

Customer

Financial services & software company

Industry

Financial services

OBJECTIVE

A financial software company was launching its new mobile card reader and payment processor and wanted to educate small business owners about its use and benefits.

SOLUTION

Reve Marketing created a one-month video sweepstakes program hosted on the customer’s Facebook page with a video that demonstrated how small business owners could swipe, scan or key in customer credit cards anytime, anywhere. Reve Marketing’s solution:

- Leveraged “like-gating” to prompt users to “like” the brand’s Facebook page to view the video.
- Required participants to share the video with their friends to qualify for the sweepstakes
- Awarded 10 lucky winners an iPad and the company’s mobile card reader
- Automatically tracked the end-to-end process for attribution and reporting.

RESULTS

