



THE NEW FACE OF MARKETING

Media Kit 2023

Version 1.1



Copyright PT Cashtree For Indonesia
For more information, please visit <https://cashtree.id/business>



The future of digital marketing agencies is here!

When 360 digital marketing & performance marketing are met.

Cashtree comes as a new marketing solution for brands to grow. Cashtree offers a data-driven and results-oriented approach that delivers real and measurable outcomes.

Your marketing effort with Cashtree is worth every penny. Teams of experts specialize in creating custom-tailored strategies to help businesses like yours reach new heights and achieve marketing goals.

With cutting-edge techniques and deep understanding of online marketing, Cashtree is your best partner to help you reach your target audience, build brand awareness, and generate more leads or other kinds of achievements in your marketing activity.

With a transparent and results-driven approach, you can be confident that your investment is in good hands.



Our Deck Content

Cashtree Ad

Contain 16 Page

Cashtree Agency

Contain 14 Page

Other Business

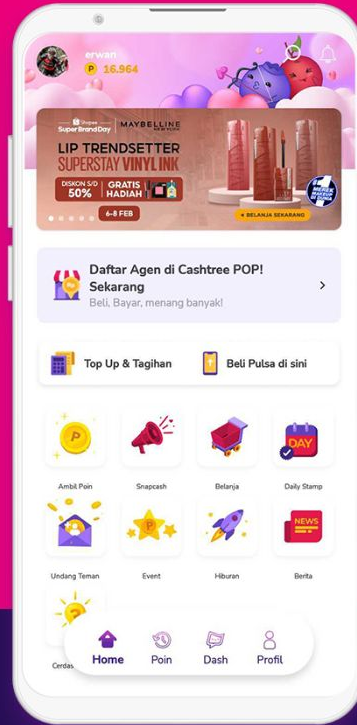
Contain 7 Page



CashtreeAd



Cashtree Media Solution



TheApp

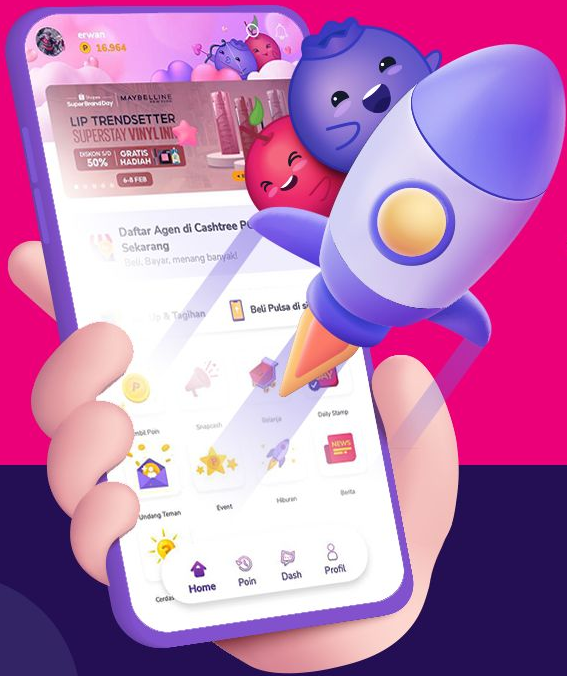
Banner
Ads

Video
Ads

Rich Media
Banner

Native
Ads

TheNetwork



The number 1

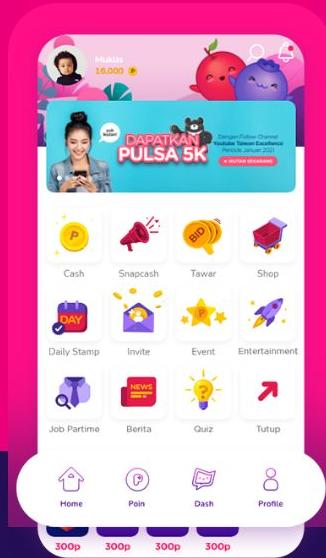
mobile lockscreen advertising platform in Indonesia, available only in Android phone.

As the market grows and by the demand to address client's needs, Cashtree evolved and widened our business and proudly introduces our digital media solution service.

