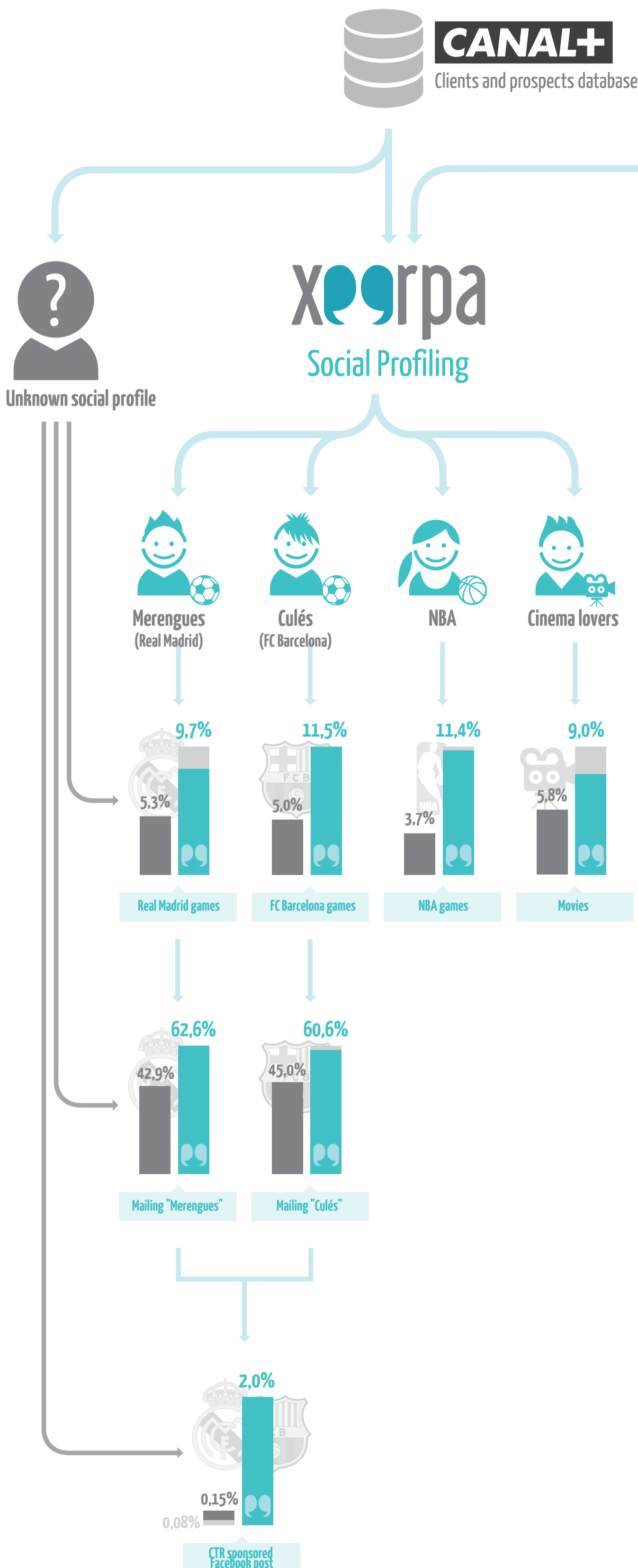


How CANAL+ improves the return of campaigns with Social Profiling

Marketing actions targeting Real Madrid and FC Barcelona fans



Acquisition

CANAL+ connected a promo app in Facebook to Xeerpa, in order to analyse the social profiles of almost 5,000 fans. 77% of them identified themselves as customers, so it was possible to match their details with other information that CANAL+ had about them in their CRM, such as behaviour, consuming habits and value.

Social Segmentation

Xeerpa identified those users who had expressed certain affinity to Real Madrid (merengues) or to FC Barcelona (culés) in their Facebook profiles, as well as NBA fans and users who liked cinema.

Previous purchasing behaviour

Heavy users % over a certain period

We analysed the historic purchasing behaviour of these 4 clusters of clients profiled by Xeerpa, comparing them with similar groups interested in the products, but with an unknown social profile.

Mailing campaign

(Open rate)

"Merengues" and "Culés" received an email intended to increase their loyalty. The open rates and CTR were compared to a control group of users with a very high interest in football according to their previous purchasing habits.

The Open Rate (users that opened the email) in the control group was very high (42,9% - 45,0%), but it dramatically increased (between +19,7 and +15,6 points) amongst users profiled by Xeerpa (62.6% and 60.6%).

Facebook Custom Audiences

(clicks on sponsored Facebook posts)

CANAL+ sponsored a Facebook post directed at "Merengues" and "Culés" users identified by Xeerpa, using Facebook Custom Audiences.

A typically good CTR in this type of action is between 0,08% and 0,15%; this time the CTR increased 13 times the post's efficiency, reaching an excellent 2,0%.

