

COMPANY PROFILE

2024

Version 01.04.2024



ABOUT US

Technical Digital Agency

We are a next generation agency specialized in scaling **fast-moving consumer goods** and **financial products**.

Our team leverages industry-leading **marketing technology** and **data science expertise** to enable sustainable growth for emerging startups to global brands.



Your Digital Transformation Initiatives Partner

Partners



Google Cloud
Partner



KSYSTEM



GlobalSign
by **GMO**



distri
by **advotics**



JUBELIO



Featured Clients

INDODAX
INDONESIA BITCOIN AND CRYPTO EXCHANGE

BAHANA
TCW Investment Management
A member of IFG

BRI

Bank Jateng

Telkom Indonesia
the world in your hand

indosat
OOREDOO HUTCHISON

DJARUM

blibli

SUMBER KOPI PRIMA

TAISHO PHARMACEUTICAL

BRAUN BÜFFEL
1887 · GERMANY

smc
semarang medical center

SUKUN
Mc. WARTONO

Exeltis
Rethinking healthcare

KlikN CLEAN



NSS
NUSANTARA SAKTI GROUP

wipro

KotaSatu
PROPERTI Tbk.



MariFood

Kawasaki

Ray White
Indonesia

POLYTRON

SB Creative

sinarmas land
Building for a better future

Kubota

RECTmedia

Client Testimonials

“**RECTmedia is the perfect answer if you're seeking a full-service digital agency for online campaigns and technical development.** They offer step-by-step cooperation and ensure sustained growth for every project based on your stage and budget. We highly recommend RECTmedia as your digital marketing partner.



Wendy Phodiansa
South East Asia Manager



“**I highly recommend RECTmedia as the vendor to develop automation systems, apps, and websites** as they are very helpful in understanding our needs.”



Michelle Prioven Ma
Assistant Fund Manager



SERVICES



Marketing Technology

1



Martech Consulting

We specialize in auditing, designing, and implementing digital marketing transformations

2



CX

Enhance customer experience through User Research & Testing, Rapid Prototyping, and UI Design

3



Tailor Made

We create tailor-made websites, e-commerce, and loyalty platforms

4



CRM

Boost customer lifetime value with CRM and automated marketing

5



CRO

Maximize website conversions using weekly A/B testing and optimization methods

6



CDP

Unify data sources for a seamless Single Customer View and predict the next best action across marketing channels

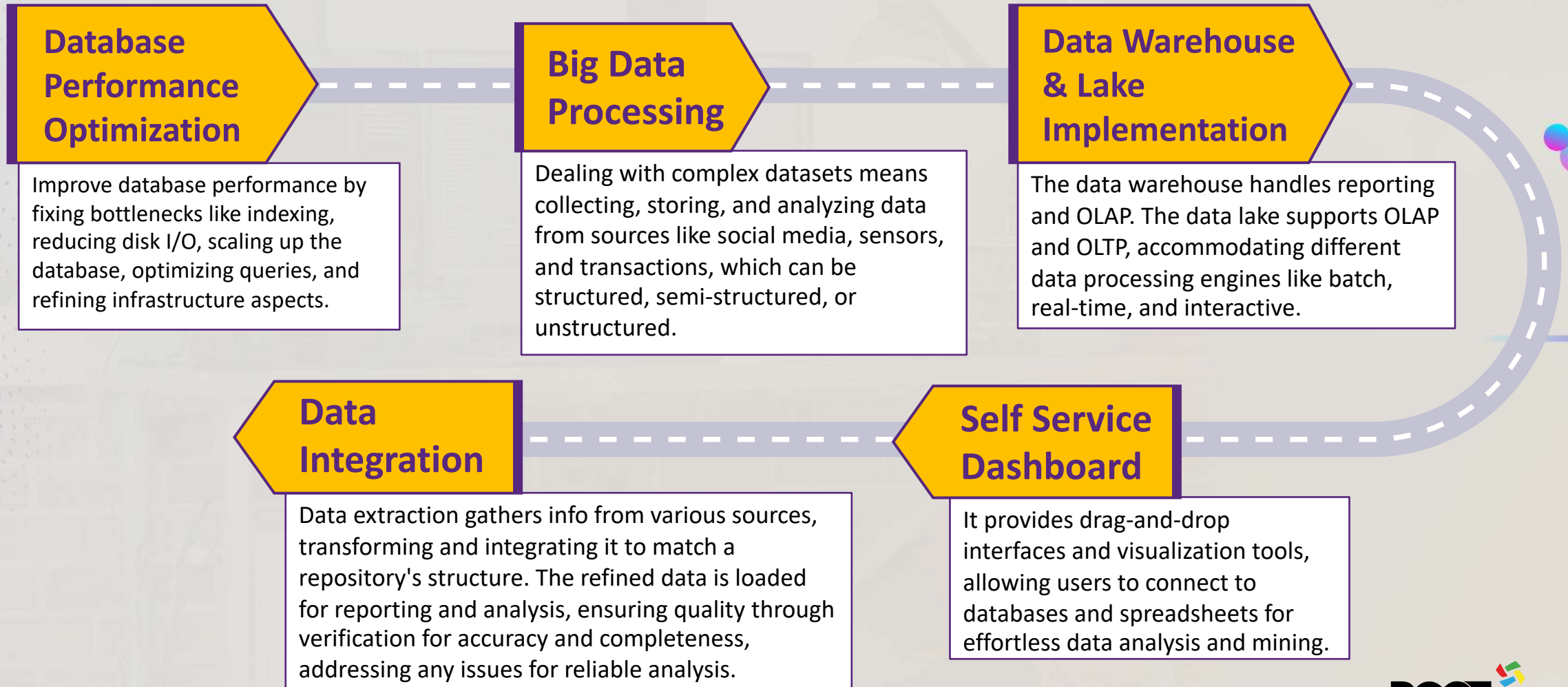
7



Analytics

Gain insights into customer, web visitor behavior, predict patterns, and devise strategies to tackle challenges

