ABSTRACT

Indonesia is the most growing country in Asia-Pacific in terms of digital advertising spending. The growth shows that digital advertising industry in Indonesia is still active and appealing. In traditional or digital marketing, marketing campaign always has certain group of customer identified by certain characteristic as a target audience. This target identified according to spesific characteristic and customers, which belong to the same characteristic, grouped into a segment. Telkomsel Digital Advertising has a service that helps advertiser so that their marketing campaign reach suitable target audience, namely Mobile Consumer Insight (MSIGHT). However, in its internal use, there is effectivity issues involving MSIGHT customer segmentation and its relation towards overlay banner occupancy. Therefore, by studying customer segmentation in Telkomsel Digital Advertising and its influence towards overlay banner occupany, an important insight can be discovered to develop strategies that may improve overlay baner occupancy.

The study involve statistical method combined with big data analytics technique to prove hypotheses and visualize insights. From the result, we found that almost all of the existing segmentation having significant influence towards overlay banner occupancy rate. Moreover, we also found four clusters made from overlay banner campaign in 2017, with each of them having certain characteristics, which allegedly become the most used segmentation in overlay banner product of Telkomsel Digital Advertising.

Keywords: *Customer Segmentation, Digital Advertising, Big Data Analytics, Clustering Analysis*