

TAPTAP uses multiple ad units to drive engagement for Cash Crusaders.

CHALLENGE

Our brief was to drive awareness and engagement with the Cash Crusaders stores country-wide, specifically providing engagement at a store-specific level via their WhatsApp bot or actively driving footfall into stores. Furthermore, once out of trading hours when stores were closed and the WhatsApp lines closed, to drive Users to the Cash Crusaders website for further information on their product offerings.

KPI = engagement at Store level or via WhatsApp bot and driving website traffic after business hours.

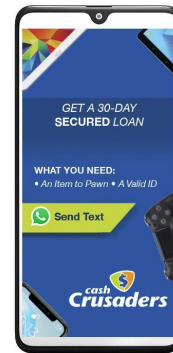
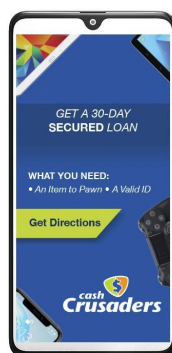
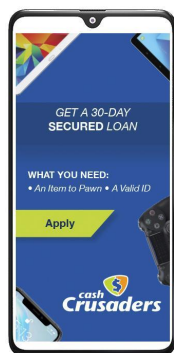
PROFILING

Audience profiling included reaching males and females, 18-49 who are working but looking to secure a loan, based on a product they would like to pawn. This included custom audience segments with interests in Shopping, Retail, Tech, Fashion, Style and reach Users who had been in Shopping Malls, on competitor websites and previous in-store customers, looking back up to 60 days. Relevant messaging at the right time, place and context were used to drive them into store (Tap2Map) or onto their nearest stores WhatsApp chat-bot (Tap2WhatsApp) for personalized service. The custom audience building was key to performance - using real time location, historical navigation, affinity, intent and a full array of creative ad sizes allowed us to reach the right customers for Cash Crusaders.

ACTIVATION

By accurately mapping all the Cash Crusader store locations, we could specifically engage with each customer to offer a unique engagement opportunity. Using multiple Tap2 Actions and dynamic creative, we delivered media into relevant, contextual environments via mobile devices. The specific call to actions – Tap2Map to drive footfall or alternatively Tap2WhatsApp to drive a personalized sales experience, supported by a Tap2Web after hours – delivered on the KPI.

ACCURATE LOCATION
 AUDIENCE & AFFINITY DMP DATA
 CONTEXTUAL SIGNALS
 DYNAMIC CREATIVE
 FIRST PARTY DATA



MEASUREMENT | RESULTS

TAPTAP delivered 2152 store visits as well as 3117 engagements via WhatsApp. TAPTAP also drove 15 511 qualified web traffic clicks. TAPTAP's broad inventory options across both local and international publisher brands, overlaid with custom audiences and specific location mapping delivered a CTR (0,87% and 1,36% respectively) which was almost double that of a Local Network and our overall engagement was almost triple!