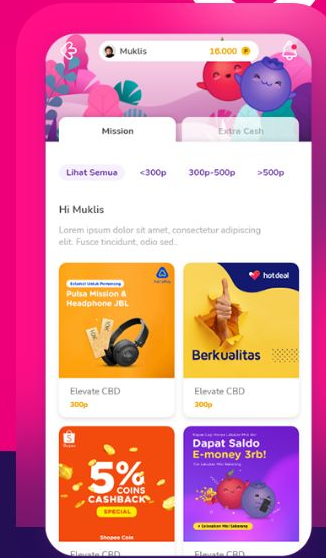
Cashtree New Look



**New Welcome Screen
With Registration Page**



**New Ui For Better
User Experience**

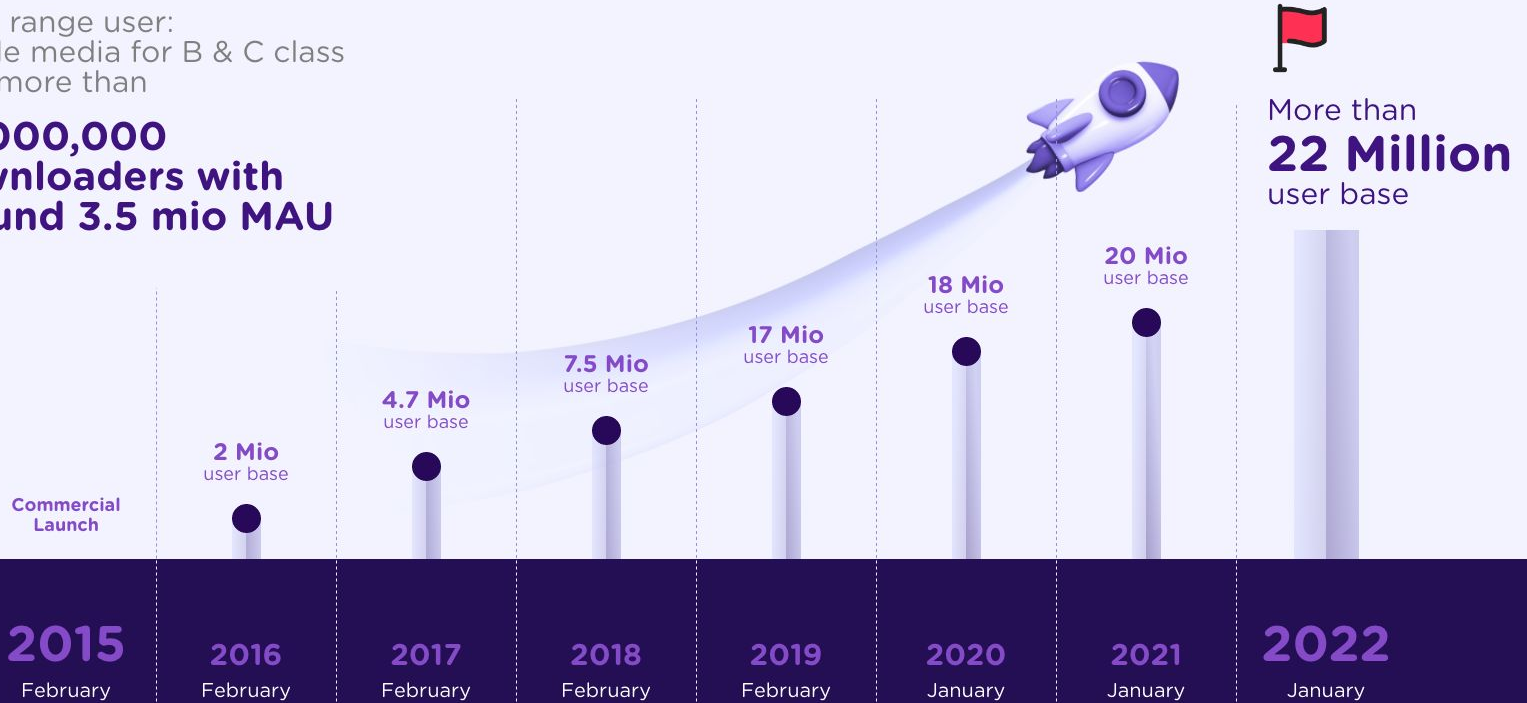


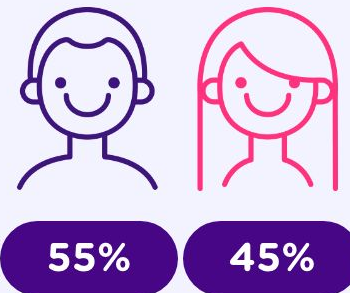
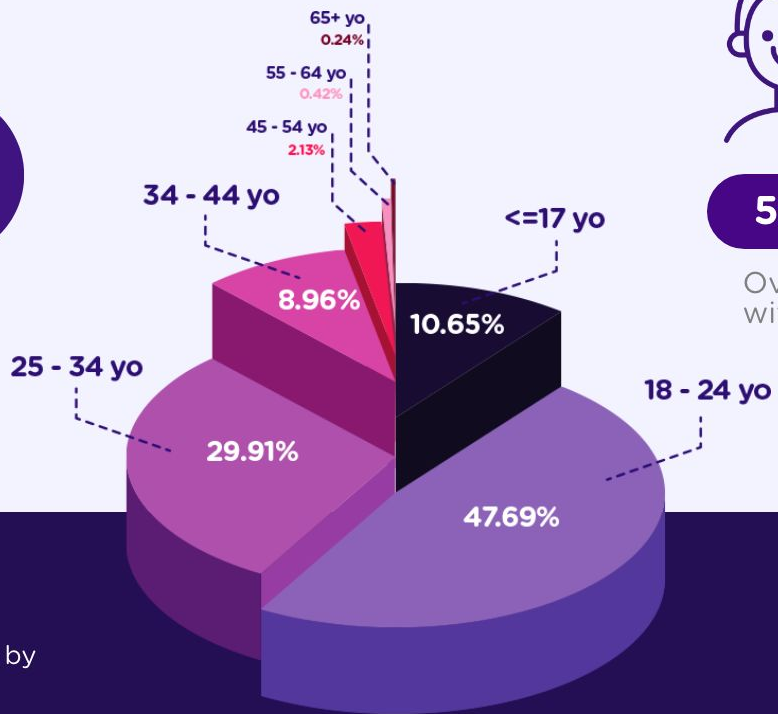
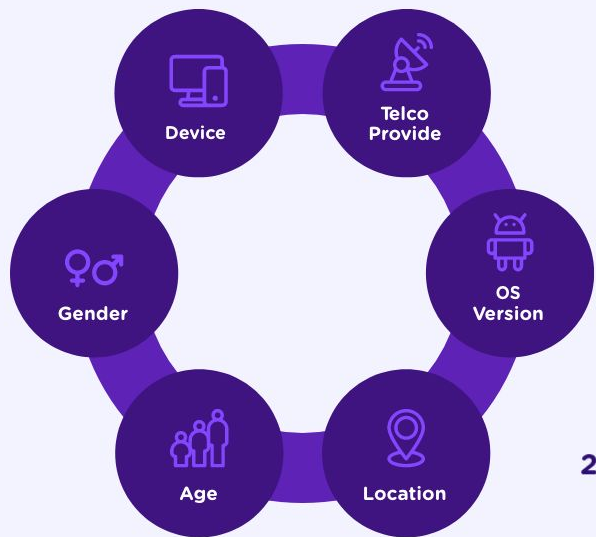
**New
Feature**

Cashtree App has an in-app feature called Snapcash, which allows users to become marketers, persuade and influence their network, and earn money by spreading and completing missions on Snapcash. Furthermore, Cashtree app provides Pulsa Mission Service, which can be added to client program and allows users to receive pulsa after completing the mission.