Big Data Management



Software Development



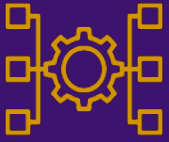
Mobile Applications

Harness the power of a mobile-first journey with industry-specific solutions



Ecommerce Solutions

Build robust, intuitive, and AI-driven Ecommerce apps



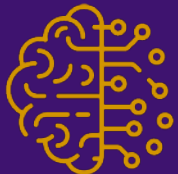
Enterprise Resource Planning

Tailor made enterprise solutions for your growing needs



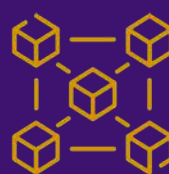
Enterprise Content Management

Deploy world's leading CMS product suites for competitive gains



Artificial Intelligence

Building & fielding intelligent businesses

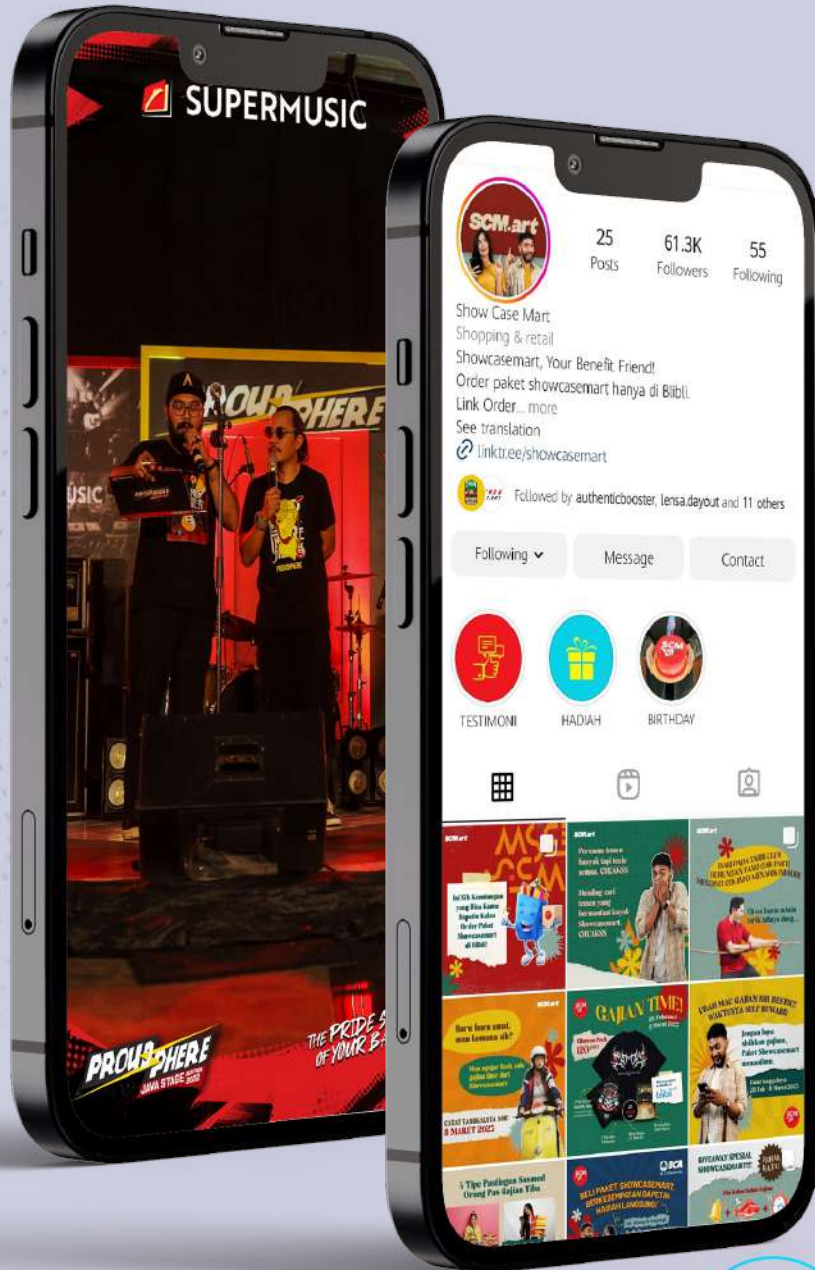


Blockchain

Deciphering blockchain and building sustainable solutions



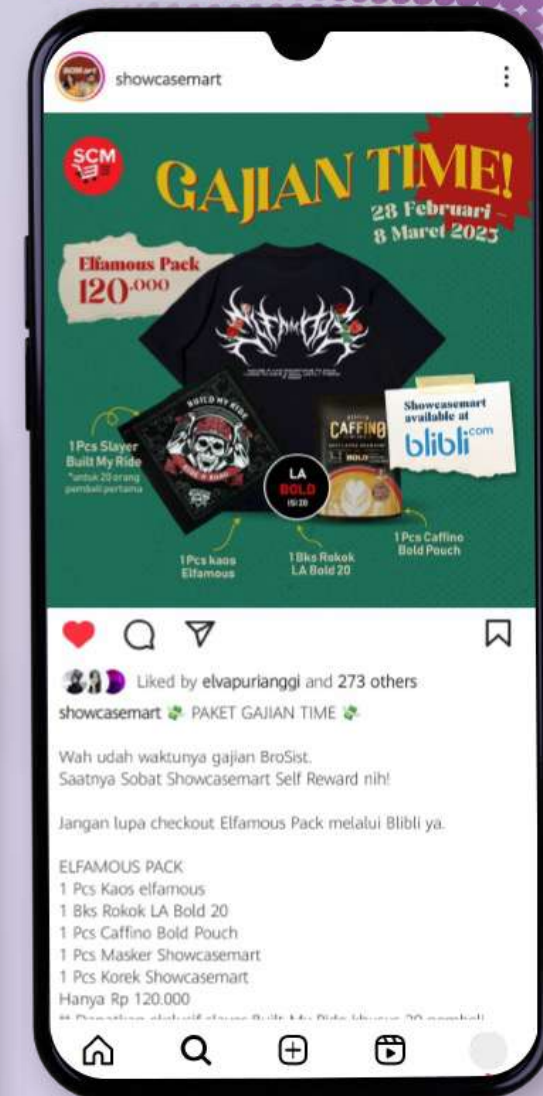
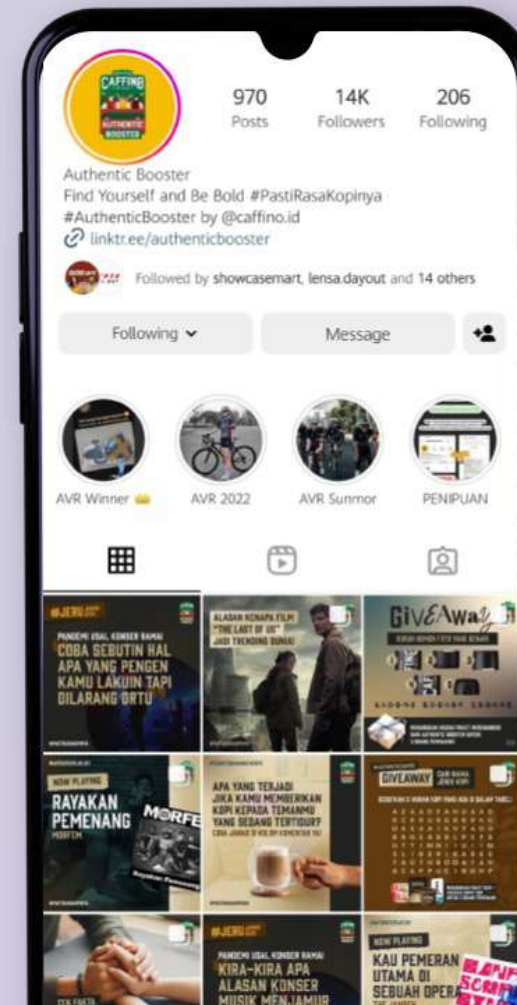
CASE STUDIES



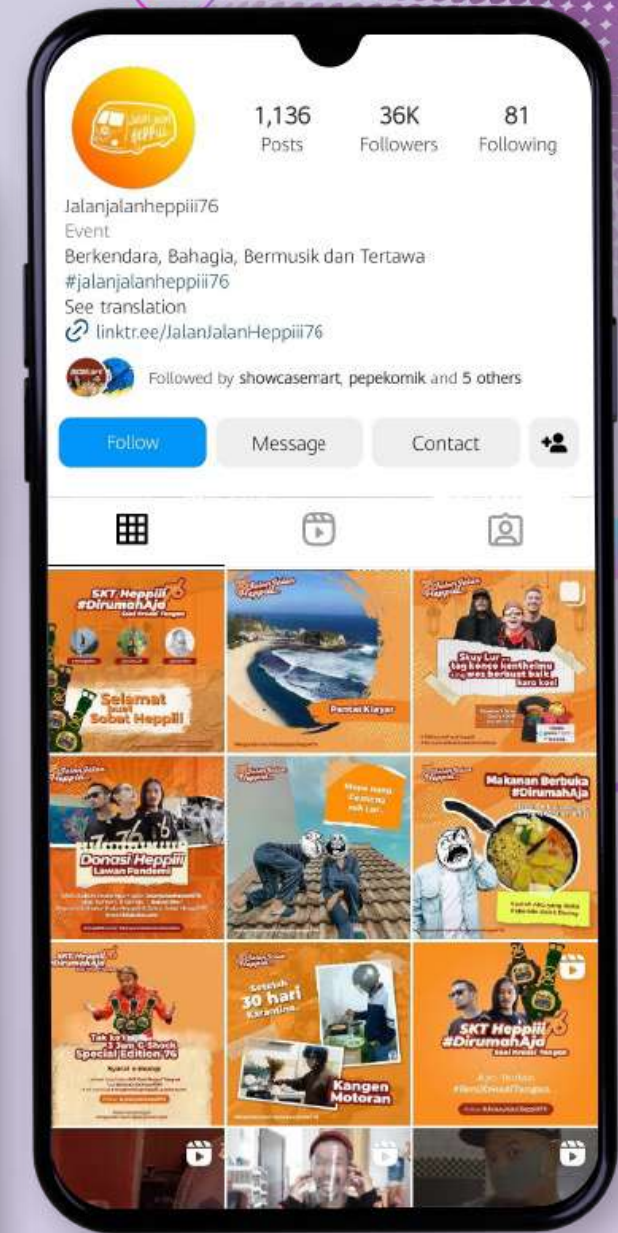
Djarum Group is a major Indonesian conglomerate in kretek cigarettes, e-commerce, FMCG, digital media, and entertainment. It's expanded through strategic acquisitions and has a strong presence both locally and globally.

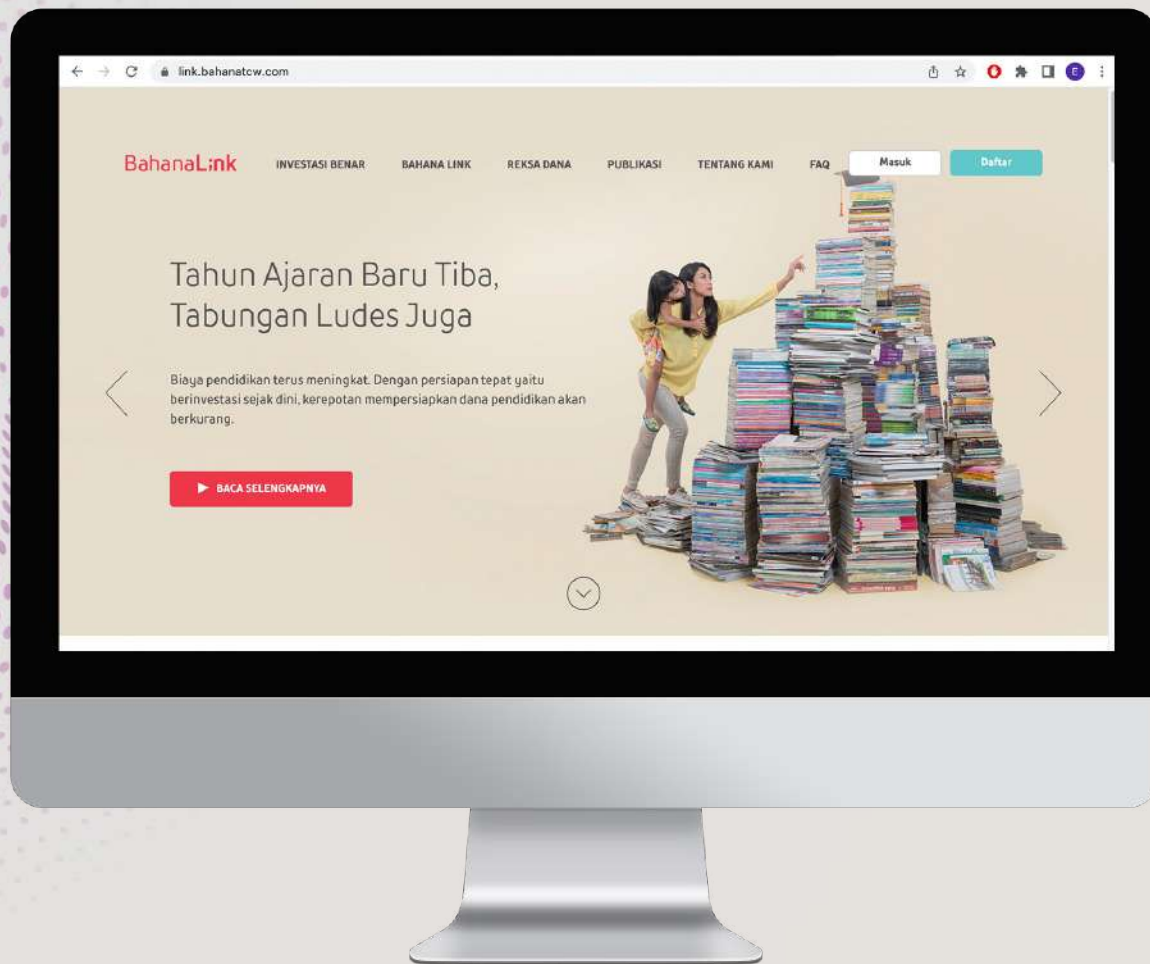
We've been pivotal in supporting Djarum Group's digital campaigns and internal strategy alignment.

- Implementing a ticketing management system in partnership with Blibli
- Boosting Showcasemart's online presence for cigarette and FMCG sales
- Creating a cyclist and gamer community online via Authentic Booster for Caffino



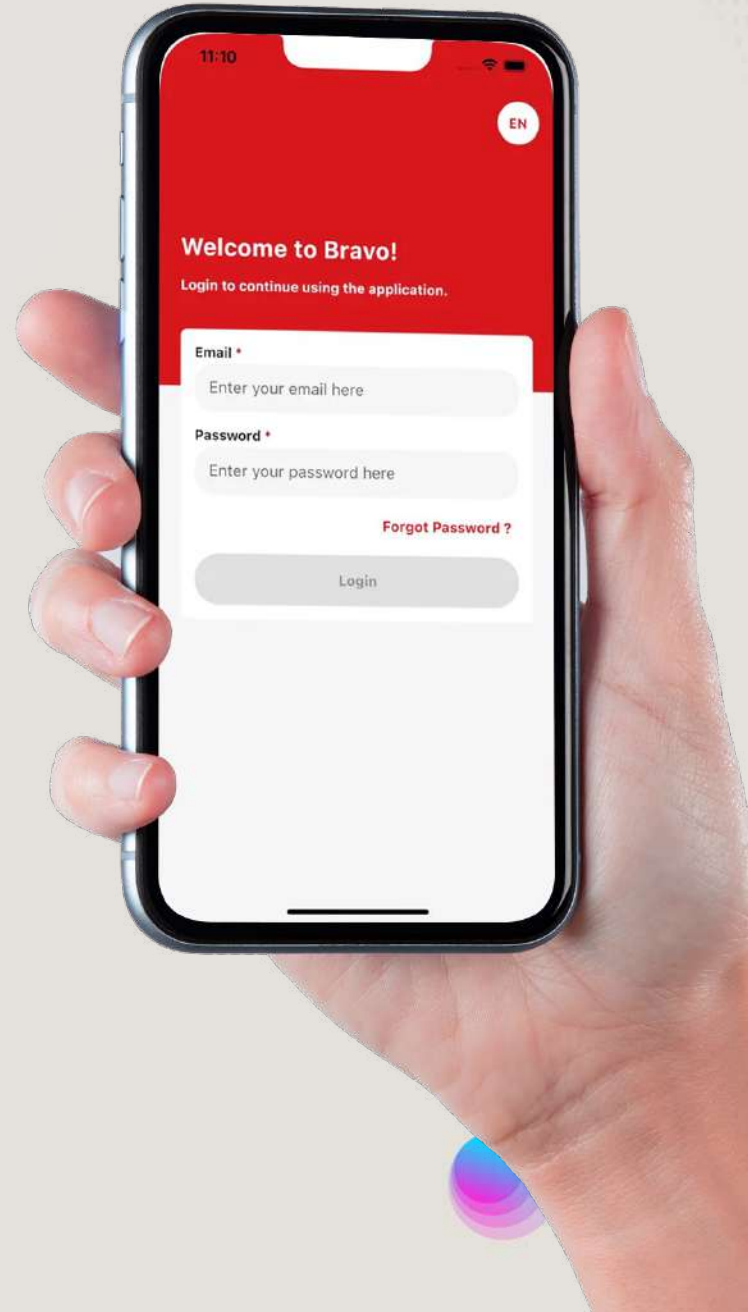
- Providing online platforms for artists through Proudphere for Djarum Super
- Offering knowledge about youth culture through Holafest for LA
- Promoting local knowledge and hidden gems via Jalan Jalan Heppiii for Djarum 76





Bahana TCW Investment Management is an Indonesian asset management company that offers investment products and services to individuals and institutions. Their research-driven approach incorporates ESG considerations.

