Expand Your Business to Cross-border Tourists in Asia

Case Study: American Express
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.

Before Trip: Passport Bearers

During Trip: Tourists

After Trip: Potential Card Owners

Device Behavior

<table>
<thead>
<tr>
<th>Device ID</th>
<th>Month - Trip type</th>
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<tbody>
<tr>
<td></td>
<td>8/1, Z_During</td>
</tr>
<tr>
<td></td>
<td>9/1, 1_Before, 2_During</td>
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<td>9/1, 2_During, 3_AFTER</td>
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<td>10/1, 2_During</td>
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<td>11/1, 2_During</td>
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<td>12/1, 2_During</td>
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</tbody>
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*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**

Source: Vpon Big Data Group
Before Trip: Stimulate Travel Interest

2 influential factors dominating the performance:

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

Average CTR* Comparison by Creative Theme

Creative: Hotel Offers
Target Audience: Passport Bearers

*CTR of interstitial ads
During Trip: Encourage Local Spending

Creative: Cash Rebate Offer

Target Audience: Tourists

Average CTR * Comparison of Targeted Audience

Retarget the tourists from the Before-Trip phase
Target the tourists in traveling region

*CTR of interstitial ads
After Trip: Enhance Brand Loyalty

Creative: Local Offer × Target Audience: Potential Card Owners

Average CTR* Comparison by Retargeting Audience from Korea and Japan

*CTR of interstitial ads
Optimization Strategy: Go beyond CTR to Deeper Levels

Conversion increased 1500% due to UI revision on landing page

Change the call-to-action button from "Learn More" to "Register Now"

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.

- Increase in Number of Overseas Transactions: 260%
- Increase in Overseas Transaction Revenue: 500%

* Performance within a quarter