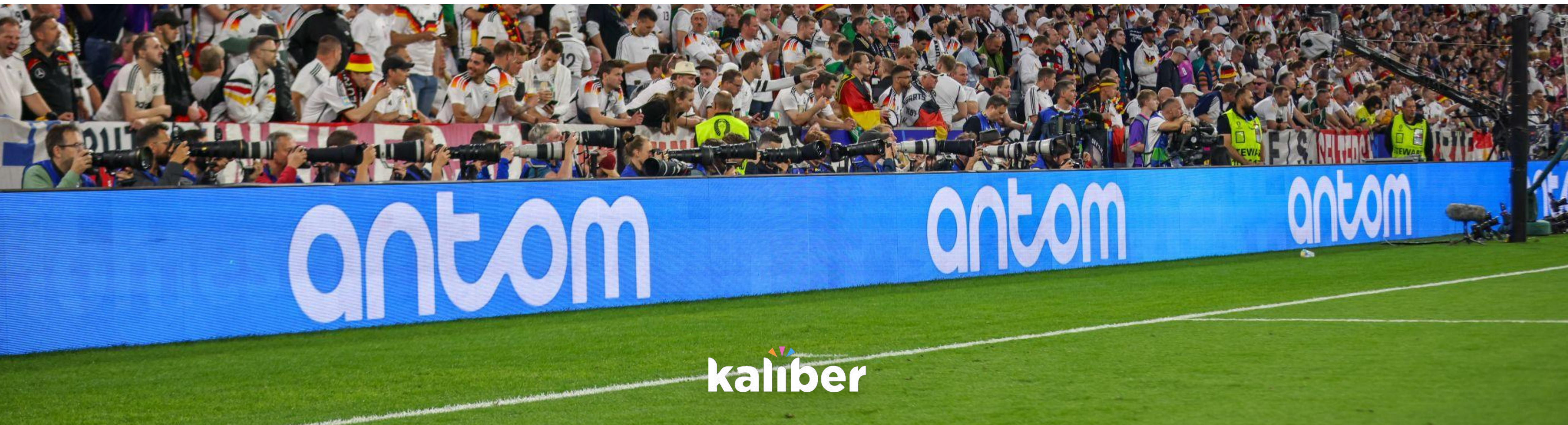


CASE STUDY

# ANTOM



antom



kaliber



AT A GLANCE

# CONTENTS

01

EXECUTIVE SUMMARY

02

OUR JOURNEY

03

RESULTS

04

FOLLOWER GROWTH

05

PLATFORM OVERVIEW

06

PAID MEDIA STRATEGY

07

CAMPAIGN OVERVIEW

08

KEY INSIGHTS + ANALYSES

09

LEARNINGS +  
RECOMMENDATIONS



## EXECUTIVE SUMMARY

# OVERVIEW

## OBJECTIVE

Leverage Antom's role as the official payment partner of UEFA Euro 2024 to build brand awareness and drive social media growth.

## CHALLENGES

- New brand with a lack of social presence or brand awareness.  
Little historical data to reference.
- Coordinating with multiple stakeholders, establishing processes and structure on an unfamiliar communication tool (Dingtalk), preparing for Euro 2024 campaign.

### OUR WINS:

- Established a strong social presence.
- Significantly exceeded targets.
- Executed a social strategy that enhanced our understanding of top-performing content and improvement areas.

### WHAT'S NEXT:

- Tighten up processes.
- Continue to optimize content based on learnings and develop a content pipeline.
- More community building functions with small business and entrepreneurs.



# TARGETS

## IMPRESSIONS

**+8M**

## VIEWS

**+2.4M**

## FOLLOWER GROWTH

**+4K**



## KEY MILESTONES

# OUR JOURNEY

MAY 2024

PARTNERSHIP  
WITH UEFA



UEFA TICKET  
GIVEAWAY

HITTING 10K  
FOLLOWERS



JUNE 2024

UEFA EURO 2024  
KICKOFF

JULY 2024

GARETH BALE  
VIDEO LAUNCH



JULY 2024

EURO 2024  
FINALS



FINALS  
SWEEPSTAKES



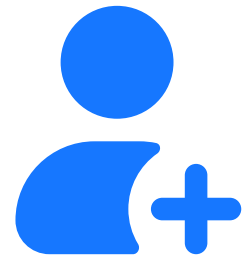
WHAT'S  
NEXT?

HITTING 28K  
FOLLOWERS



AT A GLANCE

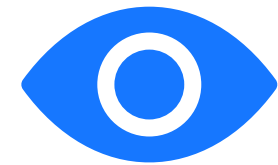
# KEY STATS



FOLLOWERS

**+27.2K**

(+580% V.S TARGET)



IMPRESSIONS

**+67.6M**

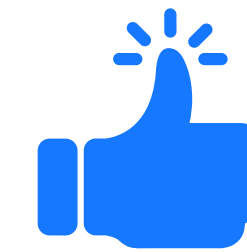
(+745% V.S TARGET)



VIEWS

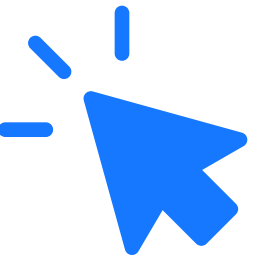
**+10.1M**

(+341% V.S TARGET)



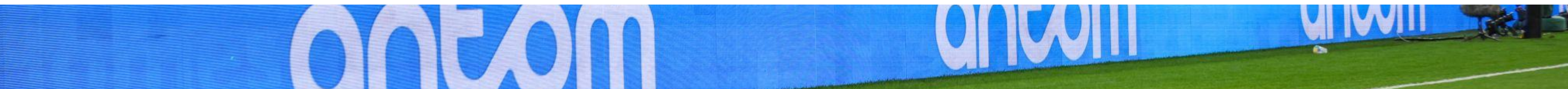
ENGAGEMENTS

**18.3M+**



CLICKS TO  
WEBSITE

**108.5K+**



AT A GLANCE

# FOLLOWER GROWTH

+1,176

+12,695

+9,481

MAY

JUNE

JULY





## PLATFORM OVERVIEW

# LINKEDIN

Utilize thought leadership articles, infographics, case studies, industry trends, and product benefits to drive engagement and brand credibility amongst a broader professional audience and decision-makers.

