

The MasterCard Conversation Suite

Bernhard Mors, VP Corporate & Digital Communications



MasterCard

Before:



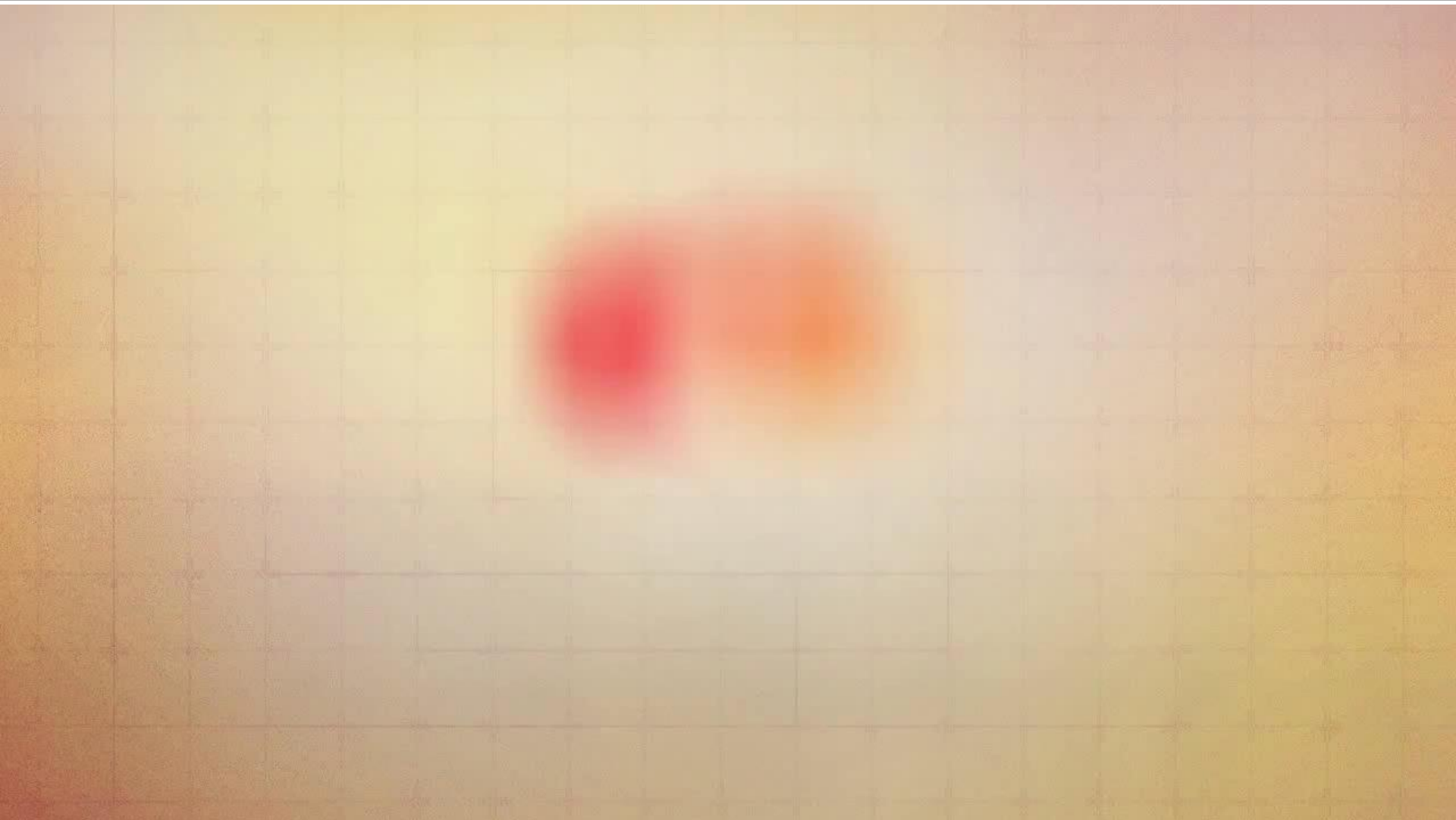
After:



Case Study: Social Listening at MasterCard

- The case for social listening
- The MasterCard Conversation Suite: a custom-built solution
- 5 Tips for building a social listening program

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@berhardmx





30M⁺ ONLINE
CONVERSATIONS
MONTHLY

related to MasterCard and our industry

Every one of these conversations is an opportunity to:



LISTEN



IMPROVE



UNDERSTAND



BUILD BRAND
AFFINITY



ENGAGE

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An Infrastructure for Success: Enabling Better Decisions

Monitoring



ALL CHANNEL CONTENT

- **360° Access** to all relevant news and social media content
- **Social Media:** Twitter, Facebook, Weibo (CN), YouTube, Blogs and Forums
- **Media:** Broadcast, Online and Print

Analysis



STRATEGIC INSIGHTS

- Intelligent **hybrid** approach combining PRIME's **technology** with human **expertise**