Wide range user:
Mobile media for B & C class
with more than

22,000,000
downloaders with
around 3.5 mio MAU

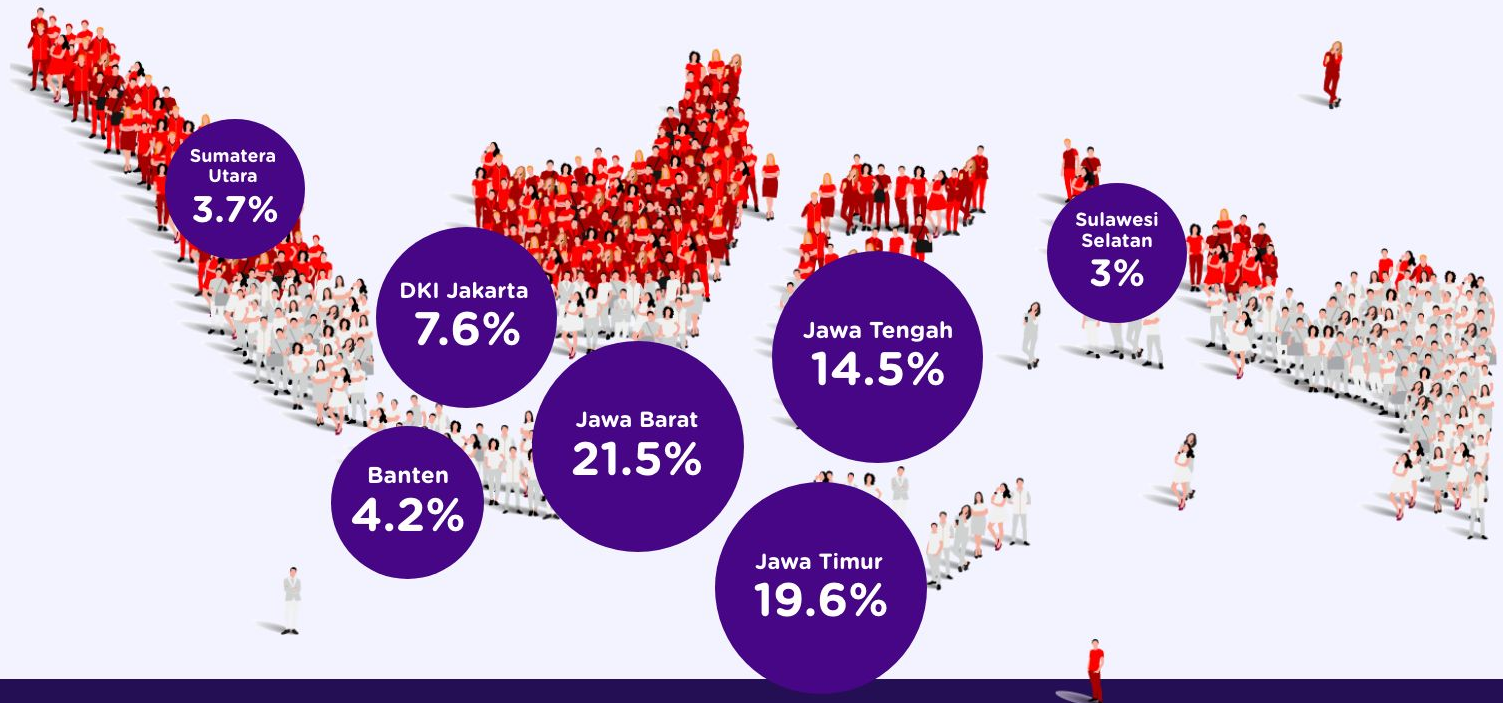




Over 75% millennials with more focus on male users.

Targeting Options

Helps advertisers reach the right audiences by setting user targeting for the campaign.



Aceh
1.35%

Sumatera Utara
3.76%

Sumatera Barat
1.56%

Riau
2.25%

Jambi
1.22%

Sumatera Selatan
2.74%

Bengkulu
0.62%

Lampung
2.60%

Bangka Belitung
0.39%

Kepulauan Riau
0.63%

DKI Jakarta
7.66%

Jawa Barat
21.49%

Jawa Tengah
14.56%

DI Yogyakarta
1.65%

Jawa Timur
19.57%

Banten
4.24%

Kalimantan Barat
1.22%

Kalimantan Tengah
0.63%

Kalimantan Selatan
1.05%

Kalimantan Timur
1.36%

Kalimantan Utara
0.20%

Bali
0.98%

NTB
1.23%

NTT
0.50%

Sulawesi Utara
0.68%

Sulawesi Tengah
0.75%

Sulawesi Selatan
3.02%

Sulawesi Tenggara
0.63%

Sulawesi Barat
0.25%

Gorontalo
0.47%

Maluku
0.18%

Maluku Utara
0.11%

Papua Barat
0.16%

Papua
0.29%

Cashtree Clientele:



Cashtree**Service**



Our Speciality Services

Instal, Leads &
Engagement
(Sign-Up, Review
rating,etc)



Leads



Install



Engagement

Performance
Campaign :

Install



Objective

- Delivering over 500 installs / day
- Achieving the KPI in 14 days (daily capped)



Installs
8,000

CTR
13%

Install Rate
50%

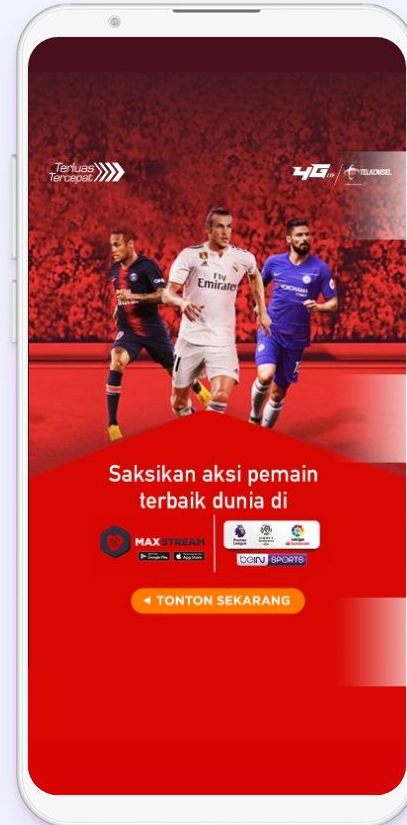
Performance
Campaign :

Install



Objective

- Delivering install and channel subscriber
- Achieving the KPI in 20 days



Installs
15,000

CTR
9%

Install Rate
60%

Performance Campaign : Registration



Objective

- Drive sign up to targeted users
- Maintaining high conversion rate



Sign Up
342

CTR
8%

Reg Rate
7%

Performance
Campaign :

Leads

Snaplast

Objective

- Developed and managed system that enable collection of in- depth user behavior.
- Applied diverse targeting method
- Designed the simplest process



Unique
Leads
4,250

CTR
40%

Conversion
Rate
7%

Performance
Campaign :

Leads

Snaplast

Objective

- Increase leads to targeted users (those who wants to sell their cars) to visit belimobilgue campaign website and register to participate.



Leads
500

CTR
7%

Conversion
Rate
15.8%

Maximize your CPL campaign with **SnapBlast**.

Maximize your CPL (cost-per-lead) campaign with SnapBlast. You can gather data from your audience in real-time. SnapBlast is the perfect solution for you to optimize your sales process.

Snapblast

1. Snap

Run your CPL campaign in one snap using SnapBlast! No matter what kind of media and digital channels you use, integrate your campaign with SnapBlast in simple steps.

2. Control

Manage your campaign results in one user-friendly dashboard. Snapblast provides a centralized platform to store and organize customer information, automate tasks, and streamline communication. You can also integrate SnapBlast with your current data bank effortlessly. Following up potential customers in telemarketing or email marketing has never been easier. You can keep track of your customer interactions, manage leads, and close deals more efficiently.