### KEY RESULTS



IMPRESSIONS

24.5M



VIEWS

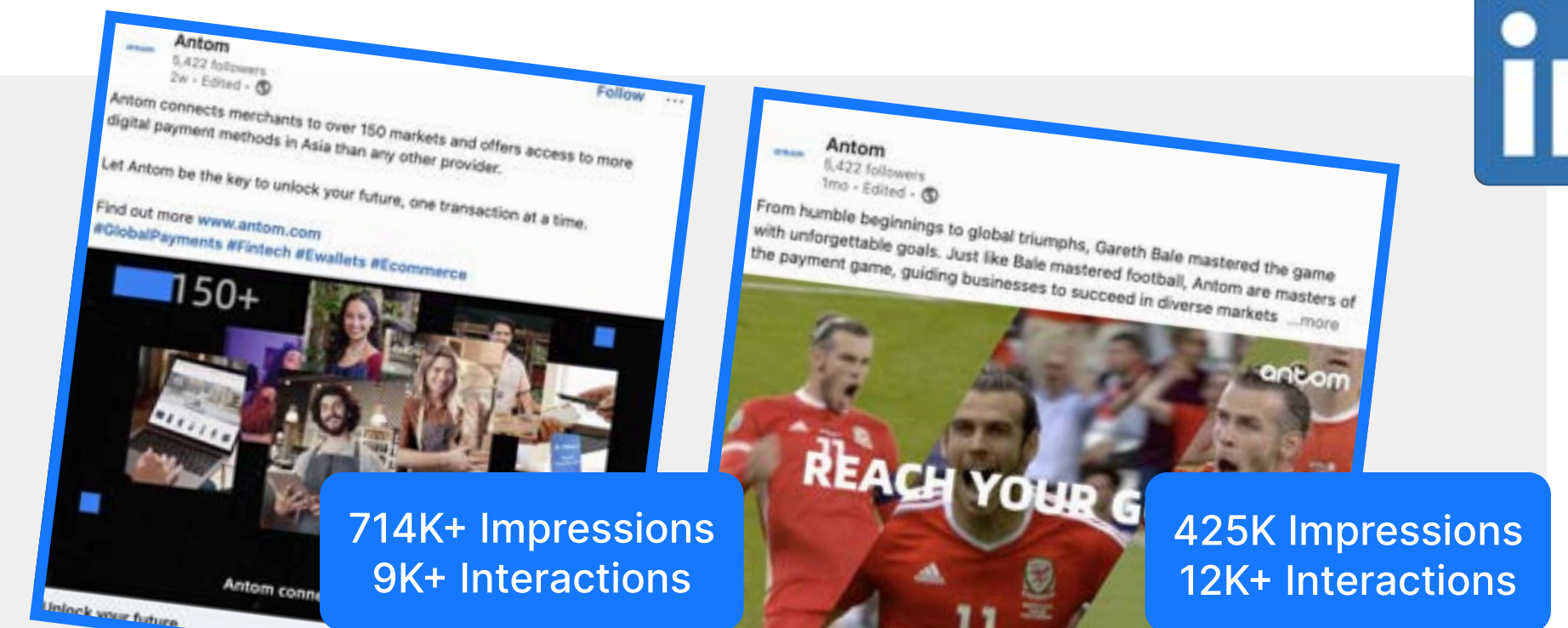
2M



FOLLOWER GROWTH

4.5K

### TOP POSTS



### LEARNINGS & RECOMMENDATIONS

- **Consistent High-Quality Product Features:** Post at least 2 product features per month, provided by the product marketing team or sourced from internal documents.
- **Monthly Partnership Highlights:** Aim for at least one partnership highlight each month, including announcements, webinars, seminars, and interviews.
- **Employee Branding:** Increase employee-focused content to humanize the brand. Feature employees in posts and enhance the 'People' section on LinkedIn.



# PLATFORM OVERVIEW

# META

To captivate both business owners and football fans, we launched content around the EUROs, customer testimonials and industry tips to increase brand awareness.

## TOP POSTS



Antom stands with the best.  
#Euro2024 #GoalBeyond #UnlockingPerformance

2.7M+ Impressions  
106K+ Interactions



On International MSME Day, we celebrate small business heroes like Lem Cheong, founder of The Hainan Story. His dedication to carrying on his grandmother's legacy with pride through his culinary creations is truly inspiring.  
At Antom, we are committed to ensuring businesses of all sizes succeed.  
Produced by BBC StoryWorks Commercial Productions.

3M+ Impressions  
20K+ Interactions



## KEY RESULTS

IMPRESSIONS 31.7M

VIEWS 9.7M

FOLLOWER GROWTH 23K

## LEARNINGS & RECOMMENDATIONS

- **Continue Page Like Campaign:**  
Aim to grow by 1K followers per month and reevaluate business objectives after reaching the 100K Follower Milestone.
- **Organic Content Push:**  
Unless there is a significant campaign or sweepstakes we should remain organic on the platform and focus our paid efforts on LinkedIn.





## PLATFORM OVERVIEW

# X (TWITTER)

Throughout the Euros, we published interactive polls, industry tips in the form of concise, impactful statistics and insights about payment trends in Asia. We promoted tweets to maximize impressions and follower growth.

### KEY RESULTS



IMPRESSIONS

14.1M



VIEWS

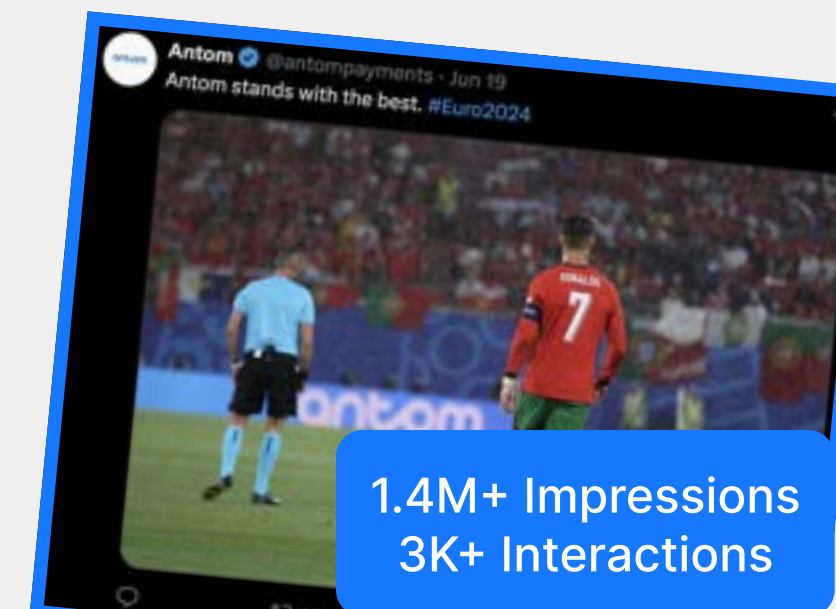
1.7M



FOLLOWER GROWTH

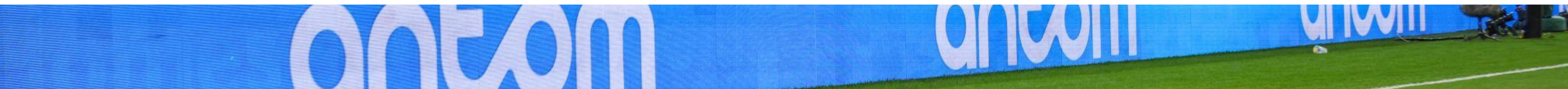
234

### TOP POSTS



### LEARNINGS & RECOMMENDATIONS

- **Content Strategy:** Focus on sharing concise product updates, major announcements, and seminar/discussion highlights. Incorporate short, impactful statements that add value and engage the audience.
- **Audience Targeting:** Tailor content to resonate with audiences in North America and Europe. Utilize localized content and time postings to match the activity patterns of these regions.
- **Engagement Tactics:** Host regular Q&A sessions and discussions to foster engagement. Share live updates and behind-the-scenes content during seminars and key events.



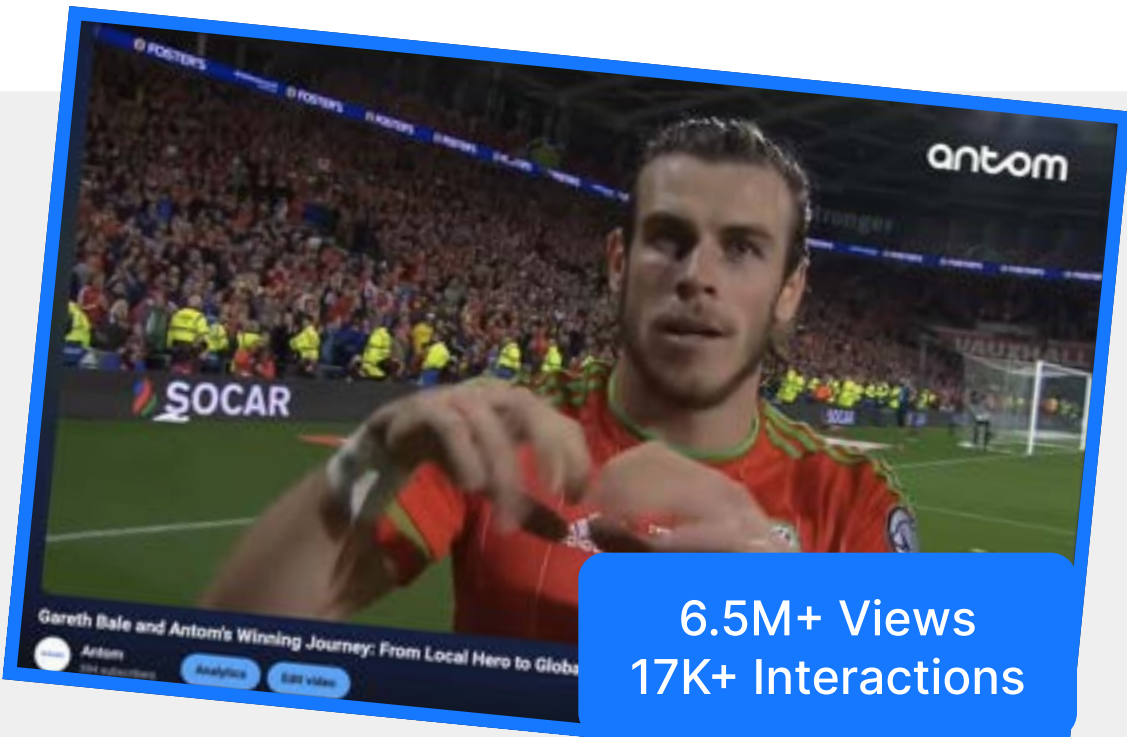


PLATFORM OVERVIEW

YOUTUBE

Leveraging Gareth Bale’s reputation and standing, we created a high-quality video to establish Antom’s global presence.

