



HOW A FACEBOOK LIVE COLLABORATION WITHIN AN AFFILIATE PROGRAM ADDED 388 NEW USERS FOR FINTECH APP

48-HOUR
FACEBOOK
LIVE EVENT
DROVE
388
NEW APP
USERS WHO
LINKED THEIR
CREDIT CARD

CLIENT

A millennial-focused financial technology company offering users cash rewards when they make purchases via the company's mobile app. This company also acts as an affiliate by promoting brands in their marketplaces.

THE AFFILIATE PARTNER

Givling is a crowdfunding app that helps people pay off their student loans by playing trivia. Participants complete offers for a chance to enter, but also complete offers for series of clues that announce the winners. Givling is also an affiliate partner to brands.

AN OUT-OF-THE-BOX OPPORTUNITY

After brainstorming opportunities for growth with Givling, the Acceleration Partners team received the go-ahead from their client to test an out-of-the-box affiliate marketing collaboration: a live, 48-hour Facebook Live campaign with their affiliate partner, Givling.

This social media event was designed to reach a millennial audience with the goal of increasing the number of new app users linking their credit card to the client's app.

The campaign's Facebook Live video featured a new user walking viewers through the client's cash rewards app. At the end of the walk-through, the user then announced a "clue" about one of Givling's \$10K winners, which served to generate more interest and reach from Givling's community about this Facebook Live event.

To publicize and garner excitement for the Facebook Live event, Givling posted about it via their social channels a few days prior. The actual live event then took place over 48-hours in mid-December.

This partnership campaign required no additional cost from the client, just an exclusive offer for Givling to promote.

WINNING STRATEGIES

The client provided Givling with a unique invite code to use in their Facebook Live promotion. The invite code applied 5,000 points to the account of each user who signed up for the client's app.

Although the invite code was only applicable for new users, the client also offered three users a chance to receive 100,000 points (equivalent to \$100) if they posted about the client's reward app.

These winners were chosen by Givling based on their creativity, enthusiasm and engagement on social. Additionally, to encourage users to join the live stream, Givling randomly chose 10 winners to receive 100K points from the client's app that would be directly deposited into their account.

The biggest incentive was a randomly-selected 500,000-point giveaway (equivalent to \$500) if 500 new users signed up for the client's app and added in their credit card information.

Social Post Winner Example

I love this one: Amanda N
11 hrs ·
<https://b.ewd.io/givlingholiday>

I love xyz app because with the money earn by doing my regular shopping I can get..... queue the 12 Days of Christmas music..... 12 iTunes songs, 11 Applebee's appetizers, 10 Barnes&Noble books, 9 Hotel.com bookings, 8 Ulta blushes, 7 AMC movies, 6 Amazon gift cards, 5 pairs of RayBans, 4 Lululemon yoga pants, 3 Starbucks lattes, 2 ShakeShack shakes, and a 4-pack of Winc wine.

Screenshots of Event

Performance for Your Post

- 9,022 People Reached
- 4,432 Video Views
- 1,989 Reactions, Comments & Shares

467 Like	459 On Post	8 On Shares
425 Love	425 On Post	0 On Shares
32 Haha	32 On Post	0 On Shares
24 Wow	24 On Post	0 On Shares
5 Sad	5 On Post	0 On Shares
1,075 Comments	1,059 On Post	16 On Shares
57 Shares	55 On Post	2 On Shares

1,805 Post Clicks

Post Details

Performance for Your Post

- 4,775 People Reached
- 93 Reactions, Comments & Shares

49 Like	45 On Post	4 On Shares
4 Love	4 On Post	0 On Shares
20 Comments	20 On Post	0 On Shares
20 Shares	20 On Post	0 On Shares

345 Post Clicks

4 Photo Views	40 Link Clicks	301 Other Clicks
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NEGATIVE FEEDBACK

3 Hide Post 0 Hide All Posts

Performance for Your Post

- 11,976 People Reached
- 5,677 3-Second Video Views
- 2,006 Reactions, Comments & Shares

RESULTS

The 48-hour Facebook Live event drove 388 new app users who linked their credit card (main KPI) for the client, positive press and increased awareness about their millennial-focused cash rewards app.