3. Blast

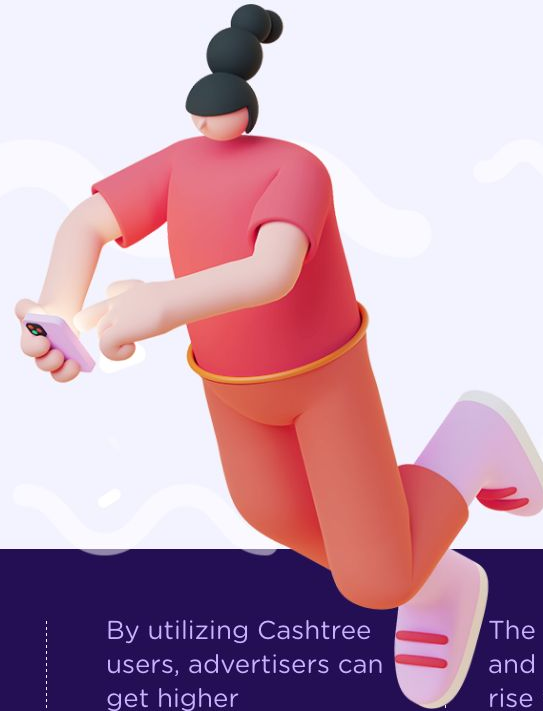
In one simple platform, blast your promotional content to your customers via SMS, email, and Whatsapp.

Cashtree
In-App Feature :
Snapcash



Snapcash.

Make money
as easy as snapping
your finger.



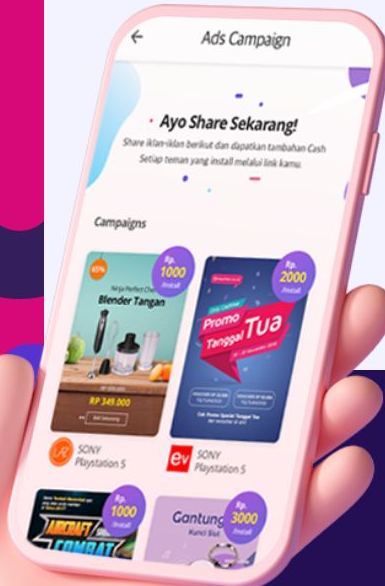
Snap Cash in one of interesting in app feature Cashtree develop to gain more user benefit and more engagement.

Cashtree users can become marketers, persuading and influencing their network, and earning money by spreading and doing missions on SnapCash.

By utilizing Cashtree users, advertisers can get higher conversions through users' network, in comparison to only Cashtree in-app traffic.

The ads can go viral and the performance rise will be organic. A new channel for non-incent traffic.

3 steps to work Snapcash



1. Copy

Select your desired advertisers, and copy the link and description

2. Download

Download the creative banner to be posted to your social media

3. Share

Share the media with link and the description to your social media. (Instagram, Facebook, Whatsapp, Telegram, Line, dll)

Cashtree**Network**



Various SSPs (Supply Side Platform)

Advertisers



DSP

- GEO Location
- Device Targeting
- OS, etc

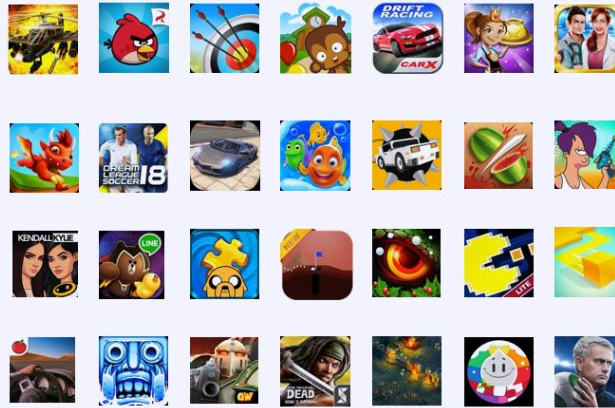


Publisher



Cashtree Network

Cashtree's Demand Side Platform, a programmatic system for advertisers to purchase and manage ad inventories through a single dashboard, done as a real-time bidding process.



Top Publisher Game



Top Countries

Cashtree Network

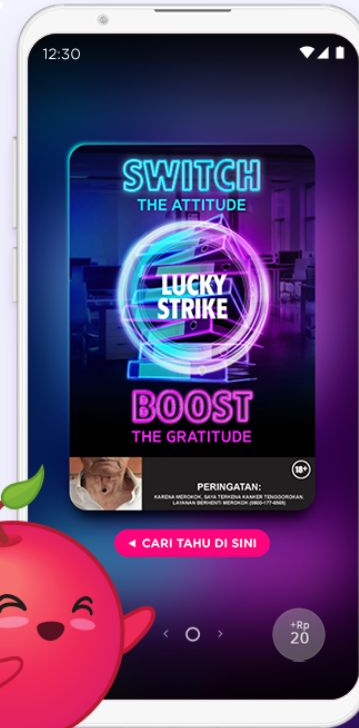
Cashtree are emphasizing the service by building a network system to facilitate more clients. Bases on this, below are the list of our:

Tracking ToolPartners



Tracking System That We Support

We work simultaneously utilizing their prestigious analytical & attribution services.



