

Case Study

MasterCard Boosts Results by 24% Using Adform Cross-Device Targeting & Reporting



MasterCard, one of the world's leading global payment solutions companies, teamed up with Adform & Adexpres (part of the Dentsu Aegis Network) to promote their Masterpass App. Masterpass is MasterCard's digital wallet service, providing users a convenient way to make online, in-app or in-store shopping simple & convenient.

Objectives

- ✓ Drive downloads of the Masterpass App
- ✓ Raise awareness of the Masterpass App
- ✓ Retarget audience across desktop, tablet and smartphone
- ✓ Gain a holistic view of their campaign's cross-device exposure and its effectiveness

Strategy

To acquire more Masterpass users across the Czech Republic, MasterCard set up a campaign promoting a 30% discount when using Masterpass for certain items in selected restaurants. The campaign ran on both Desktop and Mobile, with the overall goal of driving downloads of the Masterpass App.

Solution



Trading:

RTB



Data:

1st and 3rd Party data



Environment:

Desktop, Mobile Web & In-App

Targeting & Demographics:

- ✓ Hyperlocal targeting (targeting the restaurants where the 30% discounts were available)
- ✓ Users with an affinity to sale shopping
- ✓ Users with an affinity to personal finance
- ✓ Users with an affinity to payday loans
- ✓ Users aged 25 – 35 & 35 – 45
- ✓ 1st party data remarketing

Results

By using Adform cross-device conversion reporting, MasterCard was able to recognize a 24% increase in conversions across devices, and a 1.34% Unique CTR across devices. This meant that MasterCard was able to report 24% additional conversions that would not have been connected to the campaign had they not been using Adform cross-device conversion reporting, yielding a considerable lift in ROAS. This gave them deeper insight into their campaign performance, by enabling them to recognize users that were served banners across their devices, helping to ensure that future budgets could be optimized accordingly, considerably improving ROI.

“

We are happy that Adform's Cross-Device Reporting solution could help us to gain deeper insights into how our display advertising performed. This is crucial in today's multi-device world, as it gives us a unique opportunity to assess campaign performance from a variety of different angles. We deeply value Adform's sophisticated solutions, as they help us deliver the best results to our clients.

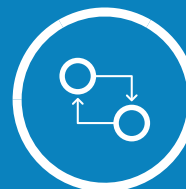
- Ondřej Kutiš - Head of Programmatic and Technology - Adexpres

”



1.34%

Unique CTR across devices



24%

Increase in conversions across devices