



Deutsche Post Gains Rapid Consumer Engagement with Magpie

"For our Handyporto campaign, we decided to advertise the iPhone application exclusively through Magpie. This campaign received 5,000 downloads within 10 days. [...] The viral potential of Magpie advertising is really fascinating – I even stumbled upon our ad on a Facebook profile with embedded Tweets."

Marco Hauprich
Vice President
Neue Technologien Department
Deutsche Post AG, Germany



The Neue Technologien department of Deutsche Post AG is dedicated to developing future technologies in the field of logistics innovation and mail communication. Finding new and innovative ways to successfully market these revolutionary products to their consumer poses a continuous challenge.

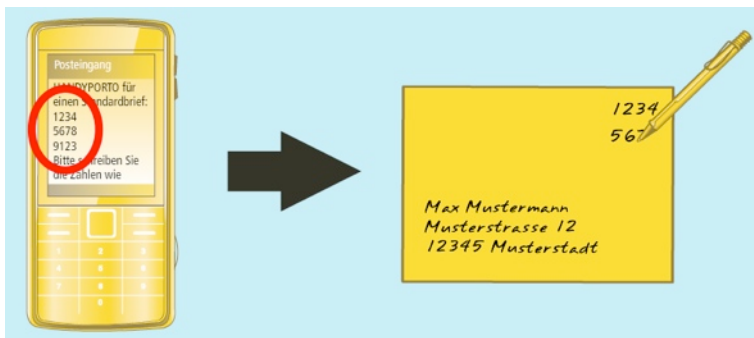


Figure 1: The basic concept of Handyporto

The Product

Recently, Deutsche Post launched the Handyporto postage service - a postage service for people on the go. This ingenious service is quick, highly convenient and simple.

By sending a text message with the word „Karte“ (postcard) or „Brief“ (letter) from a mobile phone to a special number set up for this service, you receive a reply text-message containing a twelve-digit number. This number is then applied to your letter in replacement of a stamp (Figure 1). Payment is conveniently settled via your mobile phone bill.



The Challenge

Obviously, the technical implementation of such a complex system involved numerous challenges. Once the technology proved to be reliable for market introduction, another problem had to be tackled - getting the word out.

Technology-loving early-adopters were quickly identified as the first target group for the service, but the question about how best to spread the word and quickly engage such a specific audience still remains.

Campaign setup

After reading a trend report by TrendONE that discussed the concept of Magpie, the team at Deutsche Post realised the opportunity of advertising the Handyporto iPhone application on Twitter. To achieve this, they decided to trial the Magpie advertising network.

From the first moments of engagement with Magpie, Deutsche Post were impressed. They found setting up their Magpie campaign to be an easy and intuitive process.

First, a short and witty ad message, a maximum 130 characters, had to be conceived (Figure 2). Posing questions usually helps to draw the viewer's interest. Providing a shortened link to the iTunes store enables curious viewers of the ad to immediately download and try the iPhone application.



Figure 2: The ad message

English translation: "Postage stamps on your iPhone? Finally, the mobile stamps app is here. Just download at [link]".

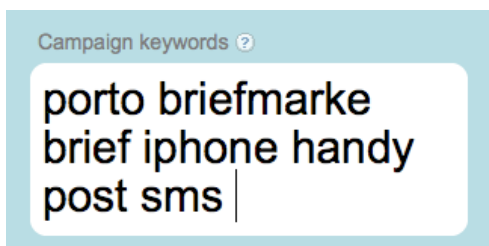


Figure 3: Keywords defining the desired target group for the campaign

Second, the desired audience for the campaign needed to be defined by selecting keywords that are frequently used by the target group (Figure 3). Geo targeting for the campaign takes place automatically based on the language of the ad, however, it can be further refined by applying a country filter. As Handyporto is only available in Germany, this feature was also considered highly useful.

After setting a maximum CPM bid and budgets for daily and total spent, which all help to control the cost, the campaign was ready to be aired.



Running the Campaign

Once approved, the ad message was published by numerous Twitter users who had registered with Magpie and qualified for the campaign. The ad appeared within the timelines of those users on Twitter, but also in any software client that supports Twitter, on mobile phones plus any social networks that allow users to embed Twitter, such as Facebook.



Figure 4: The published ad message on a Twitter profile

People who found Handyporto an exciting idea, started organically rebroadcasting ("retweeting") the same message - causing the news to spread over the network virally.

The Results

249,485

Followers reached
on Twitter

The results of this campaign were overwhelmingly positive. Within 10 days of launching the campaign, 249,485 Twitterers were reached. In addition, the ad had been published on websites, in various kinds of Twitter clients, on mobile phones, etc.

2.7%

Average click-through
rate

Utilising Magpie's click-tracking to monitor the campaign's performance, 6,743 click-throughs were recorded - averaging a click-rate of 2.7%.

7.4c

effective cost per click

The initial investment for the test campaign described in this case study was € 500.00. With 6,743 clicks achieved during this campaign, the overall cost-per-click achieved was an impressive of € 0.074c.

74%

conversion rate

The purpose of this campaign was to stimulate interest in the Handyporto iPhone application. As a result, Deutsche Post experience around 5,000 downloads for this application, declaring this campaign a success.