GrabMerchant Self-Serve Handbook

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Marketing Manager Tool

Introduction

New to Grab?
Let's Grow Together!

We're here to support your success! Grab offers easy-to-use tools to help grow your business seamlessly.

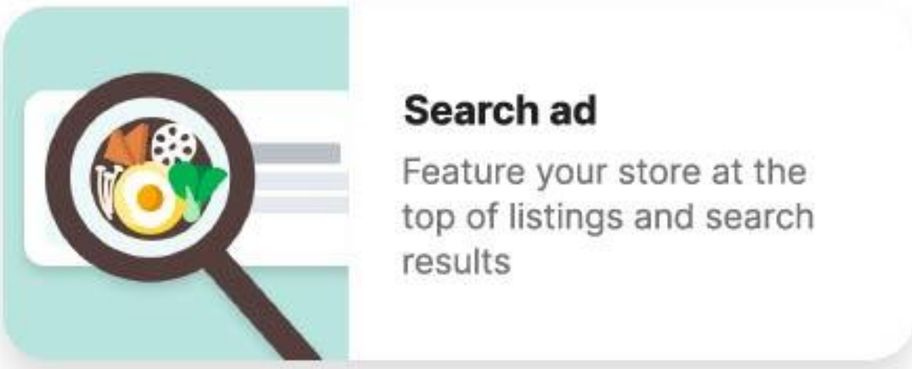
1. Download the **Grab Merchant app**
2. Access **Marketing Manager** under the '**Marketing**' tile of the app.

Got the Grab Merchant App? Unlock your business potential today!
Once you've gotten the Grab Merchant App, boost your quality score by enhancing your profile—better scores mean better performance and more customers.

Maximise your impact with these steps:

Merchant Profile Score	Merchant Quality Score
Logo & Hero Logo	Safety
Profile Photo	Quality
Opening Hours	Customer rating
Numbers of Menu Item	Cancellations
Menu Item Photo and Description	Order Preparation
Item Prep-time information	

Tools you can use to drive sales

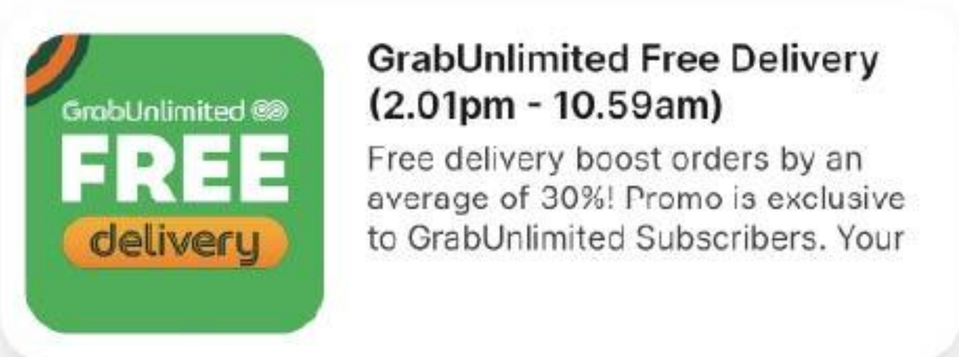


Ads

Reach more customers with targeted advertising.

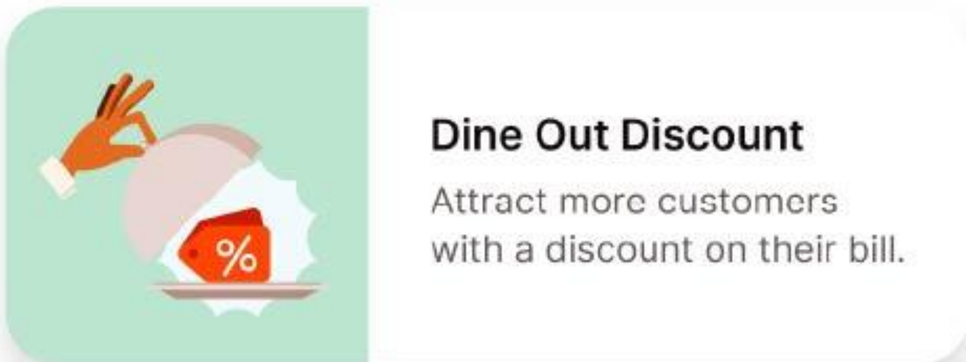
Promos

Create irresistible deals to attract customers.



Spotlight Campaigns

Get featured and boost your visibility.



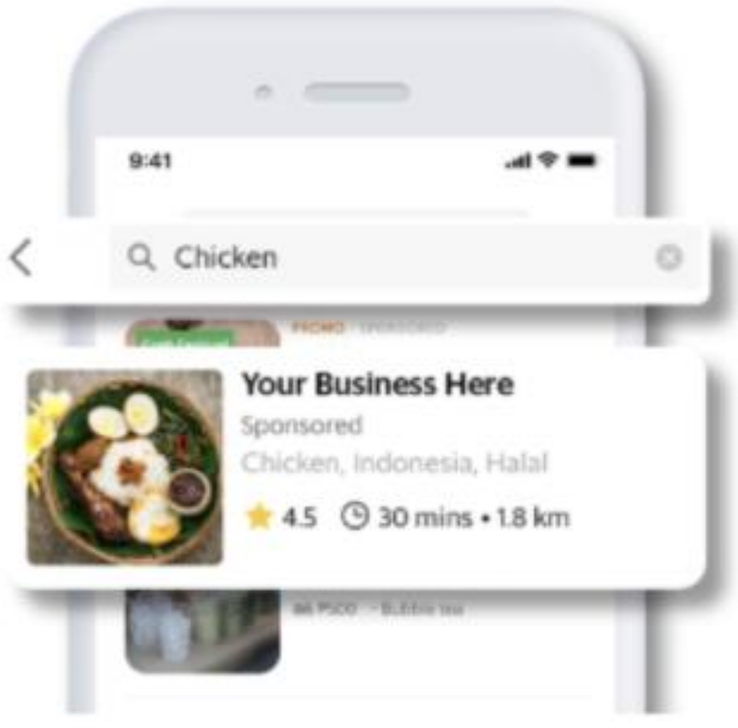
Dine Out Deals

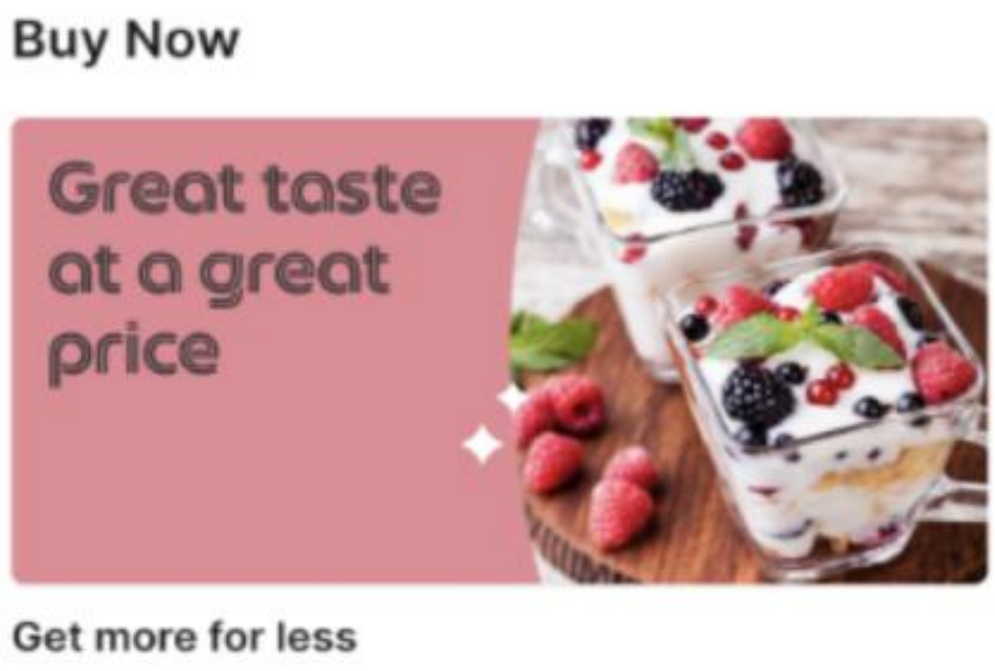
Get more customers to dine at your store.

Ads

Ads

Boost your visibility and shine on Grab's homepage and top search results. There are two types of Ads:

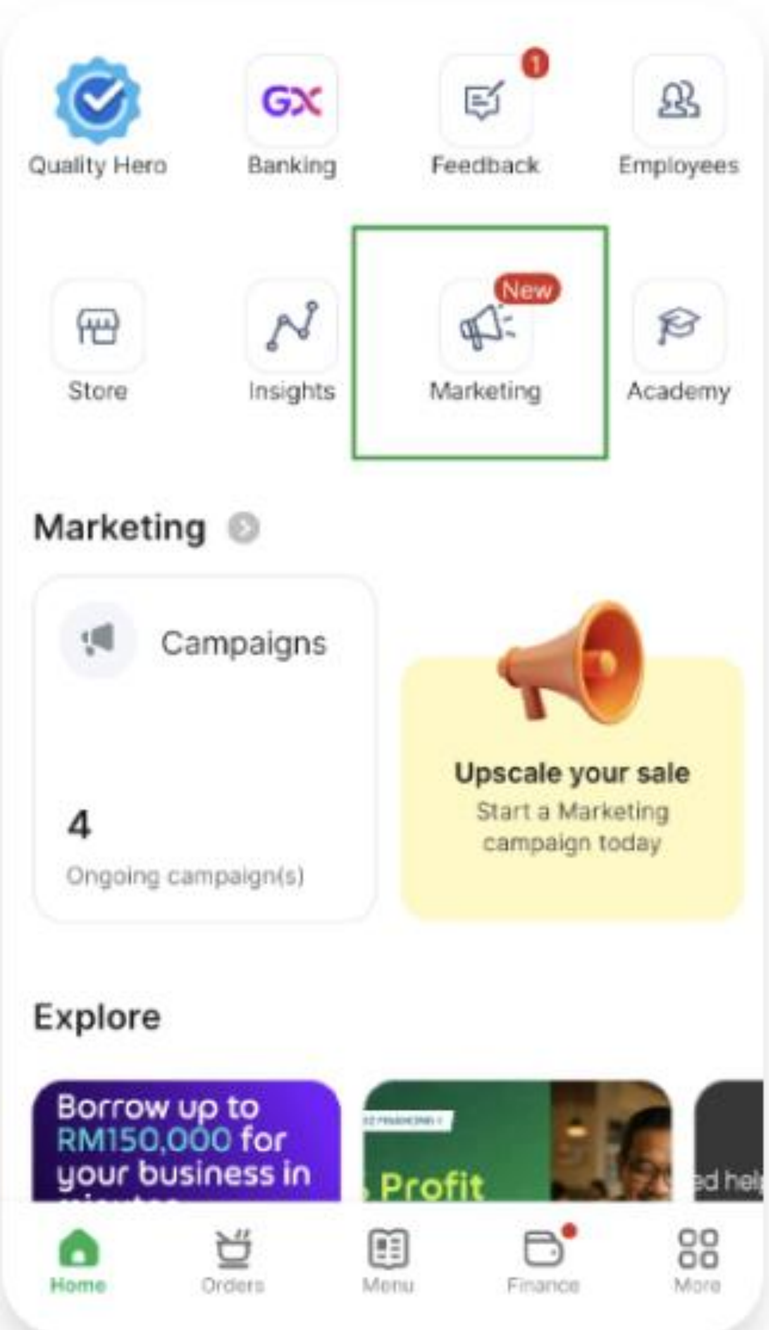




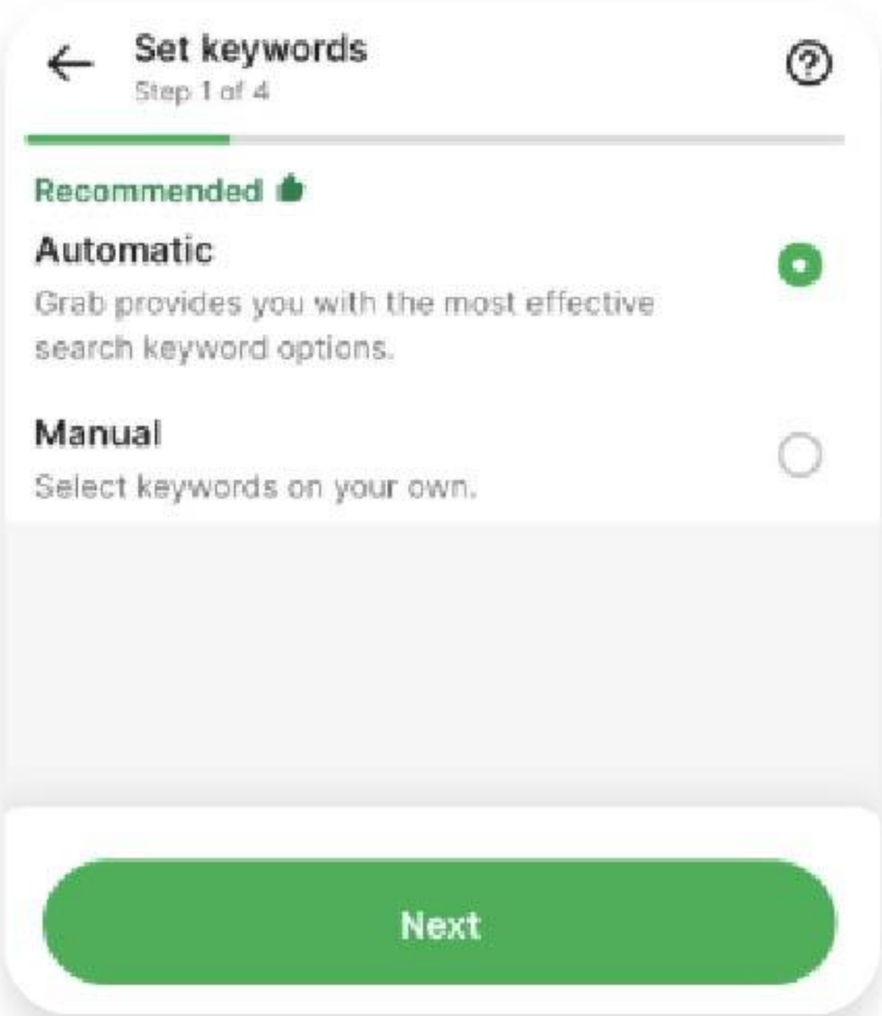
Search Ads
Grab attention with top searches for your cuisine or keywords.

Image Ads
Showcase your brand on Grab's homepage to drive demand!

To start creating ads, simply tap on the 'Marketing' tile on your app then select 'Search ad' or 'Image ad'

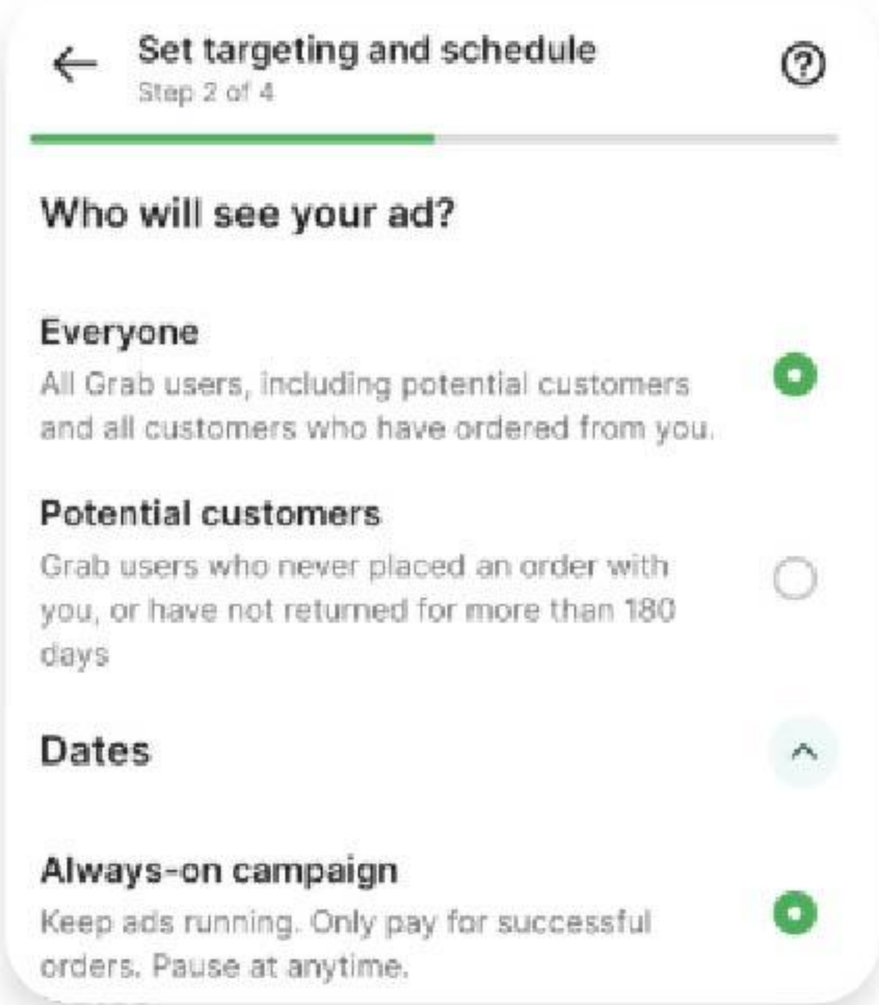


Creating Search Ads



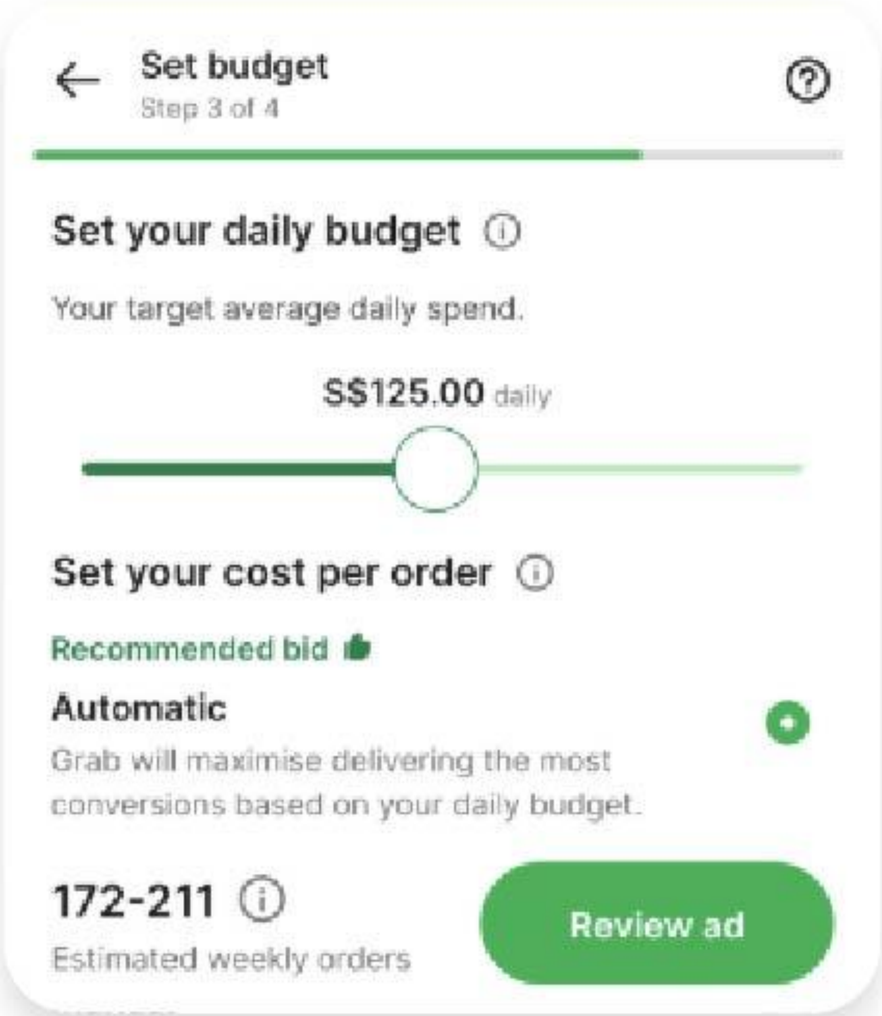
Step 1:

Pick 'Automatic' or 'Manual' Keywords (up to 20).



