



Customer Success story using BudHyperlocal



Client **TPG Telecom (Vodafone - SIMO)**
 Vertical Telecommunications - SIM Only plans
 Campaign Dates March 2026 - June 2026

Campaign Overview

- Vodafone launched a rich media advertising campaign to promote and raise awareness of their **SIM Only (SIMO)** plans.
- The **messaging and ad formats** highlighted the cost savings of the SIM Only plan on offer. Showcasing the absolute dollar value and the percentage savings.

- Driven by a cost-per-mille (CPM) strategy, the campaign ran across a wide network utilizing two high-impact rich media formats: **Pro-Skin Mobile** and **Pro-Skin Desktop**.
- Additionally, the campaign activated **Buddy Decarbonise** to measure and mitigate its environmental footprint.

Key Performance Outcomes

- The campaign delivered **strong results**, significantly outperforming benchmarks across click-through metrics.
 - **Total Impressions:** 1,932,181 impressions delivered across mobile and desktop.
 - **Total Clicks:** 7,201 clicks, resulting in an overall **CTR of 0.37%**.
 - **Strong Desktop Traffic: Pro-Skin Desktop** performed best for engagement, achieving a **0.64% CTR (3.2x benchmark)**.

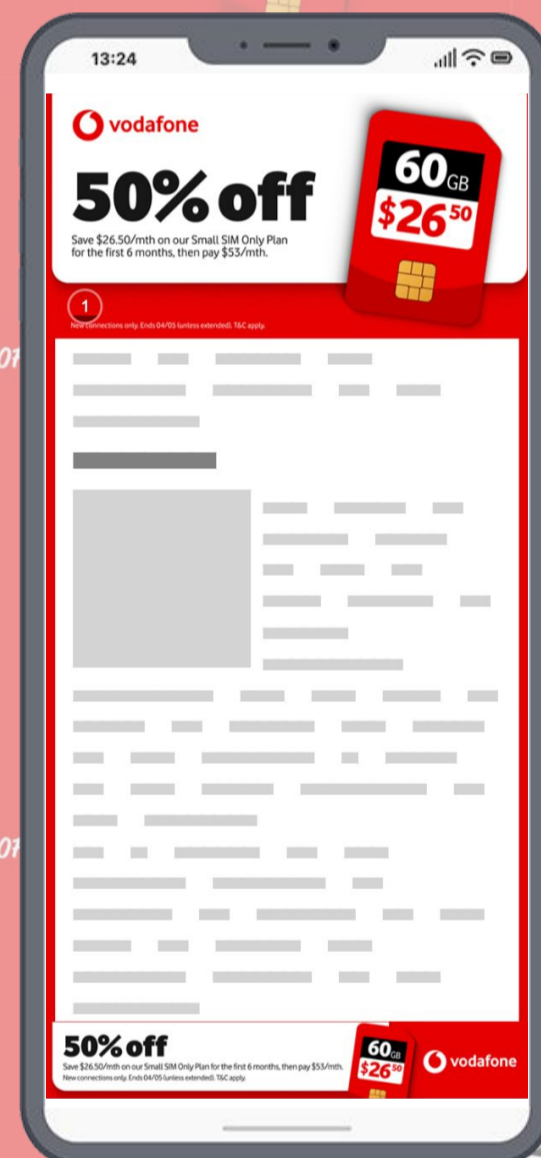
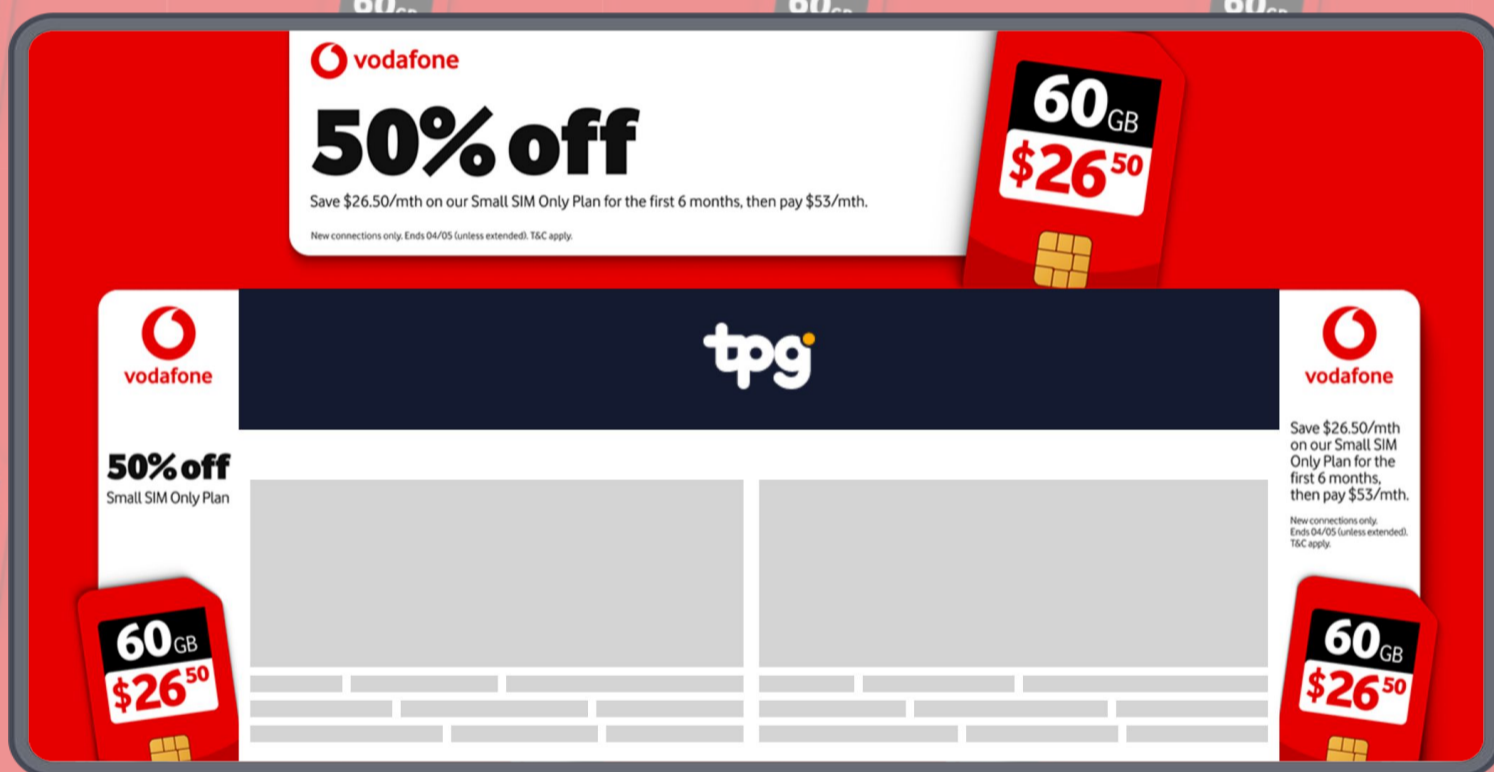
Placement	Impression	Clicks	CTR
Pro-Skin Mobile	1,579,771	4,948	0.31%
Pro-Skin Desktop	352,410	2,253	0.64%
Total / Average	1,932,181	7,201	0.37%

Sustainability Impact

- By employing BigAds' **Decarbonise** feature, the campaign actively filtered out high-emission placements, restricting delivery to sites producing under 2,500g of CO2 PM.
 - **Carbon Emissions Avoided: 97.91%** of forecasted carbon emissions were successfully mitigated.
 - **Total Savings: 4,628 kg of CO2 PM** was kept out of the atmosphere, which is the equivalent of driving **18,984 km in a standard car**.

Carbon Reduction Breakdown.

- **Pro-Skin Mobile:** 3,821 kg of CO2 PM avoided (98.02% reduction).
- **Pro-Skin Desktop:** 807 kg of CO2 PM avoided (97.35% reduction).



Customer Testimonial



Adeline Suryaputri

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TPG Telecom - Vodafone

Campaign Results

5/5

Creative Support

5/5

Campaign Support

5/5

Sales Support

5/5

