

Digitata Insights Reference Case Mastercard's Masterpass Race



Company Mastercard		<p>Get up to R25 free airtime* and the chance to win an iPhone 6!</p> <p>Play the MasterPass™ game. Download & use the app. Redeem your airtime!</p> <p>Dial *117*4863# for Vodacom or *136*777# for MTN to play</p>
Industry Financial Services	Duration Four months	
Customer Engagement Channel USSD		

1 The Challenge

Mastercard was experiencing a lower than anticipated number of downloads of their Masterpass app. Mastercard's challenge was:

- to increase the number of downloads of the Masterpass app
- to build a profiled database of Masterpass customers
- to articulate the Masterpass value proposition in terms of current Masterpass merchant acceptance channels in the South African market.

2 Campaign Overview

- Digitata Insight's USSD gamification platform was used to reach and engage with potential users of the Masterpass app.
- The game was made available on the star-dial menu of the 2 largest networks in South Africa, allowing Mastercard to reach some 27.6 million people.
- The USSD game was free to the user and took players around South Africa immersing them in a virtual race.

- The Masterpass Race was created to encourage players to virtually travel South Africa, using their Masterpass app to get them to each destination and to help them with various challenges in order to ultimately become the hero in the story.
- Players were rewarded with airtime for completing levels, downloading the Masterpass app and for making purchases using the Masterpass app.

3 Customer Experience

The handsets below illustrate the user experience of subscribers playing the Masterpass Race game on feature phones using USSD.



4 The Results



People starting the game
688,749



Profiles completed
600,020



People finishing the game
252,927



Percentage game completion
37%



Average game time
45 minutes



Number of app downloads
311,122

With over 311K app downloads, the campaign achieved its goals of increasing app downloads and improving awareness of Masterpass merchants.

5 Campaign Award

The campaign won a silver award at the EMEA Smarties 2017 in the category "Marketing within a mobile gaming environment".



6 From our Customer...

"To create widespread adoption of our Masterpass solution, we looked for a unique, fun and engaging platform to bring its benefits to life for consumers. Digitata Insights' gamification was a perfect opportunity to educate consumers about how digital payments can improve their lives."

Gabriel Swanepoel

Mastercard Product Development and Innovation