Customer Success story using **AI Alpha**

Client	**Mastercard - Carat**
Vertical	Finance & Insurance
Campaign Dates	1 October 2024 - 31 December 2024

Mastercard's Challenge

- Mastercard aimed to **drive front-of-wallet behavior** and **increase transaction volume** among its credit cardholders.

- The objective was to **encourage customers to use their Mastercard credit cards** more frequently by offering an incentive in the form of competition entries.

- The campaign needed to strategically align with **key retail periods**, including **Cyber Week** and the **Christmas shopping** season, to maximise impact.

Key Outcomes

- Mastercard's message resonated strongly with its target market, achieving an **impressive average 13.69 seconds of attention time** per user. This translated to a remarkable total of **1,603 days and 6 hours of attention** from Mastercard holders. With engagement rates (the percentage of impressions when someone has engaged with the ad - swipe, scroll, touch etc), these normally sit at an **average of 2-4% for cubes**, for this Mastercard campaign BigAds was able to **exceed this at 10.45%**.

- **BigAds delivered significant reach & scale** with 10.6M targeted impressions delivered to 4.5M Mastercard credit cardholders across premium AU environments.

- The use of clever creatives, combined with relevant targeting, and attention optimisation, led to the campaign smashing benchmarks and achieving its goal of promoting and raising awareness of their 'Spend and Win' campaign:
  - **Cube Eng Rate of 10.45% (5.2x times benchmark)**
  - **Pro-Skin Mobile CTR of 0.97% (4.85x times benchmark)**
  - **All Viewability Rates above 75%**

- This **campaign successfully reduced carbon emissions by 36.09%** through decarbonise options from BIG, in collaboration with Scope 3. That's equivalent to **6,331 km in a petrol car** - the same as driving from Sydney to Melbourne 7 Times!

Solution from BIG using advanced AI

- The approach utilised Amplified Intelligence, Decarbonisation and Context AI with BIG, ensured Mastercard's "Spend and Win" was understood, promoted awareness, drove uplift in spend and transactional volumes. A combination of 1st party data and run of network audiences were used.

- **Analyse creative for optimal attention time.** AI Alpha analyses the following factors to determine the seconds of attention needed for a specific advertisement to be fully understood:
    - Imagery (Colours, Pixel Density, etc.)
    - Call-to-Action Complexity (number of words, etc.)
    - Where the message sits in the Marketing Funnel.

    This campaign optimised attention, delivering an average of 13.69 seconds of attention per impression.

- **Guaranteeing engagement with the target market in contexts that foster positive brand associations.**
    - In Collaboration with Double Verify, we ran previously successful whitelists, our RON whitelist ideal for 1PD or 3PD overlays, Bespoke Shopping & Retail whitelist, Lotame audiences, and Mastercards 1st Party Data was plugged into the RON deals.
    - The appropriate contextual segments were targeted. Ensuring Mastercards message was delivered to and understood across positively primed environments.