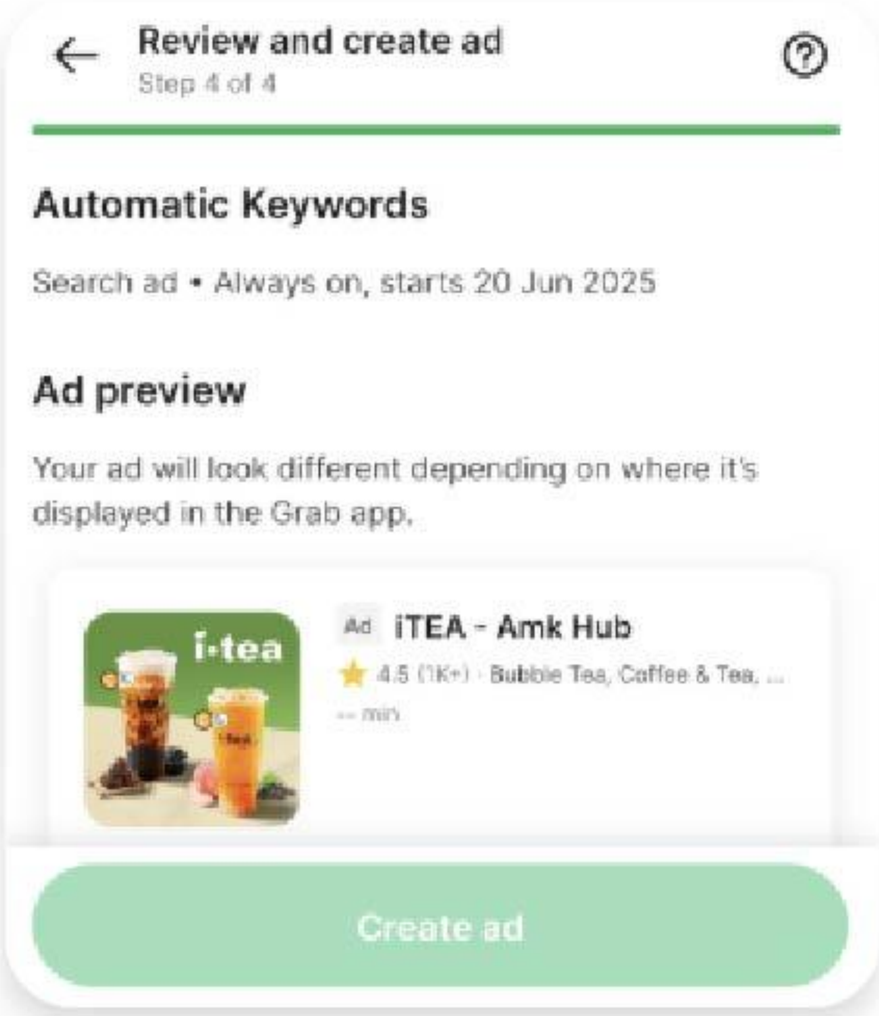
Step 2:

Set your audience and campaign duration.



Step 3:

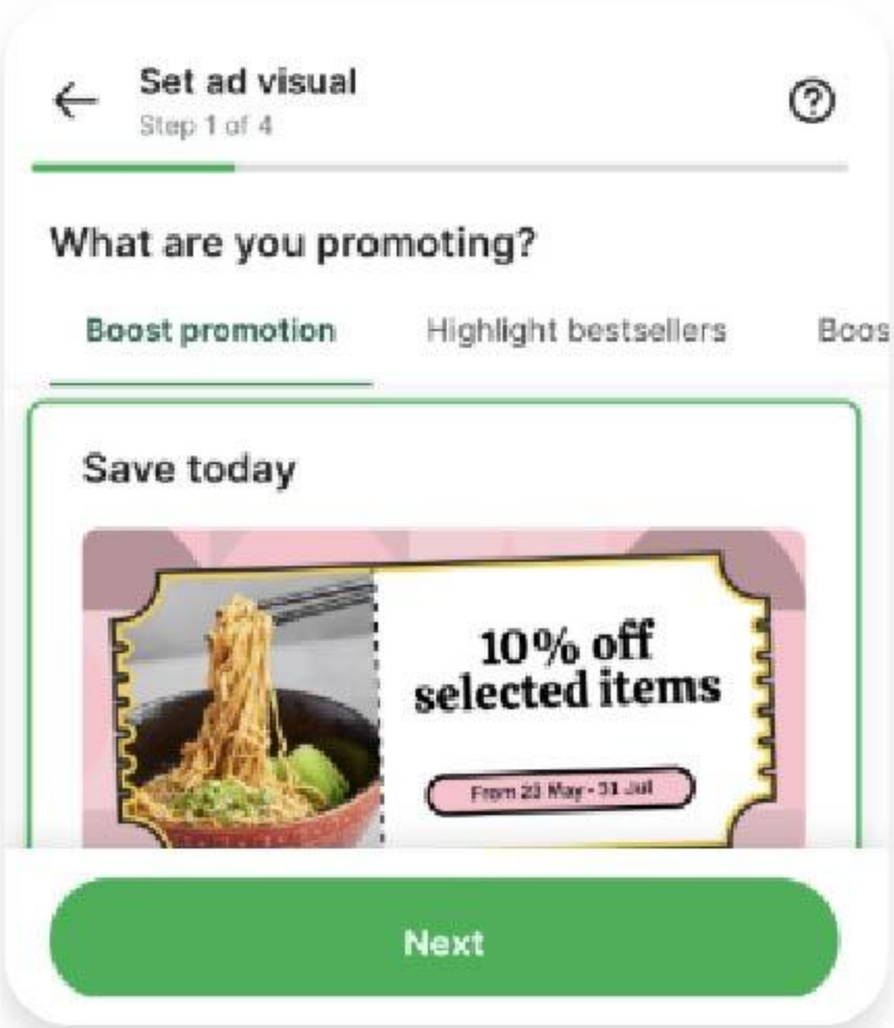
Adjust your budget and bid.



Step 4:

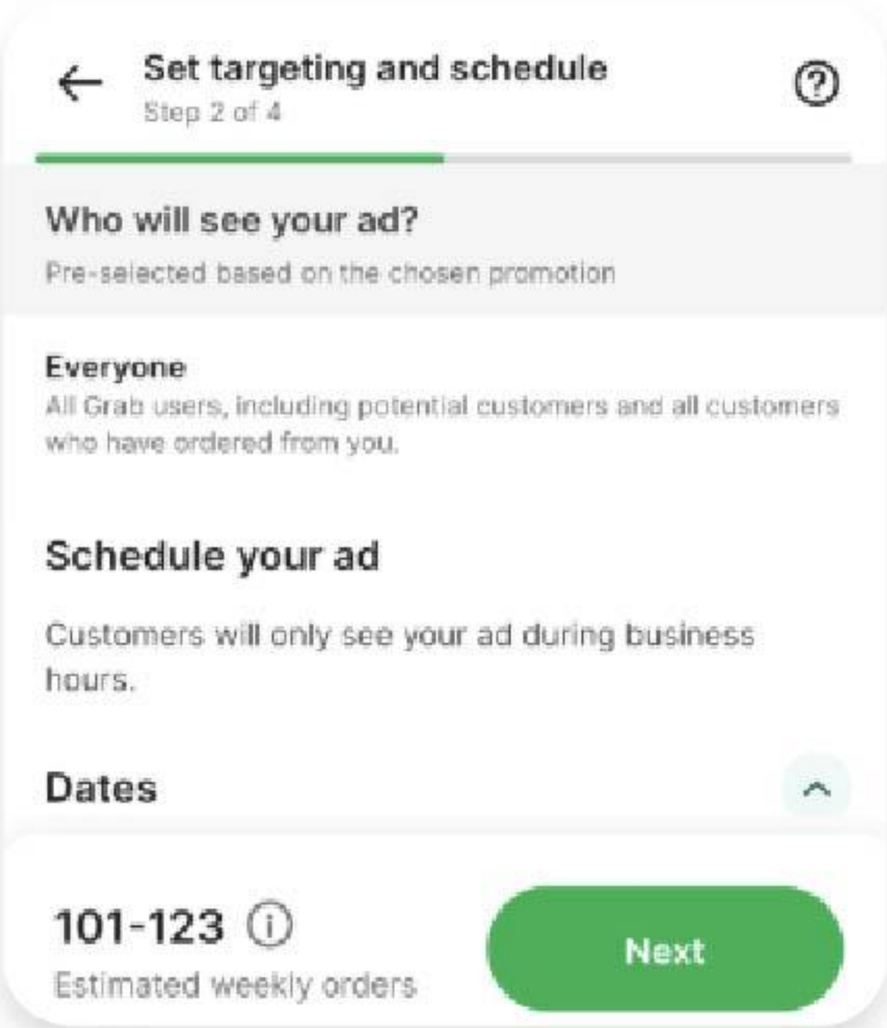
Hit 'Create Ad' and you're live!

Creating Image Ads (Promo)



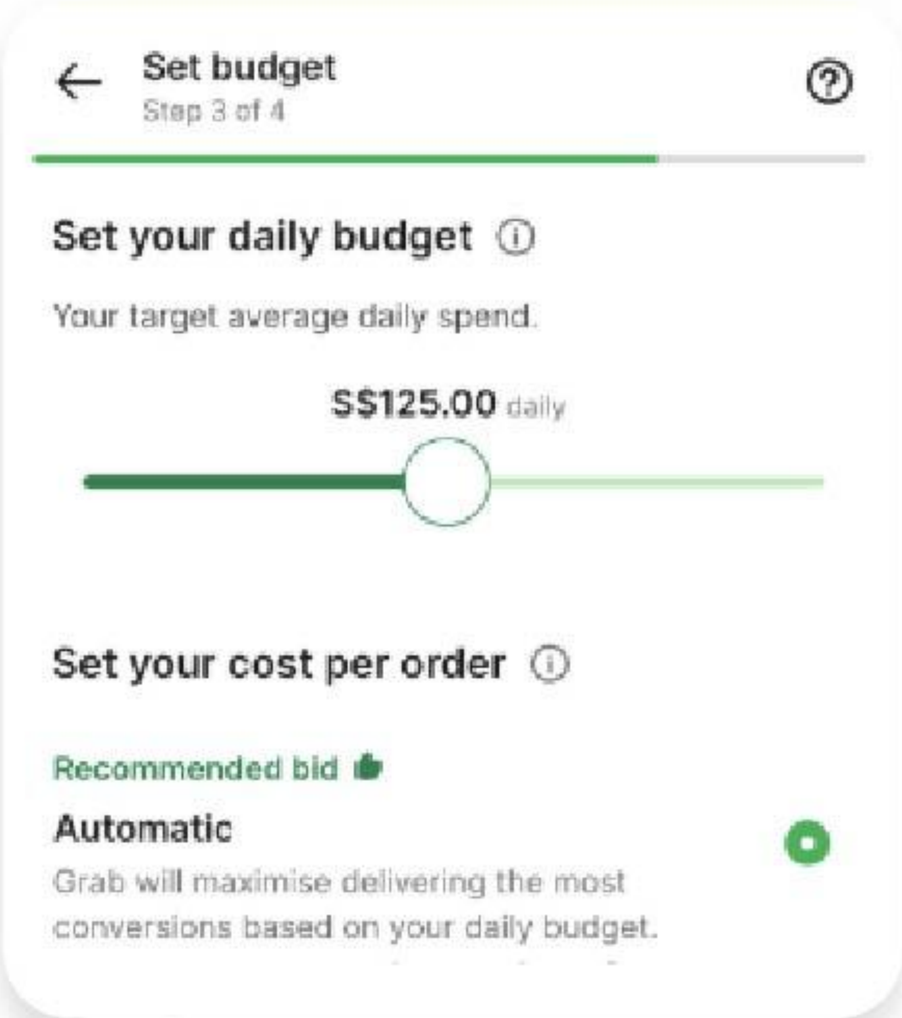
Step 1:

Select 'Promotion' to highlight your store's deals.



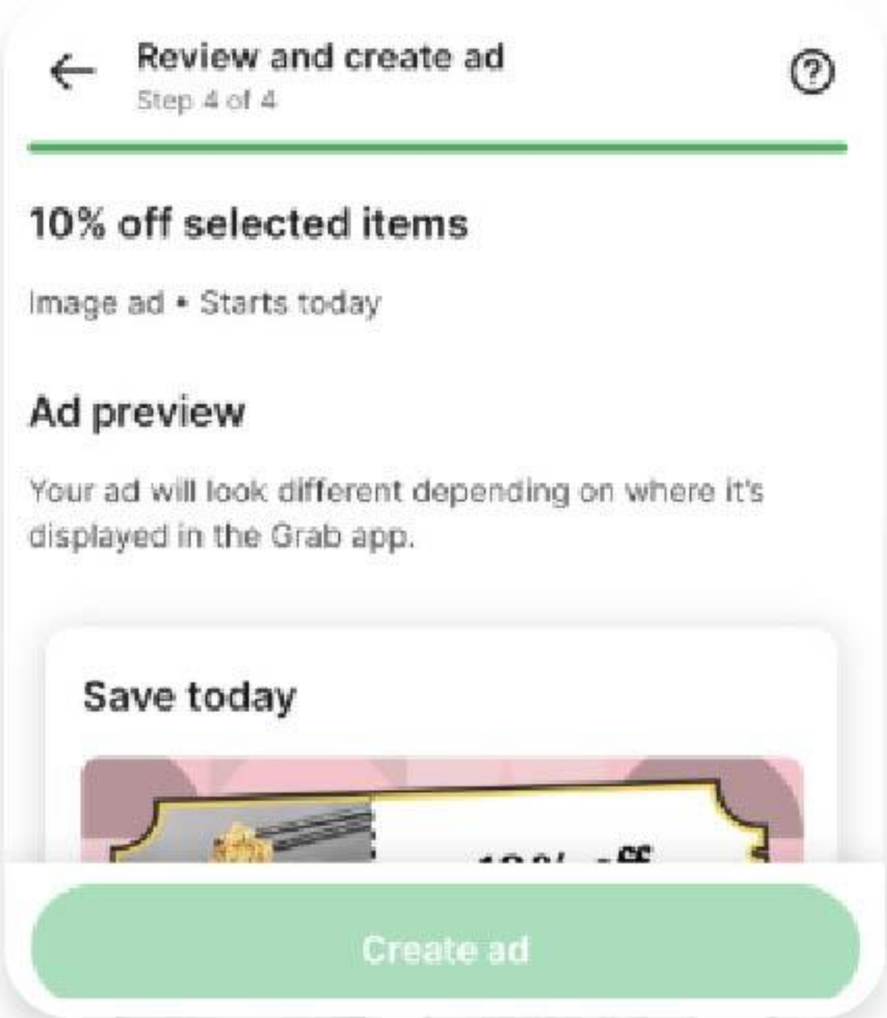
Step 2:

Audience targeting is auto-set for GrabFood users.



Step 3:

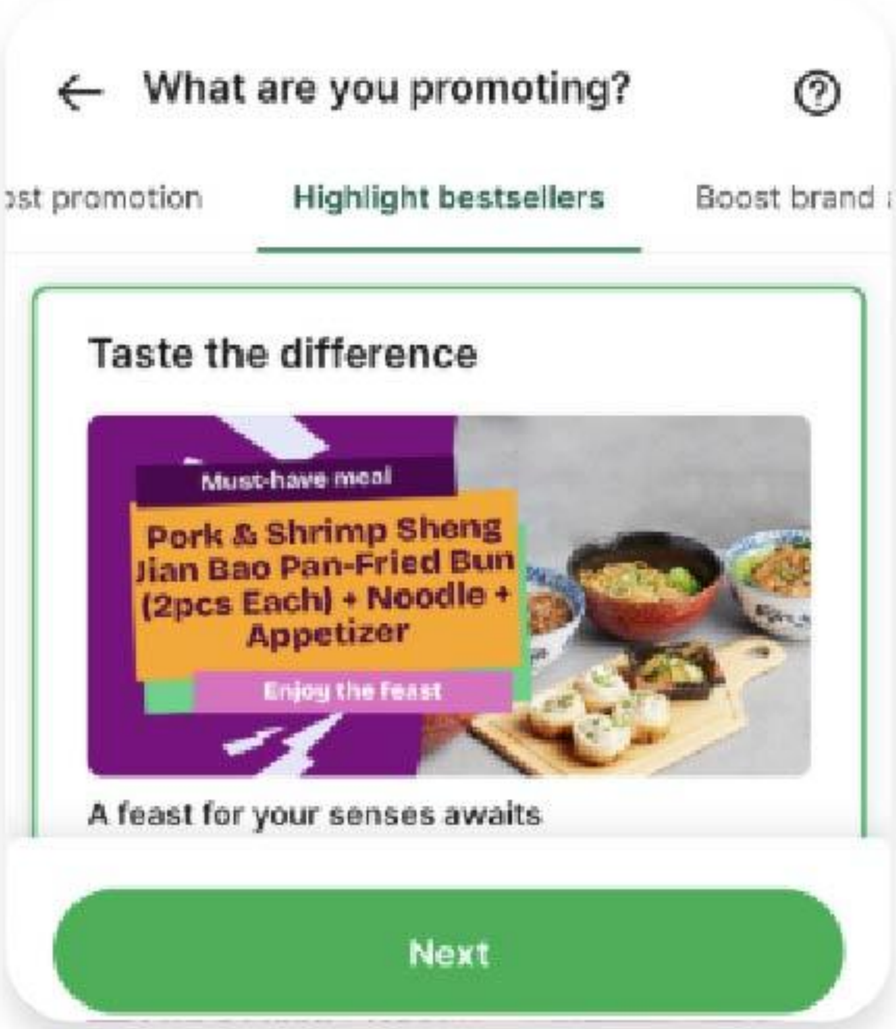
Adjust your budget and bid.

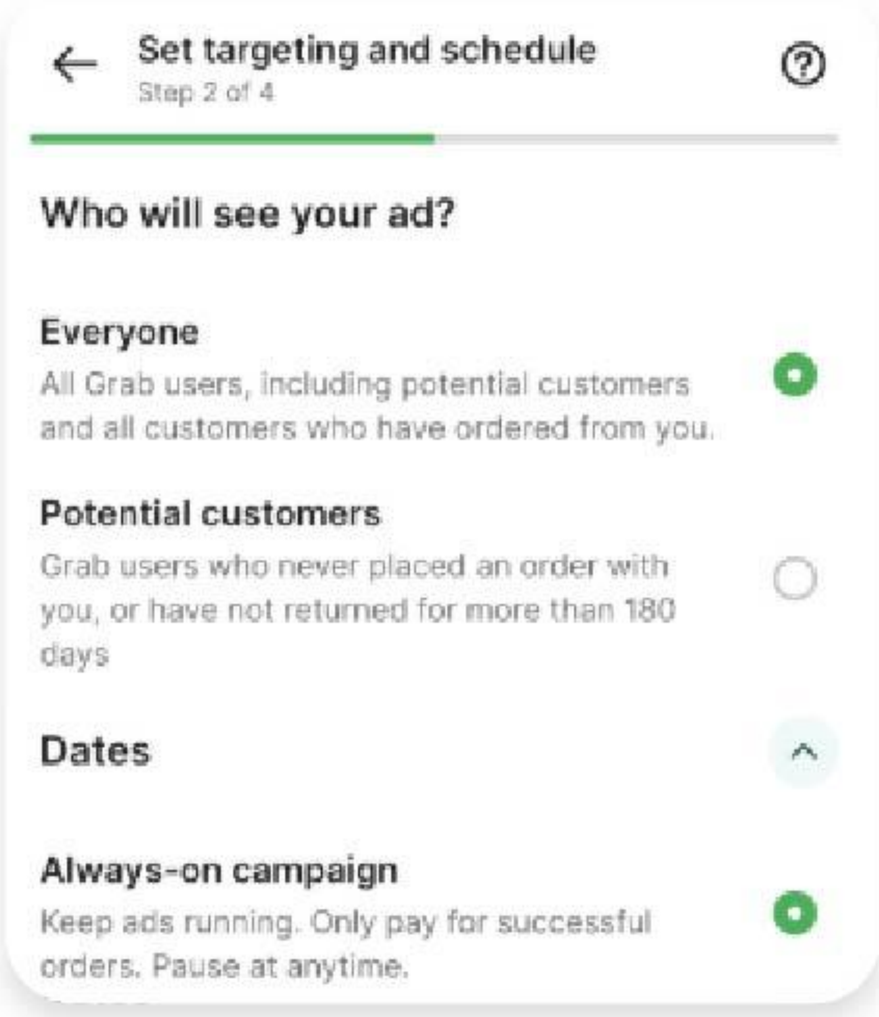


Step 4:

Hit 'Create Ad' and you're live!