TOP POSTS



KEY RESULTS



IMPRESSIONS

36M



VIEWS

10.1M



FOLLOWER GROWTH

594

LEARNINGS & RECOMMENDATIONS

- **Premier Content Releases:** Continue releasing high-quality videos like the Bale Video and Brand Video, focusing on engaging narratives to captivate viewers, boost brand awareness, and drive website traffic.
- **Localization Strategy:** Localize videos when possible to engage audiences across Asian markets. Include subtitles, dubbing, or culturally relevant content to enhance relatability and accessibility.
- **SEO Optimization:** Optimize video titles, descriptions, and tags with relevant keywords to improve search visibility. Use attractive thumbnails and CTQs to increase CTR.





AT A GLANCE

# BEST PERFORMING POSTS

1 BEST OVERALL PERFORMING



Impressions 2.7M

Engagements 110K

Interactive Engagement

Antom stands with the best.  
#Euro2024 #GoalBeyond #UnlockingPerformance

## BEST PERFORMING CONTENT PILLARS ON LINKEDIN

2	Impressions Engagement Rate	714K 44%	<p>Product Updates</p> <p>Antom connects merchants to over 150 markets and offers access to more digital payment methods in Asia than any other provider. Let Antom be the key to unlock your future, one transaction at a time. Find out more <a href="https://www.antom.com">www.antom.com</a> #GlobalPayments #Fintech #Ewallets #Ecommerce</p> <p>MARKETS</p>	
3	Impressions Engagement Rate	63K 8%	<p>Employee Branding</p> <p>Huge thanks to all the Antom team on the ground who brought the brand to life in Germany! Giedre Zdanckute, Najaa T., Shrinika Tishet, Cailin McMonagle, Chris Lewis, Kevin Shriah, Tim Cairns, Daisy Xuedan Dai #Antom #Euro2024 #UnlockingPerformance #GoalBeyond</p>	
4	Impressions Engagement Rate	88K 14.2%	<p>Business Success Stories</p> <p>Productions.</p> <p>Sam Cheong Founder of The Hainan Story My grandmother is Hainanese</p>	
5	Impressions Engagement Rate	230K 7.31%	<p>Partnership Updates</p> <p>MultiSafepay joins Antom to Enhance Digital Payments Services for SMEs in Europe</p>	

\*Ave. impressions on Linkedin = 800  
\*Ave. Engagement Rate on Linkedin = 3%






AT A GLANCE

# PAID MEDIA STRATEGY

We focused on boosting posts to maximize reach and analyzed performance metrics across LinkedIn, Facebook, and YouTube to gauge engagement.

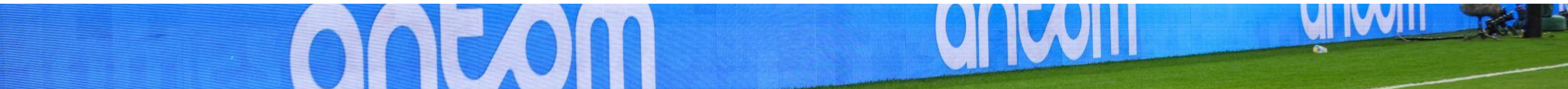
KEY RESULTS

	CTR	CPE	CPF	CPV
	0.67% (0.3%)*	\$1.40	\$9.00	-
	1.61% (1%)*	\$0.07	\$0.18	-
	0.08% (0.1%)*	-	-	\$0.05 (\$0.03)*

\*Industry benchmarks

LEARNINGS & RECOMMENDATIONS

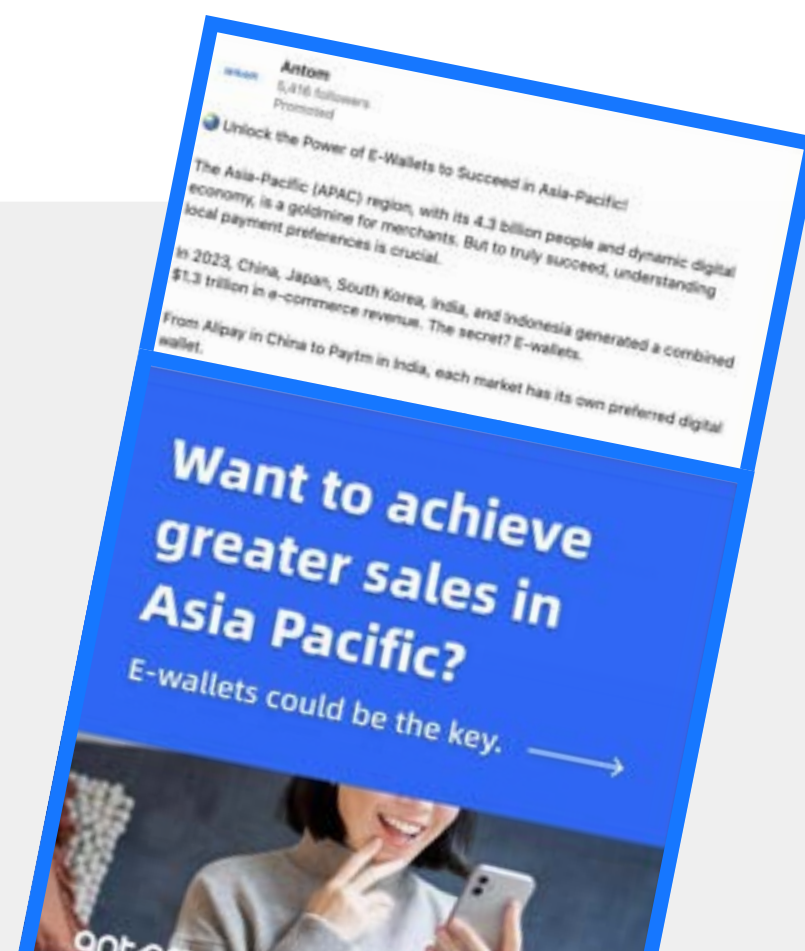
- **LinkedIn:** LinkedIn CTR of 0.67% is above industry benchmarks. Good to test more variety of creatives.
- **Youtube:** 0.08% is almost in line with the benchmark of 0.1%. Good to leverage retargeted audiences to drive more engagement for the Antom brand.
- **Facebook:** CTR has exceeded benchmark of 1% - It's advisable to further engage and retarget audiences on Facebook.







