Case study: retail and e-commerce

STARHUB HOPPR



How a major Southeast Asian e-commerce platform put its 11.11 sale in front of expat households on the big screen.

For its flagship 11.11 sale, the brand wanted to engage expat households in Singapore with impactful, premium TV advertising. Working with StarHub Total TV, powered by Hoppr, it matched its own postcode list to households, delivered more than 153,000 completed views in 11 days, and built a look-alike audience for future campaigns.

153,326
completed views across an 11-day campaign flight

56k
properties reached at an average frequency of 3+

11k
look-alike households identified for future targeting

The brief

A key growth segment that digital display struggles to reach with any attention.

The brand

The brand is Southeast Asia's leading e-commerce platform, known for mega sales events that drive significant online shopping activity.

Their problem

It needed to cut through digital noise and connect with expat households, a key growth segment, delivering high-frequency, premium messaging in an environment where they are highly engaged.

Why StarHub Total TV

StarHub Total TV, powered by Hoppr, covers the home screen, live TV, catch-up, video on demand and streaming apps across 299,000 active devices and more than 925,000 addressable people. It is Singapore's only premium, scalable CTV inventory.

It provided the ability to target specific households with precision, scale and premium ad placement, reaching audiences in an immersive, attentive viewing environment that digital display cannot match.

The Hoppr platform plans and reports every impression at household level and guarantees reach and frequency, so campaigns are bought against one deduplicated audience, not estimates.





The 11.11 creative, and the postal sectors first targeted (solid) and then retargeted (ringed) across Singapore.

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The approach

From the brand's own postcode list to a household audience, then to the households that watch like them.

1

Seed list

The campaign began with the brand's first-party seed list of 2,822 postcodes.

2

Household match

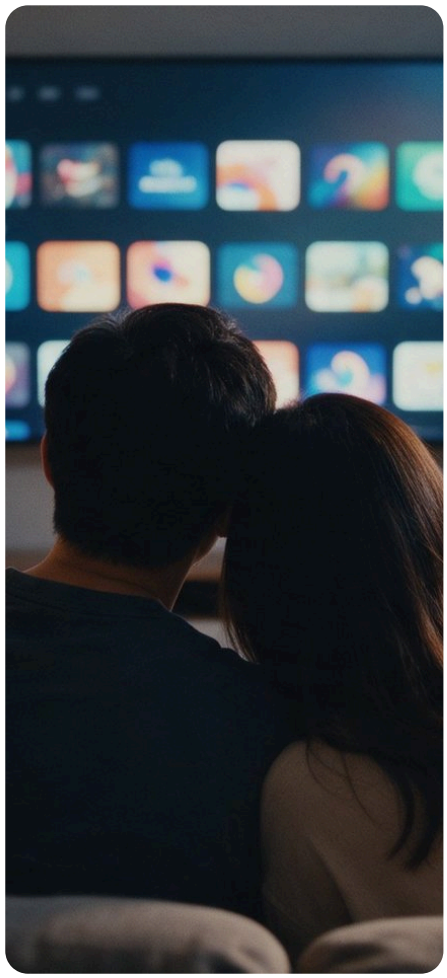
The list was mapped on the Hoppr platform against 56,000 properties across 14 key, expat-dense postal sectors.

3

Look-alikes

A look-alike audience was modelled on the viewing behaviour of those households, for precise delivery and future scale.

Audience	Expat-dense postal sectors, plus households with similar media consumption patterns, for precise, relevant messaging with maximum reach and media efficiency.
Creative	A high-impact, retail-focused 15-second ad carrying the 11.11 sale message, designed to drive consideration and intent during the campaign window.
Buying model	A 100% share of voice campaign with guaranteed delivery across the agreed inventory.
Placements	Pre-roll on App & Game Tab Entry and post-roll on Streaming Apps, served at navigation moments when viewers were most engaged.



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Results

More than 153,000 completed views in 11 days, and a new audience to grow into.

153,326
completed views delivered across an 11-day campaign flight

56k
properties reached with an average frequency of 3+

11k
look-alike households identified, based on viewing behaviour, for future targeting

From postcodes to households

2,822
postcodes in the brand's seed list

→

56,000
properties matched in 14 postal sectors

→

11,000
look-alike households added

Campaign at a glance

Flight	11 days, for the 11.11 sale
Audience	Expat households plus look-alikes
Buying	100% share of voice, guaranteed delivery
Format	15-second ad at entry and exit moments

Key learnings

1. **Postcode matching reaches hard segments.** Precision targeting enabled efficient delivery to a hard-to-reach expat audience.
2. **Entry and exit placements capture attention.** Placements within the app and gaming environment proved highly effective.
3. **Look-alikes open up scale.** Audiences built on viewing behaviour create future opportunities for retargeting and campaign expansion.

Reach your perfect audience at their peak engagement.

Bring your own customer data to the big screen and find more households like your best ones, measured on the Hoppr platform.

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