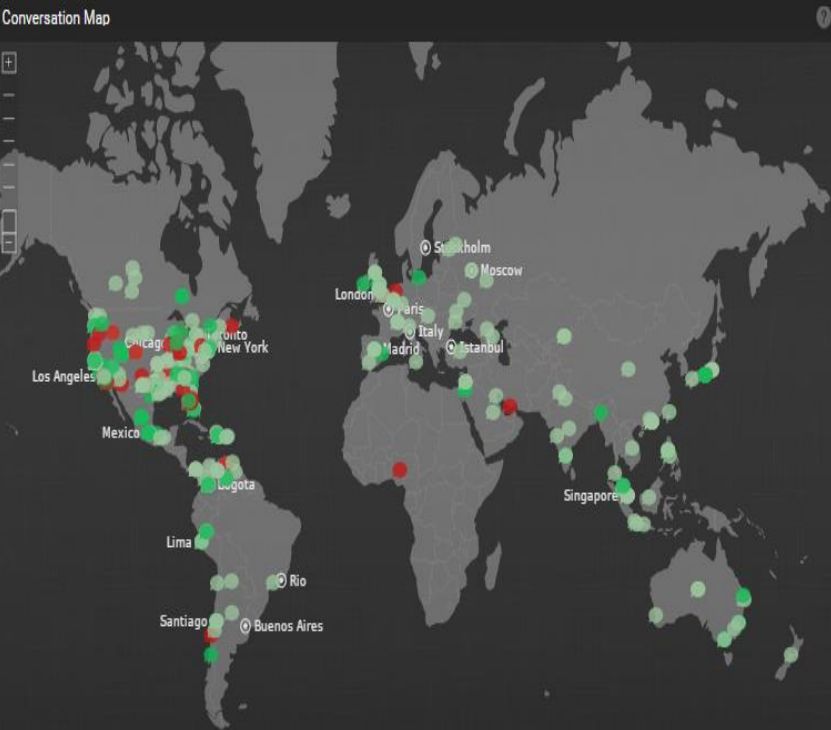
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Action



STRONGER RELATIONSHIPS

- Conversation tracking for **consistent messaging**
- Easy and efficient way to **facilitate and engage** in social discussions
- Proactively **monitor issues** and respond to steer and manage user perceptions



High Impact Social Posts

Steve E. @steve1ellen 1 min

RT @mallbarr: → <http://t.co/S4oblWX2x> Apple Pay UK #ApplePayUK Apple Pay UK launch confirmed for next month 152 <http://t.co/irp1PM6vzB>

John Galt @jgalt666 1 min

RT @MansaMax2: Disturbing Bildeberger discussions about chemtrails, vaccinations, cashless society, trans humanism and much more. => <http://t.co/ErDite6abW>

Project Inspire @Proj_Inspire 2 min

Inspiring speakers talking about #socent #ideas at @dbanus #sg today. If you have big #social ideas, check out <http://t.co/dZkqcfEweQ> too!

Purposeful Listening



61 markets and **26** languages



Listening across **SOCIAL, ONLINE AND TRADITIONAL MEDIA**



Better understand **CONSUMER SENTIMENT** and **STRENGTHEN RELATIONSHIPS**

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FROM "WHY MOBILE?" TO "WHAT'S NEXT?"

What the Social Web is Saying About **Mobile Payments**



2014

WAS GAME-CHANGING

MasterCard, in partnership with Prime Research, has surveyed mobile payments conversations across social media annually for the past three years.

Volume of conversations

2012

85,000 CONVERSATIONS

2013

13,000,000 CONVERSATIONS

2014

19,100,000 CONVERSATIONS

Confusion over safety and security expressed in past years has been entirely replaced by consumers celebrating more secure solutions.



From being the most negative topic in 2012 (only 20% positive) and 2013 (44% positive), Safety and Security ranked among the most positive topics in 2014, with 91% favorable conversations.



BIOMETRICS & TOKENIZATION contributed to the tipping point in consumer sentiment around security



BETTER SECURITY has eased consumer fears, while their focus shifted to enhanced digital experiences