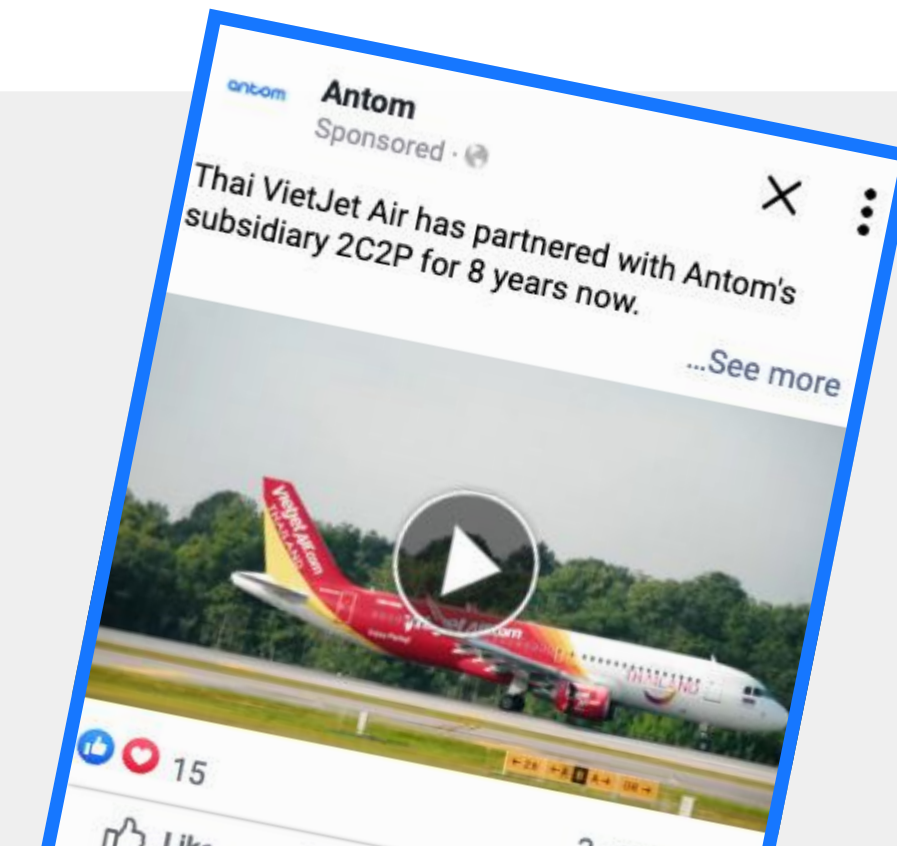
**BEST  
PERFORMING  
AD**



**CTR: 4.52%**



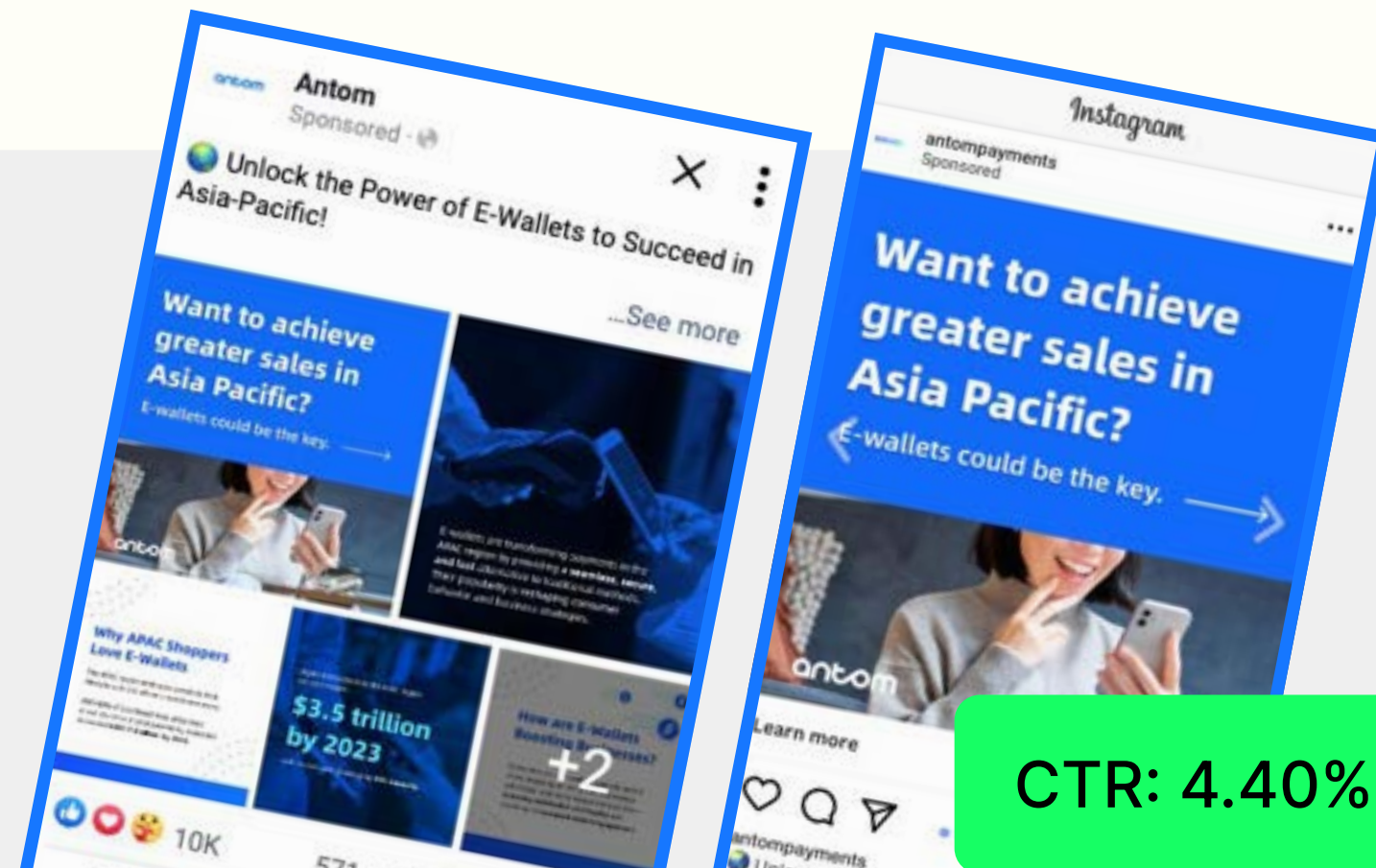
**WORST  
PERFORMING  
AD**



**CTR: 0.03%**



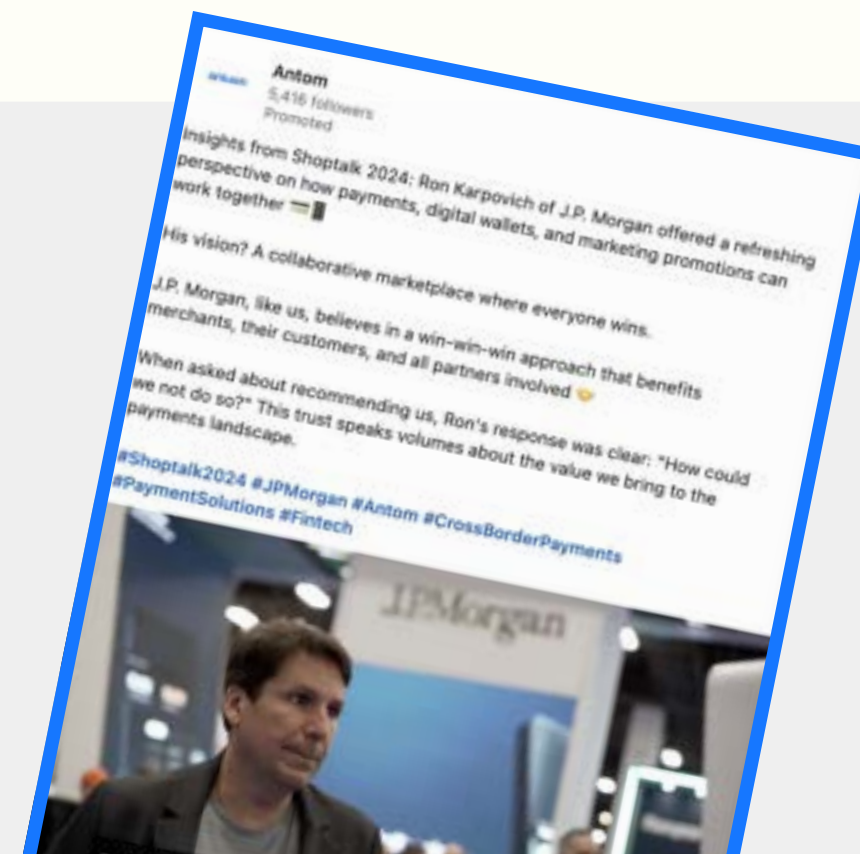
**BEST  
PERFORMING  
AD**



**CTR: 4.40%**



**WORST  
PERFORMING  
AD**



**CTR: 0.03%**

- **Ads with a CTA** to visit our website tends to do better from an engagement POV.
- Important to include language that appeals to our target audiences (i.e want to achieve greater sales in Asia Pacific etc)
- Testimonials of big conglomerates might not resonate well with our potential target customer (business owners with 7-figures revenue) compared to hundred-million dollar businesses - **case studies closer towards SMBs might be more relatable.**





## CAMPAIGN

# OVERVIEW

## UEFA TICKET GIVEAWAY

Giveaway Competition aimed at driving awareness and engagement, Antom's giveaway competition celebrated its partnership with UEFA Euro 2024 by selecting 10 winners to attend the quarterfinals and semifinals.



## GARETH BALE VIDEO

Featuring iconic footballer Gareth Bale, this video campaign leveraged his global following to raise awareness of Antom and drive significant traffic to the website.



## EURO'24 FINAL SWEEPSTAKES

This sweepstakes competition boosted website traffic by inviting users to participate in Euro 2024-themed polls, enhancing engagement with the Antom brand.





