

Expand Your Business to Cross-border Tourists in Asia

Case Study: American Express



A background image showing a pair of hands holding several colorful shopping bags (brown, green, blue, and red) against a teal gradient background. The bags are tied together at the handles.

Switching on the Growth Engine

American Express Cross-border Marketing Campaign

Campaign Background

Chinese consumers made more than 55 trillion yuan (\$8.4 trillion USD) on card payment*, and China is expected to be the largest card payment market in the world by 2020. The credit cards are widely used for local purchase, digital cross-border commerce, and purchases made while traveling abroad.

To increase the number of card issued in China, American Express took a big step ahead of the market by promoting the overseas advantages of American Express credit cards.

Campaign Period

August 2016 – December 2016

Campaign Objectives

- Increase overseas transactions
- Identify potential credit card owners

*Source: Reuters

360° Cross-border Mobile Marketing Solutions: American Express

Seamless Travel Journey Targeting

Before Trip : Passport Bearers

Stimulate Travel Interest

Targeting the only 5% passport bearers in China with aiming to increase brand awareness and encourage before-trip purchase, e.g. hotel booking and travel services.



During Trip : Tourists

Encourage Local Spending

Delivering offers from local merchants to lead tourists from online traffic to physical stores, and make purchases with American Express cards.



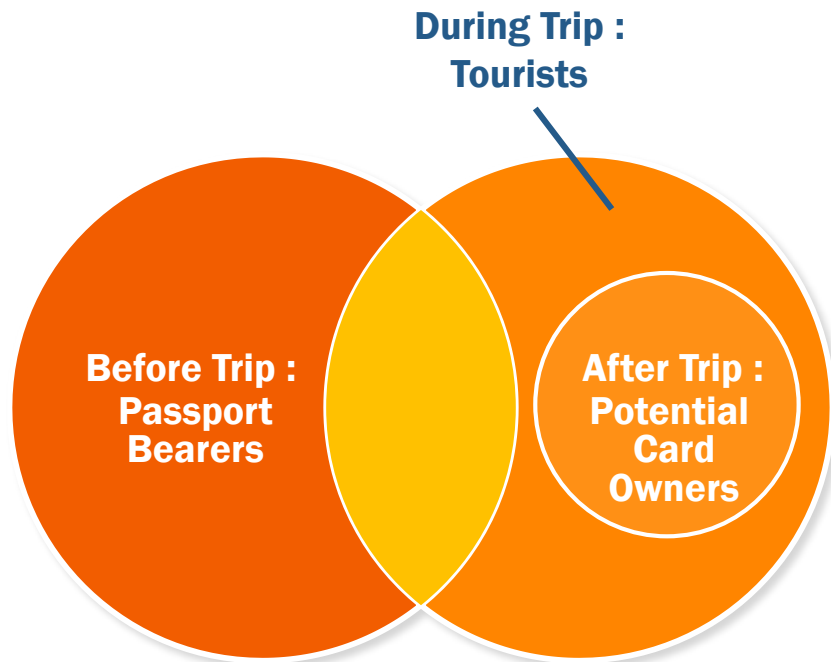
After Trip : Potential Card Owners

Enhance Brand Loyalty

Identifying audience who shown interest in American Express products in both before- and during-trip. Retargeting is implemented for continuous communication with the targeted audience.

Strategy : Identify Customers with Great Value

With tracking the users' mobile behavior from their entire journey (before-, during-, after-trip), we can identify the potential customers with great value.



Device Behavior

Device ID	Month - Trip type												
	8月, 2_During	9月, 1_Before	9月, 2_During	9月, 3_After	10月, 1_Before	10月, 2_During	10月, 3_After	11月, 1_Before	11月, 2_During	11月, 3_After	12月, 1_Before	12月, 2_During	12月, 3_After
3E9682Df	✓		✓		✓	✓		✓	✓			✓	
3F1219F1	✓		✓		✓			✓	✓			✓	
4C410DCf					✓			✓	✓				
6E60CEDf					✓			✓	✓				
9F89C84A		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
09E49ACf					✓			✓	✓				✓
46A4384f					✓			✓	✓	✓	✓	✓	✓
A813A0Bf					✓			✓	✓				
A866A00f			✓		✓	✓	✓	✓	✓				✓
BB09B39f					✓			✓	✓				
CAB2A82f					✓			✓	✓				
DFA0AD5f					✓	✓		✓	✓	✓			✓
E6F6BFAf					✓			✓	✓				
E004F85f					✓			✓	✓				
FOB420FF					✓			✓	✓				✓

**image is for reference only*

Utilizing Dashboard to Analyze Data & Get Insights

Vpon's visualized dashboard provides instant supports to drive the best results and optimize the performance with real time data