Convenience remains the most positive aspect of mobile payments with

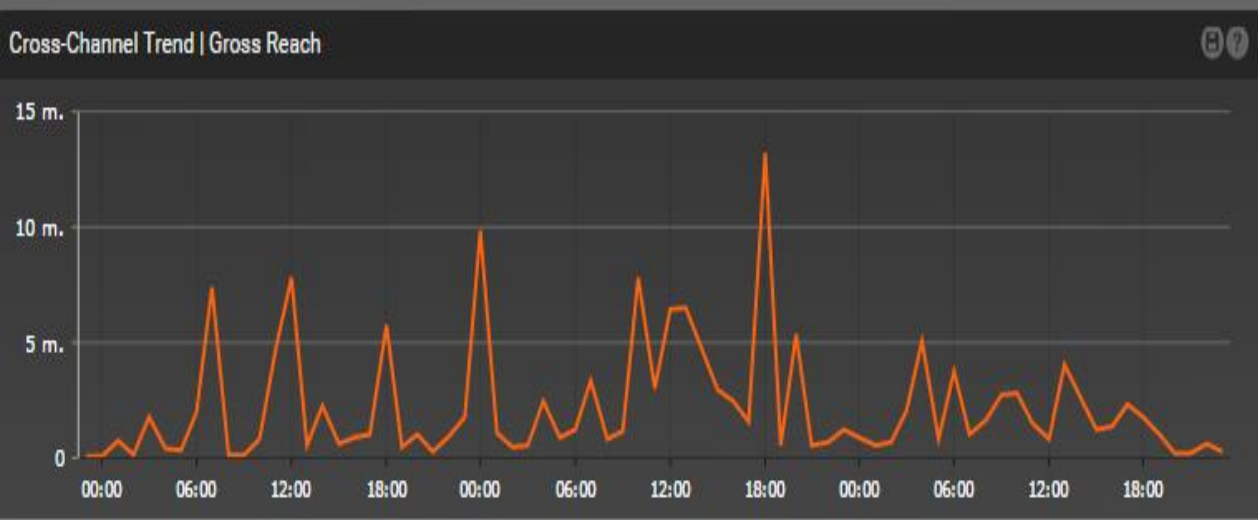
positive sentiment



MasterPass

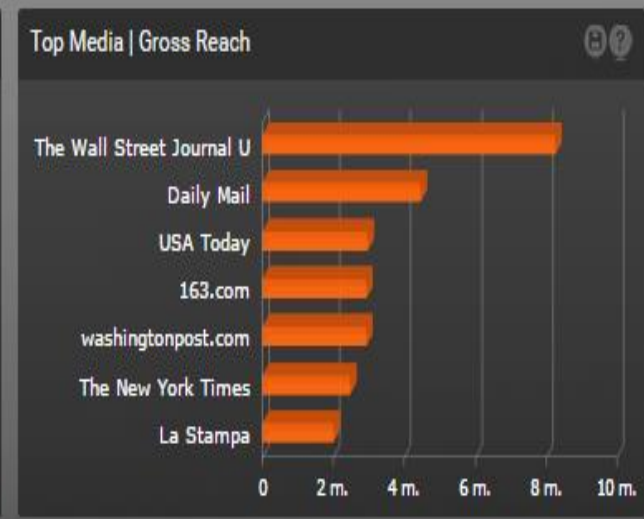
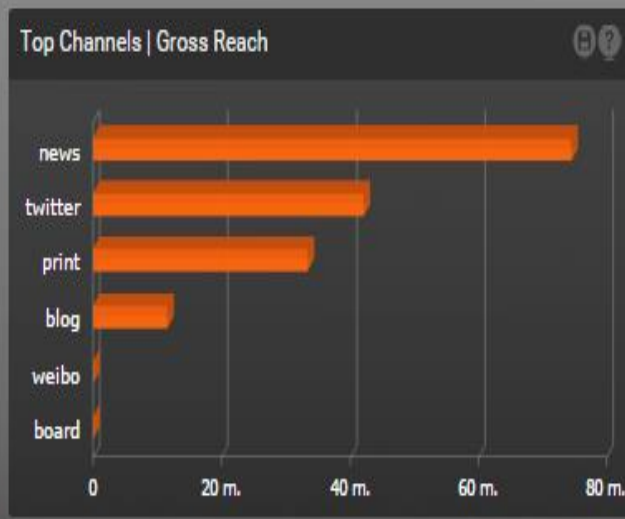
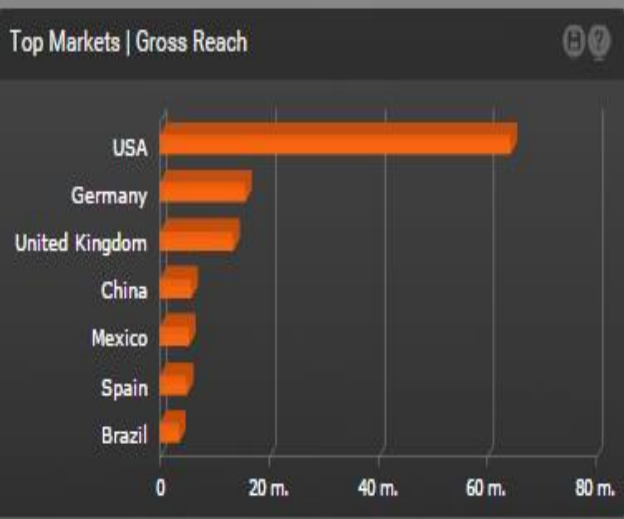
Consumers shared how reward incentives would reinforce their loyalty to mobile devices. Eligibility for taking advantage of such incentives points to opportunities for MasterPass and other digital payment services.





Hot Topics

ในเอเชีย ลงบ ย บ น ค ค ของงบาสเตอร การ viability uk term
 technology risks priceless surprises
 priceless moments priceless payoneer pay outweigh
 news mobile mastercard uk mastercard mea long index
 global expresses express doubts digital destination
 currency cities case cards bitcoin benefits
 apple american