Creating Image Ads (Message)



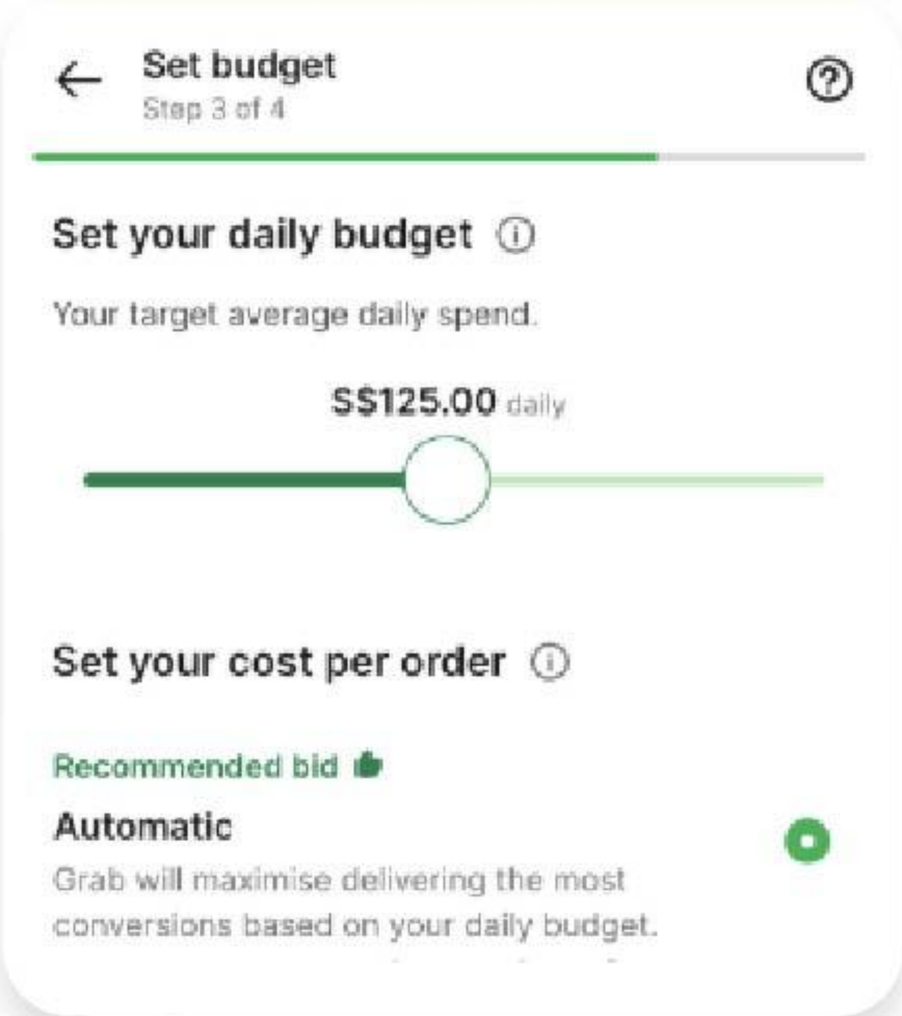


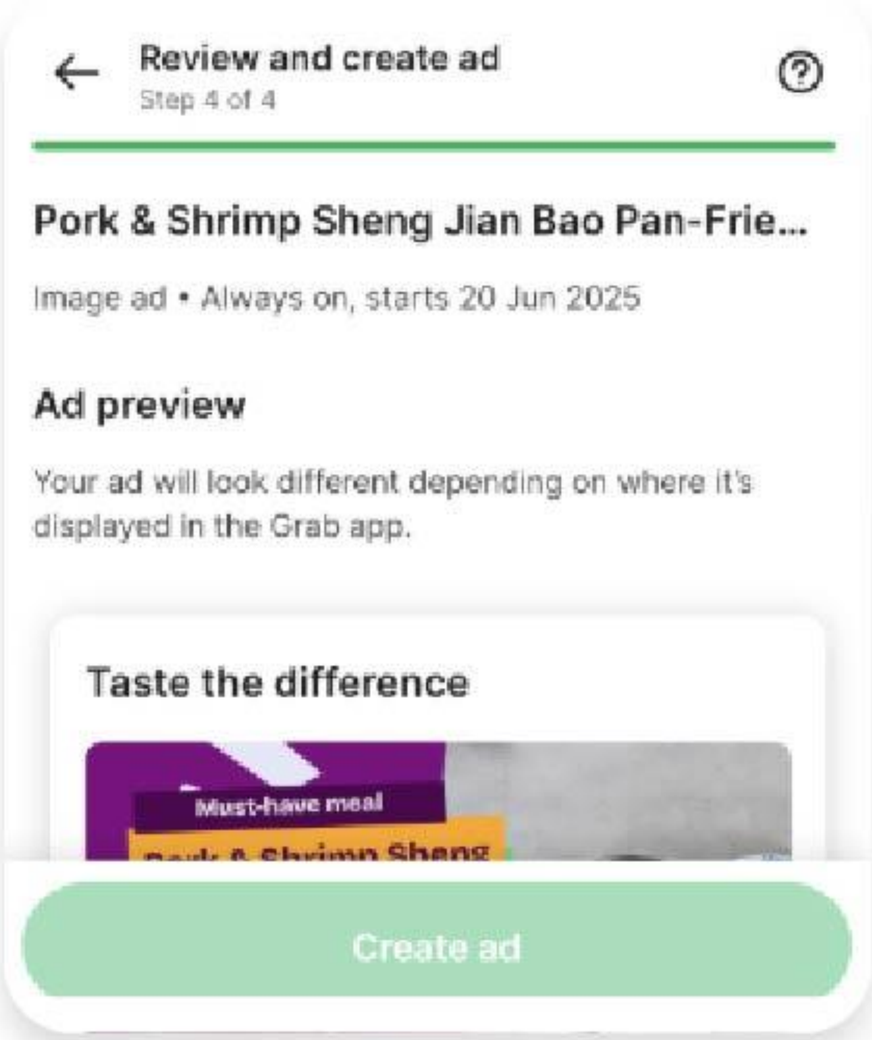
Step 1:

Pick your objective - Bestsellers, Brand Awareness or Promotions.

Step 2:

Set your audience and campaign duration.





Step 3:

Adjust your budget and bid.

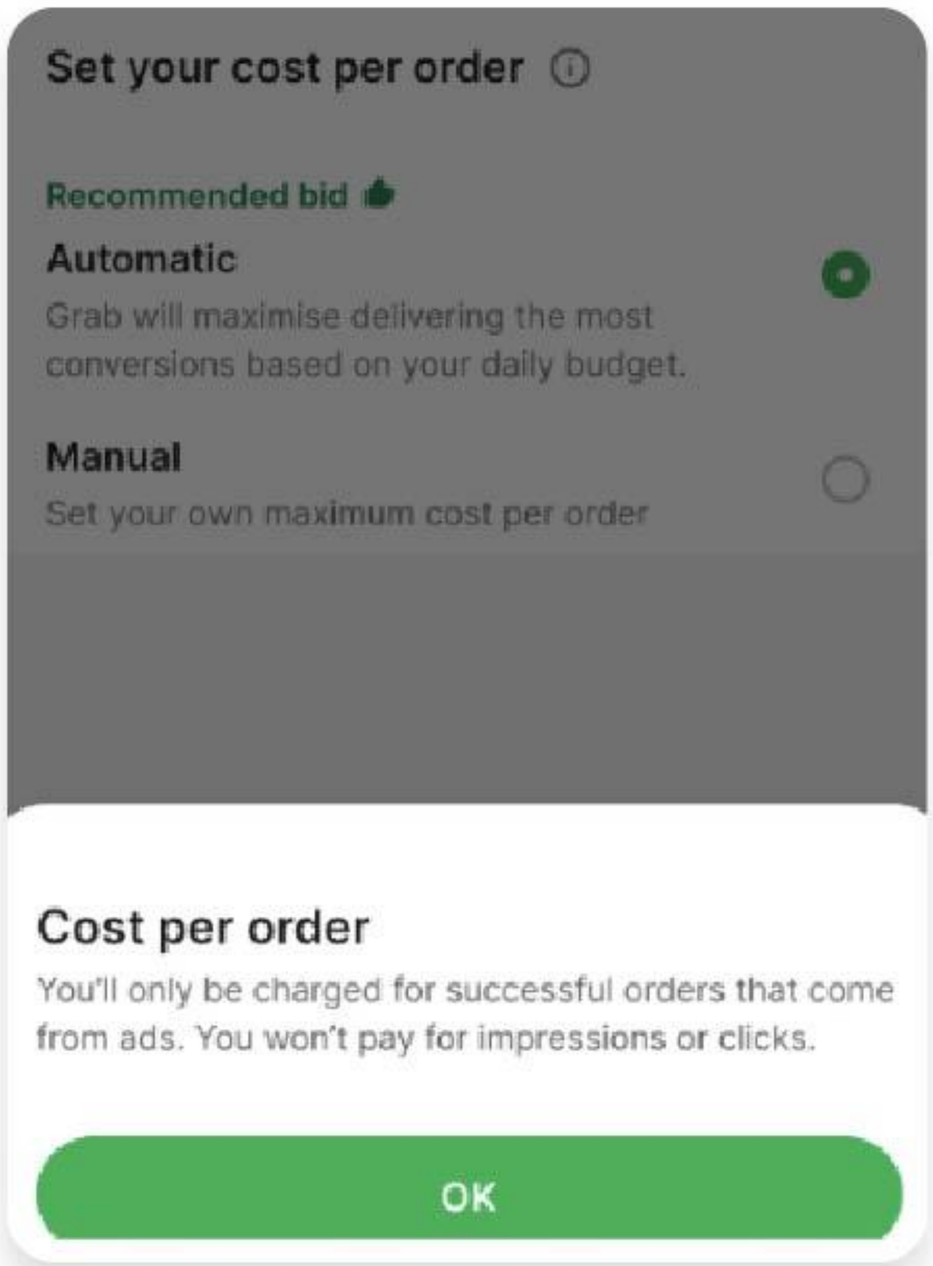
Step 4:

Hit 'Create Ad' and you're live!

How am I charged?

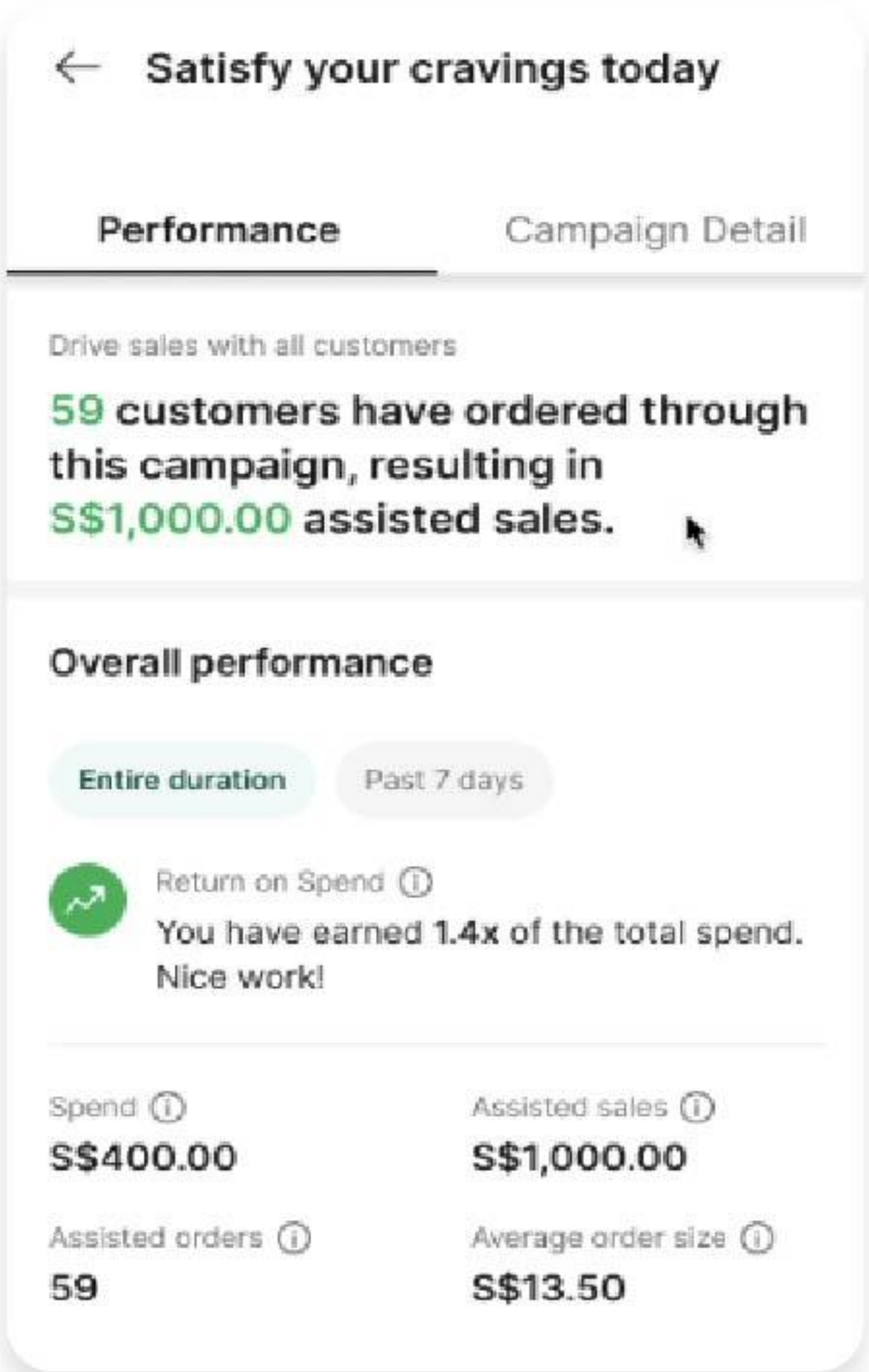
Cost-Per-Order: Pay only for results!

- Free exposure until an order is placed
- No charges for cancelled or unallocated orders
- Track the returns on your marketing effortlessly!



Track your campaign performance with ease!

Get automated reports via the merchant app and check the "Insights" section for a quick, clear summary of your ad's results —simple and hassle-free!



Want Better Ad Results? Let's Level Up!

Ads are great, but optimisation is the real game-changer! Fine-tune your settings to improve delivery, boost performance, and drive more sales.

Key Terms to Know:

- **Ads Delivery**: How efficiently your budget is spent.
- **Ads Performance:** Metrics like assisted sales,orders and average order value.

Learn how to optimse your Search and Image Ads:

Search Ads

1. Fix Under-Delivery:

- Switch to Automatic Keywords for smarter targeting.
- Increase your bid for better visibility.
- Target all users for maximum reach.

2. For Manual Keyword Fans:

- Pause low performing keywords
- Keep your menu list updated for better keyword relevancy

Image Ads

1. Fix Under-Delivery:

- Raise your bid for better visibility.
- Target all users for maximum reach.

2. Reduce Creative Fatigue

- Update your banner design every 2-4 weeks to keep it fresh.

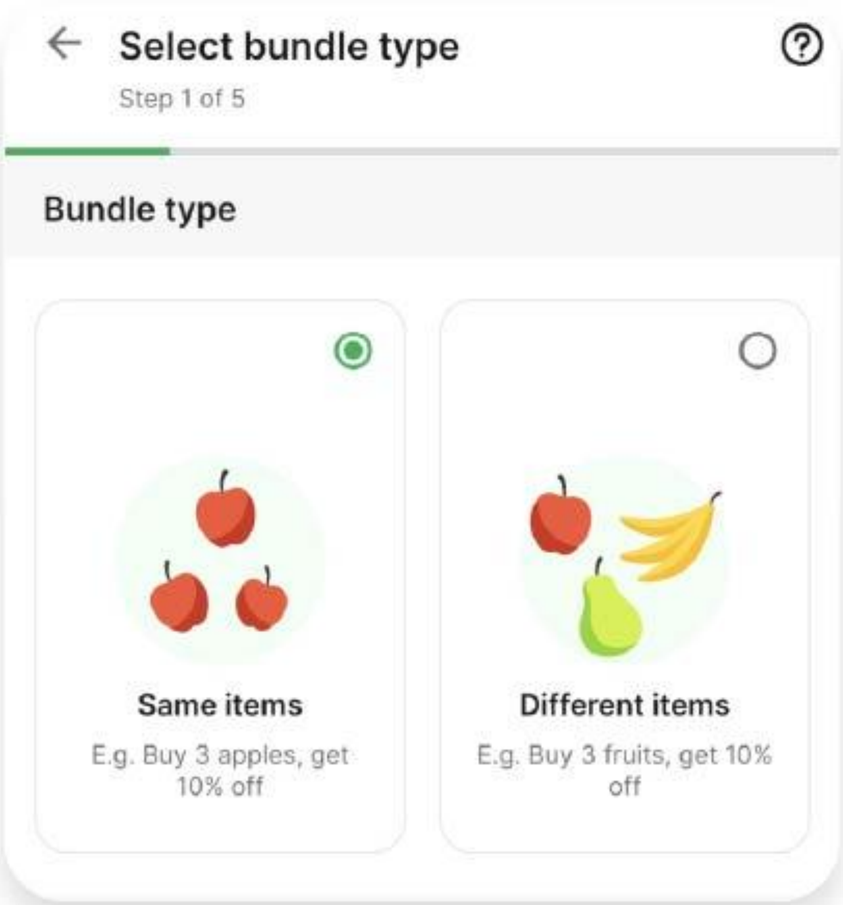
Promos

Promos

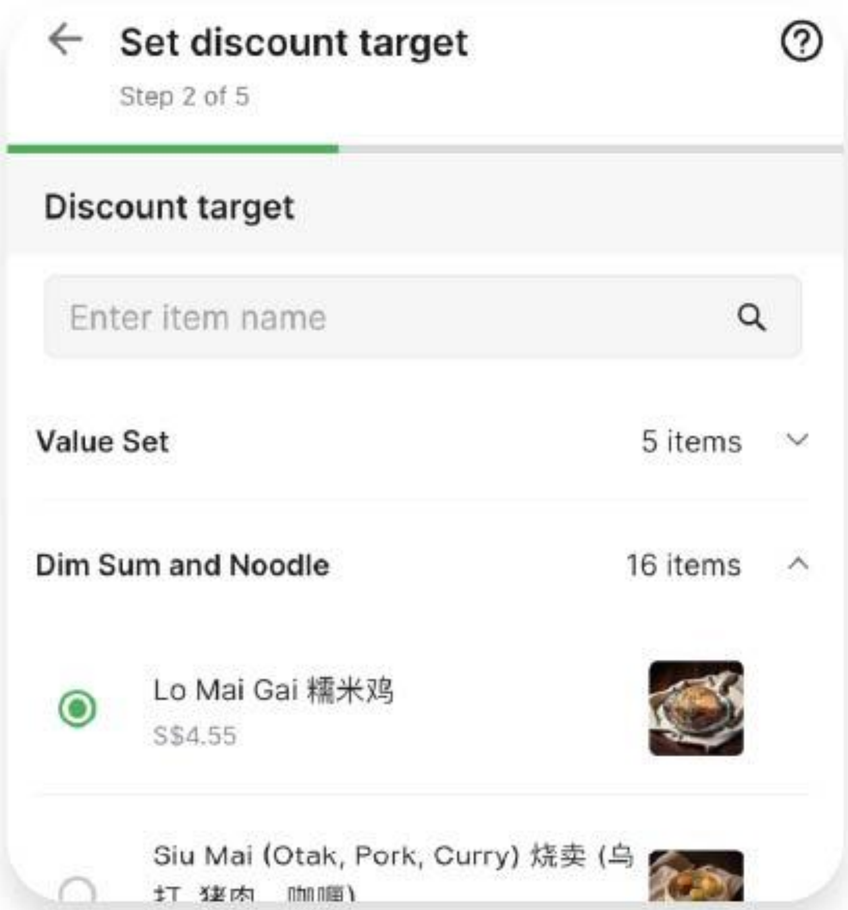
Exciting deals spark instant buzz and encourage more orders—simple, effective, and great for business!