Cashtree**Agency**




CashtreeAgency



In today's digital age, having a strong online presence is crucial for success. But with so many options and constantly changing technology, it can be overwhelming to navigate the digital marketing landscape on your own. That's where we come in.

Our team of experts offers a comprehensive range of digital marketing services to help you reach and engage your target audience, increase conversions, and grow your business. Whether you need help with SEO, social media marketing, PPC advertising, or anything in between, we have the skills and experience to deliver results.



OurService

360Digital Marketing

- ▶ Web Dev
- ▶ SEO
- ▶ SEM
- ▶ SMO
- ▶ SMM
- ▶ Display Ads
- ▶ App Dev
- ▶ App Search Optimization & App Search Marketing

- ▶ Content Marketing & Press Release
- ▶ Buzzer Campaign
- ▶ KOL Campaign



OurService
360Digital Marketing

WebDev

In the digital world, your website is often the first point of contact for potential customers, so it's crucial that it makes a positive impact. That's why we take the time to understand your business, your goals, and your target audience, and use that knowledge to create a website that truly reflects who you are and what you offer.



OurService
360Digital Marketing

SEO Search Engine Optimization

Maximize Your Online Visibility with SEO.

Using the latest strategies and techniques on algorithms, we help your website rank higher in search engine results, making it easier for potential customers to find you.

With our proven track record of success, we have helped numerous businesses like yours to achieve their online goals. Our services include keyword research, on-page optimization, link building, and many more, to ensure your website stays ahead of the competition.



OurService
360Digital Marketing

SEM Search Engine Marketing

**Reach Your Target Audience
with Effective SEM Strategies.**

While waiting for your SEO activity to give impact, maximizing your online exposure and generating more leads for your business with our SEM services.

Our strategies are designed to help you reach your specific goals, whether it's increasing brand awareness or driving more conversions.



OurService
360Digital Marketing

SMO Social Media Optimization

Our team of experts will help you develop social media strategies that resonate with your target audience and drive results. From crafting compelling posts and creating visually-stunning graphics, to managing social media activation, we'll help you achieve your goals.

And with a focus on analytics and data-driven decision-making, we'll continually refine our approach and measure the impact of our efforts.



OurService
360Digital Marketing

SMM Social Media Marketing

From Meta Ads to Tiktok Ads, we will help you to maximize social media advertising channels to build brand awareness, drive traffic, or generate leads. With powerful ad strategy and management, we'll bring you a new and effective way to advertise on social media.



OurService
360Digital Marketing

DisplayAds

Design and development to placement and optimization, we'll handle all aspects of your display advertising campaign. Our Ads Specialist will help you create eye-catching and engaging display ads that deliver results.



OurService
360Digital Marketing

AppDev

Don't let a lack of technical expertise hold you back. Partner with us and let us bring your app idea to life. From concept to launch, we'll be there every step of the way, delivering a truly unique and powerful app that will help you achieve your goals.

Whether you're looking to build an app for iOS, Android, or both, we've got you covered. With a focus on user experience, we'll work with you every step of the way to ensure that your app is not only functional, but also intuitive and easy to use. And with a commitment to staying up-to-date with the latest technologies, we'll make sure your app is built with the latest tools and techniques, ensuring that it performs well and delivers the results you're looking for.



OurService
360Digital Marketing

App Search Opt. ✨ & Search Marketing

We understand that there's a lot of competition in the app market, which is why we use a data-driven approach to help you get ahead. With a focus on continuous improvement, we use analytics and data to measure the impact of our efforts and refine our approach over time.