We created the Deposit Auction Management System to automate the bank's rate dealing system and facilitate daily fund placement of 700K to 3.4M USD.



Additionally, we created Bravo and OnTrack to manage retail and institutional wealth, offering tailored solutions to meet financial goals and maximize wealth potential through their wealth management advisory services.

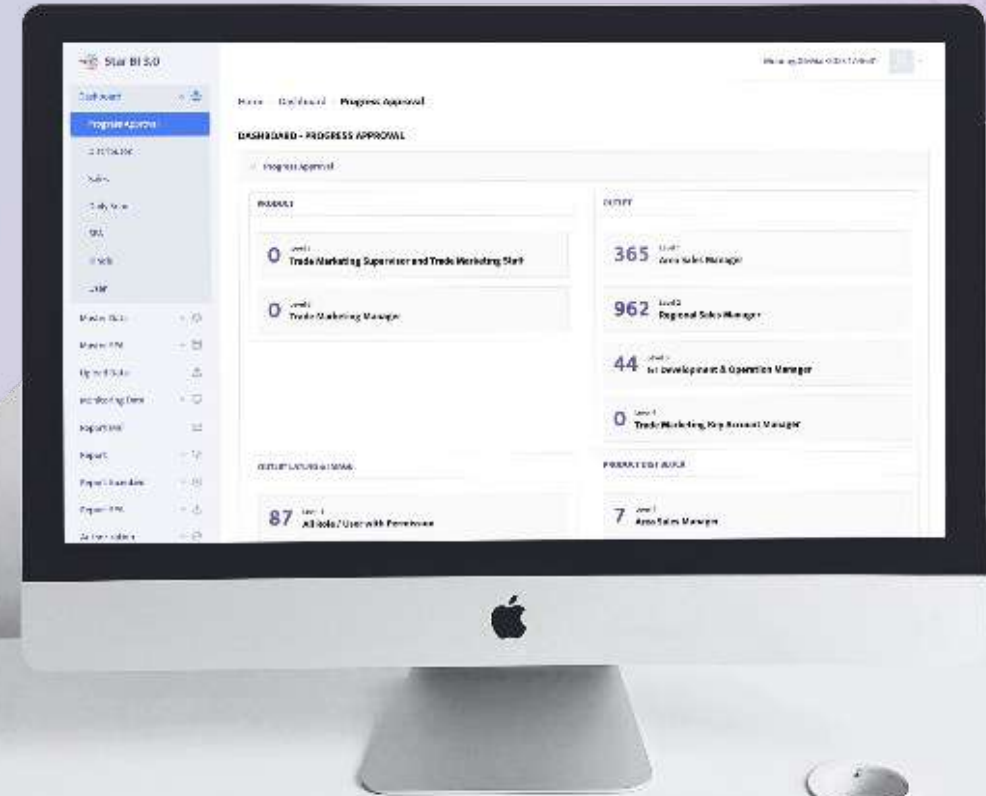


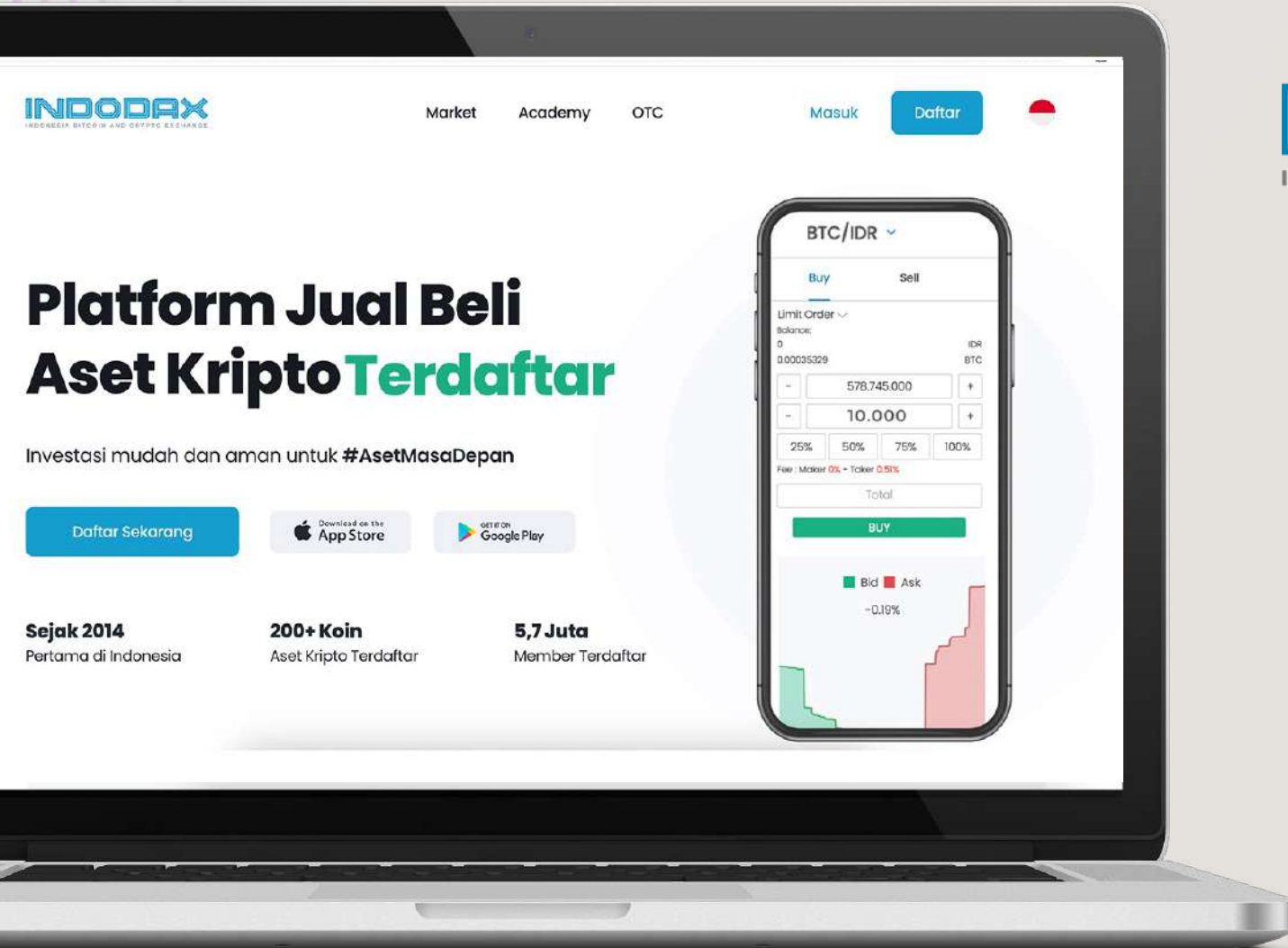


Wipro Unza Indonesia is a joint venture offering personal care and household products under various brands, with a strong presence, focus on quality, sustainability, and social responsibility.

We developed the first ISO 27001 compliant e-auction app in Wipro Unza Indonesia and a KPI Manufacture Monitoring app used by nine business entities in Wipro Consumer Care across Asia Pacific & Africa.

Additionally, we created STAR BI, the second-largest app for analyzing and monitoring secondary sales data, after SAP.



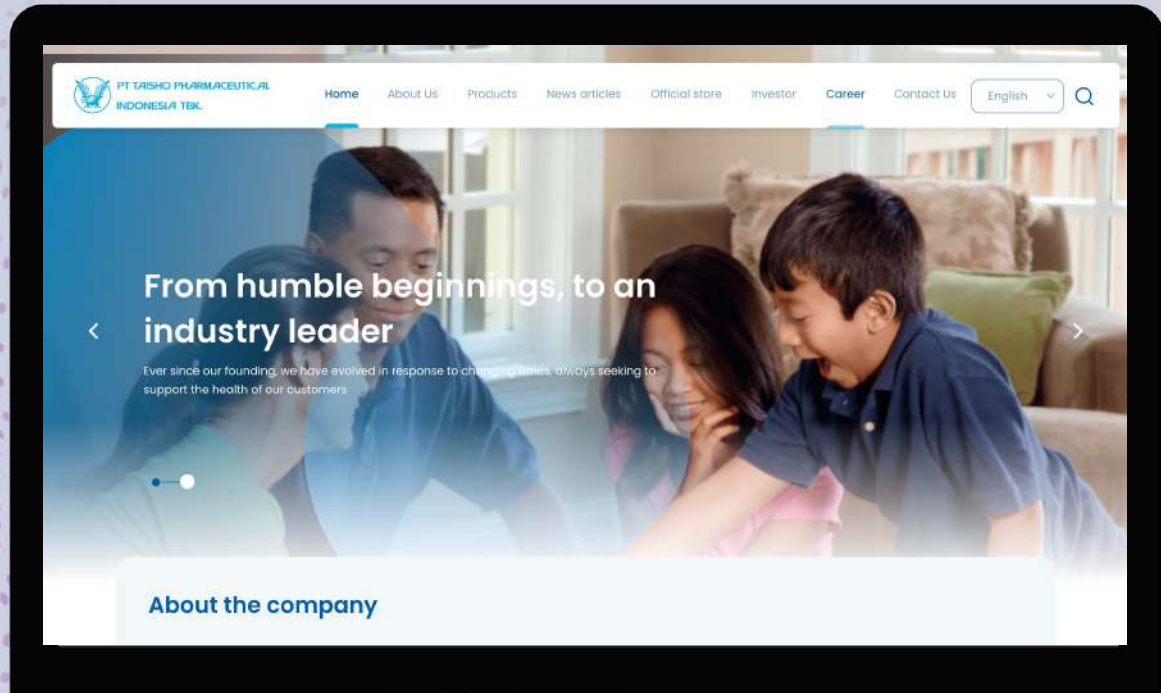


INDODAX
INDONESIA BITCOIN AND CRYPTO EXCHANGE

Indodax is the largest cryptocurrency exchange based in Indonesia that allows users to buy, sell, and trade various cryptocurrencies. It offers wallet services, supports fiat currency deposits and withdrawals, and has strong security features.