Five Promo Types to Amp Up Your Business:

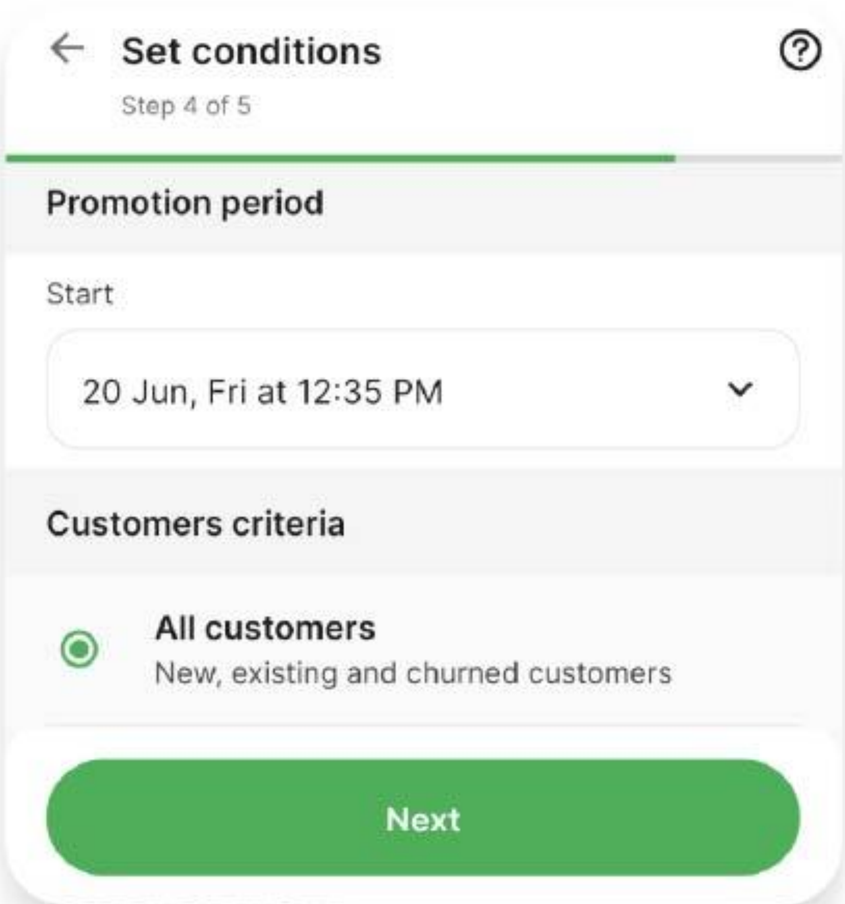
1. **Bundle Discount**
   Bundle items together to increase your store's sales.



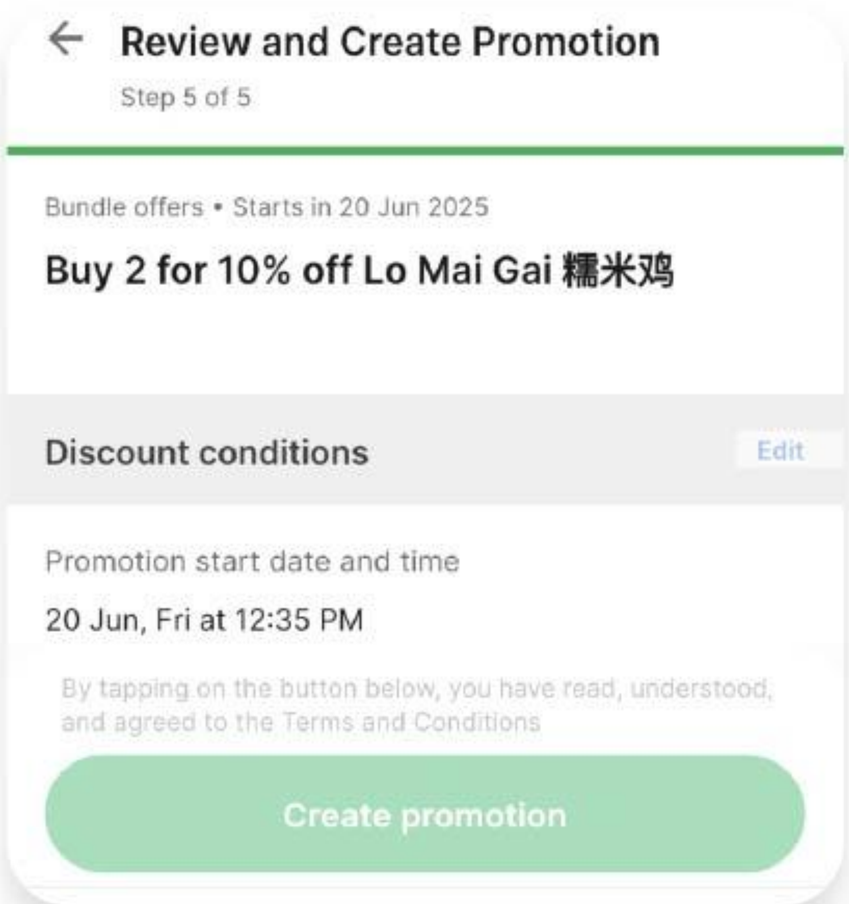
Step 1:
Choose your bundle type - either same items or mix items.



Step 2:
Pick the items to be included in the bundle.



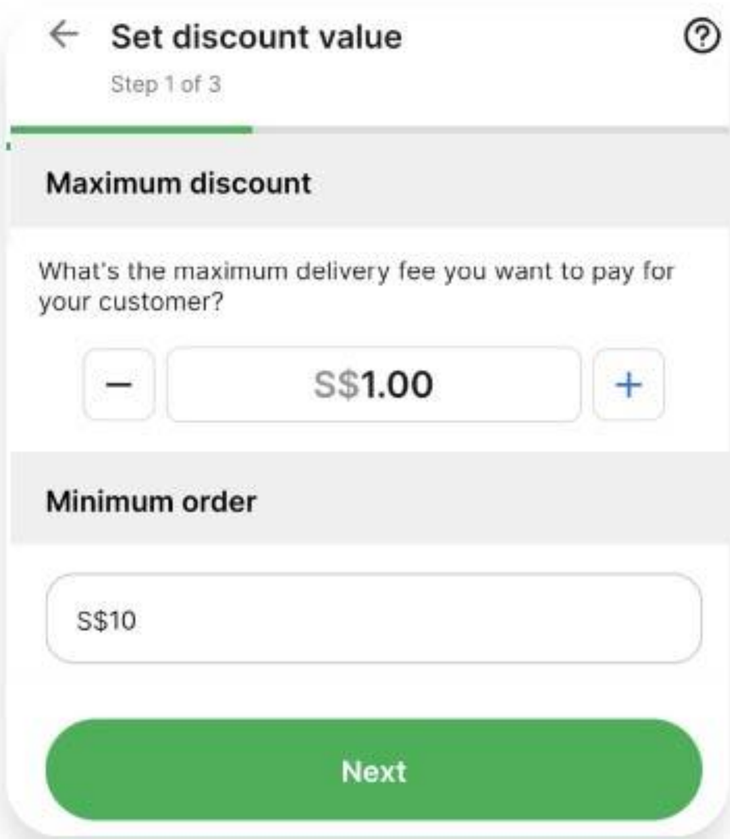
Step 3:
Set the conditions of the promo.

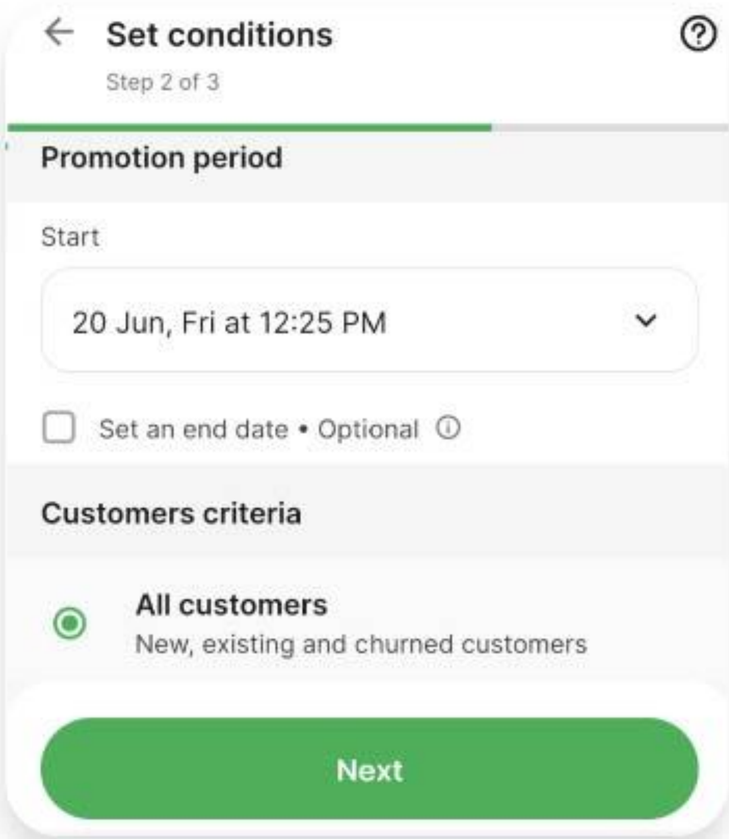


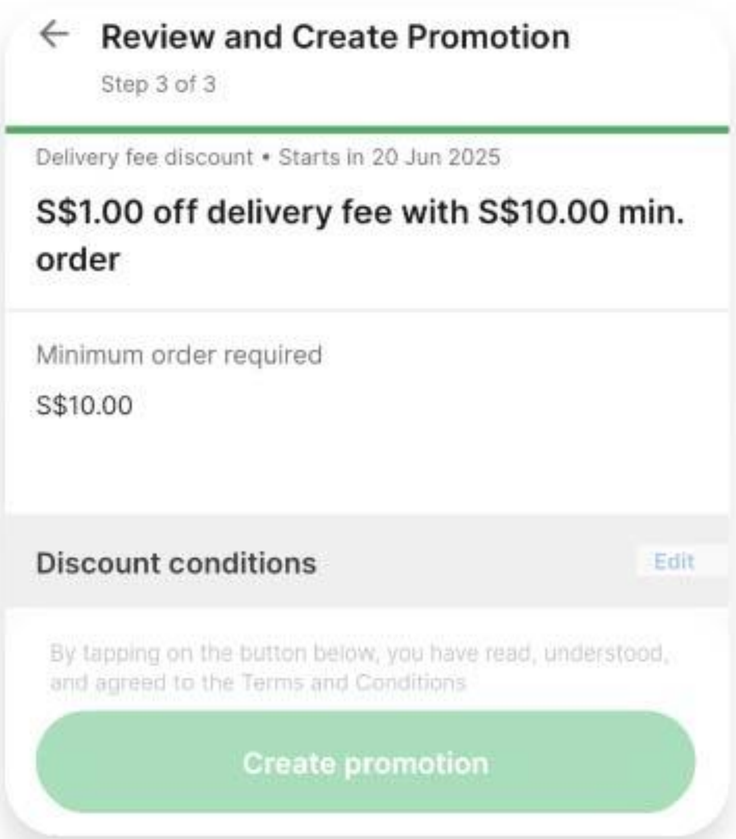
Step 4:
Hit 'Create promotion' and let the discount roll!

2 Delivery Fee Discount

Offer reduced delivery fees for customer orders that meet a minimum value.







Step 1:
Set the maximum value and minimum order amount

Step 2:
Set the conditions of the promo.

Step 3:
Hit 'Create promotion' and let the discount roll!

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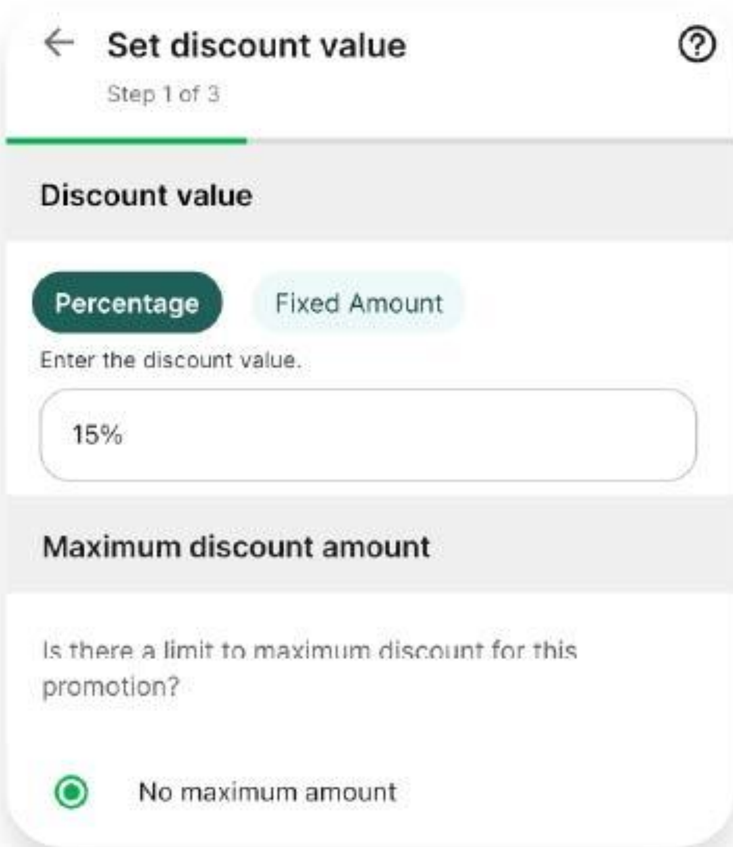
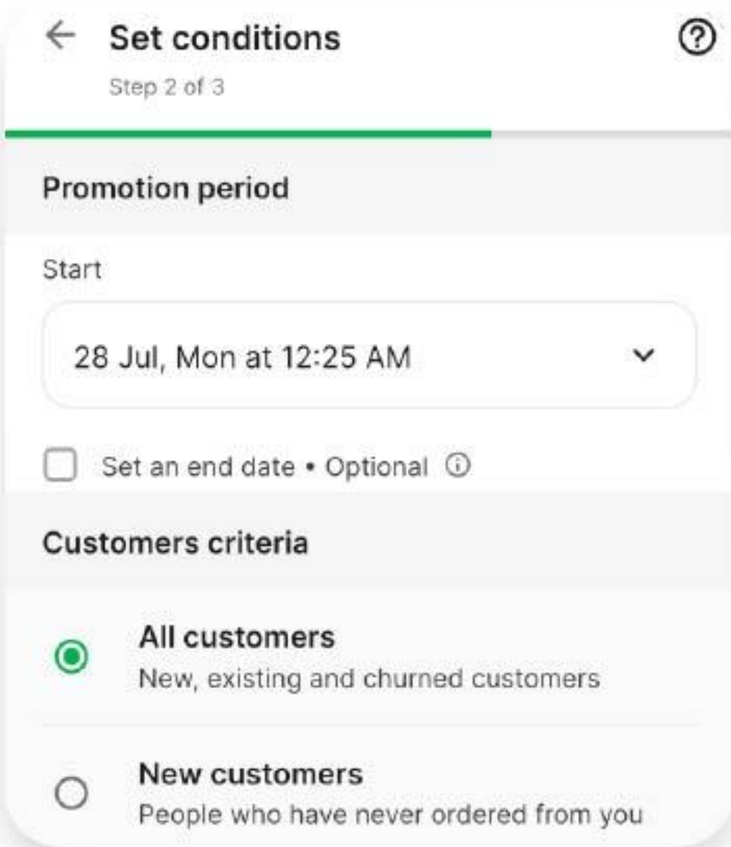
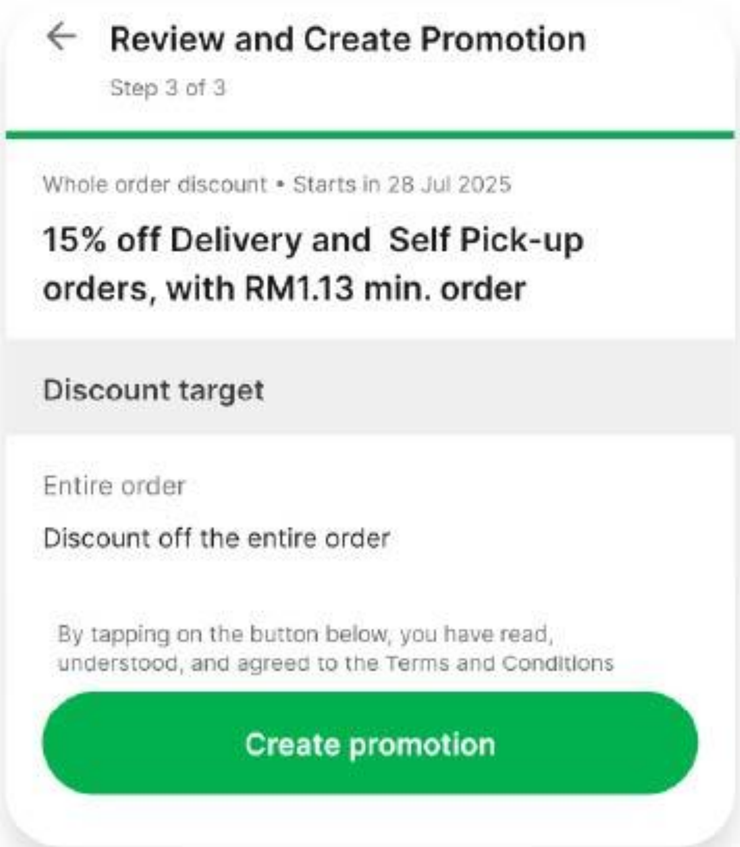
3 Whole Order Discount

Give a percentage or fixed discount when customer orders hit a minimum value.