Whether you're looking to increase your app's ranking in App store and Play Store, drive more downloads, or reach a new audience, we've got you covered.



OurService
360Digital Marketing

Content Marketing & Press Release

Attract and engage your target audience with our content marketing service. We partner with most of the largest online news portals in Indonesia. We also help distribute your contents to our community for local media and bloggers to reach specific audiences.

From announcing a new product launch, or simply sharing company news, our press release service also could help you to generate media coverage. We'll work with you to understand your goals and objectives, and craft a press release that delivers the results you're looking for.



OurService
360Digital Marketing

KOL Campaign

Our KOLs are handpicked for their industry knowledge, social media following, and authenticity, ensuring that your message is delivered in a way that resonates with your target audience. They will collaborate with you to create high-quality content that aligns with your brand values and speaks to your target market.



OurService
360Digital Marketing

Buzzer Campaign

We bring together a community of highly influential and energetic “buzzers” who are passionate about your brand and eager to spread the word. Our buzzers have a large and engaged following, making them the perfect ambassadors for your brand.

By harnessing the power of social media, our buzzers will create a buzz around your brand, generating interest and excitement among their followers, and encouraging them to share your message with their network.



Our Other
Business



Poppang

Korean Idol Snack

Poppang is the new player in F&B market in Jakarta. This cafe is selling Korean most popular snacks and street foods, with a new twist and concept. Poppang's first store is located in the most sophisticated and right in the heart of the business district in Jakarta, **ASHTA District 8 @ SCBD**. Today, Poppang has opened **2 new stores in Grand Metropolitan Mall Bekasi, and Lippo Mall Puri Indah, West Jakarta**.





Poppang

Korean Idol Snack

In 2023, Poppang will open **11 new stores** totalling up to 13 stores in 5 cities in Indonesia. In 2024, Poppang will open for franchising and aiming to expand its business reaching 50 outlets in Indonesia. **In 2025, Poppang is aiming to open a total of 100 outlets.**



For more information please visit our social media at [instagram.com/poppang.id](https://www.instagram.com/poppang.id)

Hotdeal

**We believe that future of commerce
lays within shoppable video**

Hotdeal will use Cashtree's channels,
all networks and services to boost and
optimize campaign for awareness until
performance.



hotdeal



Main features

- **Hotpoint**, is a reward for users that can be used for shopping.
- **Rejeki Nomplok**, is a promotional feature that provides an opportunity to get 100% cashback of product price.
- Video Review
- Competitive Price
- Exclusive Products
- **Referral Feature**, is a reward for user after inviting a new user

Q32022

Commercial
Launch

Q42022

Selected
Merchant 20+
Number of SKU 600+
73K users

Q42023

Selected
Merchant 500+
Number of SKU 15k+
500K+ users

For more information, please visit www.hotdeal.id

What'sNext

Cashtree Token : **The Gate of Crypto Adoption in Indonesia & The World**

Starting in 2022, Cashtree is building the ecosystem to step into the new world of cryptocurrency and blockchain technology, bringing more valuable benefits for the users, and emphasizing on transparency and trust for the advertisers.

The Cashtree Token Project is a solution that Cashtree offers to support transparency in campaign performance for clients, provide incentives that have economic value that can support the needs of Cashtree users and the community, and support the adoption of crypto and blockchain technology in Indonesia.



What'sNext

CashtreeBusiness Ecosystem

Cashtree Business Ecosystem is a blockchain-based digital ecosystem where Cashtree is the driving axis for various entities and business units within the ecosystem. The main focus of Customer & User-Centric, Cashtree Ecosystem will redefine the meaning of an entertainment platform where Cashtree Token will take a very important role as the Utility Token.

The Cashtree Ecosystem will be filled with various complementary entities, including reward & entertainment platforms, video commerce, F&B (cafes), Blockchain Games, DeFi, Social Platforms, and a variety of future developments.



ThankYou

The image features a vibrant pink background with a dark blue curved shape at the bottom. On the left, there are stylized human figures in dark blue and purple, with a white wavy line above them. On the right, there are more stylized human figures in dark blue and purple, with a white wavy line above them. The text "ThankYou" is centered in the pink area.