Creatives we've done. *ProSkin Desktop, ProSkin Mobile, Cubes, Lite.*
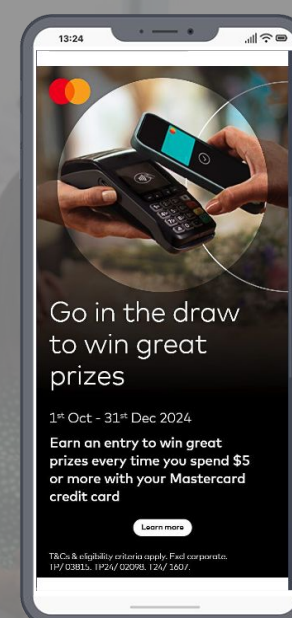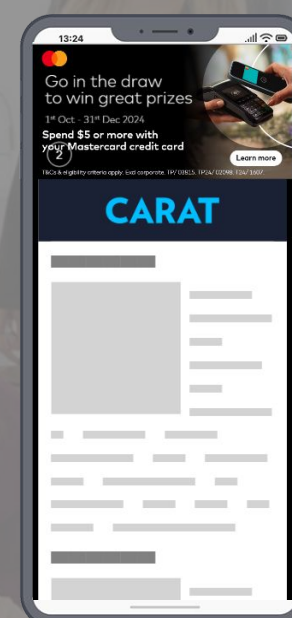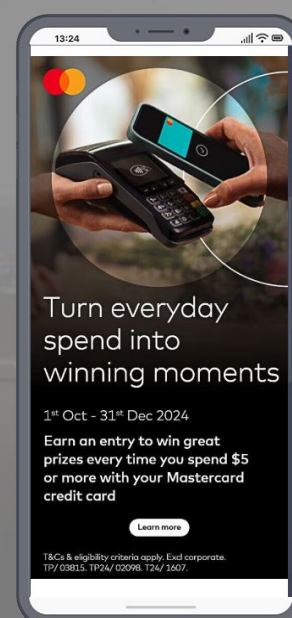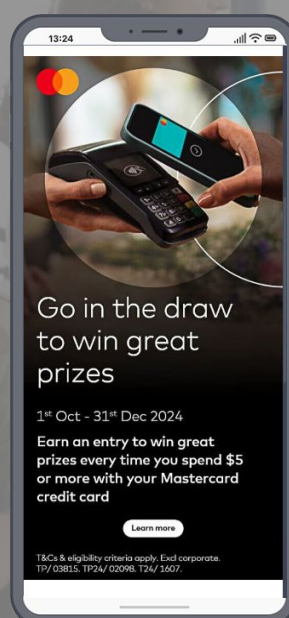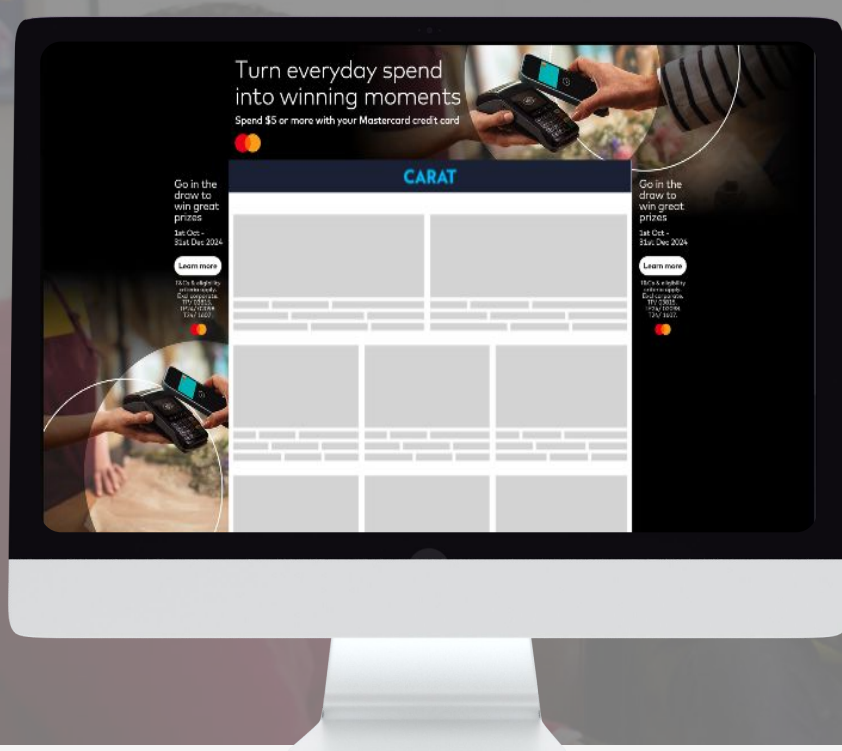
Customer Testimonial

"The campaign was incredibly easy to activate, and AJ gave us regular and useful feedback during setup that allowed us to align this campaign with our success metrics".

Hugh Vaughan
Programmatic Manager, Dentsu Programmatic