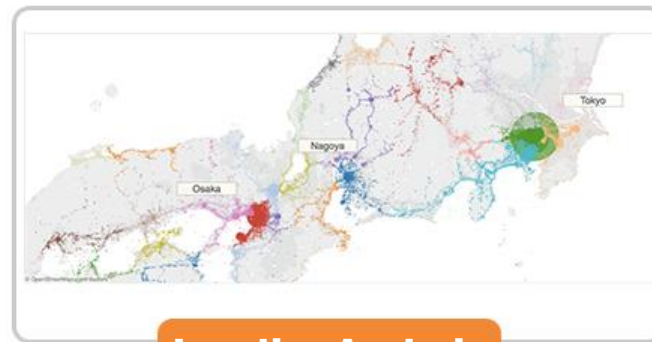
Website Offers Analysis



Campaign Performance Analysis



Campaign Strategy Analysis



Location Analysis

Before Trip : Stimulate Travel Interest



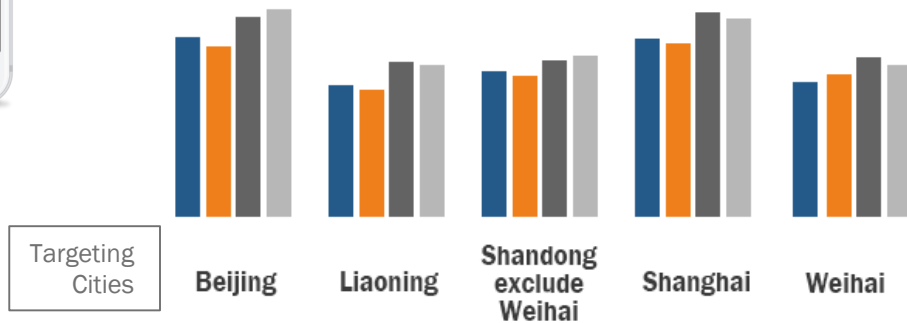
**Creative:
Hotel Offers**



**Target Audience:
Passport Bearers**

Average CTR* Comparison by Creative Theme

Creative theme: ■ Japan ■ Korea ■ Japan Xmas ■ Korea Xmas



2 influential factors dominating the performance :

- Distance of the targeting cities to travel destination
- Price of air fares and available flight routes

*CTR of interstitial ads

During Trip : Encourage Local Spending



Creative:
Cash Rebate Offer



Target Audience:
Tourists

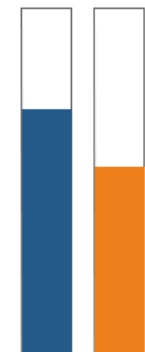
Average CTR *
Comparison of Targeted Audience

■ Korea ■ Japan



Retarget
the tourists
from the
Before-Trip
phase

Target the
tourists in
traveling
region



New Tourists



Retargeted Tourists

*CTR of interstitial ads

Vpon

After Trip : Enhance Brand Loyalty



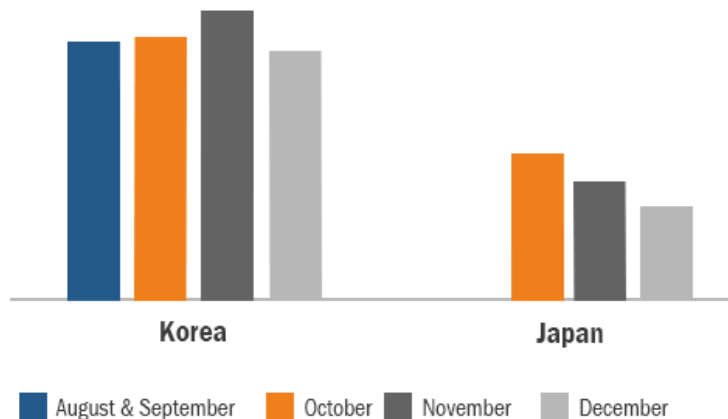
*CTR of interstitial ads

**Creative:
Local Offer**



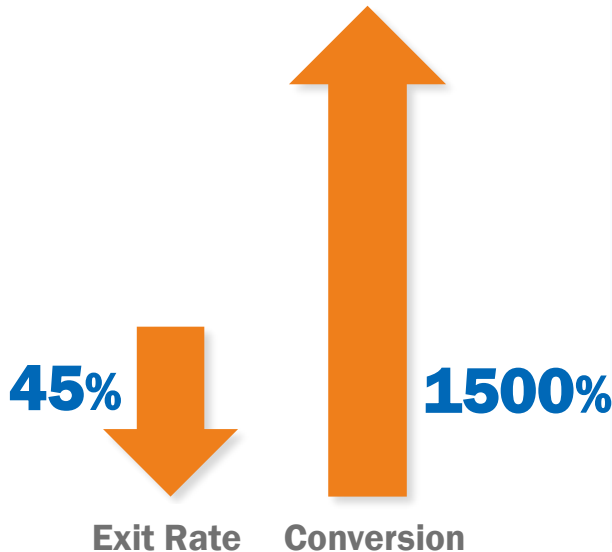
**Target Audience:
Potential Card
Owners**

**Average CTR* Comparison by Retargeting
Audience from Korea and Japan**



Optimization Strategy : Go beyond CTR to Deeper Levels

Conversion increased 1500% due to UI revision on landing page



Vpon Data CRM

This successful campaign goes beyond the CTR optimization. Thanks to the Vpon Data CRM, we can gain a comprehensive understanding from the users' interactions, and then adjust delivery and targeting strategies in due course. Users' interactions include:

- Average time spent on landing page
- Bounce rate
- Exit rate
- Frequency of creative replacement

Campaign Result

The cross-border marketing campaign successfully encourages tourists to purchase with American Express cards.



260%

Increase in Number of
Overseas Transactions



500%

Increase in Overseas
Transaction Revenue



Contact Us

Advertisers

sales.global@vpon.com

Publishers

bd.global@vpon.com

Facebook



LinkedIn