## CAMPAIGN

# UEFA TICKET GIVEAWAY



## RESULTS



IMPRESSIONS

3,339



TOTAL PARTICIPANTS

28



ENGAGEMENTS

346

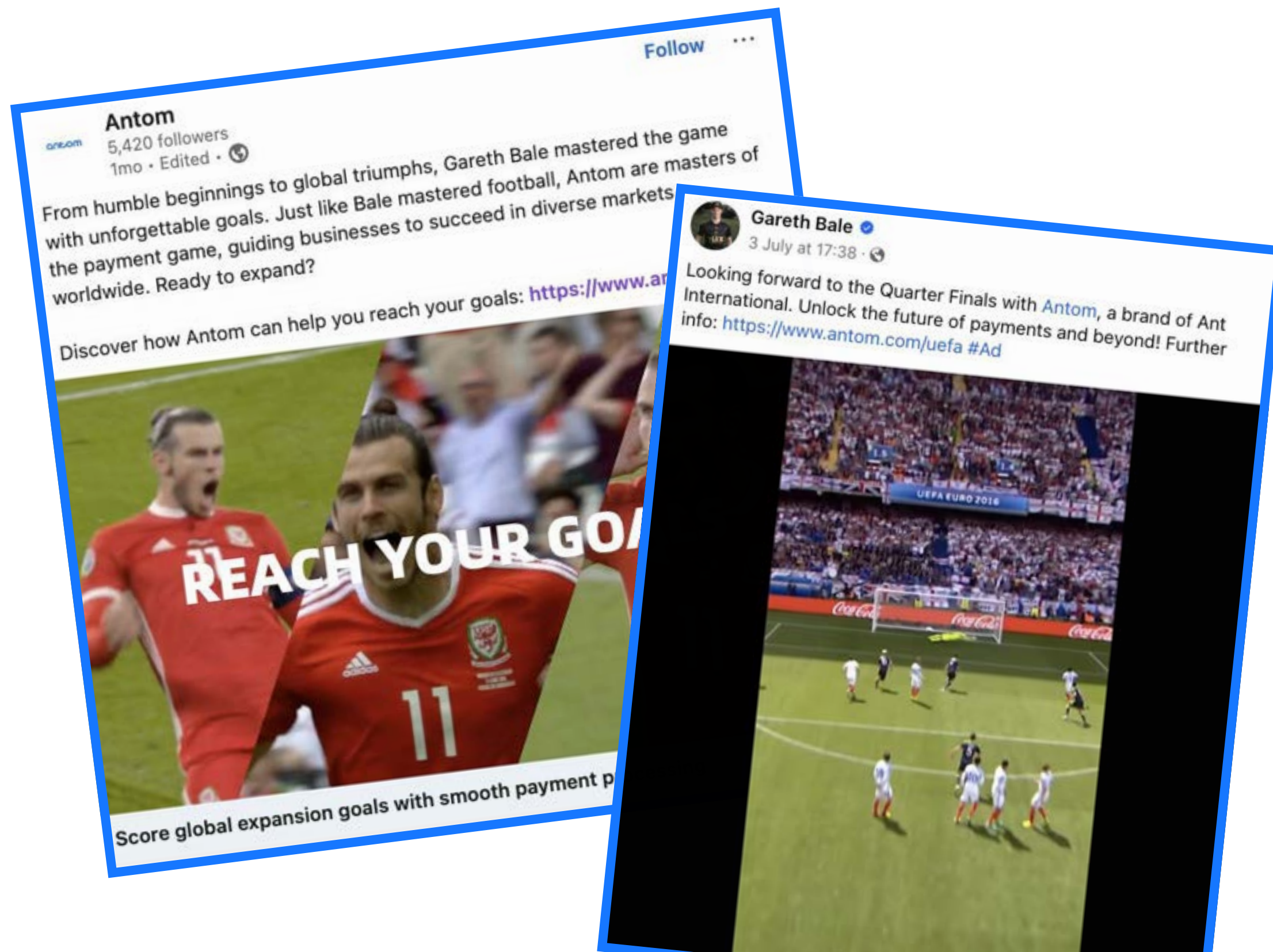
## INSIGHTS

- **Platform Limitation:** LinkedIn does not allow boosting of sweepstakes campaigns. While we achieved decent organic participation, efforts and budget could have been better prioritized on Meta.
- **Positive Feedback:** Participants expressed heartfelt thanks in messages, enhancing Antom's positive image.



## CAMPAIGN

# GARETH BALE VIDEO

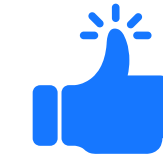


## RESULTS



IMPRESSIONS

26.1M+



ENGAGEMENTS

9.81M+



VIEWS

6.98M+

## INSIGHTS

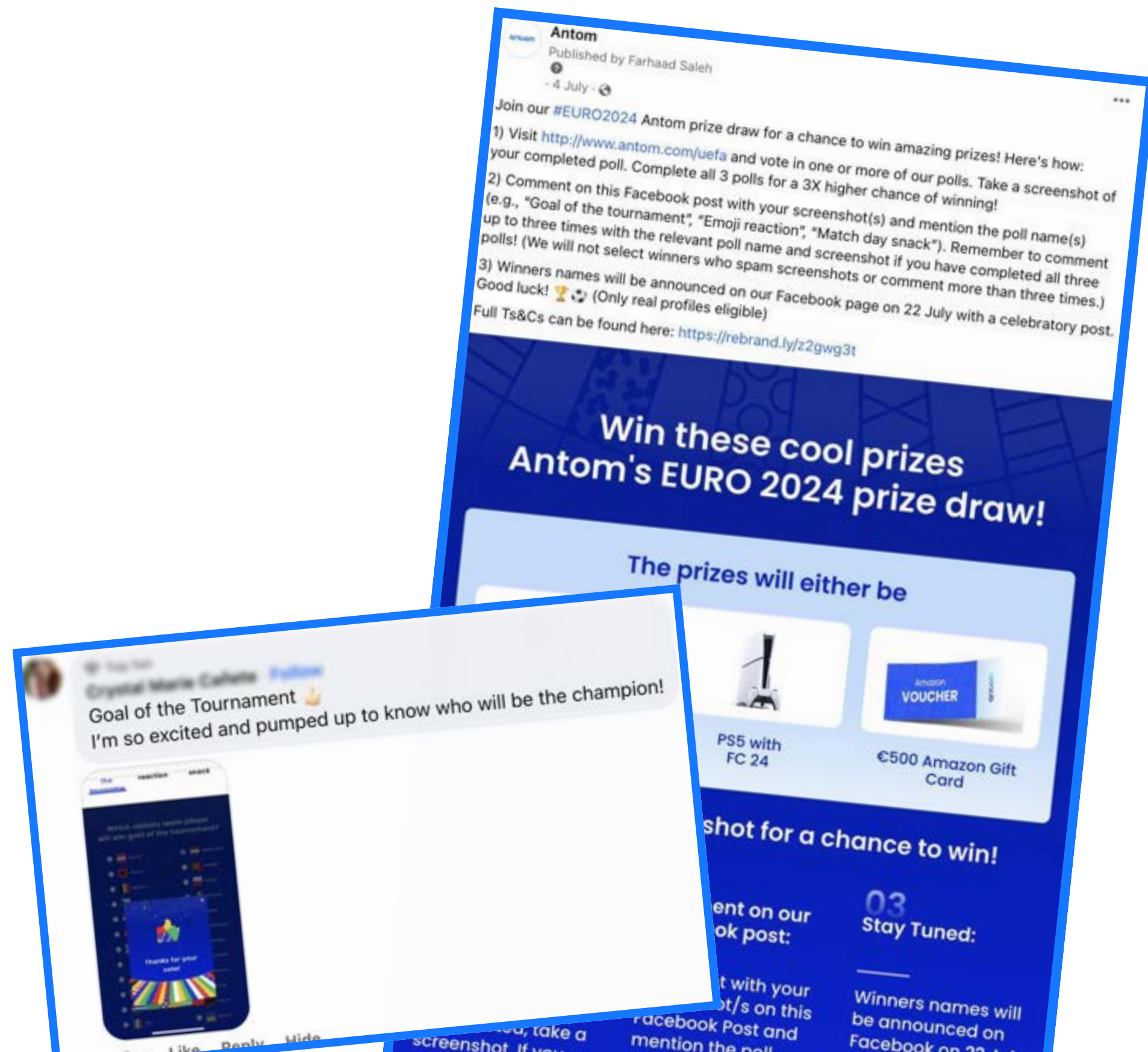
- **More emphasis on the narrative:**

The Gareth Bale video drove views, engagement, and clicks, but the narrative could have been stronger with more emotion and subtler Antom messaging, like successful Visa and Mastercard campaigns.