Traditional Media

Metric	Value	Change
Volume	2.1 K	↑ 21%
Gross Reach	119.3 M	↓ -12%

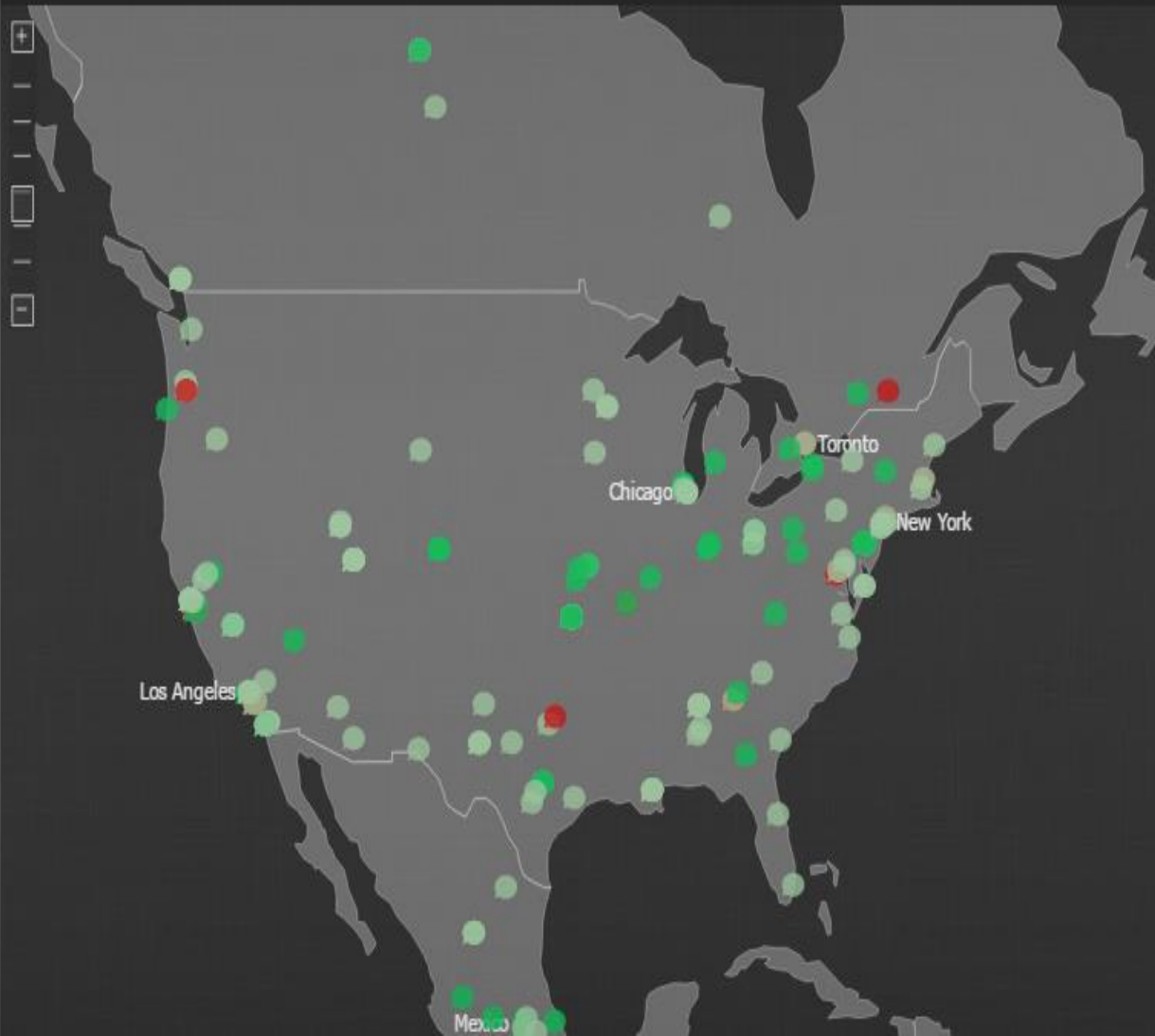
Social Media

Metric	Value	Change
Volume	3.5 K	↑ 29%
Reposts	1.8 K	↓ -31%

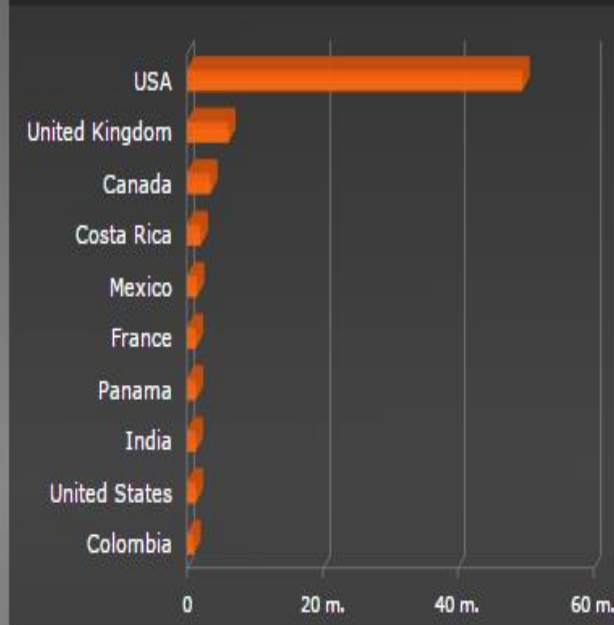
Metric	Value	Change
Gross Reach	42.2 M	↓ -33%
Unique Users	3 K	↑ 28%