We enhanced data management by upgrading the data warehouse for high-volume transactions, optimizing event data with Pub/Sub, streamlining KYC verification, improving data consumption, transforming attribution, integrating Business Intelligence for display, and creating API data for web and mobile apps. These steps boost data accuracy, efficiency, and offer decision-making insights.





TAISHO PHARMACEUTICAL

Taisho Indonesia is a pharmaceutical company in Jakarta, Indonesia, owned by Taisho Pharmaceutical Holdings. It produces prescription and over-the-counter drugs, as well as consumer healthcare products like vitamins and skincare items.

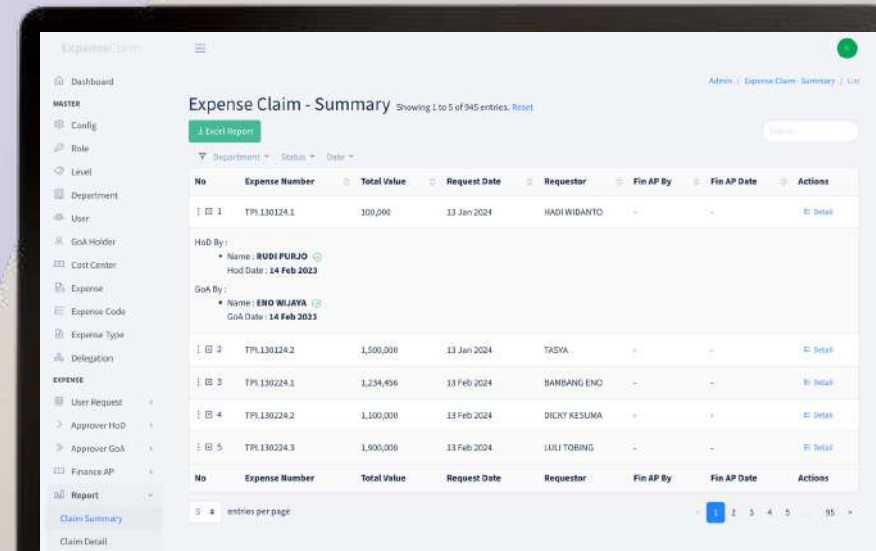
We developed an Expense Claim Report Application for PT. Taisho Pharmaceutical Indonesia to track and limit expenses by division.

The application has 6 different user roles with varying access levels, allowing administrators to monitor all expense activities in real-time and approvers to view and approve expenses for their respective divisions.

Users can upload reimbursement proof via invoice photo and the finance team validates the data before disbursing funds.



TAISHO PHARMACEUTICAL



Expense Claim - Summary Showing 1 to 5 of 345 entries. [Reset](#)

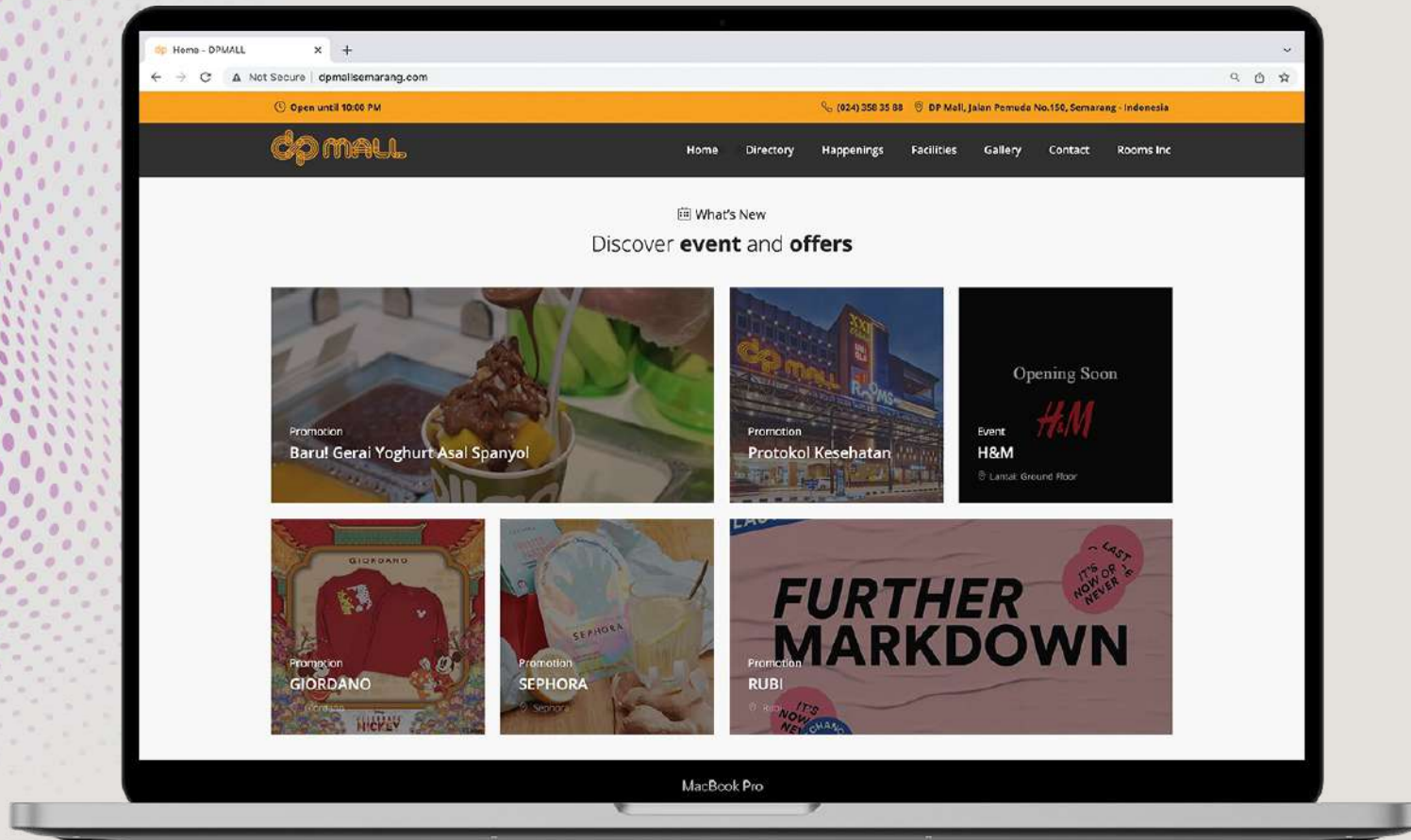
[+ Exact Report](#)

Department Status Date

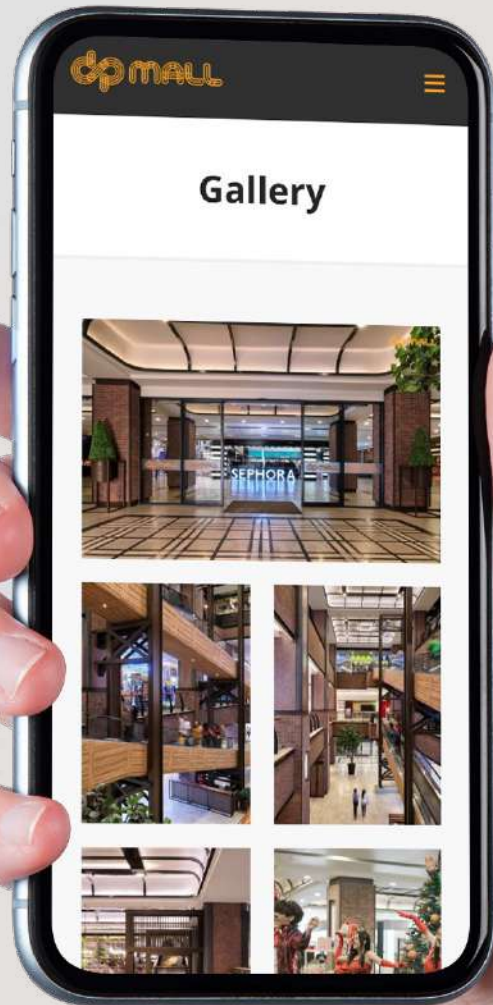
No	Expense Number	Total Value	Request Date	Requestor	Fin AP By	Fin AP Date	Actions
1	TPH.130124.1	300,000	13 Jan 2024	HADI WIDANTO	-	-	Detail
HoD By : Name: RUDI PURJO HoD Date: 14 Feb 2023							
GoK By : Name: KNO NULIYA GoK Date: 14 Feb 2023							
2	TPH.130124.2	1,500,000	13 Jan 2024	TASKA	-	-	Detail
3	TPH.130224.1	1,234,456	13 Feb 2024	BAMBANG ENO	-	-	Detail
4	TPH.130224.2	1,100,000	13 Feb 2024	DICKY KESUMA	-	-	Detail
5	TPH.130224.3	1,900,000	13 Feb 2024	LULU TOBING	-	-	Detail
No	Expense Number	Total Value	Request Date	Requestor	Fin AP By	Fin AP Date	Actions

5 entries per page

1 2 3 4 5 95



Sinar Mas Land is a real estate company in Indonesia with diverse properties and a focus on sustainable development and innovative design.



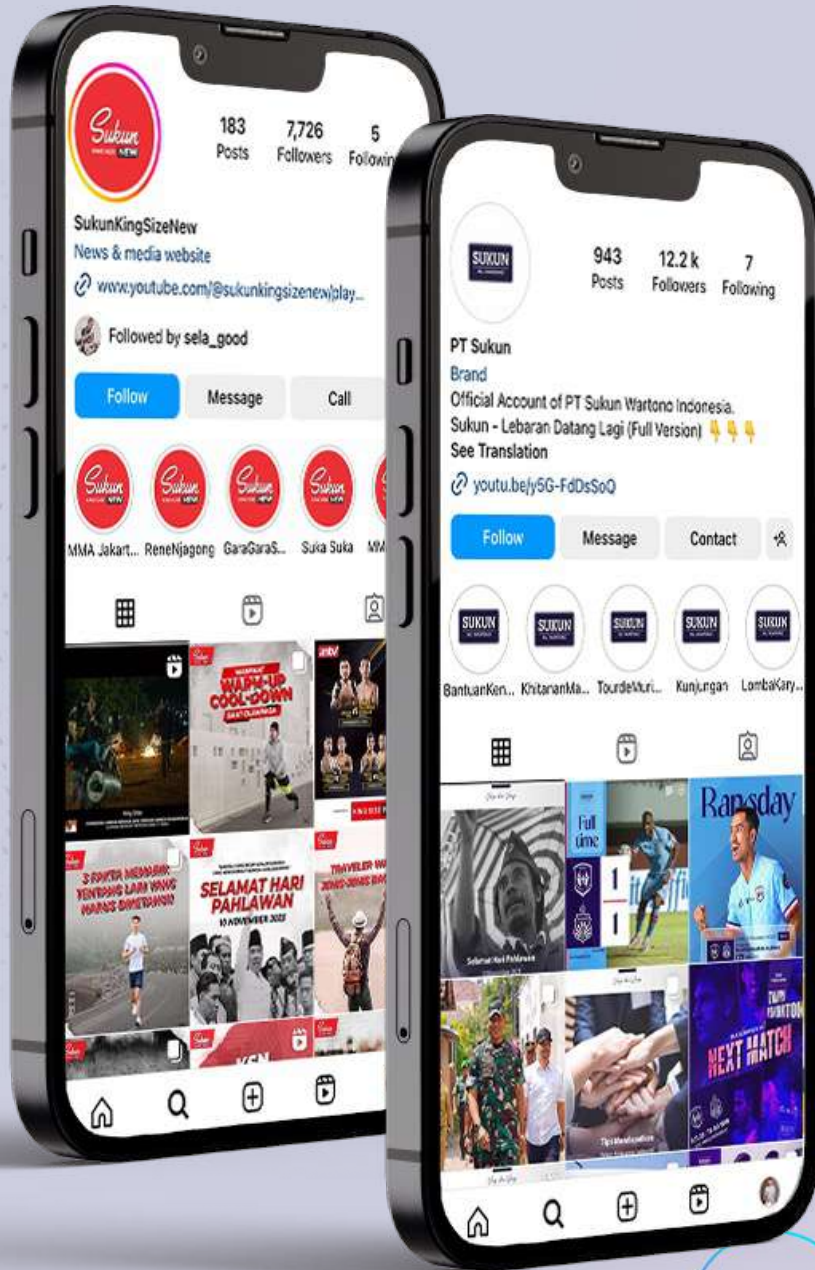
We offered Sinar Mas Land comprehensive support for their digital marketing activities related to commercial and residential property.

