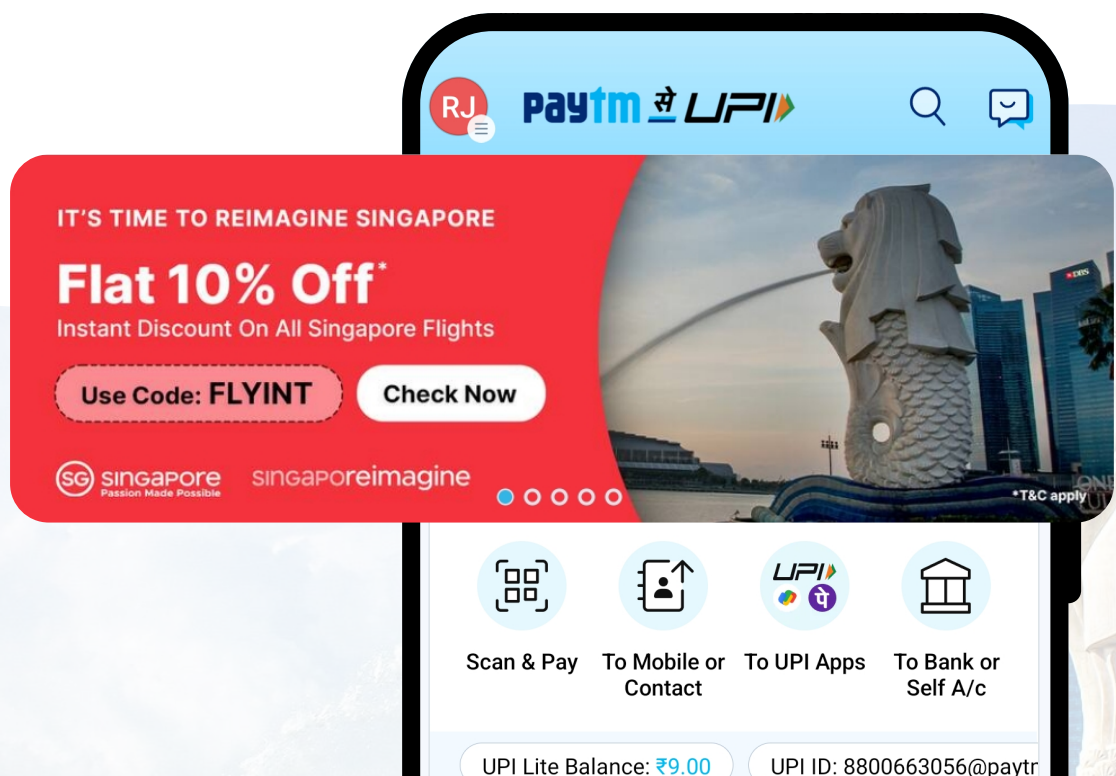
SINGAPOREIMAGINE

*T&C apply

Campaign Objective

The campaign's primary objective was to develop a comprehensive marketing strategy encompassing both top-funnel and bottom-funnel goals for STB. The brand aimed to generate awareness among the target audience by showcasing the destination's unique experiences, lifestyle, and passion while driving increased sales and bookings through Paytm Travel. The campaign sought to captivate and inspire potential travellers at the top funnel, sparking their interest in visiting Singapore. It then converted this interest into tangible actions by creating a sense of urgency and desire, ultimately leading to increased sales and bookings

Campaign Duration - 1st March-31st March 2023



Audience Insights

Young and frequent travellers have shown a strong inclination towards seeking unique experiences and enticing offers when exploring new destinations. This particular audience segment values authenticity, cultural immersion, and extraordinary encounters over traditional sightseeing. They are drawn to destinations that can provide memorable and personalized experiences, allowing them to indulge their passions and interests. These individuals constantly seek opportunities to create lasting memories, whether embarking on off-the-beaten-path adventures, partaking in immersive cultural activities, or savouring local cuisine. Furthermore, they are attracted to value-for-money destinations, offering curated packages tailored to their preferences. By targeting these audiences with tailored experiences and enticing offers, destinations can capture their attention and drive their decision to visit new and exciting places.