Conversation Map



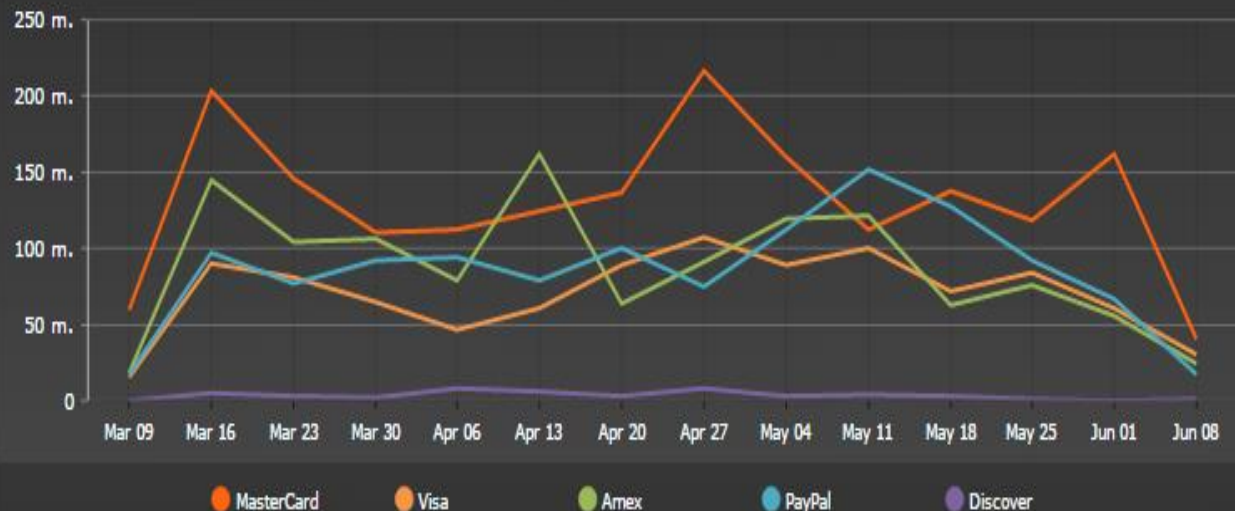
Top Countries | Gross Reach



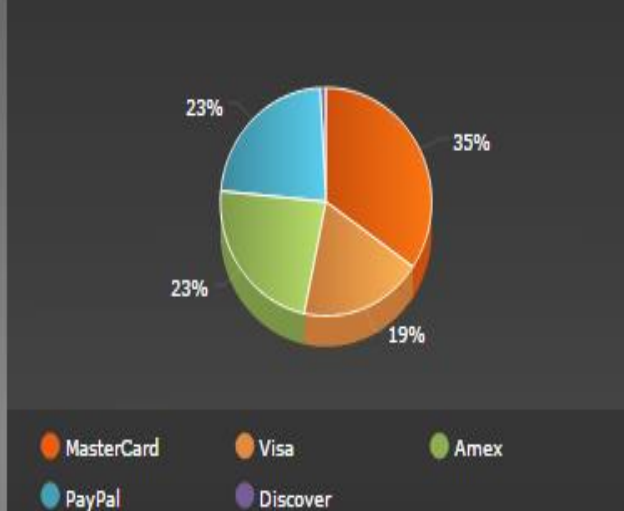
Top Cities | Gross Reach



Benchmark Trend | Gross Reach



Benchmark Share of Voice | Gross Reach



MasterCard

Volume	119.1 K	-11%
Reposts	29.4 K	-14%
Gross Reach	1,838.4 M	+2%
Unique Users	74.3 K	-8%
Favorable Tone	100 %	0%

VISA

Volume	41.4 K	-27%
Reposts	6.8 K	-8%
Gross Reach	989.5 M	-20%
Unique Users	15.3 K	-44%
Favorable Tone	100 %	0%

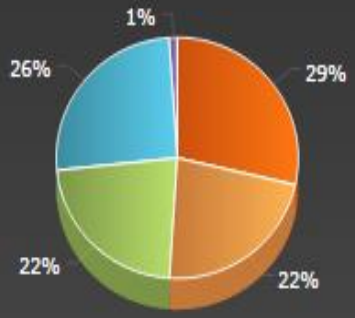
PayPal

Volume	190.9 K	-14%
Reposts	10.2 K	+119%
Gross Reach	1,199.7 M	-7%
Unique Users	145.8 K	-1%
Favorable Tone	100 %	0%

AMERICAN EXPRESS

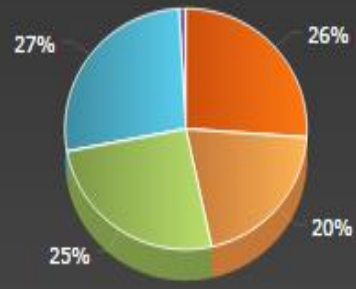
Volume	42.8 K	-19%
Reposts	4.1 K	-42%
Gross Reach	1,230.9 M	0%
Unique Users	11.4 K	-23%
Favorable Tone	100 %	0%

All Priorities Share of Voice | Gross Reach



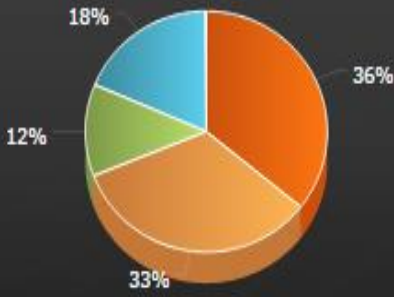
- MasterCard
- Visa
- Amex
- PayPal
- Discover

Innovation Share of Voice | Gross Reach



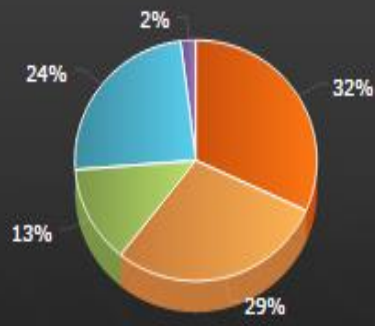
- MasterCard
- Visa
- Amex
- PayPal
- Discover

Financial Inclusion Share of Voice | Gross Reach

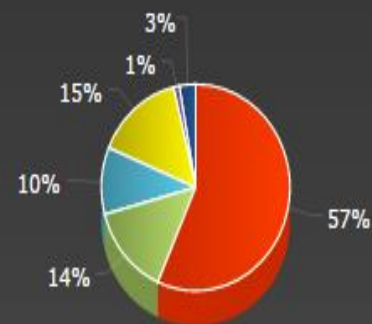
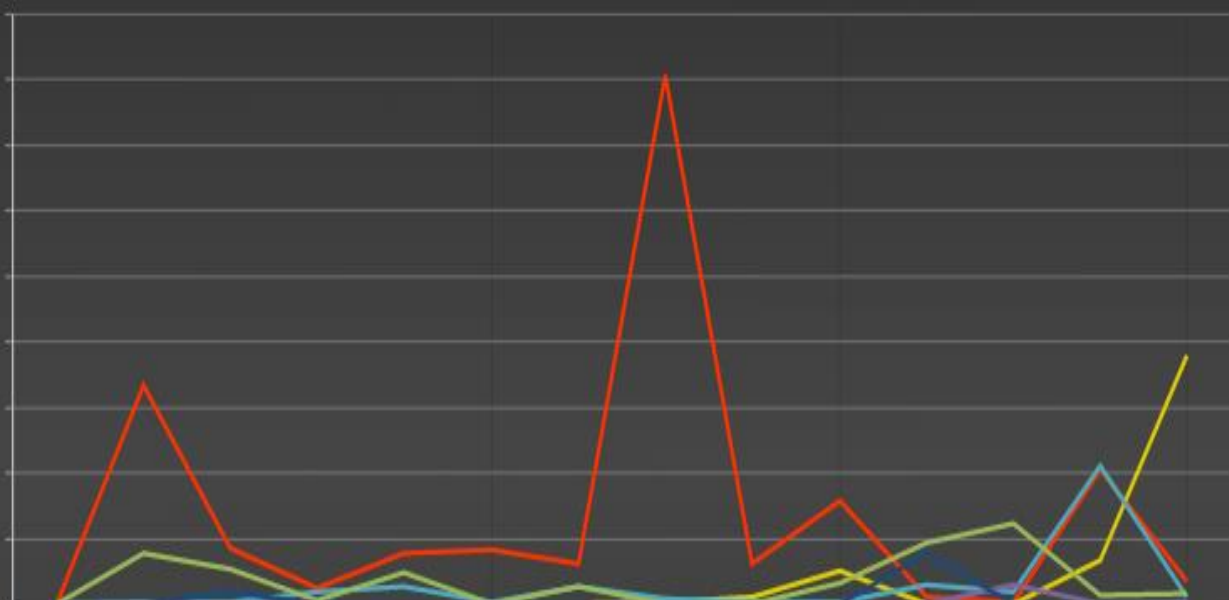