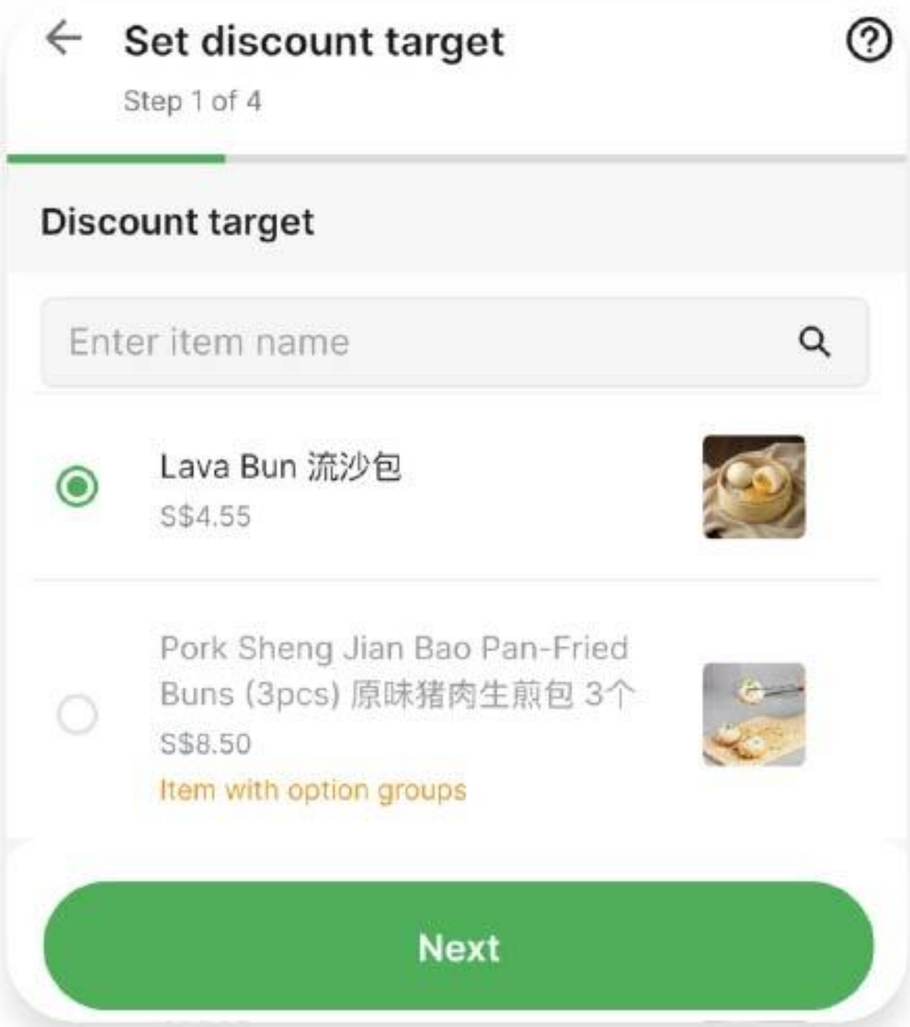
Step 1:
Choose Percentage or Fixed Amount, and set order minimums and maximums.

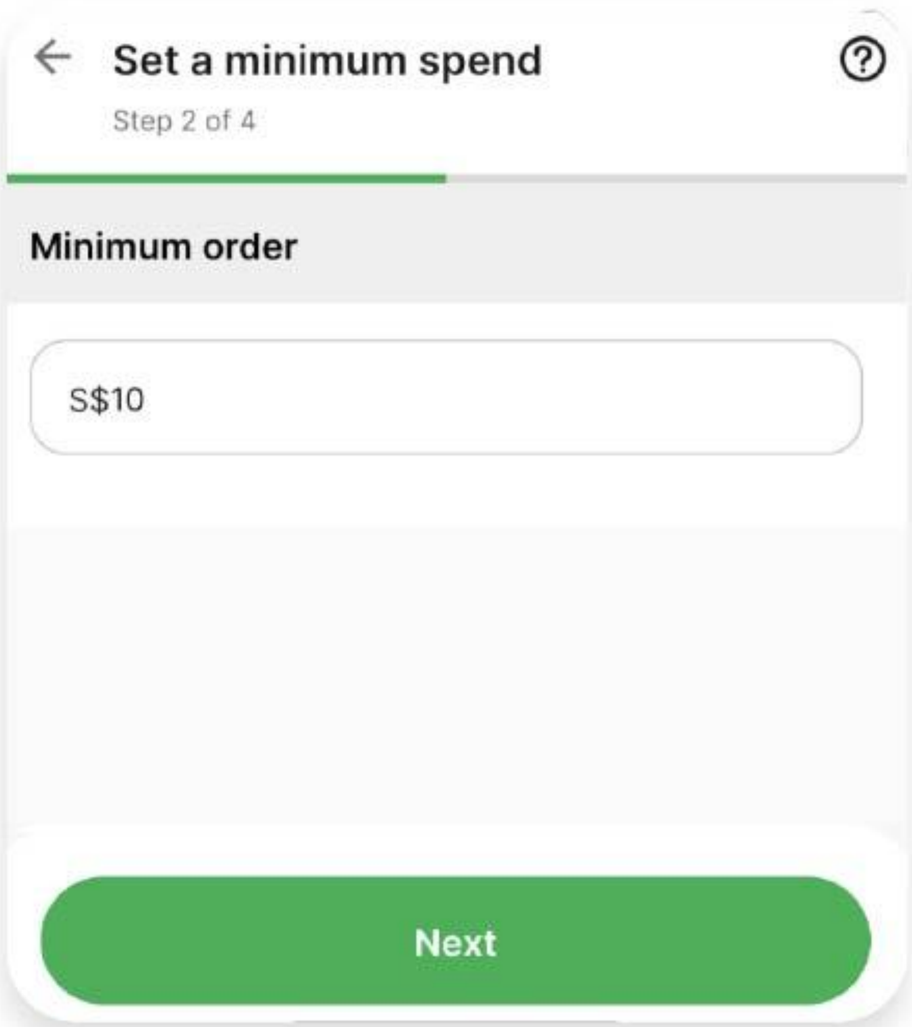
Step 2:
Set the conditions of the promo.

Step 3:
Hit 'Create promotion' and let the discount roll!

4 Free Item

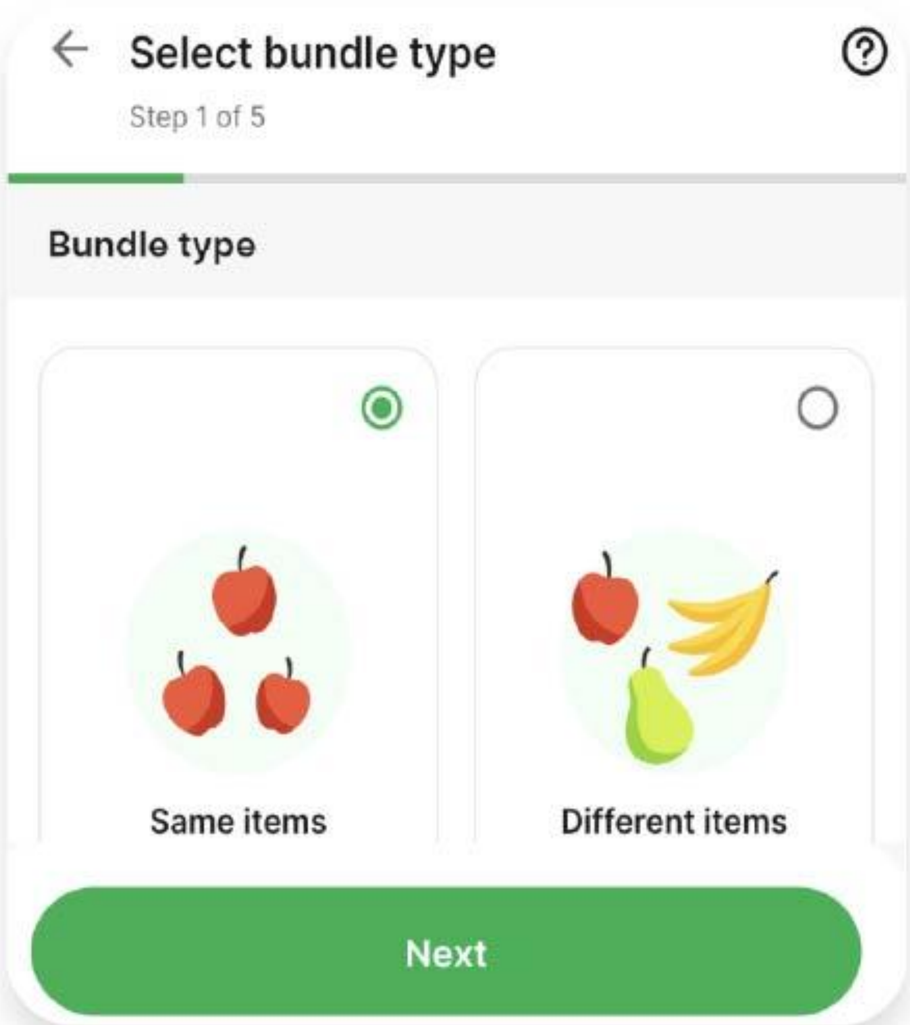
Offer free items to customers.

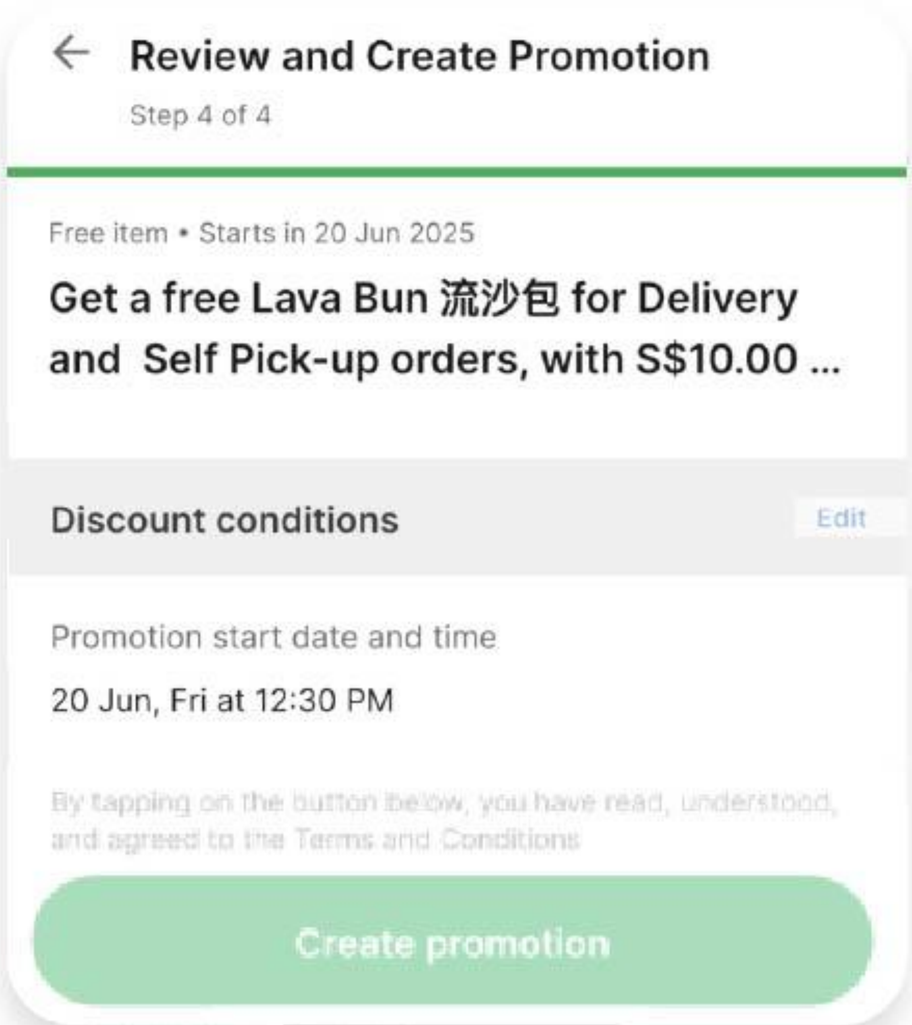




Step 1:
Select a menu item to give for free.

Step 2:
Set a minimum order value for the freebie.



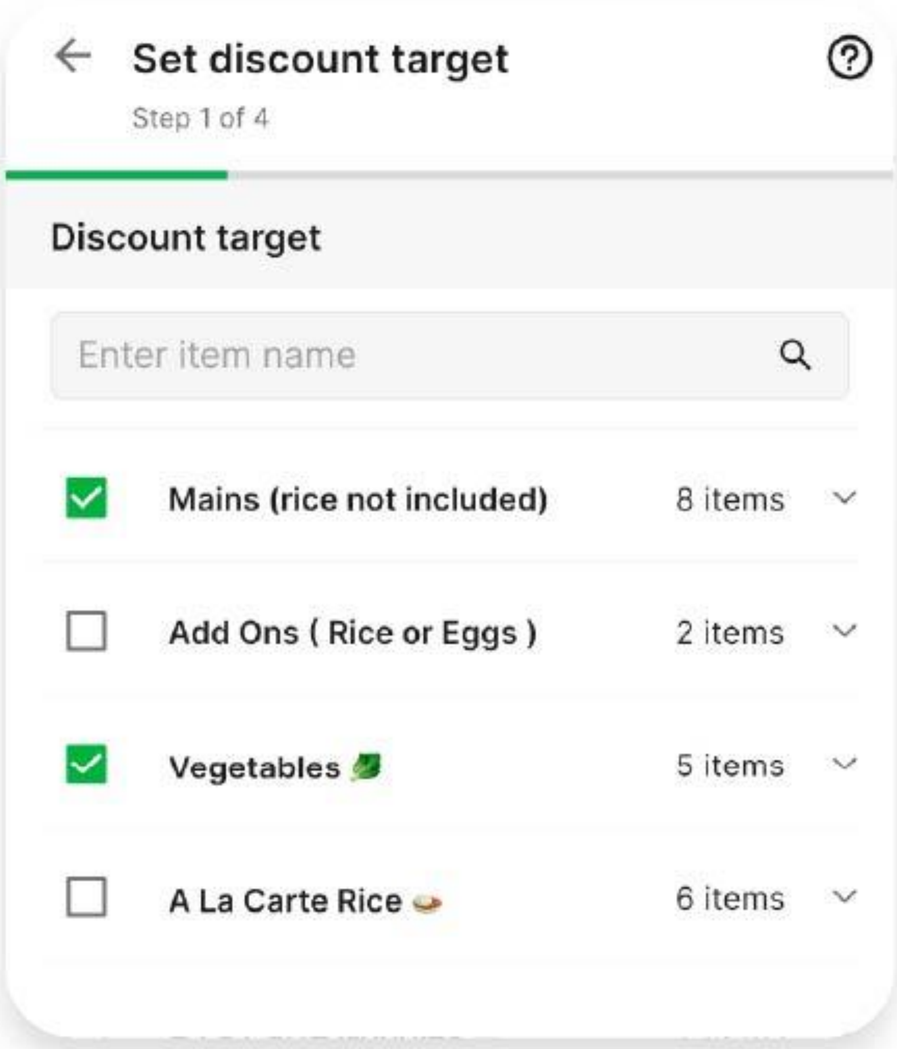


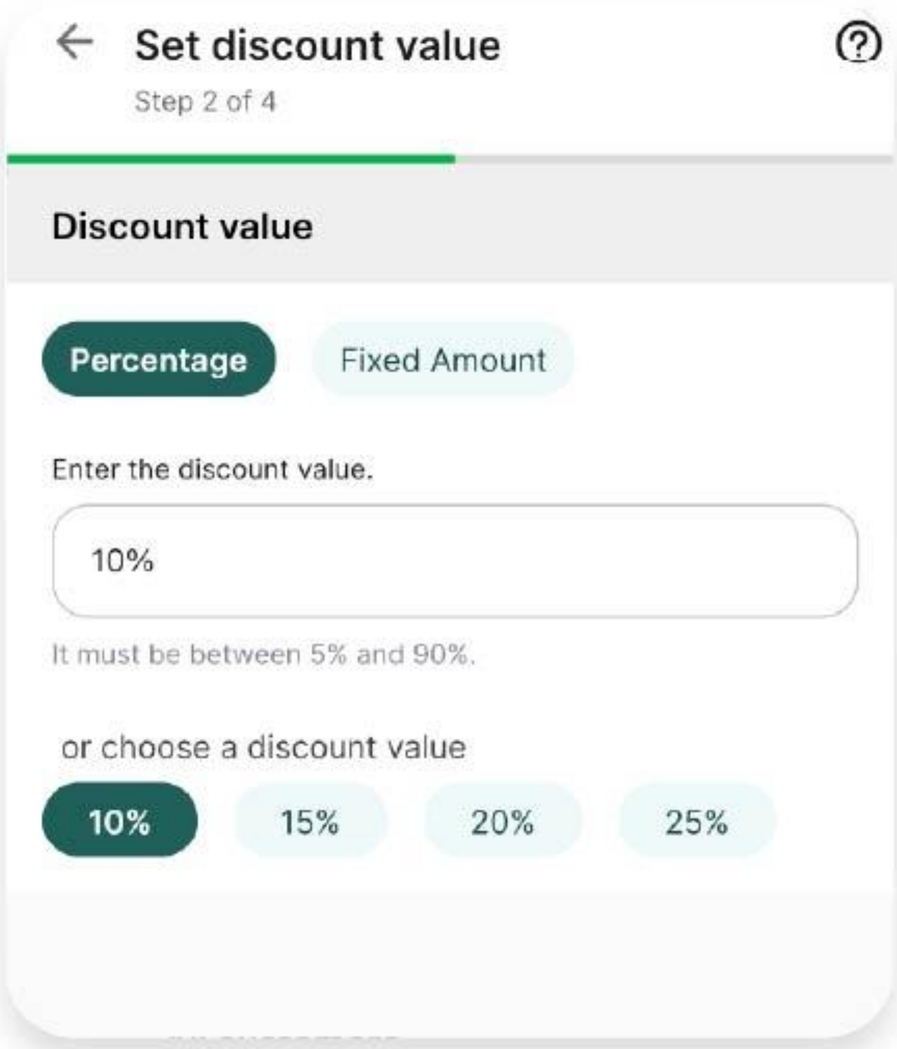
Step 3:
Set the conditions of the promo.

Step 4:
Hit 'Create promotion' and let the discount roll!

5 Item Discount

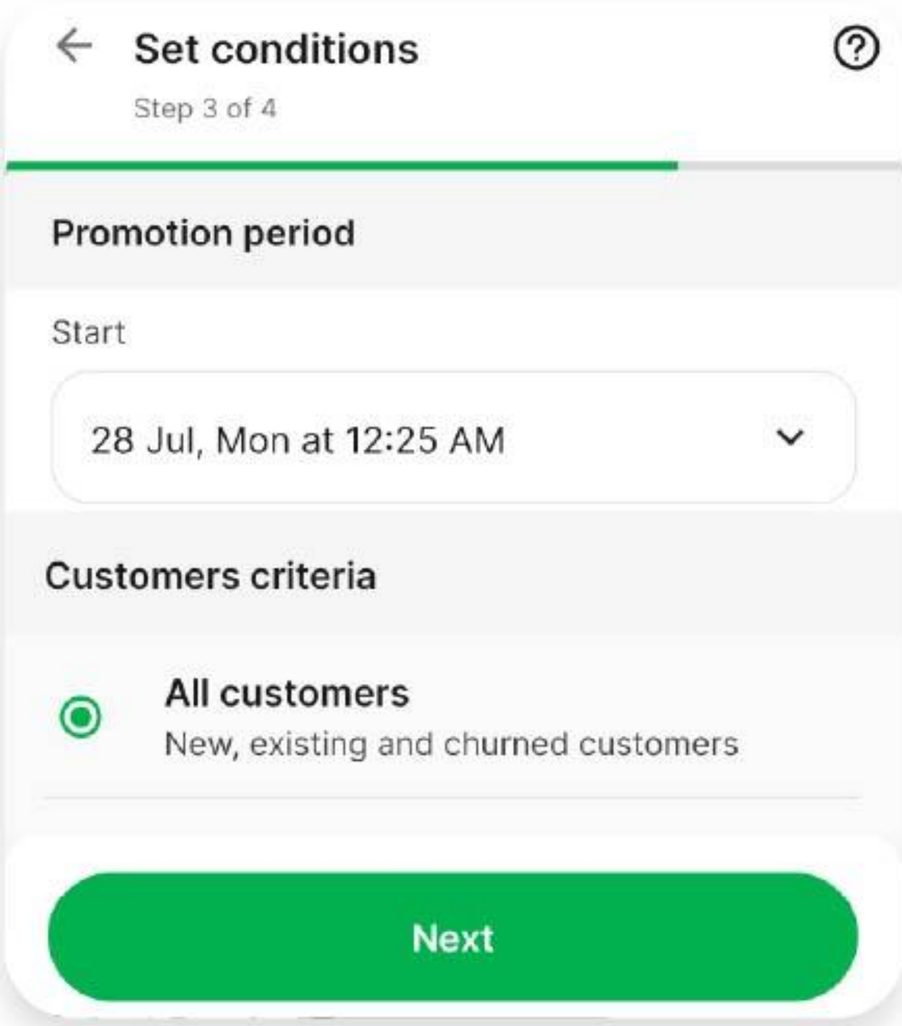
Offer customers a price reduction on selected items.

