

MASTERCARD MOROCCO WRAP UP REPORT



MASTERCARD MOROCCO | CAMPAIGN



INTRODUCTION

Campaign Concept

Mega influencers from UAE and KSA to motivate travelers to choose Mastercard as their preferred way to pay this summer season, at all stages of their travel consumer journey starting from the booking stage → promoting Mastercard partners in Morocco.

Campaign Execution

Influencers showcased their experience (food\culture\shopping\activities) in Morocco promoting this country as a destination as well.

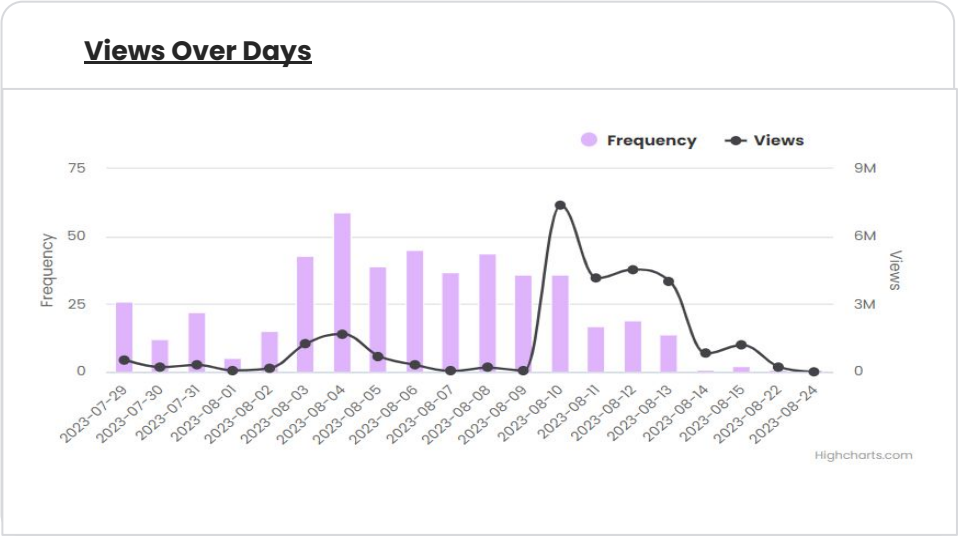
Campaign Date

Campaign went live on July 29th 2023 and ended on August 14th 2023.



INFLUENCERS | CAMPAIGN ANALYTICS

Active Influencers	Total Posts	Reach	Views/Impressions	Total Engagements
4	58	22,078,932	29,176,216	793,928



Peak Engagement

Thur, August 10, 2023

AHMAD AL JAR

ANALYTICS BREAKDOWN

| CAMPAIGN ANALYTICS (DAY 1)



@nanoosh771



@aljar.ahmed



Story

Reach
382,537

Impressions
449,823

Video Views
-

Engagements
658



Story

76,678

-

89,240

60



Nationality



Location



Story



Story

ANALYTICS BREAKDOWN

| CAMPAIGN ANALYTICS (DAY 2)



@nanoosh771



@aljar.ahmed



Story

Reach
132,540

Impressions
143,904

Video Views
-

Engagements
209



Story

58,281

-

64,218

156



Nationality



Location



Story



Story

ANALYTICS BREAKDOWN

| CAMPAIGN ANALYTICS (DAY 3)



@nanoosh771



@aljar.ahmed



Story

Reach
222,264

Impressions
233,138

Video Views
-

Engagements
357



Story

17,979

-

19,973

9



Nationality



Location



Story



Story

ANALYTICS BREAKDOWN

CAMPAIGN ANALYTICS (DAY 4)



@nanoosh771



@aljar.ahmed



Story

Reach
84,402

Impressions
85,912

Video Views
-

Engagements
154



Story

57,755

-

64,880

40



Nationality



Location



Story



Story

ANALYTICS BREAKDOWN

| CAMPAIGN ANALYTICS (DAY 5)



