



# CASE STUDY

## HOW DID WE HELP OUR CLIENT ACHIEVE THEIR GOALS?



Explore how our collaborative and data-driven approach fueled client success through strategic diversification and creative innovation.



# About US

## **WELCOME TO SOLV!**

A multi-disciplinary team of business and marketing consultants dedicated to helping business owners succeed. We understand that running a business can be challenging, so we're here to empower you to thrive. Our range of services is designed to provide comprehensive support, from starting a business to growing and expanding your business, including back office support such as human resource management and accounting services, as well as business, marketing and branding strategies based on data-driven approaches.

At SOLV, we aim to help you take control of your business and succeed. We understand that every business is unique. So, we'll work closely with you to make a personalised plan that meets your needs. So, if you're looking for comprehensive support from a team of experienced professionals, contact SOLV today. Let us help you take your business to the next level and achieve the success you deserve!

[MORE ON SOLV.SERVICES](#)

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# CREATIVE

## Rich Media Creative Production for DSP



Keep up with our blog posts for more Social Media and Digital Marketing insights and tips on optimising your marketing efforts and campaigns.

# Rich Media Creative Production for DSP

Dive into SOLV Digital's transformative journey with NewChallenges DSP, a Myanmar-based agency-owned Demand-Side Platform (DSP) in the consumer goods sector.

## Background

NewChallenges DSP, a notable agency-owned Demand-Side Platform (DSP) based in Myanmar, caters to key clients in the consumer goods industry. These clients continually challenge the agency to achieve better performance in their advertising efforts. Despite delivering valuable messages, previous campaigns failed to yield the desired results.

## Results



### Accelerated Delivery

Reduced turnaround time from 3 days to half a day.



### Cost Efficiency

Significant savings as time is money.



### Enhanced Performance

Improved effectiveness compared to standard banners.

## Our Approach

### Template & Features

- Client Consultation
- Creating a flexible and responsive design framework
- Outlining the interactive elements

### Create A Storyboard

- Animated Storyboard Development
- Finalised Content Flow and interactive Elements and specify how users can interact with the ad.

### HTML5 Development

- Coding
- Animation Integration:
- Responsive Design
- Quality Assurance

### Set it to live

- Ad Server Configuration
- Upload and Testing
- Performance Monitoring

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# STRATEGY

## Creative Services as Diversification Strategy for Media Agency



Keep up with our blog posts for more Social Media and Digital Marketing insights and tips on optimising your marketing efforts and campaigns.

# A Media Agency Introduced Creative Production Services



## OUR APPROACH

### **Initiate**

Research People, Products, Processes, and Partners (4Ps) to understand current capabilities.

### **Plan**

Develop a detailed, actionable plan with a timeline and KPIs, assigning tasks to ensure clarity.

### **Execute**

Assign tasks, streamline communication, ensure quality, develop templates, and evaluate ad tech partners.

### **Monitor**

Implement a monitoring period to address gaps in processes based on feedback from internal and external clients.

### **Reinforce**

Conduct training to reinforce processes and ensure continuous improvement based on feedback.

## Background

SOLV Digital collaborated with a global media agency to diversify its business by setting up a new division to offer creative production services to existing clients, creating a new revenue stream in response to the changing digital landscape.

## Results



### **Creative Library**

Developed a creative library showcasing over 50 interactive ad templates



### **Fast Turnaround Time**

Delivered 80% of projects within the expected timeline.



### **Revenue Growth**

Achieved double-digit revenue growth. Expanded the solution from the Asia Pacific to other continents

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# AUTOMATION

Automate Weekly  
Reporting to Maximise  
Efficiency



Keep up with our blog posts for more Social Media and Digital Marketing insights and tips on optimising your marketing efforts and campaigns.



# Automate reporting to maximise time and value.

Boutique agency in Malaysia strategically partnered with SOLV Digital to revolutionise reporting processes.

## Background

The boutique agency's planners were overwhelmed by repetitive reporting tasks, leading to errors from copying data across platforms like Meta, Google, TikTok, and independent publishers. SOLV Digital recognised this manual data consolidation challenge and initiated a Reporting Automation solution to reduce planner burden and enhance focus on strategic, high-value services.

## Results



### Time Savings

The reporting process time was reduced from 5 hours to just 30 minutes per week.



### Scalability

Scalable solution, smooth onboarding for new clients, swift fixes



### Consistency & Reliability

Standardised reports foster trust, enable efficiency.

## Our Approach

### Automated Data Update

- Automated data retrieval for Google Ads, Facebook Ads, TikTok Ads
- Weekly updates
- Saves 4.5 hours

### Manual Data Input

- Manual input template for Campaign details input
- Structured data entry for premium publishers

### Consolidation & Analysis

- Unified reporting template
- Aggregated data
- Multi-channel analysis

### Consistency & Accuracy

- Standardised reporting framework
- Improve Consistency and accuracy
- Minimised human errors

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# DATA

Post Campaign  
Awareness Survey  
Discovered New  
Insights



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# Online Survey revealed insights for future strategies

# SURVEY

## OUR APPROACH

### Define

Defined objectives, identified key metrics, initiated purpose-driven investigation.

### Draft

Crafted a clear, concise questionnaire aligned with research objectives and metrics.

### Execute

Used online survey for seamless, reliable data collection and engagement

### Analyse

Analysed data and uncovered patterns, transforming it into actionable knowledge.

### Insights

Translated insights into recommendations, guiding future actions and decisions.

## Background

Following a New Product Launch campaign by a prominent insurance company in Malaysia, a post-campaign awareness survey was conducted. While the primary focus was to evaluate the effectiveness of the recent campaign, the survey unexpectedly revealed additional insights that have implications for shaping future strategies.

## Survey Findings



### Exposure Frequency

Exposure frequency significantly affects the recommendations and positively impacts audience perception.



### Message that Resonates

Customised messaging for different age groups can garner increased attention.



### Nurturing Young Prospects

Capitalising on the Potential of Gen Z as Long-Term Marketing KPIs.

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## About us

We're a multi-disciplinary business and marketing consultant team dedicated to empowering small and medium (SME) business owners to thrive. We provide various services, from business registration, accounting and human resource management, to branding, website design and marketing strategies, so you can focus on what drives you revenue and let us work on the rest!

## Our Services



### Business Consultation

We provide a comprehensive range of services that cover the entire spectrum of starting and growing a business.



### Accountancy Service

We help businesses manage their financial records with ease and accuracy, from bookkeeping to accounting management systems.



### Human Resource Management

We know managing people is a critical aspect of any organisation, and our Human Resource Services are responsible for ensuring that this is done effectively



### Marketing Consultation

Whether you're looking to increase your online presence or develop a targeted marketing strategy, our team of experienced professionals can create a plan that works for your business.



## Why Us

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### **Commitment**



We are dedicated to our client's success and go above and beyond to deliver exceptional service.

### **Client First**



We take the time to understand your needs and create a plan tailored to your specific goals and objectives.

### **Passion**



We are passionate about what we do and approach every project approach every project with enthusiasm and energy.

# BUSINESS CONSULTING AGENCY

AT SOLV, WE  
OFFER SOLUTIONS  
TO BUSINESS  
OBSTACLES



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