



“

Partnering with InMobi has been a great experience for us at Mastercard. InMobi's creative optimization and audience technologies proved extremely valuable in expanding our reach among our target users. Additionally, their retargeting systems were key to delivering a highly successful campaign that exceeded the campaign goals. We look forward to further deepening our engagement by involving InMobi early on in our upcoming campaigns, in order to drive mobile innovation that truly differentiates us in the market.

**Deepali Grover**  
Digital Marketing, Alliances & Partnerships, MasterCard

”



## GOAL

MasterCard collaborated with the Singapore Tourism Board to target Indian travellers exploring international destinations for their annual vacations. The goal was to promote Singapore as a preferred travel destination during the holiday season and encourage Indian travelers to spend more dollars on the card. Mastercard partnered with InMobi to use mobile to target its audience with hyper-relevant ad creatives and entice them to redeem offers on a range of experiences, including shopping, hotel bookings and restaurants.

## SOLUTION

### Phasing out the campaign:

The campaign was split into 2 phases to ensure accurate targeting and contextual messaging, allowing Mastercard to convey its message at the right time and to the right audience.

### Precise Targeting:

**Phase 1:** InMobi targeted all affluent international travellers & frequent travellers in India with the help of [audience persona](#) and [location targeting](#). The set of users, who showed interest in the mobile ad creative basis click through rates were [retargeted](#) with a personalized creative to convey a more contextual and relevant message.

**Phase 2:** InMobi [geo-targeted](#) interested users from Phase 1 who were visiting Singapore to nudge them to avail the Mastercard offers.

To expand its reach to a larger target audience InMobi employed various targeting strategies including:



**Location targeting** to target Indian travellers at the top three visited destinations by Indians in Singapore



**User-persona targeting** to target leisure and business travellers around Changi airport



**Time & day targeting** to expose users to the mobile ad in the mornings and evenings



**Appographic targeting** to target users who used apps/sites of Indian origin in Singapore



**Lookalike Modelling** to target users similar to the set of users who had engaged with the ad in the first phase

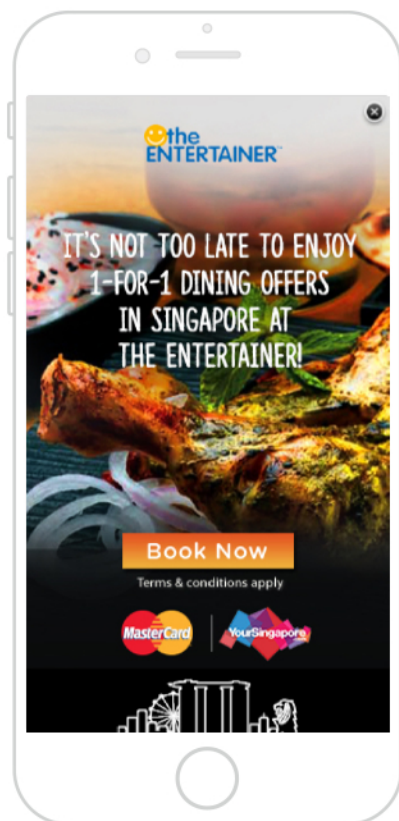


## SOLUTION

### Creative Optimization

**Phase 1:** Five mobile interstitials were designed highlighting offers provided by various merchants that Mastercard had tied up with. Based on user engagement, InMobi optimized the mobile creatives on a real time basis and served the top three mobile ad creatives.

**Phase 2:** InMobi customized the creatives for a Singapore audience, providing users a contextual message and allowed them to avail offers with just a click of a button.



## RESULTS

### Reach:

Engaged 700,000 users in phase 1 and 460,000 users in phase 2.

### CTRs:

**Phase 1:** The campaign saw the CTR jump from 1.3% to 4%. This is attributed to the various targeting strategies employed and personalized creatives which ensured an engaging mobile experience.

**Phase 2:** The targeting was narrowed down based on users' engagement of the mobile ad. This proved to be an effective targeting strategy as the campaign saw a CTR jump from 4% to 7.6%.



Phase 1

1.3% to 4%

Phase 2

4% to 7.6%