## CAMPAIGN

# EURO'24 FINAL SWEEPSTAKES



## RESULTS



ENGAGEMENTS

17,135



TOTAL PARTICIPANTS

342



LINK CLICKS TO WEBSITE

9,234

## INSIGHTS

- **Campaign Objective Met:** Achieved the goal of raising awareness and driving poll participation.
- **Participant Profile:** Majority of participants were sweepstakes enthusiasts or non-decision makers, which leads to questions around the direct business benefits for Antom.



# INSIGHTS

1

## BEST-PERFORMING CONTENT

- Brand product video
- Partnership highlights
- Employee branding that effectively humanizes the Antom brand.

2

## THOUGHT LEADERSHIP

Articles **focused on Asia** have **2x higher organic impressions and engagement** than other thought leadership pieces.

3

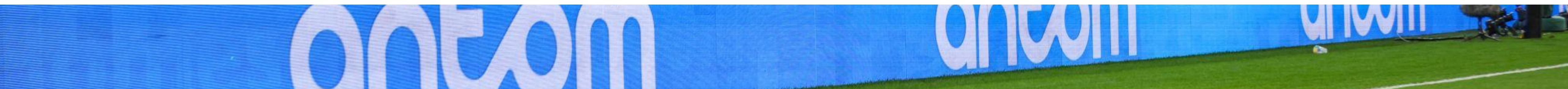
## COMPETITIONS/ SWEEPSTAKES

Great for driving awareness + engagement. Need to prioritize the right platforms and strengthen objectives for long-term impact.

4

## CASE STUDIES/ TESTIMONIALS

Highly effective in raising brand credibility, trust, and awareness. Particularly impactful on LinkedIn and the website.





## OVERVIEW

# RECOMMENDATIONS



### CONSISTENT HIGH-QUALITY PRODUCT FEATURES

Post at least 2 product features per month, provided by the product marketing team or sourced from internal documents.



### INCREASE EMPLOYEE BRANDING

Increase employee-focused content to humanize the brand. Feature employee posts and enhance the 'People' section on LinkedIn.



### LEVERAGE THE ANT INTERNATIONAL BRAND

Highlight Antom's backing by Ant International to build credibility. Prioritize internal research and data from partners, and external sources on Asian markets.



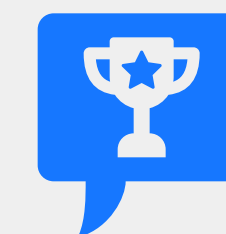
### FOCUSED SWEEPSTAKES

Develop sweepstakes around business opportunities. Consider campaigns similar to Stripe's, offering prizes to successful startups and entrepreneurs.



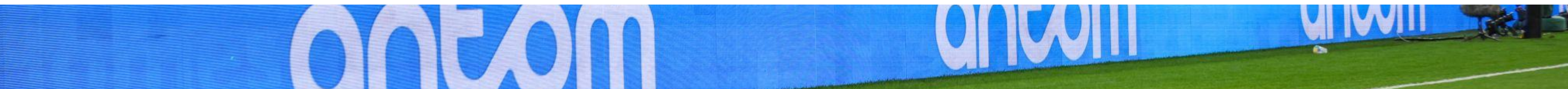
### MONTHLY PARTNERSHIP HIGHLIGHTS

Aim for at least one partnership highlight per month. (announcements, webinars, seminars, and interviews)



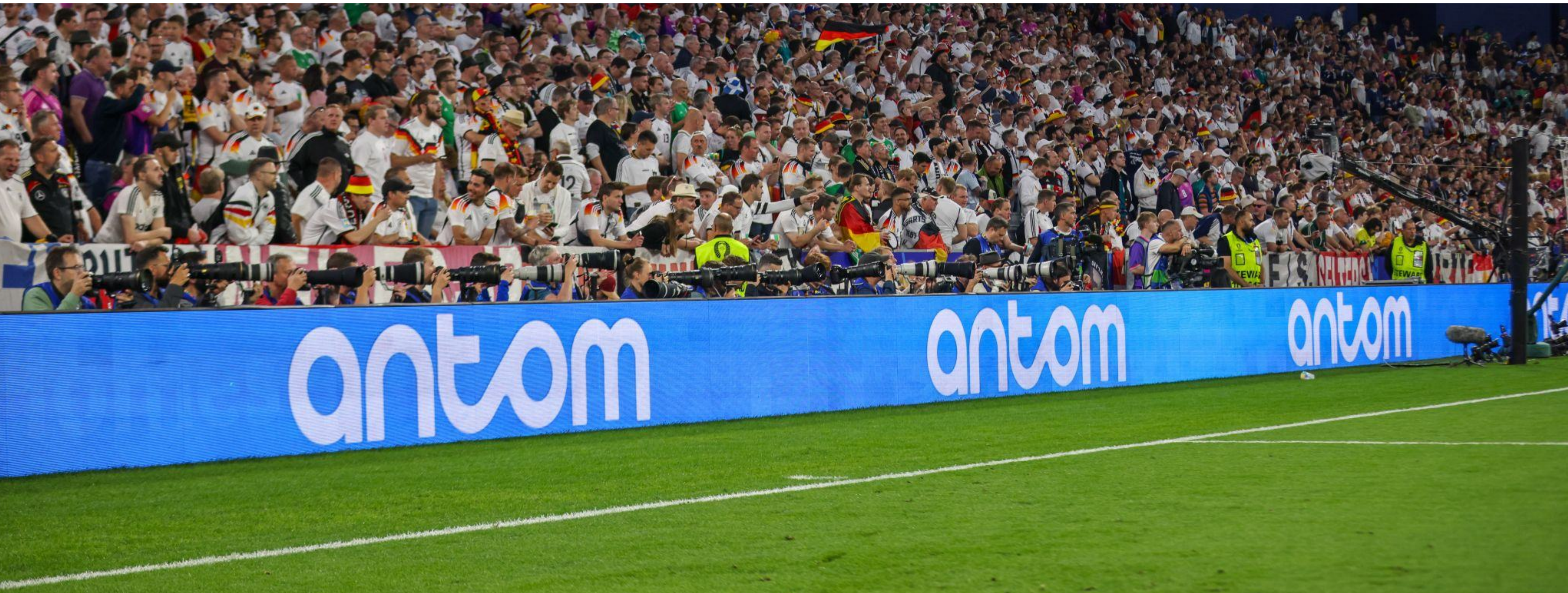
### SME SUCCESS STORIES

Create content or a series showcasing SMEs using Antom's payment solutions to grow their businesses.





