My Experience with MoneyGram's F1 Sponsorship

As a Marketing Analyst at MoneyGram, I helped transform our F1 sponsorship from a branding opportunity into a powerful customer acquisition engine through strategic campaign activations and data-driven decision making.

Shreya Joshi

My Role: Marketing Analyst at MoneyGram and Transferable Skills

Campaign Analytics

Tracked and analyzed performance metrics across all F1 sponsorship activations, providing weekly reports to leadership on ROI and customer acquisition costs

Cross-Functional Collaboration

Coordinated with digital, creative, and social teams to ensure cohesive messaging and integration of F1 partnership assets across channels

Budget Management

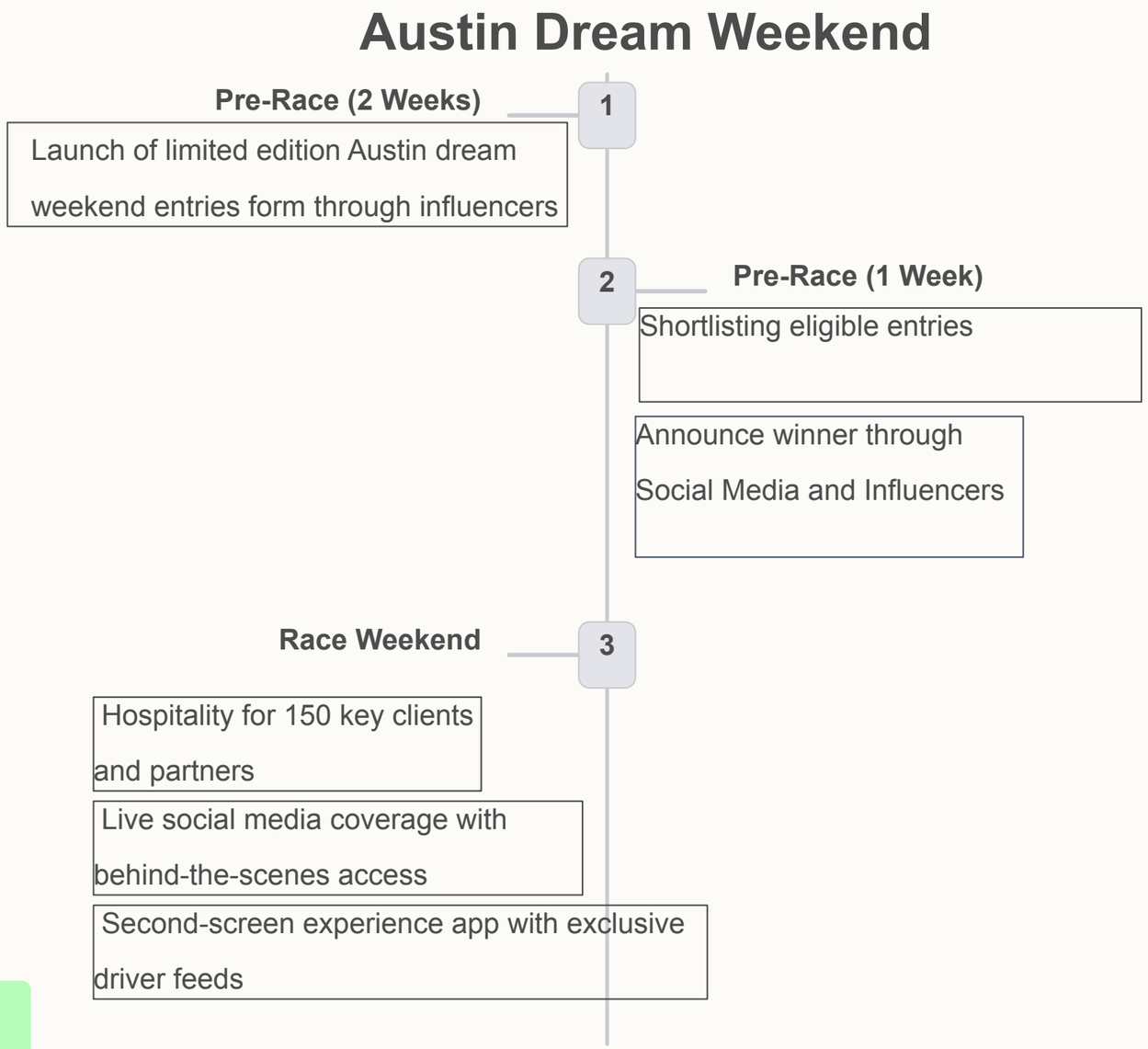
Monitored $1.2M activation budget allocation, optimizing spend based on campaign performance and audience engagement data