Our services include original graphic designs and layout services, ranging from digital signage to functional menus, as well as 3D interactive maps.

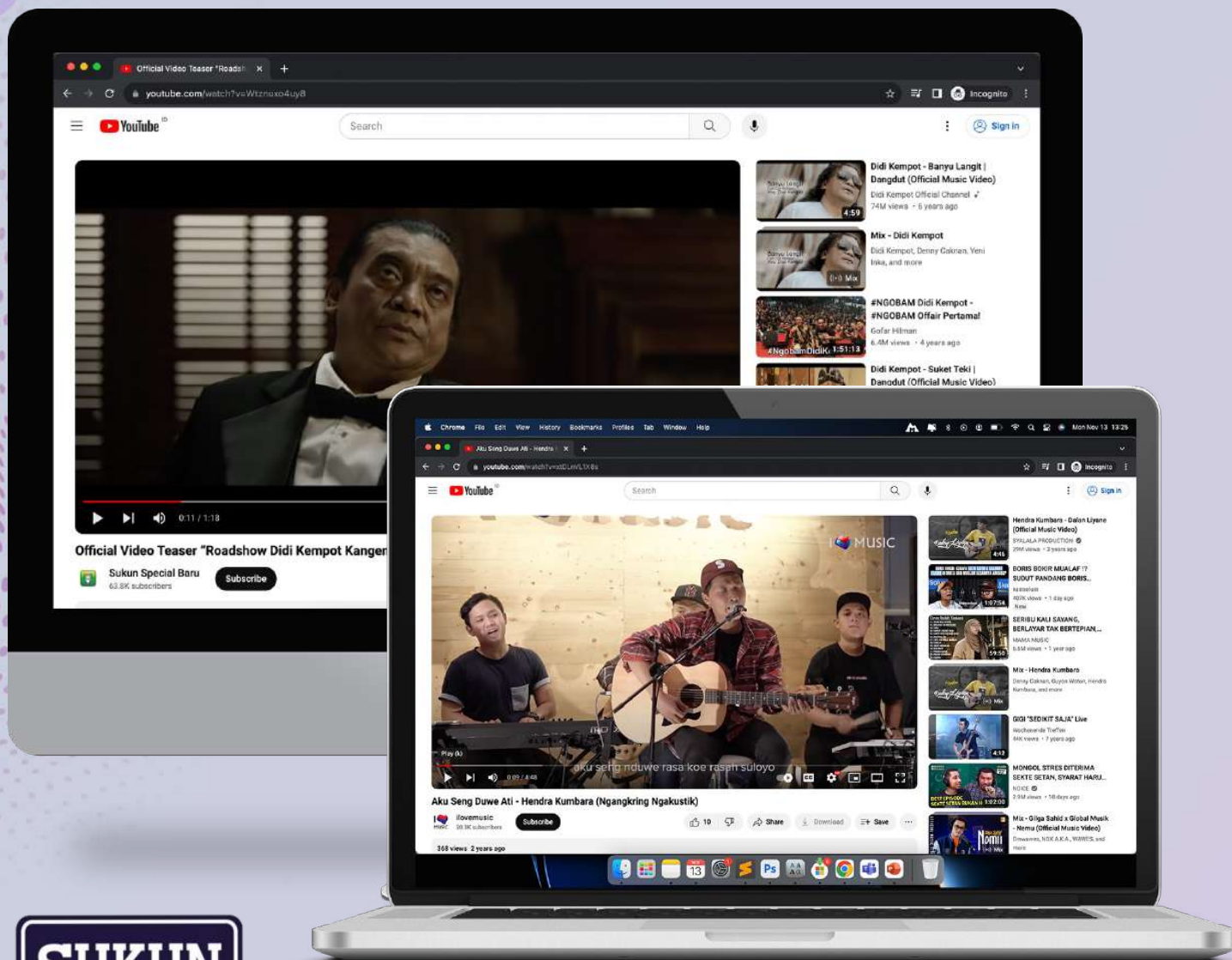
We provided these ongoing services throughout the year to ensure the success of their marketing efforts.

PERFORMANCE MARKETING





PR Sukun stands as a prominent manufacturer of both machine-made and hand-rolled clove cigarettes in Indonesia, offering an array of products such as Sukun Spesial Hijau, Sukun Spesial Merah, Sukun Executive, Sukun 2000, and Sukun Magno.



We've leveraged advanced marketing technologies to rapidly grow subscribers and views on the I Love Music and Sukun Executive YouTube channels. Our strategy includes targeting affinity audiences and compatible in-target segments to maximize channel reach.



Ad type	Avg. CPV	Impr.	↓ Interact	Interaction rate	Avg. cost	Cost
Video ad	IDR12.77	479,861	352,997 views	73.56%	IDR12.77	IDR4,507,074.29
Video ad	IDR12.26	371,433	292,359 views	78.71%	IDR12.26	IDR3,584,408.20
Video ad	IDR10.98	334,438	248,806 clicks, views	74.40%	IDR10.98	IDR2,731,525.41
Video ad	IDR11.85	260,376	203,656 clicks, views	78.22%	IDR11.85	IDR2,413,509.12
Video ad	IDR13.26	240,807	176,738 views	73.39%	IDR13.26	IDR2,343,668.71

Ad type	Avg. CPV	Impr.	Interactions	Interaction rate	Avg. cost	↓ Cost
Video ad	IDR100.31	178,048	65,900 views	37.01%	IDR100.31	IDR6,610,694.00
Video ad	IDR92.38	98,124	37,555 views	38.27%	IDR92.38	IDR3,469,402.00
Video ad	IDR92.17	91,867	34,637 views	37.70%	IDR92.17	IDR3,192,336.00
Video ad	IDR78.00	33,714	16,189 views	48.02%	IDR78.00	IDR1,262,752.95



Ayo Buruan Ikut Eventnya

Share cerita mudik bisa dapat Samsung Galaxy A8?

[Cek Sekarang Juga](#)

Subscribe youtube channel ILoveMusic, ceritakan keseruan mudikmu dan menangkan hadiahnya!

Ayo Buruan Ikut Eventnya

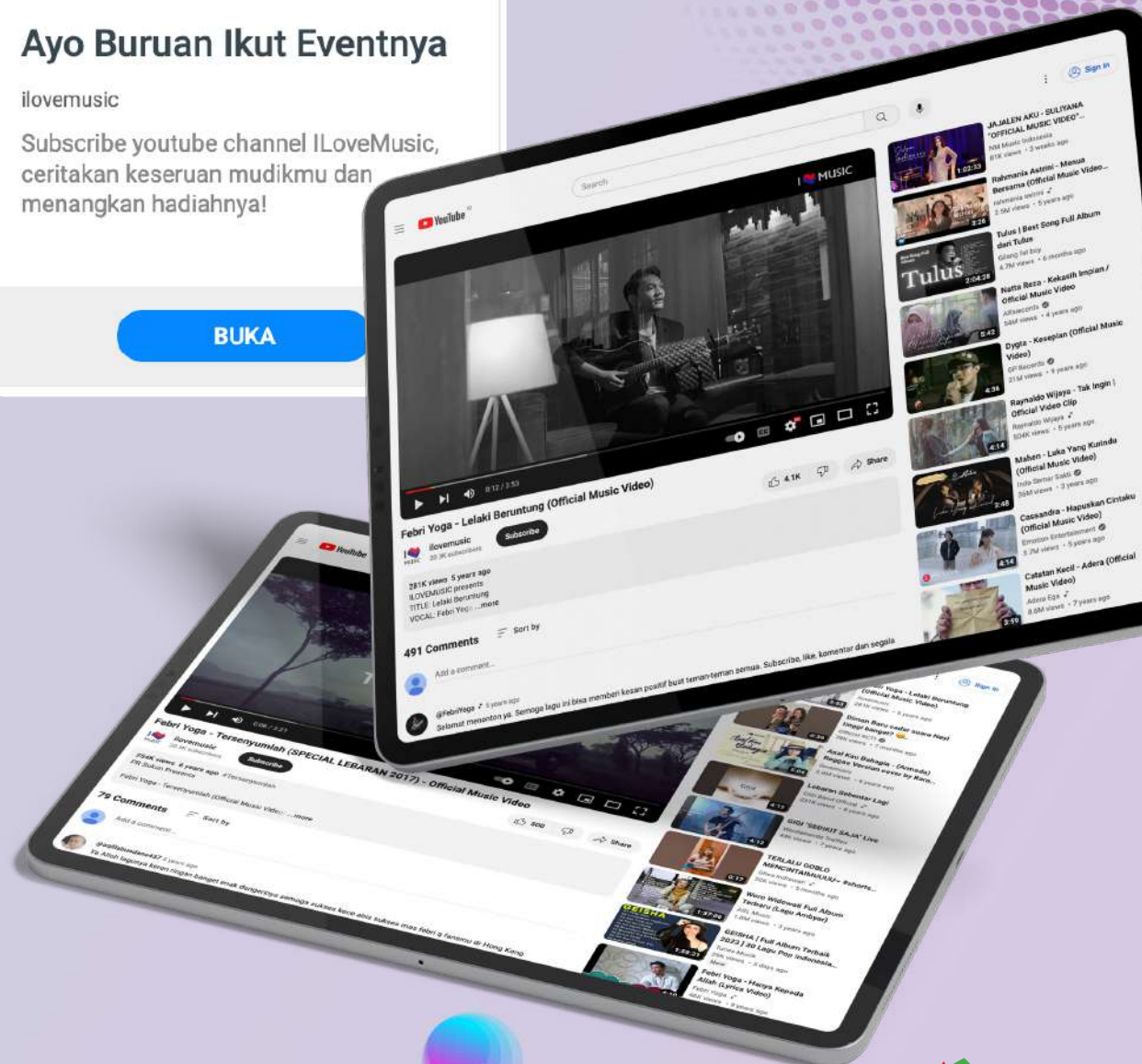
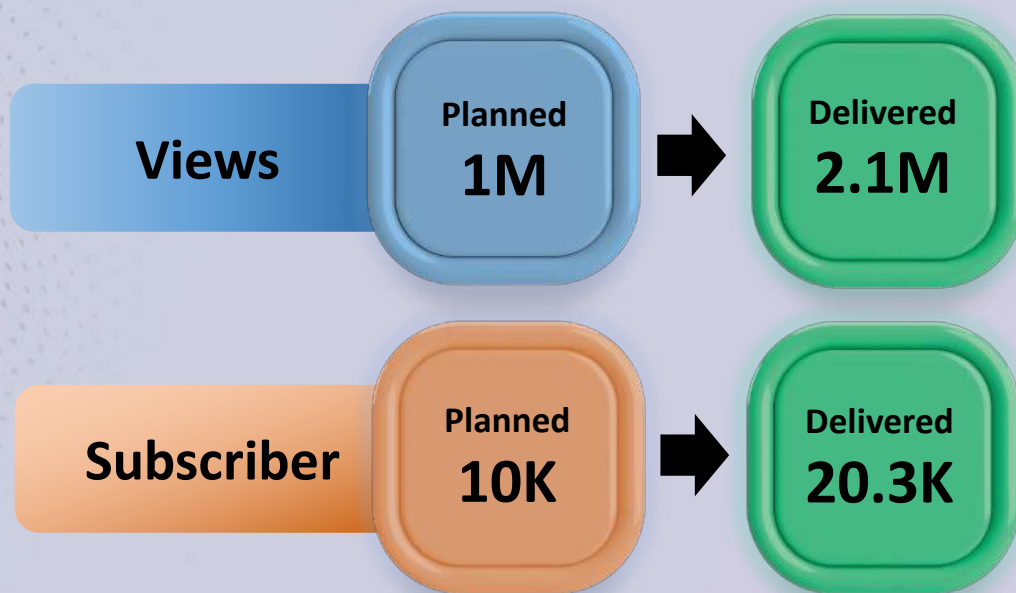
Ceritakan Pengalaman Mudikmu Semenarik Mungkin dan...