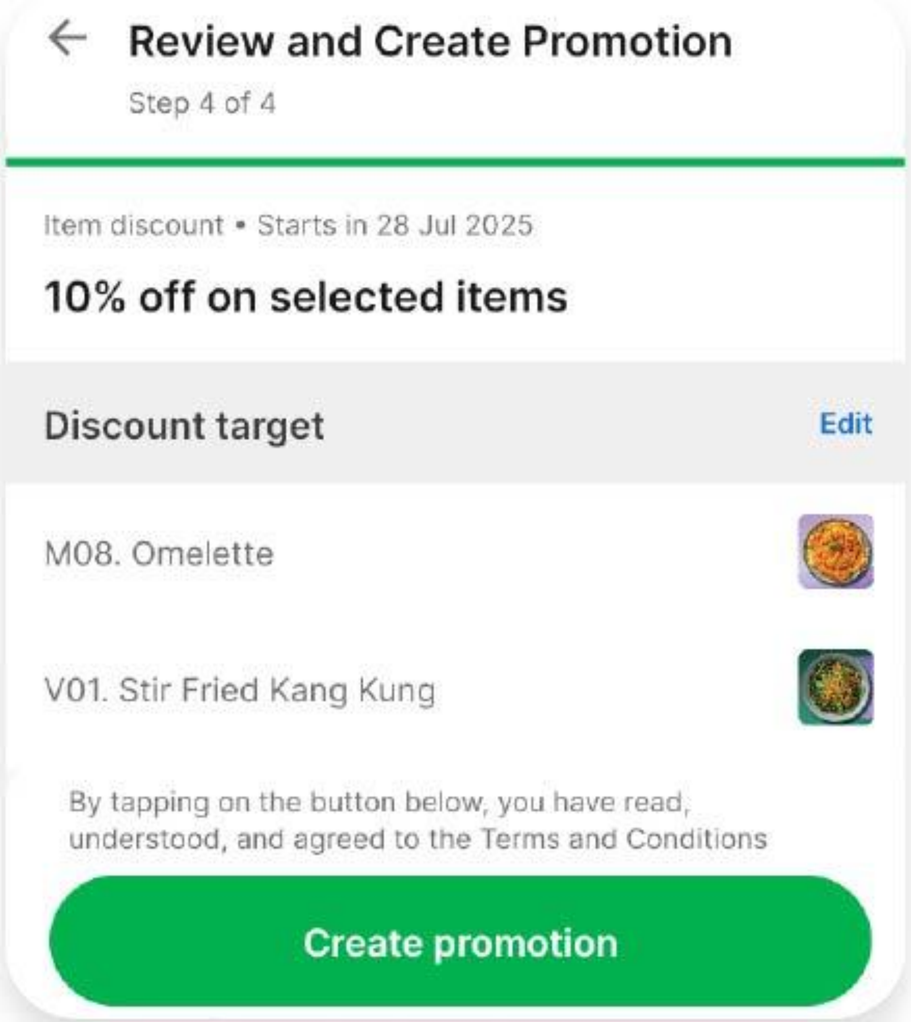




Step 1:
Choose specific menu items to discount.

Step 2:
Apply a percentage or fixed discount amount.





Step 3:
Set the conditions of the promo.

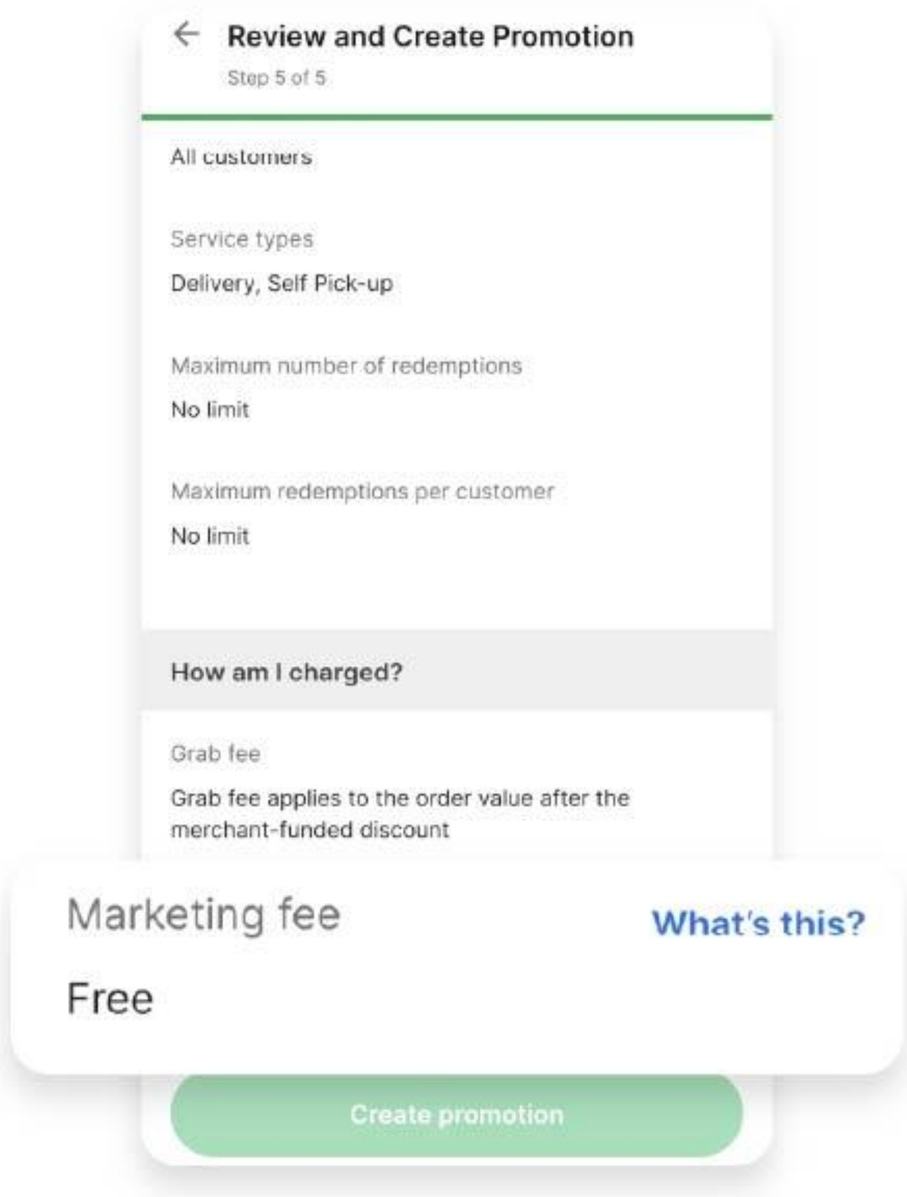
Step 4:
Hit 'Create promotion' and let the discount roll!

How am I charged?

A marketing fee applies to boost your store's visibility.

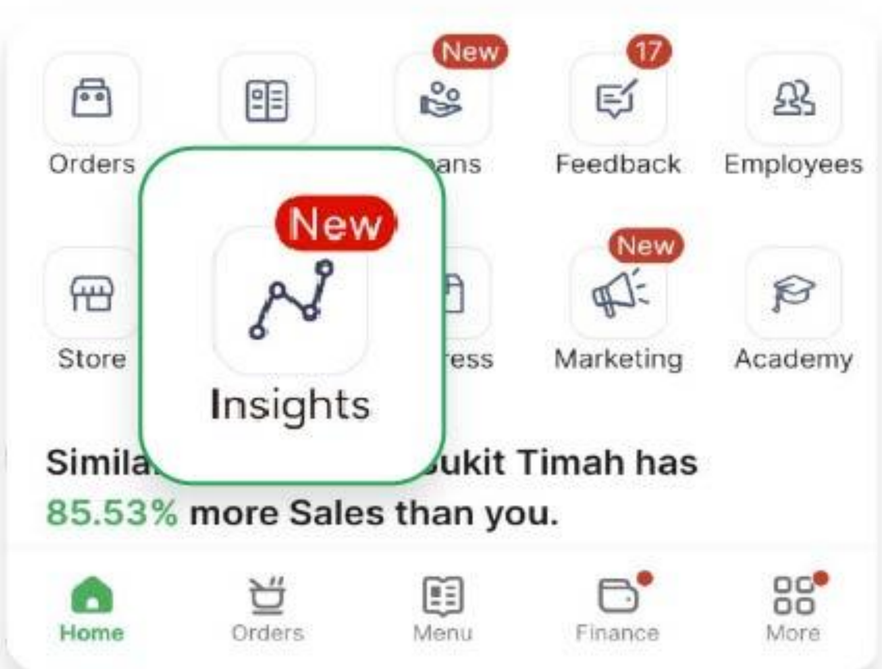
👉 Key Points:

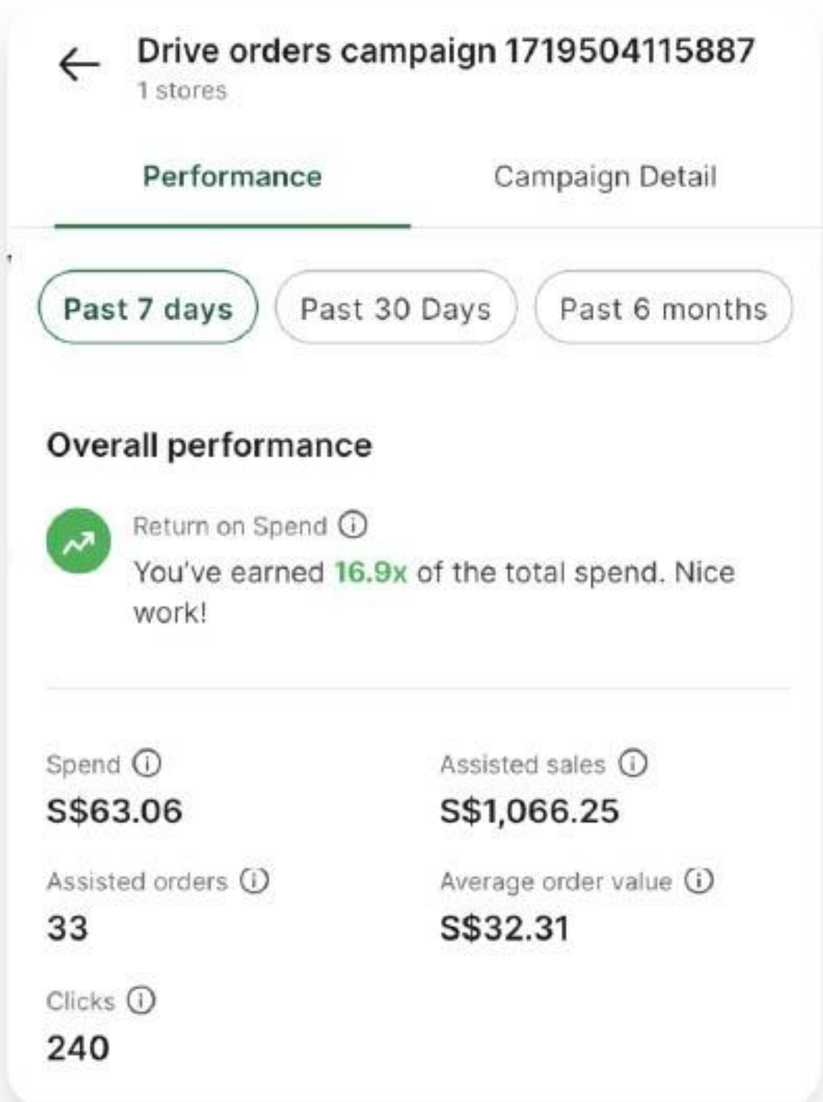
- Charged only for successful orders from the promo.
- Separate from the discount (e.g., $5 off or 10% off).



Track your campaign performance with ease!

Get automated reports via the merchant appand check the "Insights" section for a quick, clear summary of your ad's results —simpleand hassle-free!





Spotlight Campaigns

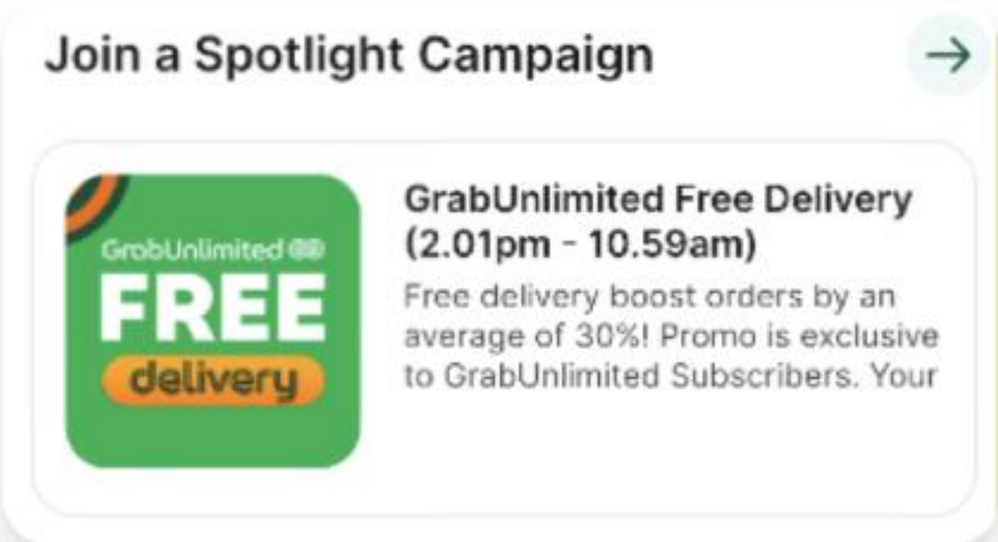
Spotlight Campaigns

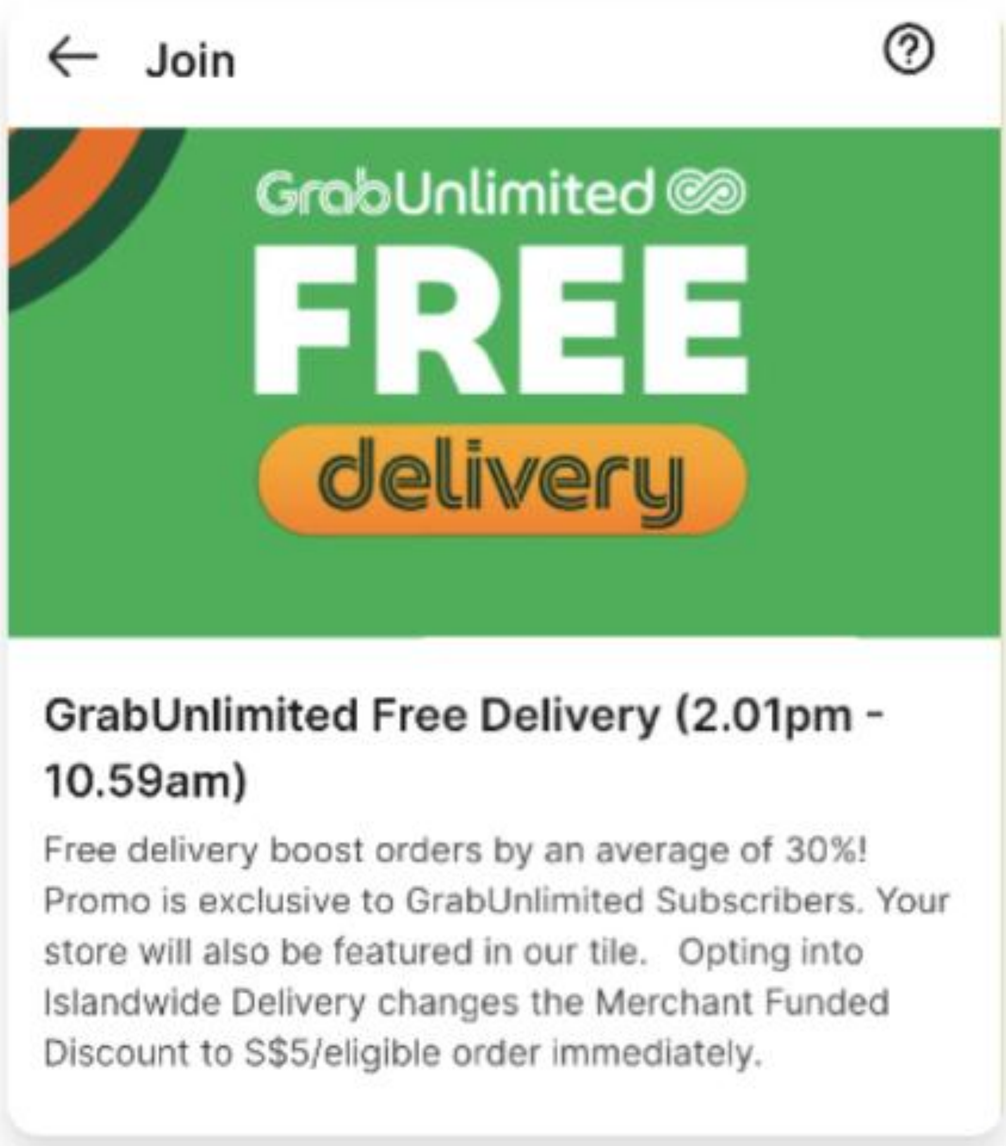
Limited -time Grab-hosted campaigns that merchants can participate in to boost visibility and drive sales!

Example:
Offer Zone Deals
15% OFF menu-wide for ALL Grab Users

Join a Spotlight Campaign in 3 easy steps!

1. Click on the marketing tile on your Grab Merchant App.
2. Tap '**Show All**' to browse campaigns and pick one.
3. Review the details, hit '**Join**' and you're good to go!





How am I charged?

Marketing Success Fee: Pay only for results! Free exposure until an order is placed. No charges for cancelled or unallocated orders. Track the returns on your marketing effortlessly.

How much will I pay?

Marketing Fee

- You will only pay for successful orders
- You will pay a marketing fee of 5% on each successful order
- Marketing fee applies to the order value after merchant-funded discounts

Note: *Campaigns may have varying marketing fees.*

The discount value of a Spotlight campaign can sometimes be co-funded by Grab. Just look out for the "**co-fund**" tag to see if the Spotlight campaign includes co-funding.

What is "co-funded promo"?

As part of this campaign, we will run a 10% discount on order value. For every order, Grab will cover 30% of the discount value for you.

