

Grab Marketing Services (“GMS”) -- Frequently Asked Questions (FAQ)

What is the 100% Grab Ads Buy campaign?

- The 100% Grab Ads Buy campaign focuses on reach and creating mass brand awareness amongst your prospective online and offline consumers via Search Ads and Power Banner
- This programme’s budget allocation is on an outlet level basis as follows:-
 - RM500 per outlet - Search Ranking Boosters
 - RM800 per outlet - Search Ranking Boosters AND Power Banner

What is the duration of the 100% Grab Ads Buy campaign?

- The campaign will start on the 10th of the month to the 9th of the following month. The campaign would be effective for the months that you pre-selected through the campaign form and indicated in the agreement.
- To opt-out, removals will not be made in the middle of each running campaign. The cancellation will ONLY take effect on the following month i.e. A cancellation submitted on 15 March 2023 will only take effect for the campaign starting 10 April 2023.
- The minimum campaign duration is ONE month and businesses will be required to sign up before the 25th of every month to participate for the campaign starting 10th of next month.

How will I be charged for the 100% Grab Ads Buy campaign?

- For 100% Ads Buy campaign, we will be deducting the cost from your budget based on the amount incurred during the program. The 100% Ads buy package will be auto-deducted monthly after the campaign is completed.

How do I pay for the 100% Grab Ads Buy campaign?

- We will perform payment deduction from your account within 5 to 7 business days after you receive the Grab Marketing Services report. The payment amount will be divided equally across the number of participating outlets.
- **For example:**
Budget utilized: RM500 per outlet
Number of participating outlets: 1
Payment deduction per outlet: $RM500 / 1 = RM500$

Will the 100% Grab Ads Buy campaign exceed my budget?

If you have selected a budget through the sign up form, we will input your maximum budget and stop the campaign participation for that month if the budget has reached the limit.

Can I select which store to join the 100% Grab Ads Buy campaign?

Yes you can. Share all the info (store name as per the Grab app) to us and we will execute accordingly. Kindly take note if the stores are under different SSM, the reporting will be different.

What is the Grab Performance Booster (“GPB”) campaign?

- The Grab Performance Booster campaign focuses on on-platform conversions with the aim of optimizing your voucher spending to achieve greater sales for your marketing spend via Free Delivery and Spot Offers (Flash Deals)

What is the duration of the Grab Performance Booster campaign?

- The campaign will start on the 10th of the month to the 9th of the following month. The campaign would be effective for the months that you pre-selected through the campaign form and indicated in the agreement.
- To opt-out, removals will not be made in the middle of each running campaign. The cancellation will ONLY take effect on the following month i.e. A cancellation submitted on 15 August 2022 will only take effect for the campaign starting 10 September 2022.
- The minimum campaign duration is ONE month and businesses will be required to sign up before the 25th of every month to participate for the campaign starting 10th of next month.

How will I be charged for Grab Performance Booster the campaign?

- For Grab Performance Booster, campaign is charged based on number of completed orders.
- In addition to fully funding the promo vouchers, participating merchant partners will be required to pay Grab a RM0.60 success fee for every successful Performance Booster order achieved.
- The promo voucher cost will be auto-deducted on an order level while the success fee cost will be auto-deducted on a monthly basis within 14 business days post campaign end date.

How do I pay for the Grab Performance Booster campaign?

- The promo voucher amount will be auto-deducted on an order level basis while the success fee for each completed promo orders will be auto-deducted on a monthly after the campaign is completed.
- **For example:**
Promo voucher utilized: RM5 per order (Instant deduction on order level)
Success fee deductions: RM0.60 success fee per order x 20 promo orders =RM12 (Amount to be deducted on lump sum basis after campaign ended)

Why is it recommended to not set a promo voucher limit to achieve the best results?

Our campaign’s main goal is to drive more on platform sales for your business (by providing to you exclusive visibility on our tiles and widgets as well as radius boost benefits) while at the same time optimize your promo spending via our smart promo targeting. You will only be charged on the successful conversions with no upfront commitment charges required.

There is a minimum order value mechanism in place to protect and ensure that each promo spent will generate at least 3x in sales in return. More promo spent would essentially meant more sales in return.

If I have set a promo voucher limit for the Grab Performance Booster campaign, will it exceed my budget?

If you have selected a voucher limit through the sign up form, we will input your maximum budget and stop the campaign participation for that month once the budget has reached the limit.

Note: Your selected voucher limit is excluding of the success fee. If you opt in through the Grab Merchant App, you will not be able to select your budget limit and you will need to sign up via our Google Form to input a limit.

What would be my estimated total marketing spending (promo values + success fee)?

The success fee component is estimated to be ~11% of your total promo voucher limit or promo spending. Please refer table below for a simple demonstration of your total payable spending for the campaign.

Metrics (SAMPLE)		
Promo limit cap per outlet	1,000.00	3,000.00
Estimated promo orders per outlet	195	586
Success fee per order (RM)	0.60	0.60
Estimated success fee (RM)	117.00	351.60
Total payable per outlet per month	1,117.00	3,351.60

Can I select which store to join the campaign?

Yes you can. Share all the info (store name as per the Grab app) to us and we will execute accordingly. Kindly take note if the stores are under different SSM, the reporting will be different.

When am I going to receive the Grab Performance Booster and 100% Ads Buy campaign reports?

Each cycle starts on the 10th of every month and ends on the 9th the following month. You will receive the GMS report to your registered email on Grab within 7 business days after each cycle ends.

Can I join both Grab Performance Booster and 100% Grab Ads Buy campaigns?

Yes, you can. Both campaigns serve different purposes:

- GPB = Focuses on conversion and sales
- 100% Ads = Focuses on reach and brand awareness

Where can I submit my queries if I need further explanation on the campaigns?

You can submit your queries [here](#). In the [Description], please write “Subject: Grab Marketing Services”, then proceed to submit your queries.