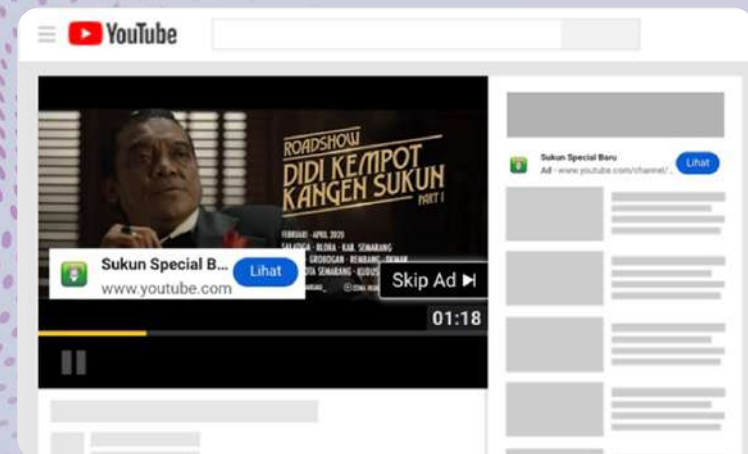
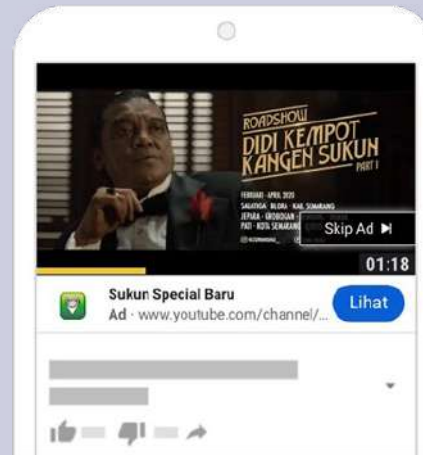
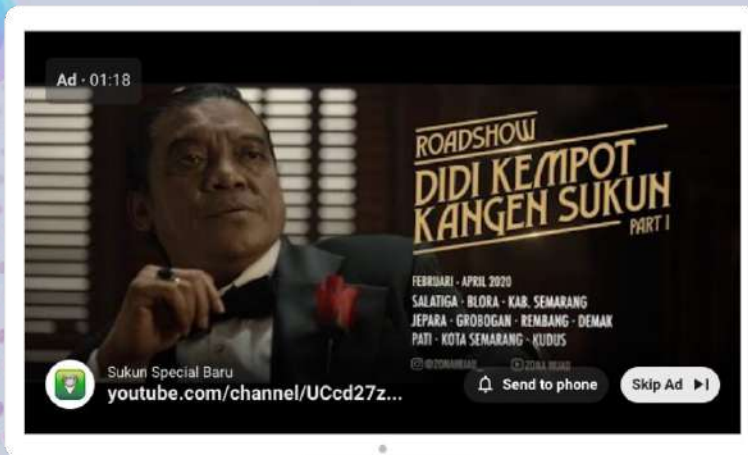
[Kunjungi Situs >](#)

Ayo Buruan Ikut Eventnya

Subscribe youtube channel ILoveMusic, ceritakan keseruan mudikmu dan menangkan hadiahnya!

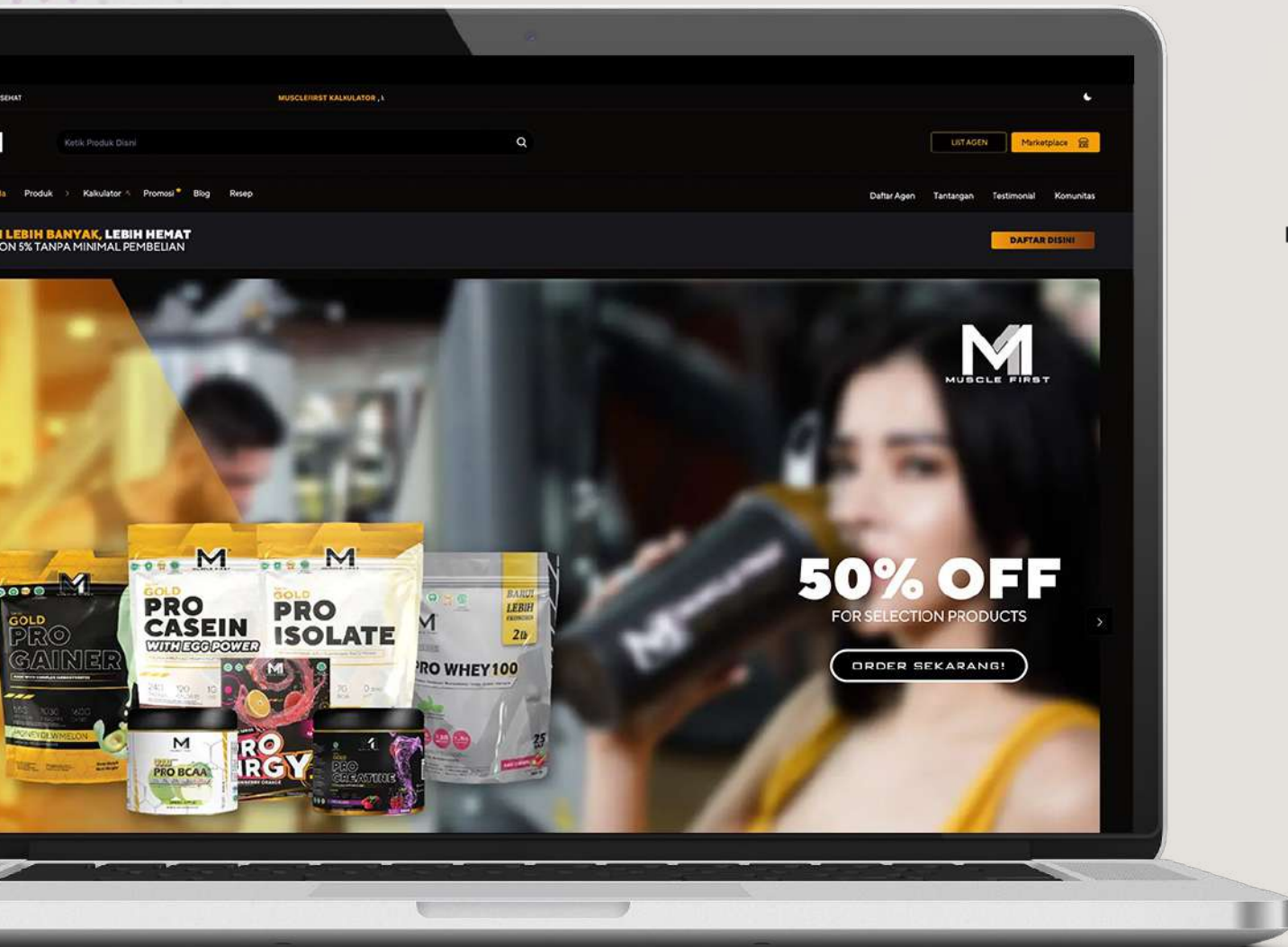
[BUKA](#)





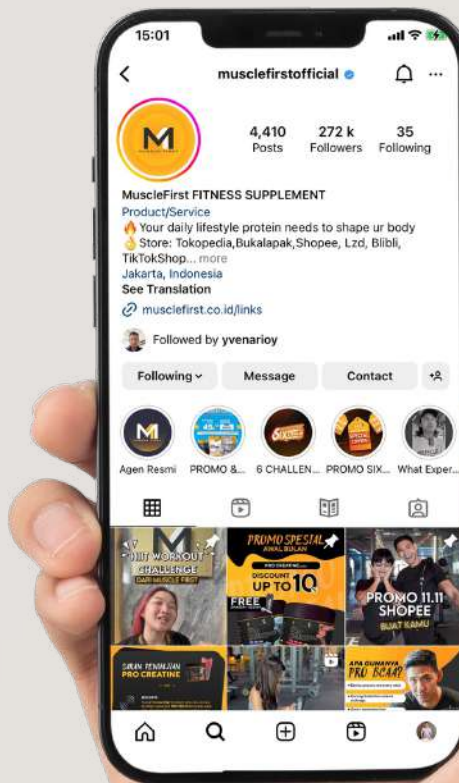
Ad type	Avg. CPV	Avg. CPM	Impr.	↓ Interact	Interaction rate	Avg. cost	Cost
Skippable in-stream ad	IDR25.70	IDR8,797.55	475,684	162,844 views	34.23%	IDR25.70	IDR4,184,855.46
Skippable in-stream ad	IDR28.17	IDR11,037.36	329,630	129,154 views	39.18%	IDR28.17	IDR3,638,244.92
Skippable in-stream ad	IDR18.98	IDR8,364.49	259,092	114,157 views	44.06%	IDR18.98	IDR2,167,172.77