- MasterCard
- Visa
- Amex
- PayPal
- Discover

Safety & Security Share of Voice | Gross Reach




- MasterCard
- Visa
- Amex
- PayPal
- Discover



- Ajay Banga
- Kenneth Chenault
- Dan Schulman
- Charles Scharf
- David Nelms
- Shi Wenchao

Ajay Banga
MasterCard



Volume 📄 ?

2.3 K ▲ 50%

Reposts 📄 ?

1.6 K ▲ 131%


Gross Reach 📄 ?

194.8 M ▲ 222%

Unique Users 📄 ?

1.4 K ▲ 26%

Charles Scharf
Visa



Volume 📄 ?

404 ▼ -24%

Reposts 📄 ?

62 ▲ 77%

Gross Reach 📄 ?

51.4 M ▼ -5%

Unique Users 📄 ?

11 ▼ -92%

Dan Schulman
PayPal



Volume 📄 ?

701 ▼ -73%

Reposts 📄 ?

170 ▼ -81%


Gross Reach 📄 ?

36.1 M ▼ -85%

Unique Users 📄 ?

180 ▼ -86%

Kenneth Chenault
AmEx



Volume 📄 ?

419 ▼ -31%

Reposts 📄 ?

35 ▼ -43%


Gross Reach 📄 ?

49 M ▼ -39%

Unique Users 📄 ?

46 ▼ -63%

David Nelms
Discover



Volume 📄 ?

66 ▼ -29%

Reposts 📄 ?

N/A 0%

Gross Reach 📄 ?

3.5 M ▼ -73%

Unique Users 📄 ?

11 ▲ 22%

Shi Wenchao
CUP



Volume 📄 ?

10 ▼ -88%

Reposts 📄 ?

N/A 0%

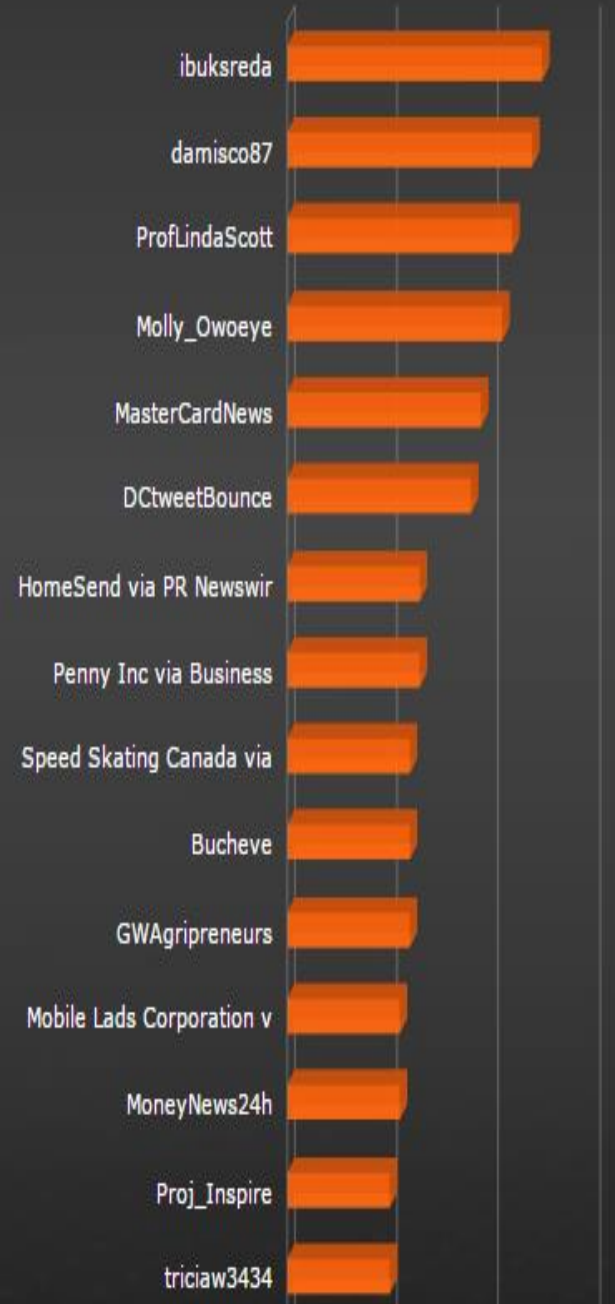
Gross Reach 📄 ?