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 Singapore Passion Made Possible  singaporeimagine

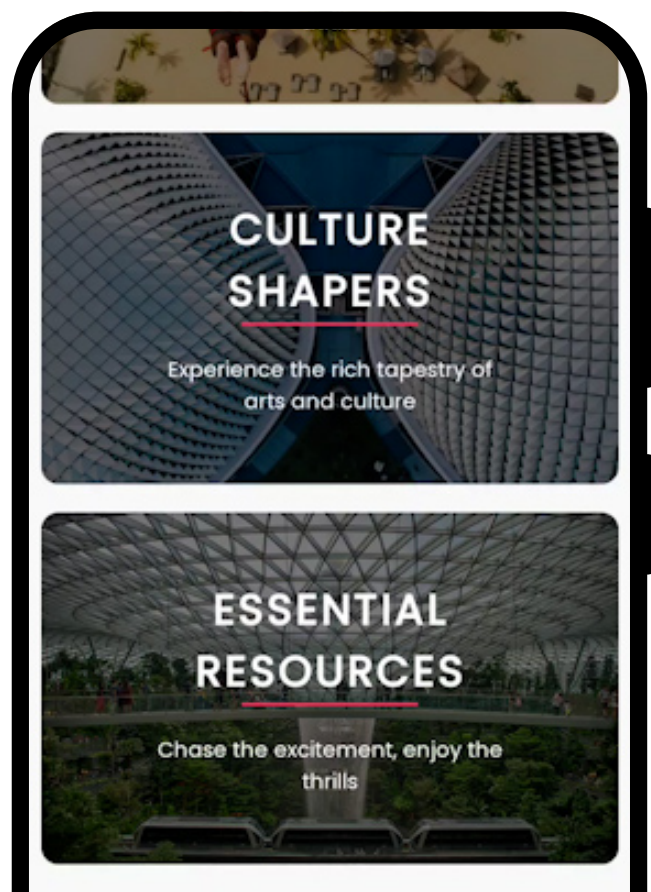
*T&C apply

The advertisement features a red background on the left with white text. The right side shows a scenic view of Singapore with the Singapore Flyer and the Lionfish sculpture.

Paytm Ads Custom Solutions

Cohort : The target audience for the campaign identified by Paytm Ads consisted of users aged 25 and above, primarily comprising frequent international travellers and individuals planning a visit to Singapore. The main emphasis was on appealing to travellers, adventure enthusiasts, individuals seeking exclusive travel experiences, food enthusiasts, and those passionate about different cultures. By targeting this discerning audience segment, Paytm Ads aimed to appeal to their aspirations and preferences, showcasing Singapore as a destination that catered to their refined tastes and offered unique experiences.

Banner Ads: A carefully curated sustenance campaign was designed to consistently reach the custom cohort on Paytm's platform. The campaign maximized its reach and visibility through a well-balanced mix of banners, including an above-the-fold, post-transaction screen and a banner on the Paytm flight booking page. These banner ads redirected the users to the microsite



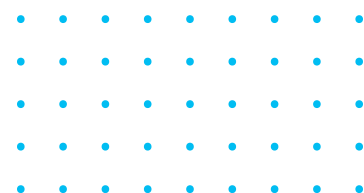
Immersive Microsite: The microsite was a gateway to Singapore, showcasing the various reimagined experiences. It engaged travellers with images encouraging them to book their flights using the Paytm App. The microsite visitors were given a unique discount code and redirected to the flight booking page. This seamless ticketing experience aimed to create convenience and satisfaction for users

Custom Flight Page: As part of the campaign, a custom flight page was implemented to enhance the booking process. The microsite directed users to the Paytm flight booking page, where they could conveniently apply the discount code.

Additionally, the flight page automatically pre-selected the "Singapore" destination for users, simplifying the overall flight booking experience.

Emailers and Push Notifications:

Users who booked international flights through Paytm Flight booking received regular emailers and push notifications. They served as reminders and provided valuable information about the enticing experiences awaiting them in Singapore. With a minimum frequency cap of two, these communications effectively highlighted the unique offerings and incentives associated with booking flights to Singapore, ensuring that users remained informed and engaged throughout their booking journey



By implementing these comprehensive solutions, Paytm Ads created a cohesive and engaging campaign that effectively targeted the desired audience, drove awareness and engagement, and increased bookings to Singapore

- ◇ The campaign exceeded expectations by achieving a remarkable **2X over-delivery** on the target for Singapore-India-Singapore tickets sold, contributing to significant incremental bookings for Singapore.
- ◇ The campaign significantly improved **click-through rates (CTR)**, with a notable **20% increase** compared to the initial benchmark. This substantial surge in CTR highlights the campaign's ability to successfully capture the attention and interest of the target audience, compelling them to click on the ads and delve deeper into the offerings

"We are delighted to partner with Paytm Advertising for the second time and leveraged its turnkey solution to reach our target audience and achieve both awareness and conversion through Paytm Travel. The ecosystem that Paytm has built, including the wealth of data through its Super App, was instrumental in the success of our campaign. We were able to leverage the data to create a highly targeted and effective advertising strategy that yielded impressive results. We are eager to explore other areas beyond travel and look forward to deepen our partnership with Paytm"

Edmund KOH, Senior Manager, India & South Asia (Mumbai)
International Group