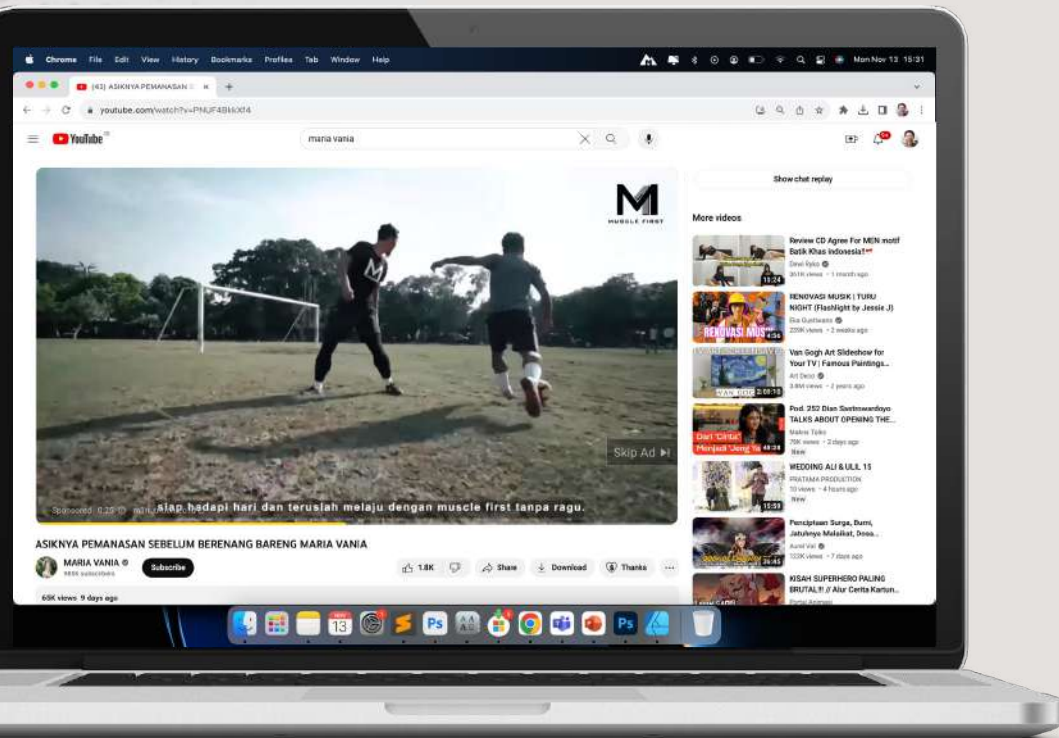




Muscle First pioneers premium Indonesian fitness supplements, boasting Labdoor, GMP, HACCP, ISO, Halal, and BPOM certifications. With a diverse range of invigorating flavors, it combats monotony while guaranteeing top-notch quality.

Muscle First has experienced an exceptional 170X growth in just 2 years, solidifying its position as the leading supplement brand in Indonesia since 2017.





SUPLEMEN FITNESS YANG COCOK BUAT CEWEK

www.m1nutrition.co.id

Wujudkan Body Goal Tahun Ini

M Pro Isolate cocok buat bentuk otot tubuh bebas lemak. Order sekarang juga

>

TUBUH IDEAL ITU BANYAK MASSA OTOT BUKANNYA LEMAK MINUM PRO CREATINE!

www.m1nutrition.co.id

M Creatine dengan banyak varian rasa yang bantu tambah...

M1 Nutrition **Beli Sekarang >**

Our monthly strategic campaigns, employing diverse marketing tech, move from awareness to conversion. Our latest hit a 300% increase in conversions, a standout achievement.


Muscle First - M1 Nutrition
Sponsored ·


Ada kejutan dari Muscle First PRO WHEY SPECIAL PROMO LEBIH HEMAT 550 RIBU Buruan cek & Pre-Order sekarang!



KLIK.DISINI

Pre-Order Muscle First PRO WHEY Lebih Hemat...

Watch More



Ad · Muscle First

151K views



Lihat Produk

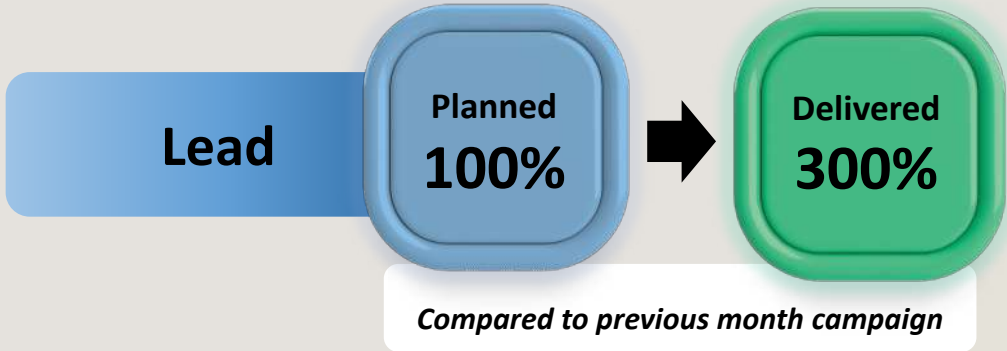
www.m1nutrition.com

Cek disini

Campaign	Results	Reach	Impressions	CTR (all) ↓
WC - Muscle First - Product Whey April 22	7,353 ^[2] Landing page vi...	193,151	263,293	12.15%
WC - Muscle First - Product Creatine Mei 22	11,181 ^[2] Landing page vi...	171,037	262,448	11.33%
WC - Muscle First - Product Gainer April 22	5,099 ^[2] Landing page vi...	135,359	186,440	10.36%

Campaign	Adds to wishlist	Website adds to wishlist
CV - Muscle First - Product Gainer 21	1,363 ^[2]	1,363 ^[2]

Campaign	Leads	Website leads
CV - Muscle First - Product Whey April 22	1,296 ^[2]	1,296 ^[2]

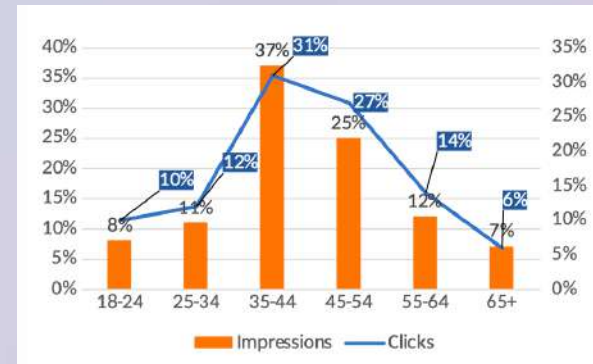
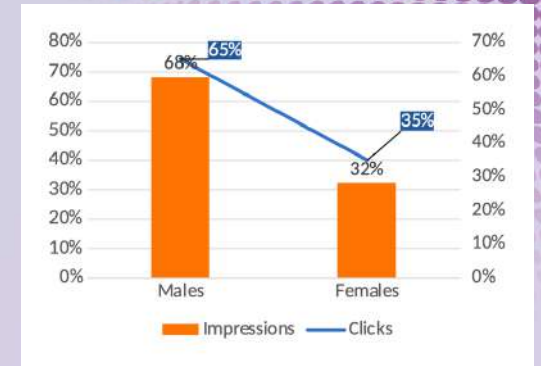
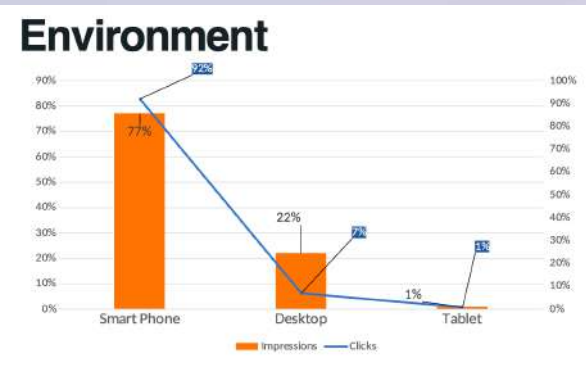
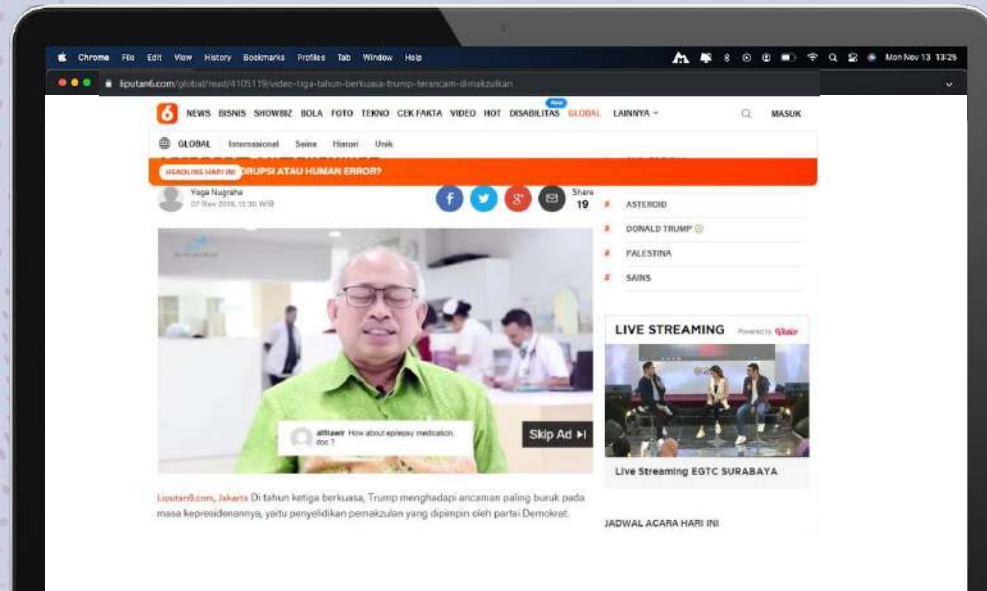




RS TELOGOREJO

Semarang Medical Center Telogorejo Hospital is a premier healthcare institution dedicated to delivering top-tier medical services. Their devoted team utilizes cutting-edge technology and maintains high-standard facilities, all aimed at serving the community with excellence in healthcare.

We ran a Programmatic Campaign to boost awareness for the Semarang Display campaign among a premium audience, focusing on driving more website traffic.



Ads on Mobile Device



smc
semarang medical center

Tangani Epilepsi Pada Anak

Epilepsi bukan penyakit menular dan bisa disembuhkan. Tangani dengan tepat sekarang juga

>



smc
semarang medical center

Jangan Abaikan Epilepsi Anak

Epilepsi bukan penyakit menular dan bisa disembuhkan. Tangani dengan tepat sekarang juga

>



smc
semarang medical center


Jangan Abaikan Epilepsi Anak

Berikut beberapa tindakan yang harus dilakukan saat anak terserang epilepsi.

>

SMC Hospital

Ads on Desktop



smc
semarang medical center

Anak Anda Alami Epilepsi?

Banyak orang tua belum tahu apa penyebab Epilepsi pada anak. Cari tahu disini

>



smc
semarang medical center

Seperti apa penanganan Epilepsi yang tepat untuk Anak? Cek disini

Iklan SMC Hospital

Kunjungi Situs



smc
semarang medical center

Anak Pernah Alami Epilepsi?