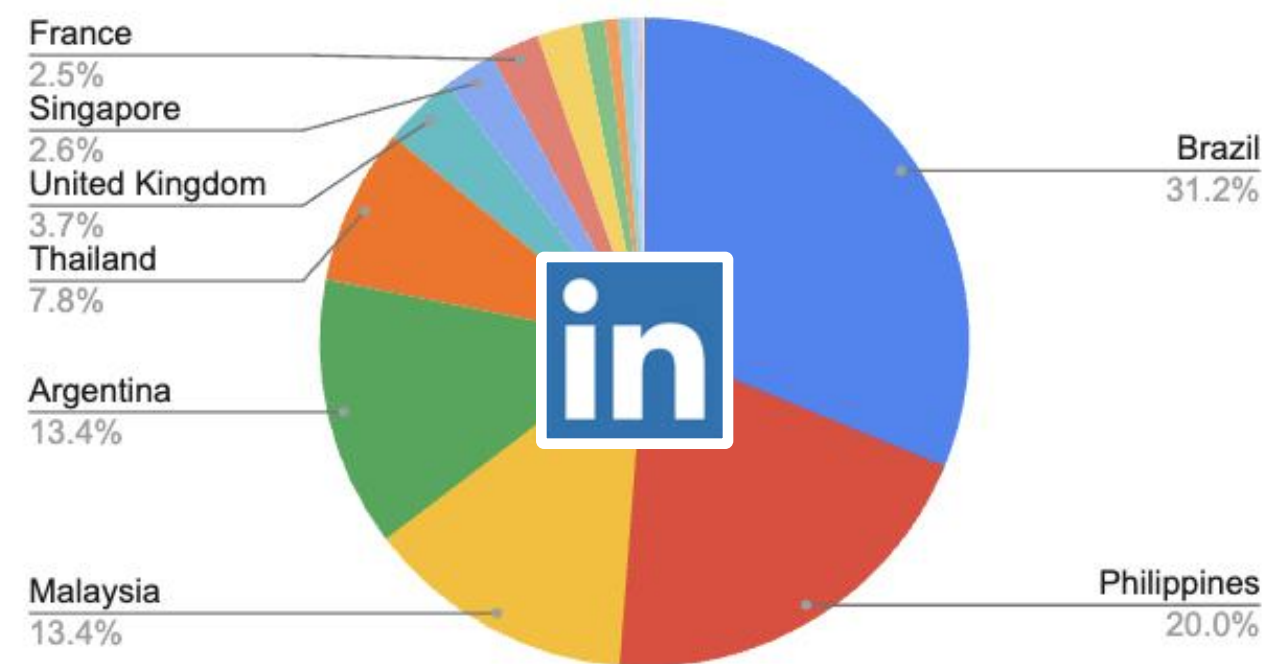
# APPENDIX





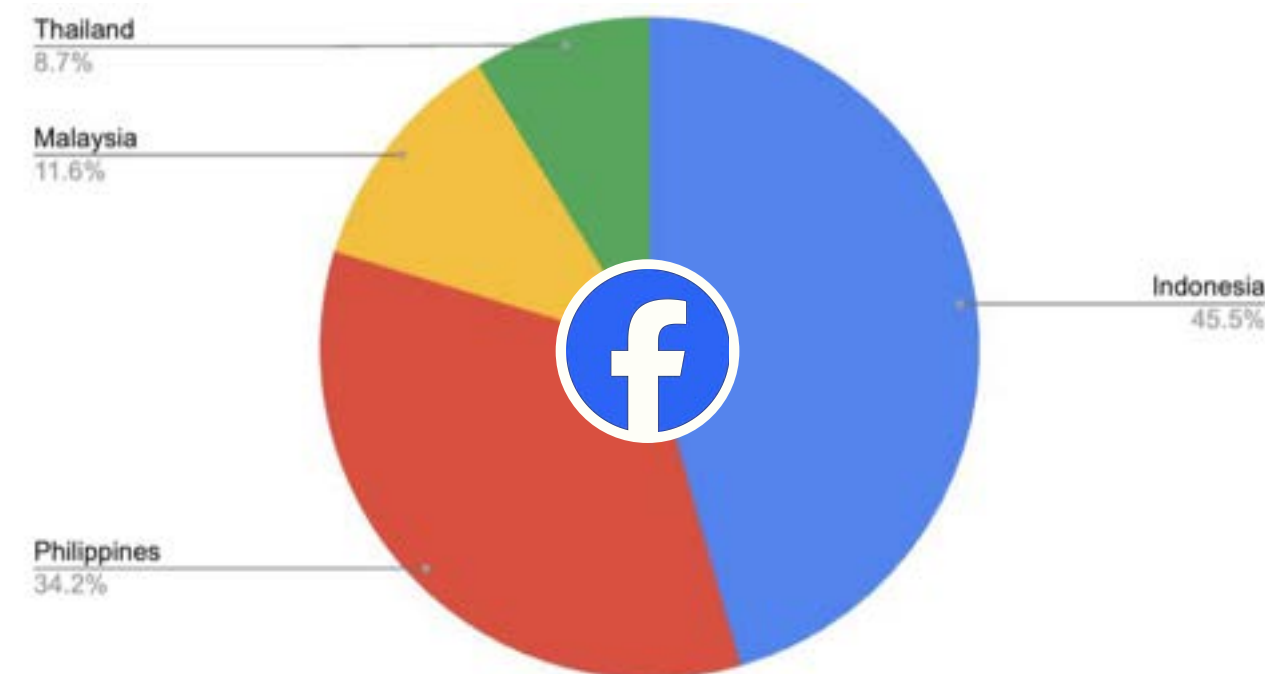
## APPENDIX

# KEY INSIGHTS & ANALYSES (FOLLOWS)



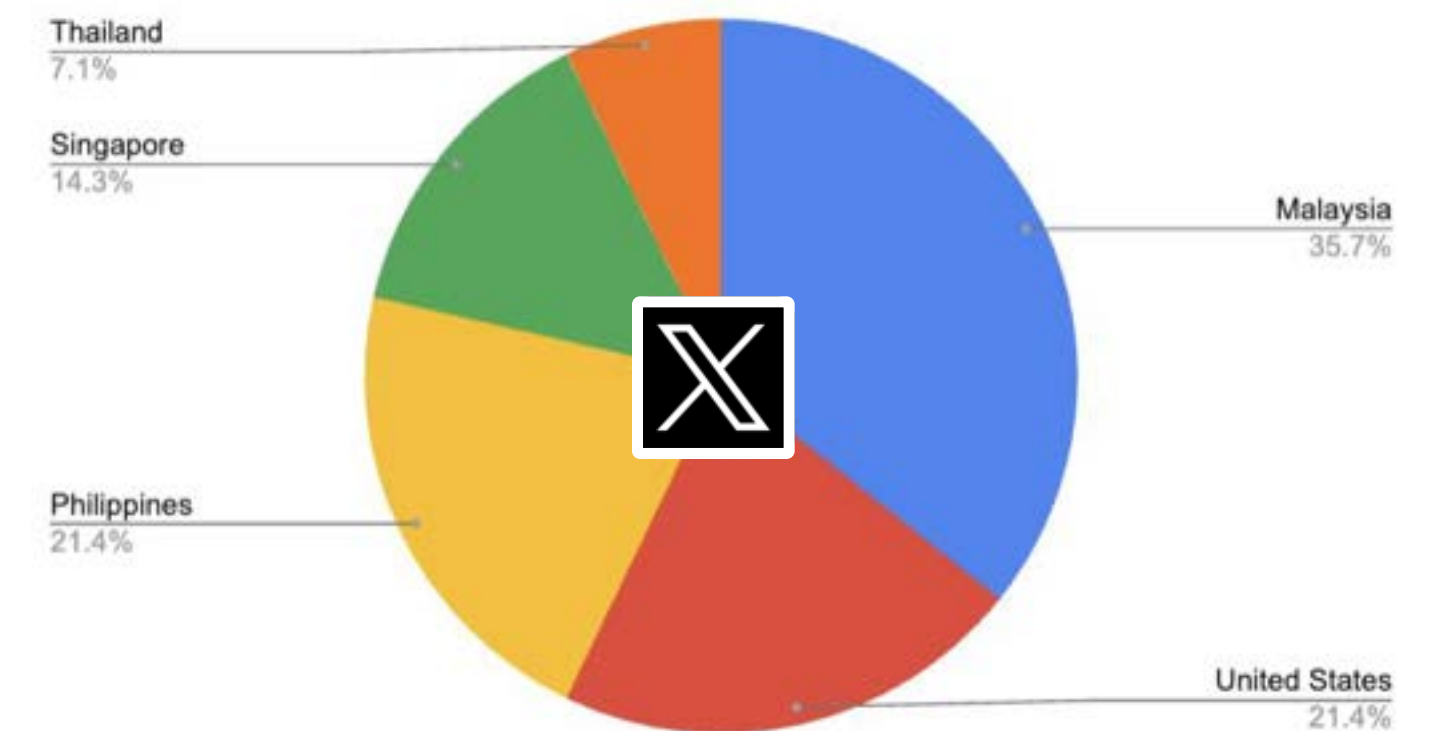
### TOP LI FOLLOWS (COUNTRY)

- Brazil (1011 | 31.2%)
- Philippines (647 | 20%)
- Malaysia (435 | 13.4%)



### TOP META FOLLOWS (COUNTRY)

- Indonesia (10033 | 45.5%)
- Philippines (7525 | 34.2%)
- Malaysia (1915 | 8.7%)