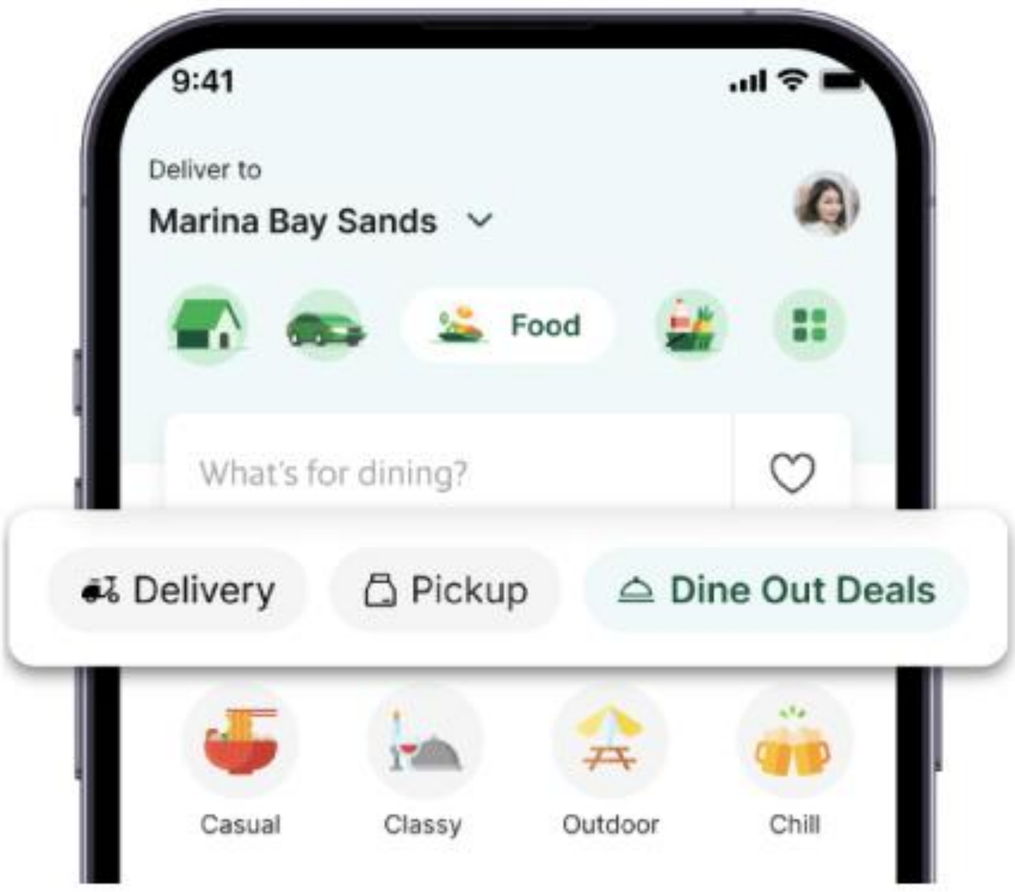
Example	
Order value	**$10.00**
Discount value	$1.00
You fund	$0.70
Grab co-funds	**$0.30**

Dine Out Deals

Dine Out Deals

Bring hungry customers to your restaurant.

Showcase your offers to nearby Grab users, acquire new customers, and get existing ones to dine out more frequently.



Acquire New Customers

Target high intent customers who are nearby

Acquire customers with higher spend and frequency

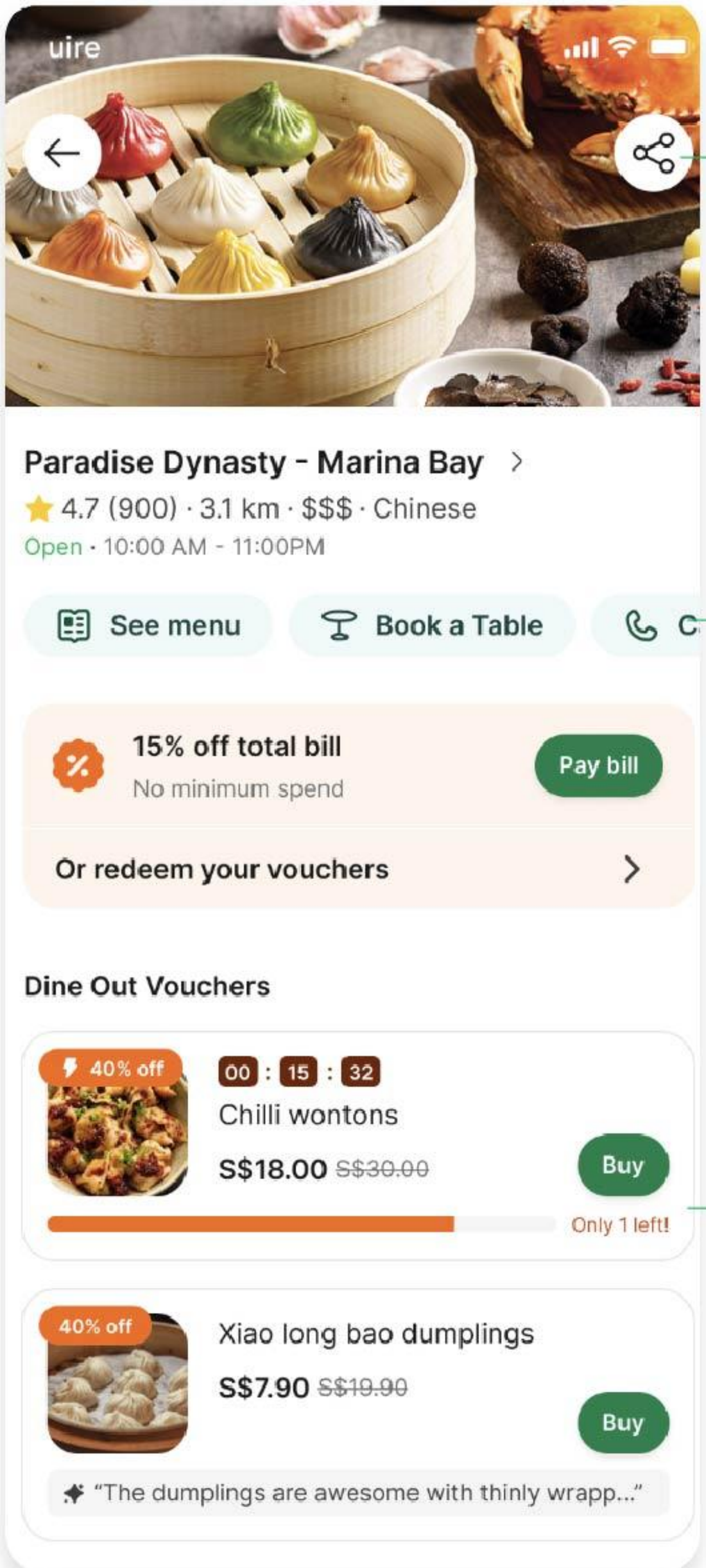
Activate Existing Customers

Increase purchase frequency

Increase size of average cheque

Dine Out Store Profile

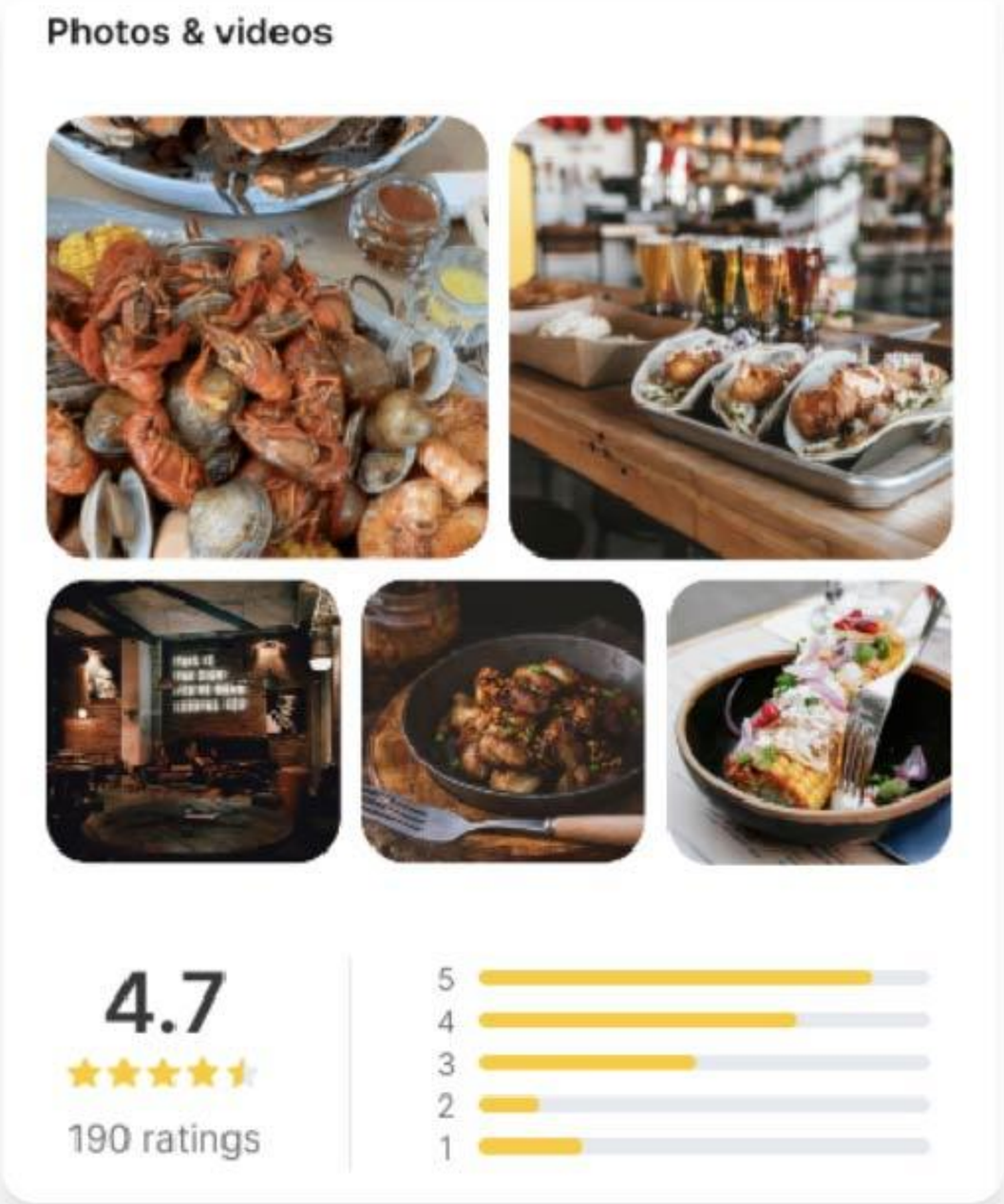
Before we dive in, here's how your store profile will appear to customers. Ensure that the details are kept up-to-date:



1 **Wishlist & Share**
Customers can add your store to their wishlist and share it with others

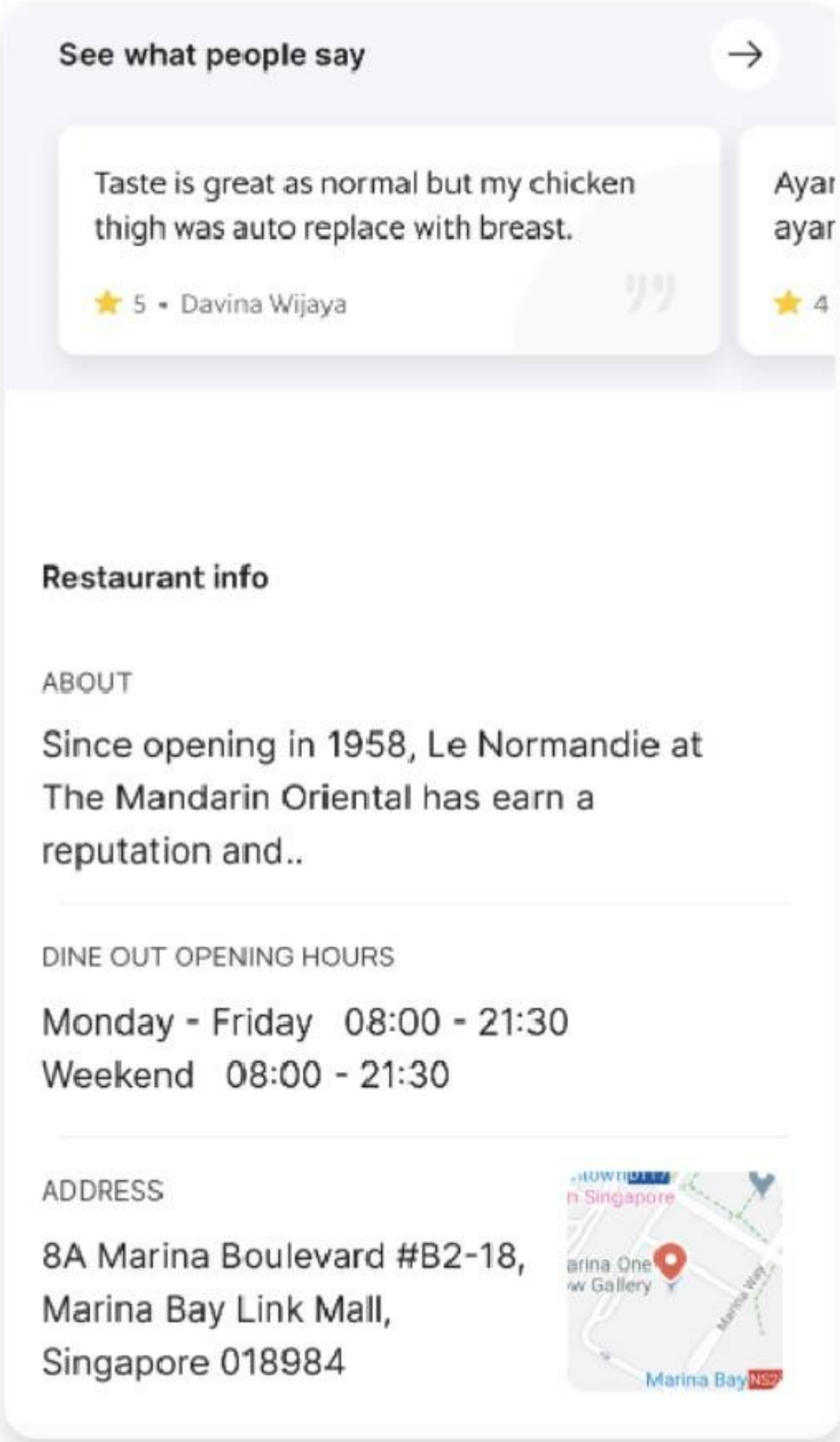
2 **Action Buttons**
Scroll through services available within the restaurant

3 **Dine Out Deals**
Browse through deals to be used during visit



4 **Photos**

Browse through the restaurant's food and ambience images



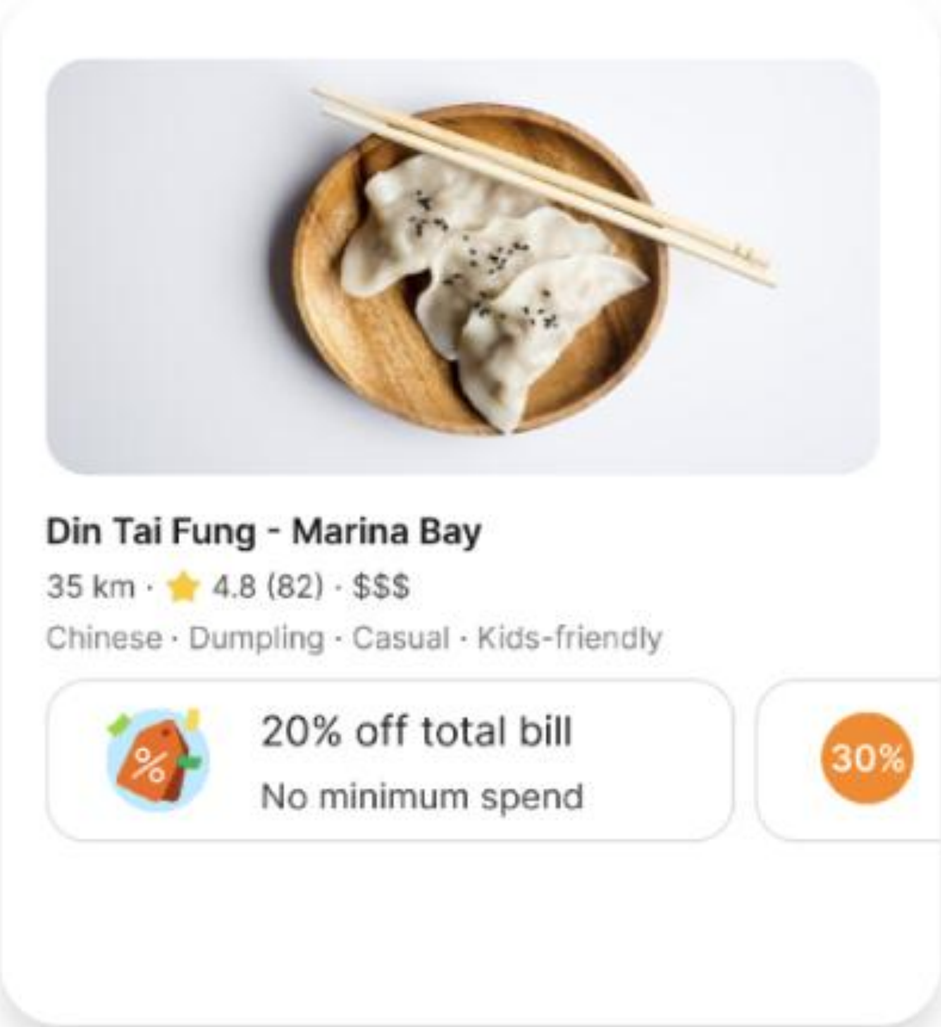
Ratings & Reviews 5

Customers can browse reviews with photos posted by others across dine out and deliveries

Restaurant Info 6

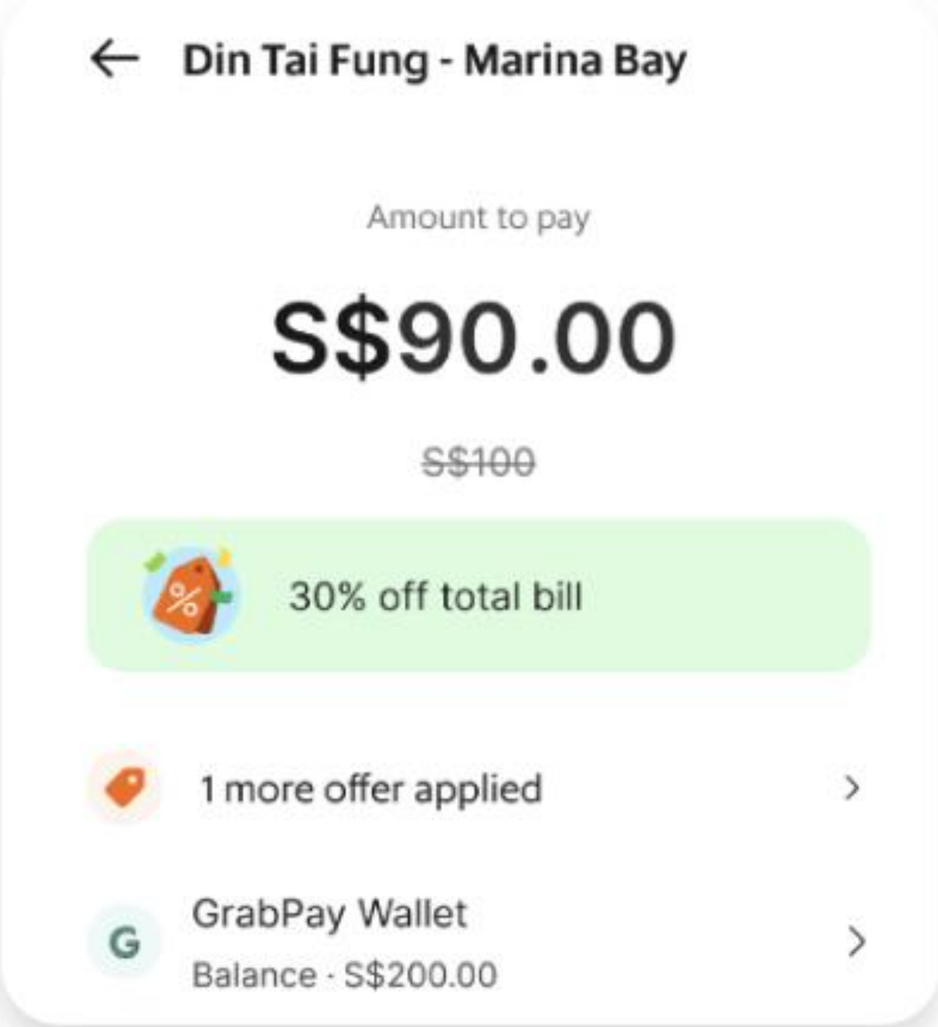
View information about dining out at the restaurant

How do Dine Out Deals work?



