Mastercard earns 130% follower growth with consistent, compelling thought leadership

Headquarters: New York, USA | **No. of Employees:** 10,000+ | **Industry:** Financial Services

CHALLENGE

Mastercard APAC was keen on raising the visibility of their business leaders and amplifying their content to a targeted business audience across key markets like Singapore, Australia, and India.

SOLUTION

- Optimised brand marketing through **Thought Leadership Ads**, a new ad format that allows companies to promote posts by their business leaders.
- Thought Leadership Ads enabled Mastercard to reinforce the brand's thought leadership position in the industry while **profiling their business leaders.**
- A diverse cohort of business leaders were selected for the pilot run, with Mastercard taking care to **create authentic content** that matched each leader's field of expertise or passion.
- The ads were then served to a **relevant audience**, defined by either Skills, Interests or Job Functions in addition to Industries and Geographies.

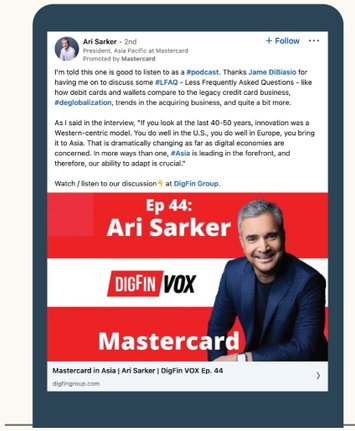
RESULTS

Mastercard APAC's always-on campaign, which includes Thought Leadership Ads, has delivered:

130%
increase in APAC followers to Company Page

175%
increase in clickthrough rate (CTR)

169%
increase in Engagement Rate



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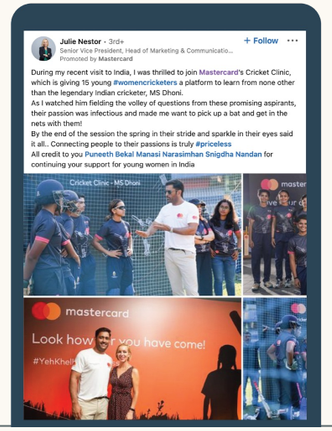

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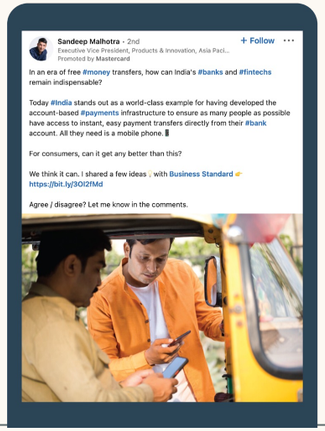

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