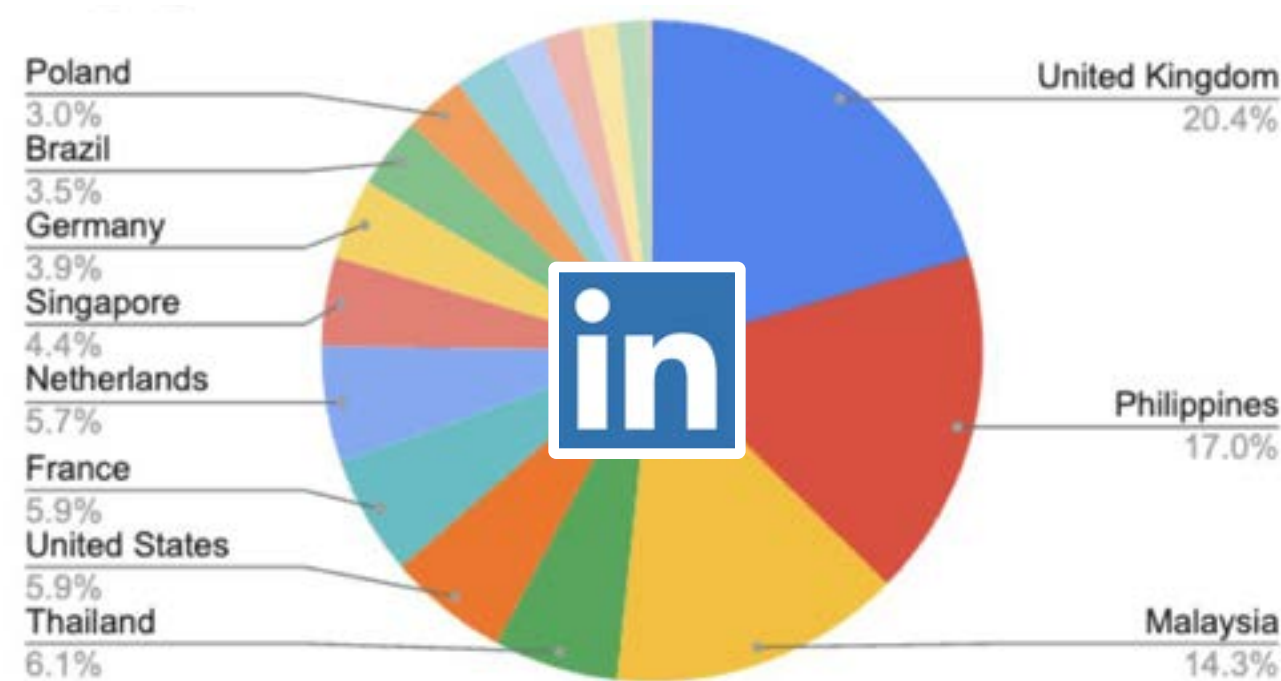
### TOP X FOLLOWS (COUNTRY)

- Malaysia (5 | 35.7%)
- United States (3 | 21.4%)
- Philippines (3 | 21.4%)



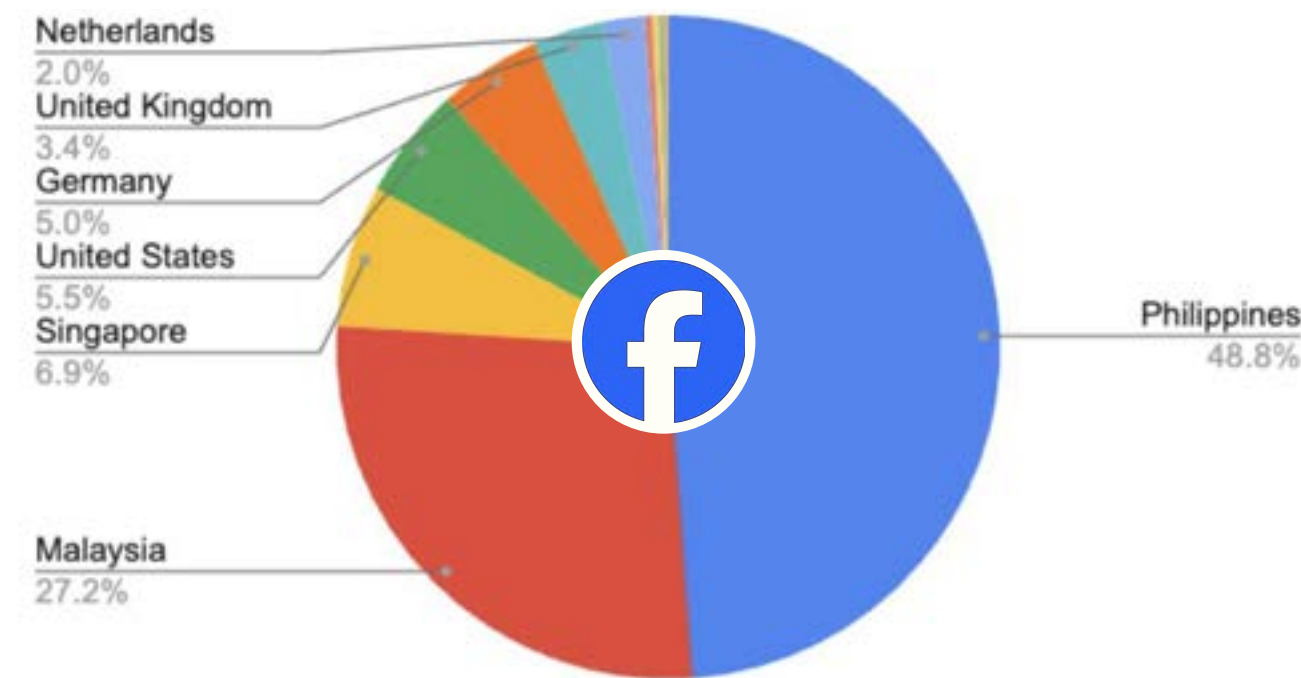
## APPENDIX

# KEY INSIGHTS & ANALYSES (ENGAGEMENTS)



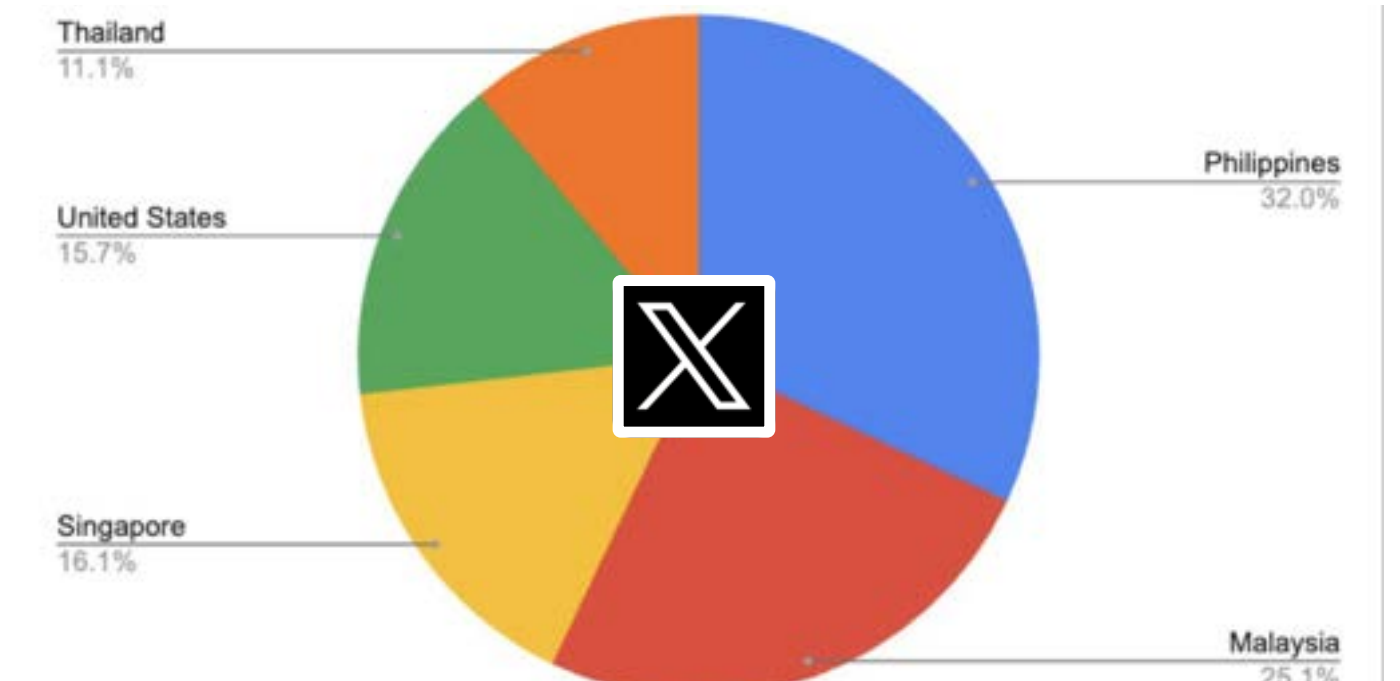
### TOP ENGAGEMENTS (COUNTRY)

- United Kingdom (9076 | 20.4%)
- Philippines (7585 | 17%)
- Malaysia (6362 | 14.3%)



### TOP ENGAGEMENTS (COUNTRY)

- Philippines (3147580 | 48.8%)
- Malaysia (1751366 | 27.2%)
- Singapore (444653 | 6.9%)



### TOP ENGAGEMENTS (COUNTRY)

- Philippines (19125 | 32%)
- Malaysia (15001 | 25.1%)
- Singapore (9649 | 16.1%)