@nanoosh771



@aljar.ahmed



Story

Reach
325,609

Impressions
351,951

Video Views
-

Engagements
446



Story

60,899

-

69,720

39



Nationality



Location



Story



Story

ANALYTICS BREAKDOWN

CAMPAIGN ANALYTICS



@nanoosh771



@aljar.ahmed

Reach



Image

24,255

Impressions

26,681

Video Views

-

Engagements

2,479



Image

20,344

22,378

-

2,912



Nationality



Location



Image



Image

ANALYTICS BREAKDOWN

CAMPAIGN ANALYTICS



@nanoosh771



@aljar.ahmed

Reach



Image 21,746

Impressions

23,921

Video Views

-

Engagements

2,997



Image 18,854

20,740

-

2,450



Nationality



Location



Image



Image

ANALYTICS BREAKDOWN

| CAMPAIGN ANALYTICS



@nanoosh771



@aljar.ahmed

Reach



Image 21,794

Impressions

23,973

Video Views

-

Engagements

2,341



Nationality



Location



Image

ANALYTICS BREAKDOWN

| CAMPAIGN ANALYTICS (PENDING

INSIGHTS)



[@nanoosh771](#)



[@aljar.ahmed](#)



Reel

Reach
32,545

Impressions
–

Video Views
35,800

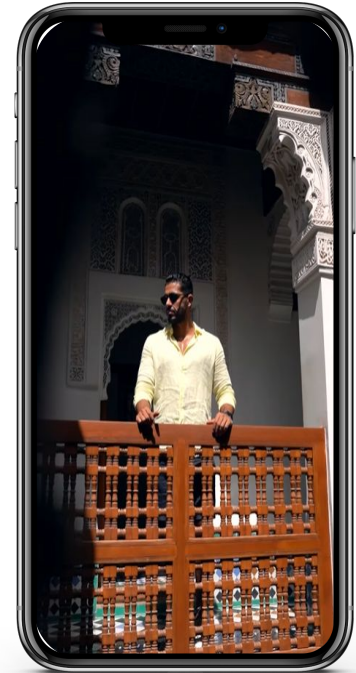
Engagements
2,363



Nationality



Location

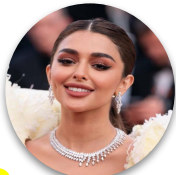


[Reel](#)

ELEEN SULEMAN

ANALYTICS BREAKDOWN

| CAMPAIGN ANALYTICS (DAY 1)



@eelen_su



@eelen_su



Story

Reach
665,396

Impressions
844,224

Video Views
-

Engagements
3,297



Story

36,190

-

43,790

46



Nationality



Location



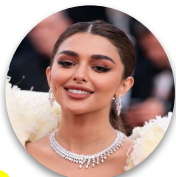
Story



Story

ANALYTICS BREAKDOWN

CAMPAIGN ANALYTICS (DAY 2)



@eleen_su



@eleen_su



Story

Reach

1,262,946

Impressions

1,445,136

Video Views

-

Engagements

3,297



Story

38,362

-

45,095

176



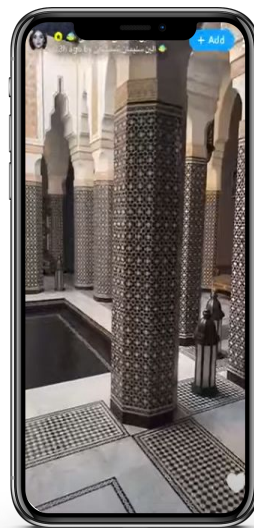
Nationality



Location



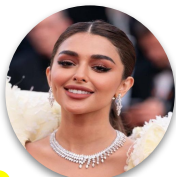
Story



Story

ANALYTICS BREAKDOWN

CAMPAIGN ANALYTICS (DAY 3)



