

# COMMERCIAL CONTENT ACCELERATION

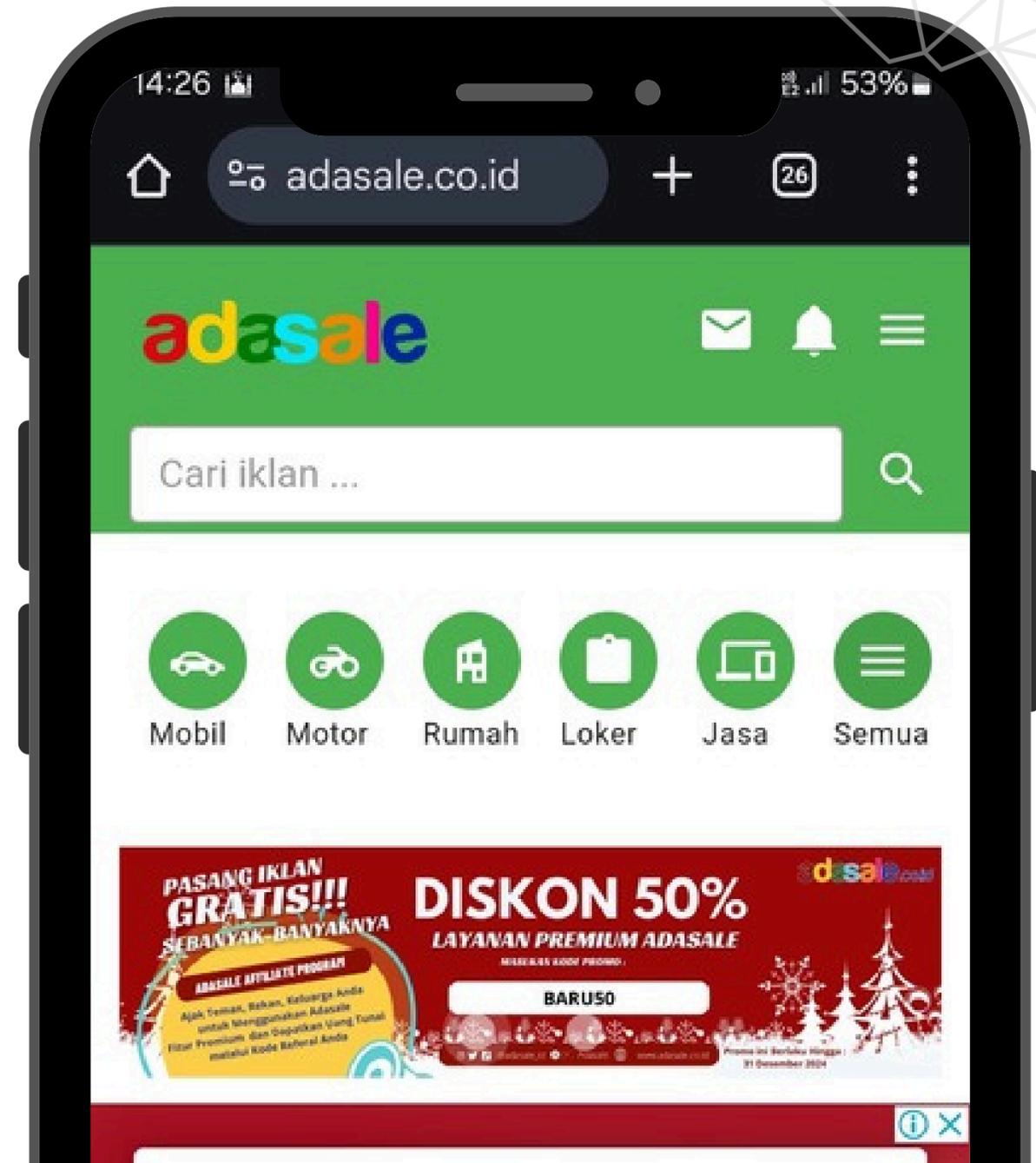
## Context

An e-commerce platform required accelerated audience growth and stronger engagement across social and video platforms.

## Objective

- Increase reach and engagement
- Improve content retention
- Strengthen KPI-based performance tracking

<https://adasale.co.id/>



Temukan Segala Kebutuhan Anda Hanya di Adasale.co.id

Temukan segala kebutuhan Anda hanya di Adasale.co.id. Platform terbaik untuk kebutuhan Anda.

 adasale.co.id

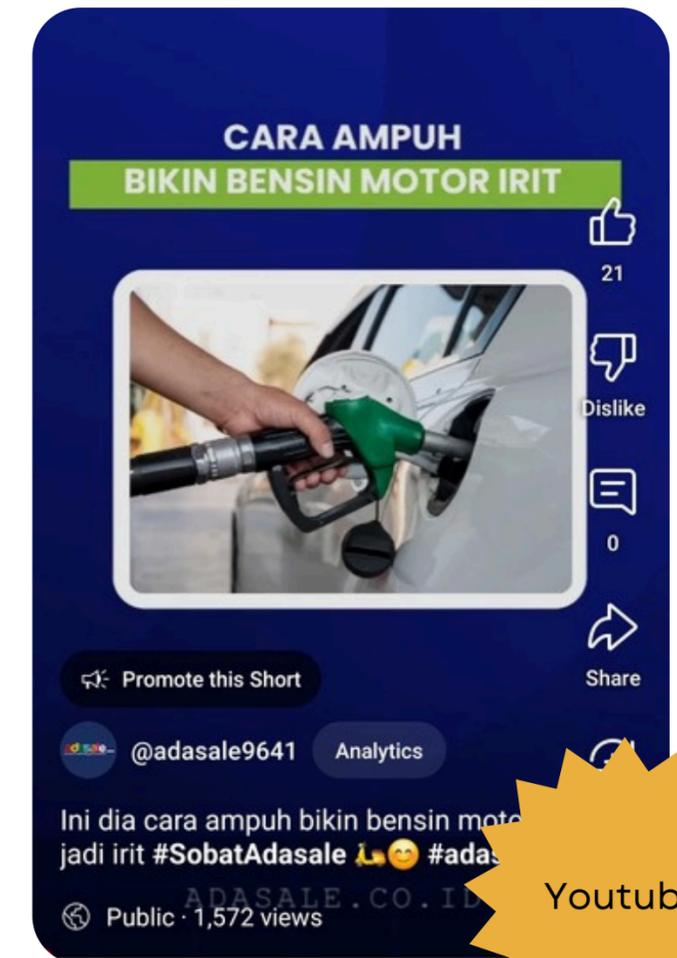
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## Strategic Approach

- Reframed content using problem-solution storytelling
- Introduced hook and format testing
- Prioritized short-form, high-retention scripting
- Applied monthly KPI-based optimization cycles

## Execution

- Led content direction and scripting
- Guided platform-specific optimization
- Delivered recurring performance reports



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## Results

- +60% audience reach growth
- +55% engagement growth
- +40% YouTube follower increase

## Strategic Impact

- Proved adaptability of large-scale digital strategy into commercial performance-driven environments.