These analytical and strategic skills are directly applicable to sponsorship activation roles across industries, including aviation and travel.

Dream Weekend Campaign: Strategy, Execution, and Metrics

Executed a multi-channel sweepstakes offering fans a VIP F1 experience including:

- Race weekend passes with paddock access
- Luxury hotel accommodations
- Meet and greet with MoneyGram Haas F1 drivers
- Exclusive team merchandise package



Campaign drove 12,000+ app downloads and 8,500 new customer registrations within a three-week period

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Dream Weekend F1 Campaign Flow

Campaign Planning & Concept

→ Define objective: Promote F1 partnership & increase digital engagement
→ Campaign theme: “Win the Ultimate F1 Dream Weekend”
→ Identify target segments:
• Socially engaged users
• New digital account creators
→ Approvals from Legal, Marketing, Partnerships

Campaign Design

→ Build campaign funnel:

• Entry via social media post (tag/share)

• Entry via account sign-up (new customers)

→ Design creative assets: banners, emails, influencer content
→ Develop entry form for giveaway

Influencer Partnership

⟶ Shortlist & onboard influencer aligned with F1 audience

→ Draft & execute influencer contract (deliverables, usage rights)

→ Launch sponsored post with trackable UTM links to campaign page

Campaign Launch & Execution

⟶ Go live on all social channels (Instagram, Twitter/X, TikTok)

→ Send email blasts to existing user base

→ Influencer content published and boosted via paid media

Segmentation & Tracking

→ Track traffic sources:

• Organic social posts

• Influencer content

• Paid ads

• Direct entries from new account creation

→ Use CRM & web analytics to attribute conversions

Performance Analysis

⟶ Metrics gathered:

• Number of entries per channel

• Conversion rate from traffic to entry

• New accounts created

• Influencer ROI (Cost per entry)

→ Weekly dashboards reviewed by marketing analytics team

Winner Selection & Fulfillment

→ Conduct random drawing from eligible entries

→ Announce winners via social

→ Manage travel logistics for race weekend (tickets, hotel, brand kit)

Post-Campaign Reporting

→ Summarize campaign performance in executive report

→ Present learnings for future F1 activations

→ Highlight influencer reach, audience quality, and CPA

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Content Strategy and Engagement Analytics

Strategy Development

Created race-by-race content calendar tailored to key markets and audience segments

Content Production

Coordinated behind-the-scenes team access for exclusive content creation

Performance Analysis

Tracked engagement metrics and optimized targeting based on data insights

Results: 43% increase in global engagement on App and web and 28% growth in follower count across social media platforms during the F1 season

Influencer Marketing: Selection Process, Budget optimization and Performance Tracking

18	3.2M	$0.82
Influencers Engaged	Total Reach	Cost Per Engagement
Across 12 global markets with audiences aligned to MoneyGram's target demographic	Combined audience engagement across Instagram, TikTok, and YouTube	22% below industry average for financial services influencer campaigns

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Key Insights and Applications for Sponsorship Strategy

Data-Driven Activation

Focus on measurable campaigns with clear conversion pathways from engagement to app download or purchase

Experiential Marketing

Create memorable "money can't buy" experiences that generate authentic social sharing and word-of-mouth

Consistent Measurement

Establish clear KPIs that connect sponsorship activities directly to business objectives

My experience optimizing MoneyGram's F1 sponsorship demonstrates how strategic activation can transform partnerships from brand awareness plays into powerful customer acquisition channels.

Thank You!

Questions?

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