Epilepsi bisa disembuhkan dengan penanganan yang tepat. Cari tahu disini

>

Google Ads Video



Google Ads - Search

SMC RS Telogorejo | Jangan Anggap Remeh Epilepsi | Epilepsi Bisa Disembuhkan
[Ad smchospital-epilepsi2.gr8.com/](https://smchospital-epilepsi2.gr8.com/)

Ya, Epilepsi bisa Disembuhkan. Cari Tahu Disini untuk Pengobatan Terkini Epilepsi. Jangan Terlambat Berkonsultasi. Atasi Epilepsi sekarang juga.

Epilepsi Tidak Menular | Dapatkan Penanganan Epilepsi | SMC RS Telogorejo
[Ad smchospital-epilepsi2.gr8.com](https://smchospital-epilepsi2.gr8.com/)

Epilepsi anak dapat mengakibatkan kerusakan otak jika tidak segera mendapat penanganan. Tindakan apa yang harus dilakukan saat anak terkena epilepsi? Hubungi Kami. Kontak Kami. Buat Jadwal Konsultasi. Kelas: Kelas 1, 2, 3,...

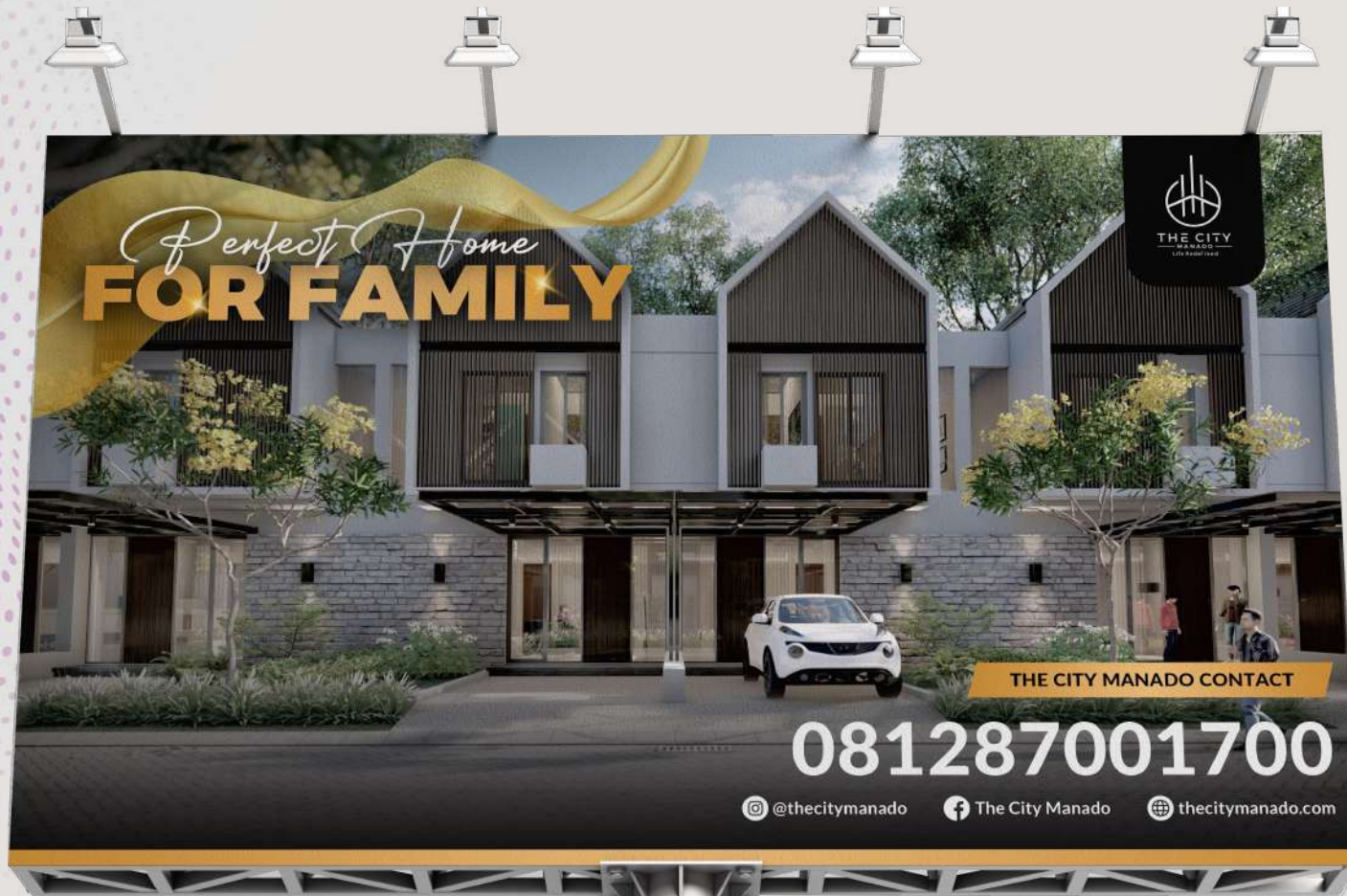
Facebook & Instagram Ads





CREATIVES

Billboard



A billboard advertisement for 'The City Manado' real estate project. The main image shows a modern, two-story townhouse with a grey facade and large windows. A white car is parked in front of the house. The text 'Perfect Home FOR FAMILY' is overlaid on the top left. The 'THE CITY MANADO' logo is in the top right. At the bottom, contact information is provided.

Perfect Home
FOR FAMILY

THE CITY
MANADO
Life Better Here

THE CITY MANADO CONTACT

081287001700

@thecitymanado The City Manado thecitymanado.com



A billboard advertisement for the 'Authentic Virtual Ride' event. The main image shows three cyclists riding on a road. The text 'CAFFINO BOLD' is in the top left. The event title 'AUTHENTIC VIRTUAL RIDE' is in the top right. The challenge details 'VIRTUAL RIDE 175 K' and 'VIRTUAL RUN 100 K' are in the bottom left. The registration link 'www.authenticbooster.com' is in the bottom center. The challenge dates '6 - 21 AGUSTUS 2022' are in the bottom right.

CAFFINO BOLD

AUTHENTIC VIRTUAL RIDE
INDEPENDENCE RUN & RIDE

VIRTUAL RIDE 175 K

VIRTUAL RUN 100 K

LINK REGISTRASI
www.authenticbooster.com

PERIODE CHALLENGE
6 - 21 AGUSTUS 2022

@authenticbooster @caffino.id

Instagram Feed



Instagram Story

PT. PRPP JAWA TIMUR
JATENG FAIR Inspiring You!

**Tiket Terusan
Jateng Fair 2023
Special Show**

Rp.50.000,-

Berlaku untuk weekend & weekdays

Harga tiket sudah termasuk:
1 tiket masuk venue Jateng Fair | 1 tiket konser Special Show | Goodie Bag

Gunakan kode **JATENGFAIR50**
dapatkan **10% up to 50K**
*Khusus untuk pengguna baru Bilbli



A NEW SENSATION OF
ICEPERIENCE.ID

LAND OF LEISURES 2022 DAY 2



9:41

DELIZIO **CAFFINO** EST. 2018 AUTHENTIC BOOSTER

AVR

AVR 2023 - ADVENTURE CYCLING & RUNNING

Yogyakarta October 8th, 2023 **Semarang October 15th, 2023**

Free Refreshment & Live Music

**Open Registration:
Aug 19th - Sept 19th, 2023**

Race Pack Cycling IDR 180.000 **Race Pack Running IDR 150.000**

3 pcs Polygon Folding Bike, 4 pcs Huawei Band 5, 10 pcs Backless Hand Gloves, 2 pcs Haka One, 2 pcs Genio Jersey P1 Hybrid Gravel, 30 pcs Universal Armband, 10 pcs Quaking Running Cap, 4 pcs Uniqlo Airmix Jacket, and many more...

TOTAL DOORPRIZE IDR 35.000.000

Registration on: **authenticbooster.com**

For more information
@authenticbooster 0823-7392-6366

SCM.art

SEGERA KOLEKSI MERCHANDISENYA!



OncoDoc

Kamu tidak perlu menghadapi kanker sendirian. Yuk bergabung!

SUPPORT GROUP KANKER KAWAN ONKI

KEUNTUNGAN BERGABUNG:

- Curhat sesama pejuang dan caregiver kanker
- QnA rutin dengan dokter ahli dari OncoDoc
- Sharing informasi dan perkembangan terkini tentang kanker yang kredibel dari tim OncoDoc

Menggunakan **WhatsApp**





Showreel

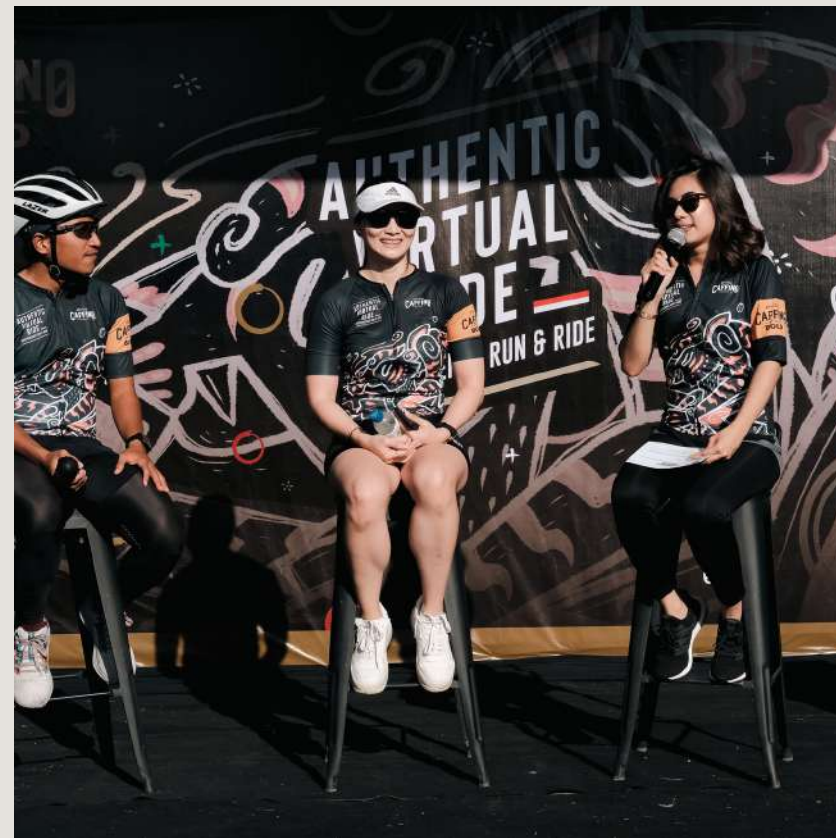
Experience cutting-edge
portfolio that resonates with
digital lifestyle and culture

rectmedia.com/showreel



EVENTS

Authentic Virtual Ride



Jateng Fair



Full of Stars : Aldi Taher Concert





RECTmedia

PT Rect Media Komputindo

Get in Touch

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DKI Jakarta, Indonesia, 10310
+6221.2358.4581

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