9.6 M ▼ -85%

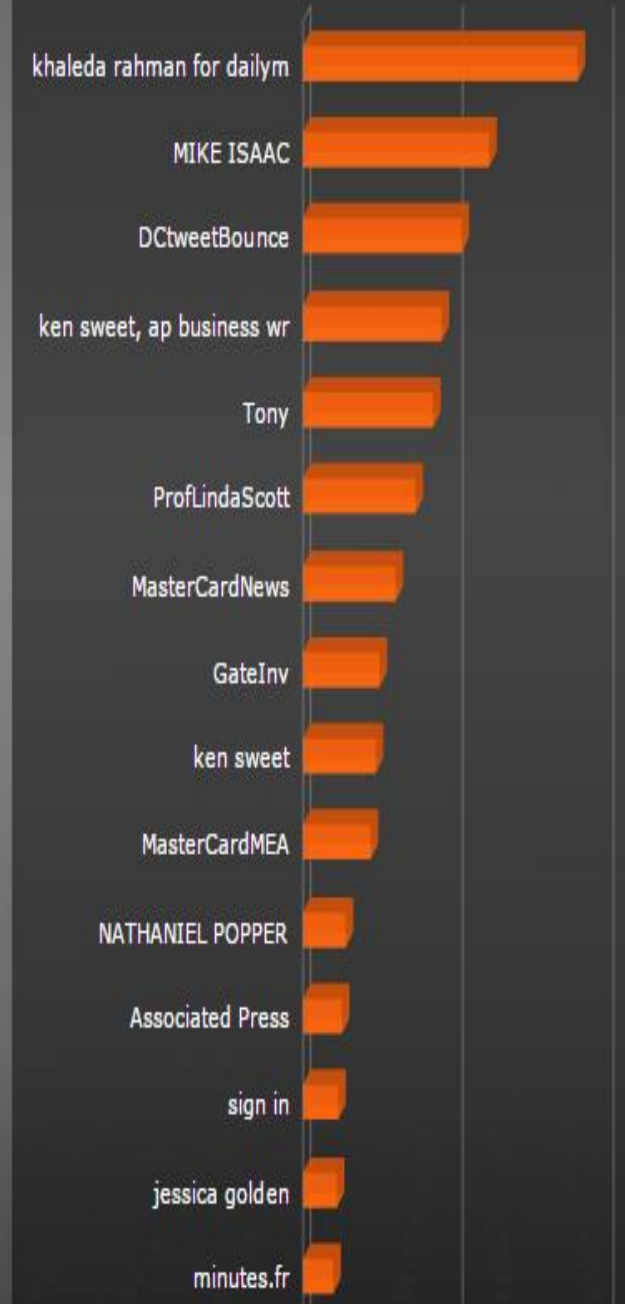
Unique Users 📄 ?

N/A ▼ -100%

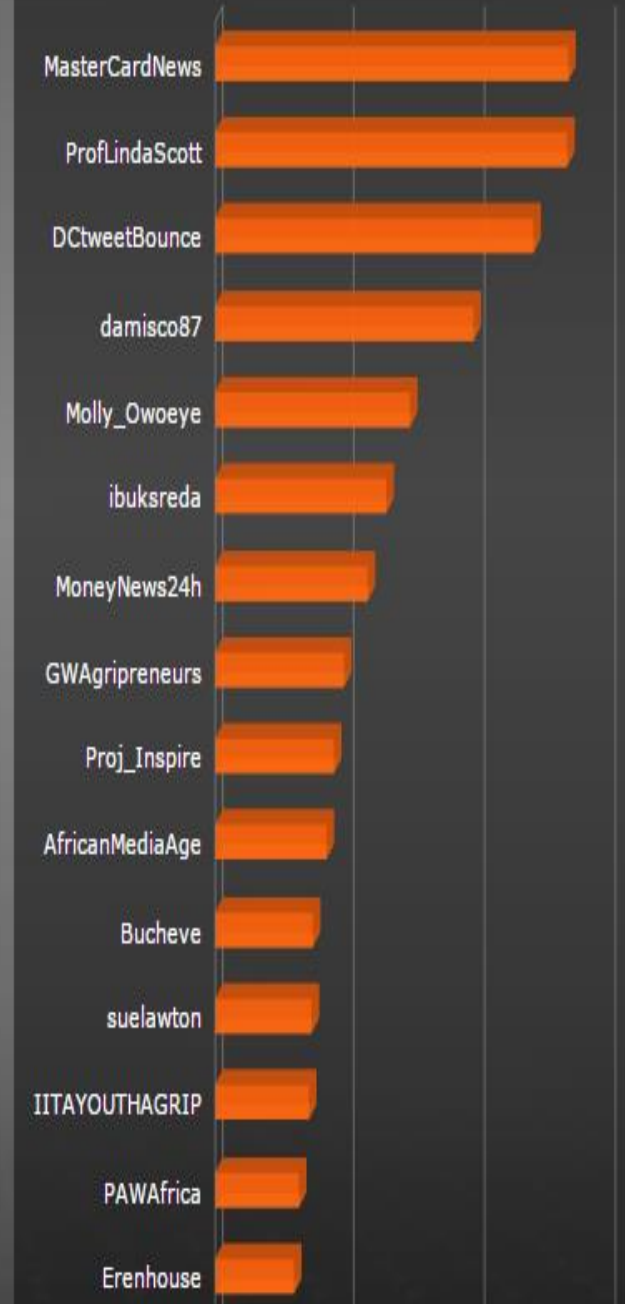
Top Influencers | Volume



Top Influencers | Gross Reach



Top Influencers | Klout Score



Bernhard (Log out) | Spike | You have unsaved changes | Discard changes | Undo last action | Email Alert ON | Edit Alert | ON Auto-Refresh | Heads-Up Display

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PUBLISHED IN LAST: 1h | 3h | 12h | 24h | 1w | 1m

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Value of Bitcoin Surges, Emerging From a Lull in Interest
 Despite its use for illegal activities, Bitcoin is being closely studied by conventional banks and financial firms. The online currency has rallied.
 nytimes.com | 3 days ago | by NATHANIEL POPPER | 6x | 4x

Nigel Owens named referee of the year
 AFTER taking centre stage at Saturday's Rugby World Cup final at Twickenham, Nigel Owens has been named World Rugby's referee of the year.
 southwales-eveningpost.co.uk | 6 days ago | by South Wales Evening Post | 284x

6 truths you must know about FinTech

MUCK RACK | Search: mastercard | Bernhard Mors | Help

ADVANCED SEARCH | MEDIA LISTS | ALERTS | WHO SHARED? | EXTRAS

Search results for **mastercard** 567 results, took 0.68 seconds

Diana Barr 1,514 FOLLOWERS
 Associate Editor, St. Louis Business Journal

Associate editor of the St. Louis Business Journal (@stlouisbiz). Retweets ≠ endorsements. Mark Twain said it best.