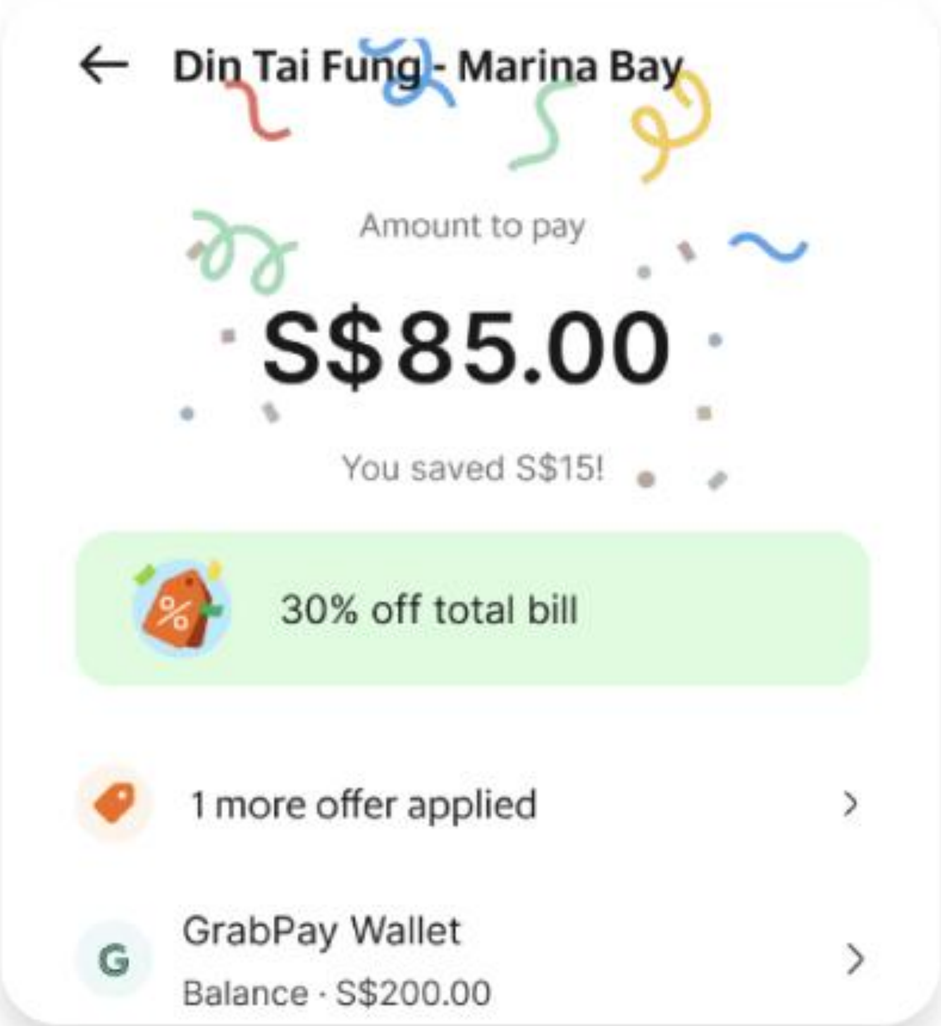
Step 1:

Customers find your store nearby on the Grab app.



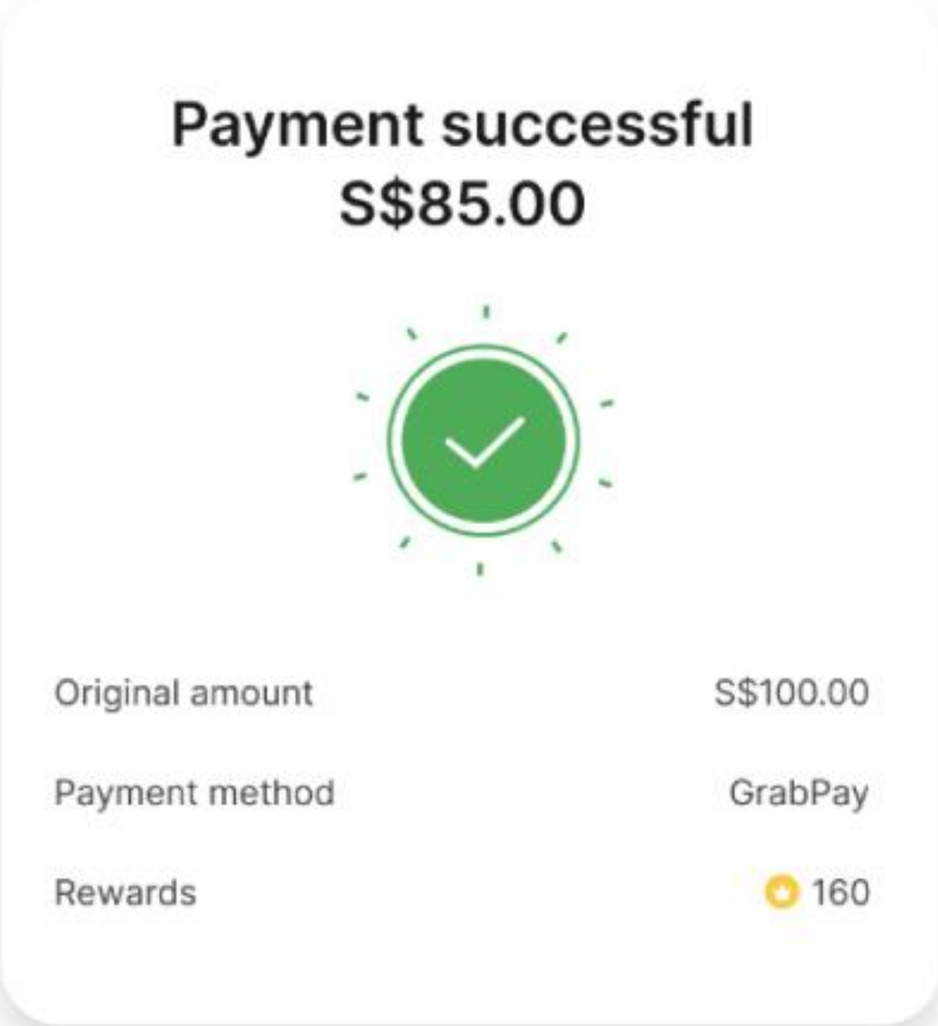
Step 2:

They pay their bill through your profile.



Step 3:

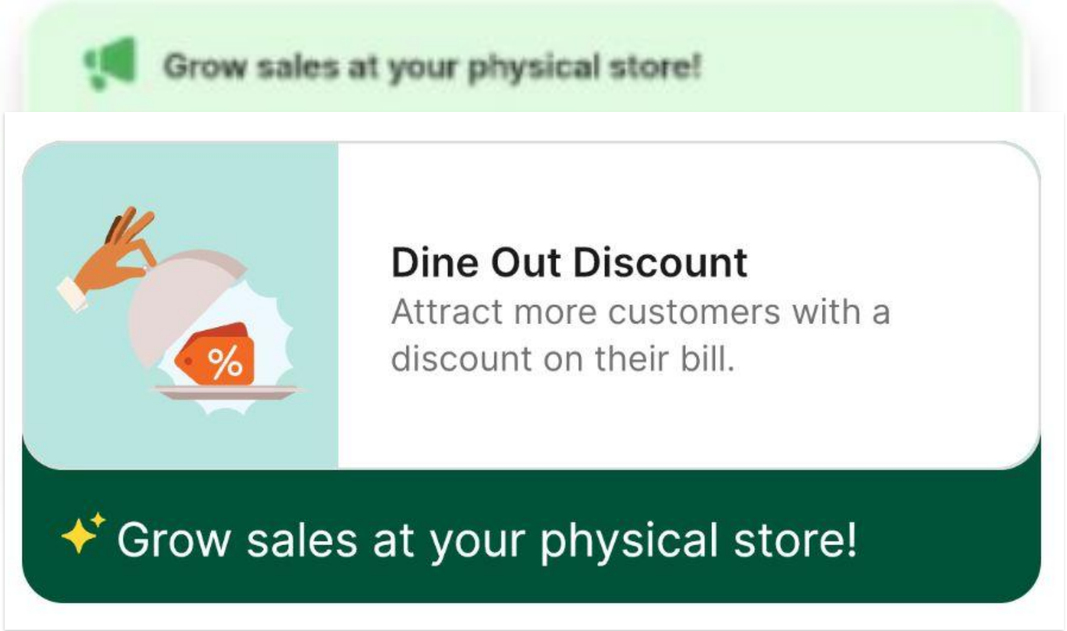
The discount is applied automatically.



Step 4:

Payment is made via cards, e-wallets, or other methods

Set up Dine Out Deals in 4 easy steps!

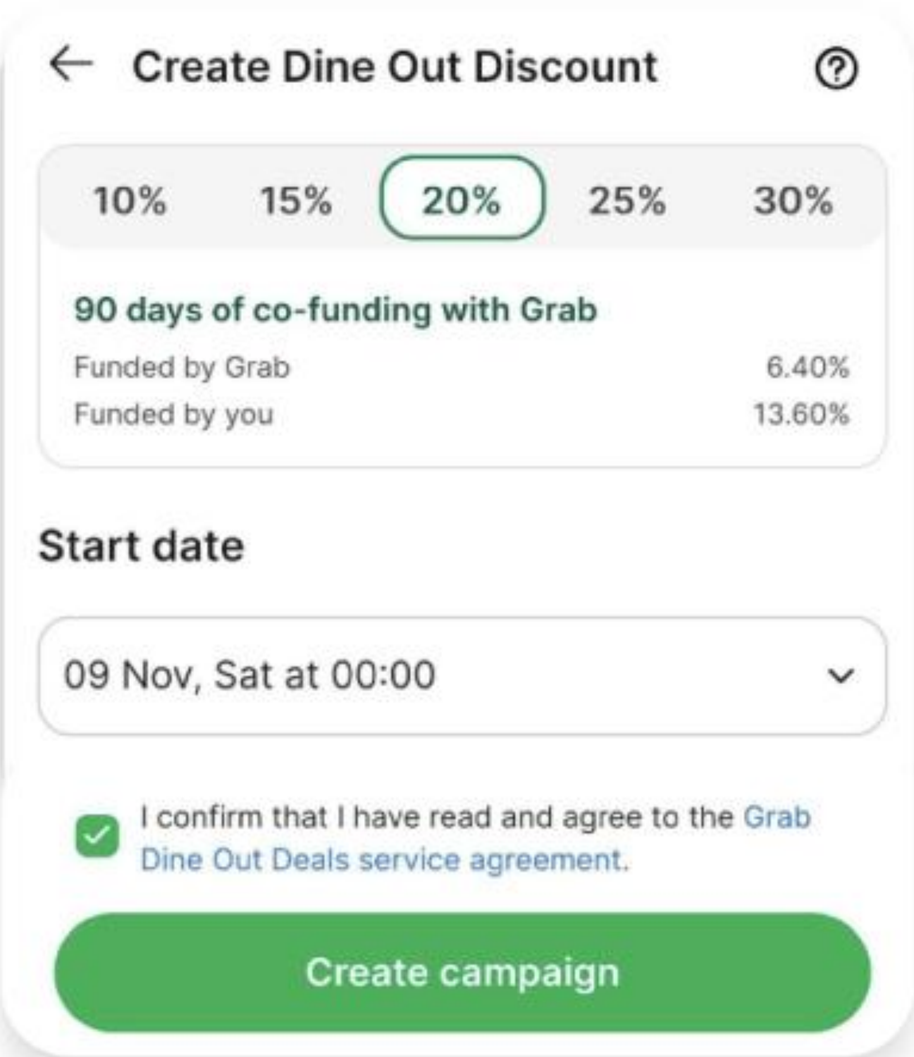


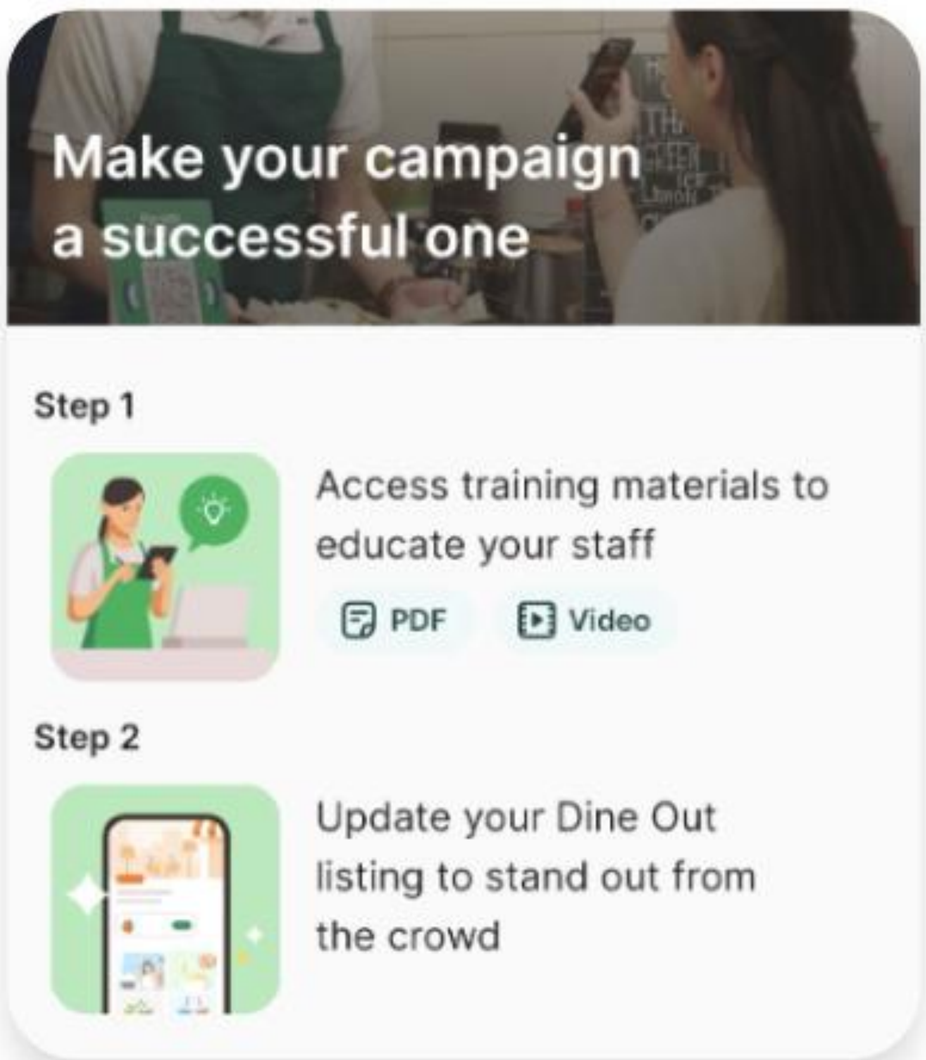
Step 1:

Go to the 'Marketing' tile and select 'Dine Out Discount'.

Step 2:

Watch the intro video to learn about the features.





Step 3:

Personalise your discount to fit your business. Then tap on 'Create campaign'.

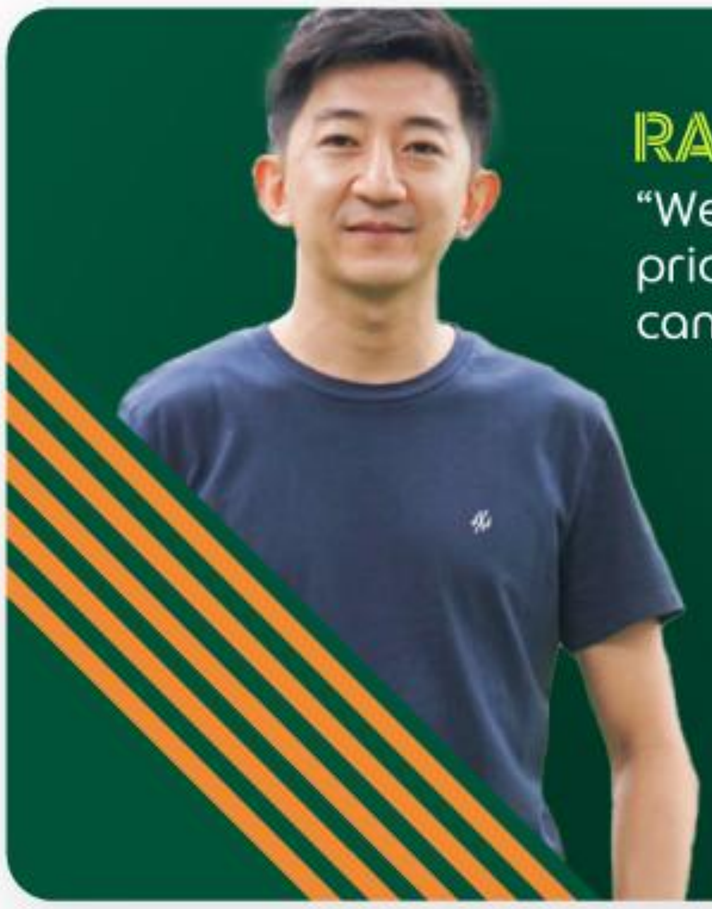
Step 4:

Update your store details and learn more about how to make it a success.

Success Stories

Success Stories:
Real Wins, Real Growth!

Discover how merchants have boosted their brand visibility with ads and wowed their target customers with amazing results. Your success story could be next!



RAPPU

"We did a lot of research and search ads with Cost-Per-Order pricing is a good model for us. The data is very transparent and we can monitor the cost easily."

RESULT

18.4X ROAS +
Up to 40 assisted orders in 1 month

NIPPON BITE

"Grab's active users are the highest among competitors, allowing us to effectively target more consumers with lesser effort compared to other platforms "

RESULT

8.6x ROAS +
Up to 12 assisted daily orders from ads and spotlight

Let's grow together!

With our proven strategies, we're excited to team up with you and help your business thrive through tailored marketing solutions designed just for you.

Head to Marketing Tile now!

https://grab.onelink.me/k45t?af_dp=grabmex%3A%2F%2Funified_demand_gen%2Fmss_ campaign_creation%3FSource%3Dmarketing%26Medium%3Dplaybook%26Name%3Dmss _sg%26Content%3Dss-mex-playbook-25&pid=mss_playbook&c=generic

Extra Tips

Extra tips for you! ✨

How should I choose between Ads, Promotions and Spotlight Campaigns?

- Ads boost visibility and attract customers.
- Promotions turn attention into sales with offers.
- Spotlight campaigns combine both to drive attention and sales quickly.

Which ad type is better, search or image ad?

- Search Ads attract customers already looking for your business.
- Image Ads create demand and brand awareness.
- Use both together for better audience engagement.

How long does it take for an ad to start performing?

- Run Search and Image Ads for at least 4 weeks to see results.
- Use the GrabMerchant app to track sales and orders to evaluate your ad performance.

How do I improve my ad performance?

- Start with Automatic Keywords for daily updates on top-performing keywords.
- Monitor results, adjust settings, and optimize your budget.
- Run campaigns for at least 4 weeks to refine your strategy and maximize impact.