MasterCard's Valentine's Day campaign results in a 62% higher engagement

MasterCard wanted to generate awareness and engagement around thoughtful spending during the Valentine's Day season. Continuing their Christmas 2014 hashtag #OhMyGift, they chose Twitter as the perfect platform to target Europeans with a rich stream of Valentine's Day themed content.

Approach

MasterCard in conjunction with Ketchum, created a series of engaging and shareable content that proved popular amongst the Valentine's Day conversation on Twitter. We launched 20 pieces of creative all in the same burst and optimized against the best performing.

- Adaptly ensured a high share of voice on the day after Valentine's Day in order to capitalize on people discussing their gifts.
- Adaptly helped the client create keywords, @handles and search terms relevant to both MasterCard's consumer and business audiences across multiple European markets.
- Adaptly recommended running the creative in one burst and optimizing towards the best performing.

Results

Valentine's Day is a one-day event, however tapping into the conversation before and after can be equally, if not more, effective. Knowing that engaging fans prior to and post Valentine's Day would be important, we worked with MasterCard and Ketchum to schedule the campaign accordingly. As predicted, the engagement rate the day after Valentine's Day was 6.30%, making it the second best performing day of the four-day campaign. And compared to Saturday's (Valentine's Day) engagement rate of 6.72%, that's only slightly lower than the "main" event.

62.8% higher ER Jan vs. Feb

8.81% UK engagement rate

7.25% Germany engagement rate

Key Takeaways

- By tweaking things as simple as copy and color, you can quickly garner insights about what is performing the best, giving you greater confidence in how to spend later.
- The results demonstrate the effectiveness of capitalising on key events, holidays, and trending conversations with a targeted, content-rich Twitter campaign.

Adaptly