St. Louis, Mo.
 Business and Finance, Metro St. Louis

Add to media list | Contact

27 TWEETS

Diana Barr @stlbizbarr 19 days ago
 Exclusive: 4 finalists named in Catapult Competition by **MasterCard** https://t.co/T26MNwtKgA via @stlouisbiz @MasterCard #StLouis

Content View

People View

SORT THESE RESULTS BY

Most Relevant

Most Recent

Pagerank

28 day summary with change over previous period

Tweets

304 ↓5.3%



Tweet impressions

1.93M ↑36.7%



Profile visits

15.9K ↑28.8%



Mentions

463 ↑24.5%



Followers

65.1K ↑1,180



Tweets linking to you

1,237 ↓5.0%



Nov 2015 • 7 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 7,927 impressions

Ajay Banga accepts [@theIRC](#)'s Corporate Leader Award on behalf of [#MasterCard](#) [#FAD2015](#) pic.twitter.com/VtfeW2Bwi0



Top mention earned 33 engagements



Ryan Erenhouse

@Erenhouse · Nov 4

Who works on [#FinancialInclusion](#) [@MasterCardNews](#)? We all do | [#FI2020](#) Week twitter.com/insidemastercr...

↻ 12 ❤️ 9

[View Tweet](#)

NOV 2015 SUMMARY

Tweets

64

Profile visits

2,638

New followers

332

Tweet impressions

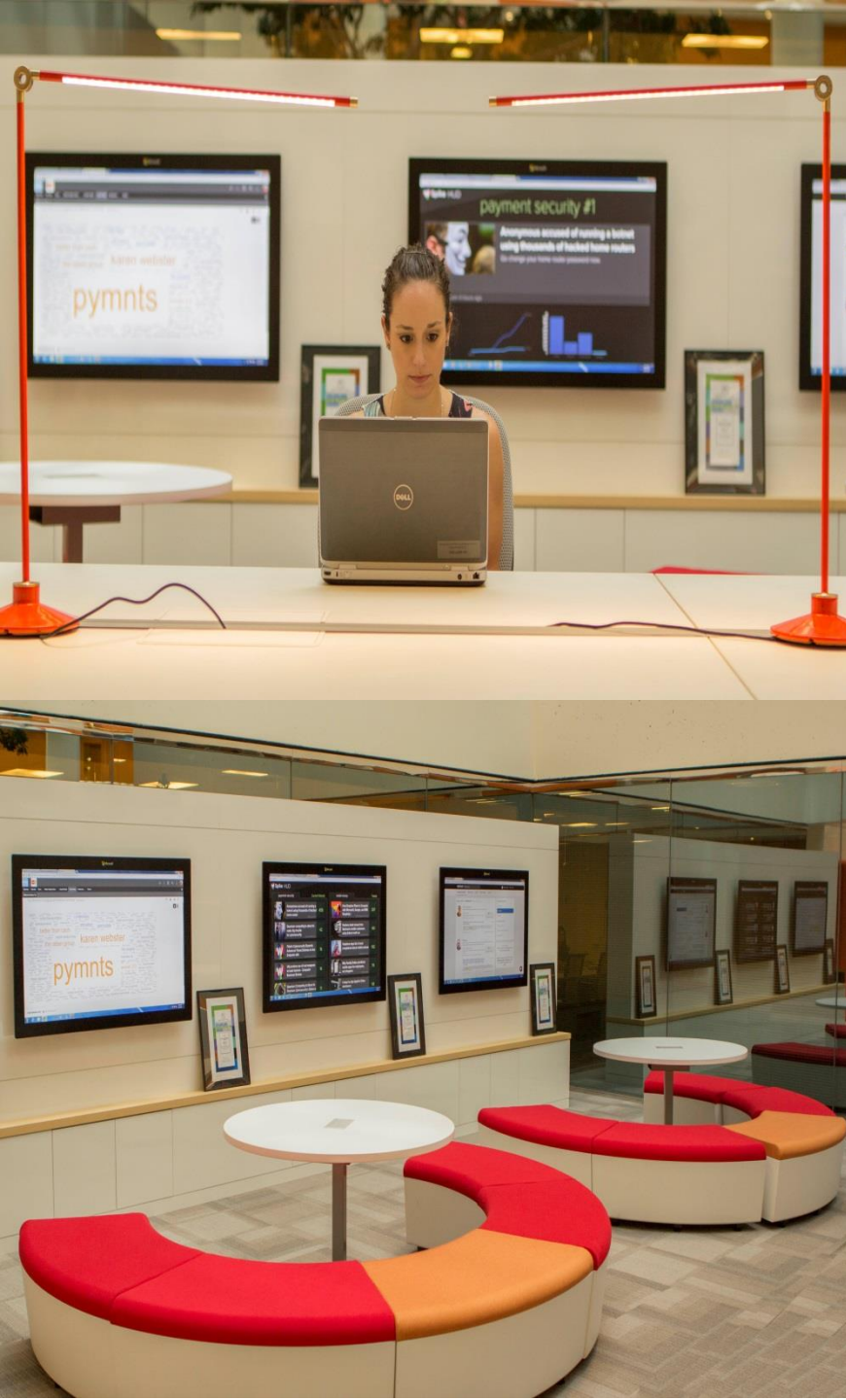
218K

Mentions

80

Tweets linking to you

704



5 Tips for Building a Social Listening Program

1. Aspire to move from data to insights, from listening to engagement
2. Bring data and insights into the open
3. Start and end every Comms initiative with data and insights
4. Demonstrate value to the business
5. Never stop evolving

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**Listen With Us:
newsroom.mastercard.com
@MasterCardNews**



MasterCard