@eleen_su



@eleen_su



Story

Reach
583,391

Impressions
674,610

Video Views
-

Engagements
2,729



Story

19,064

-

21,825

45



Nationality



Location



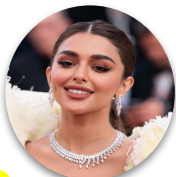
Story



Story

ANALYTICS BREAKDOWN

| CAMPAIGN ANALYTICS (DAY 4)



@eelen_su



@eelen_su



Story

Reach
221,835

Impressions
241,062

Video Views
-

Engagements
228



Story

14,836

-

17,952

13



Nationality



Location



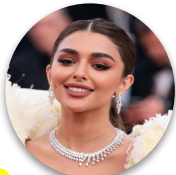
Story



Story

ANALYTICS BREAKDOWN

| CAMPAIGN ANALYTICS (DAY 5)



@eleen_su



@eleen_su



Story

Reach
88,847

Impressions
111,982

Video Views
-

Engagements
139



Story

13,600

-

15,624

26



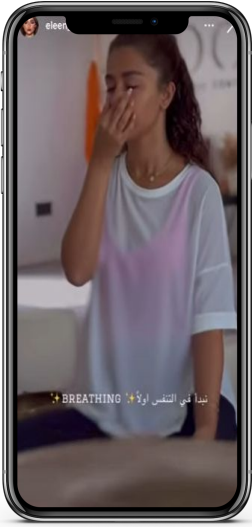
Nationality



Location



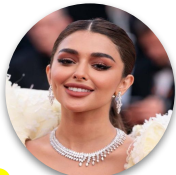
Story



Story

ANALYTICS BREAKDOWN

| CAMPAIGN ANALYTICS



@eleen_su



@eleen_su



@eleen_su



Reel

Reach
47,545

Impressions
-

Video Views
52,300

Engagements
1,914



Video

-

-

226,900

2,538



Nationality



Location



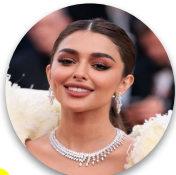
Reel



Video

ANALYTICS BREAKDOWN

| CAMPAIGN ANALYTICS



@eleen_su



@eleen_su



Carousal

Reach
145,038

Impressions
172,095

Video Views
-

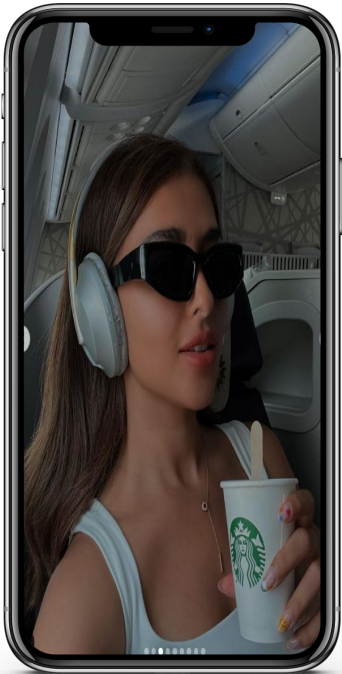
Engagements
12,860



Nationality



Location



Carousal

FAISAL SHERAIFF

ANALYTICS BREAKDOWN

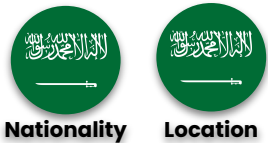
| CAMPAIGN ANALYTICS (DAY 1)



 [@faisalsheraiff](#)

 [@faisalsheraiff](#)

	Reach	Impressions	Video Views	Engagements
 Story	10,000	11,000	-	100
 Story	11,442	-	12,800	45



Story



Story

ANALYTICS BREAKDOWN

| CAMPAIGN ANALYTICS (DAY 2)



@faisalsheraiff



@faisalsheraiff



Story

Reach
10,407

Impressions
11,520

Video Views
-

Engagements
144



Story

16,494

-

18,154

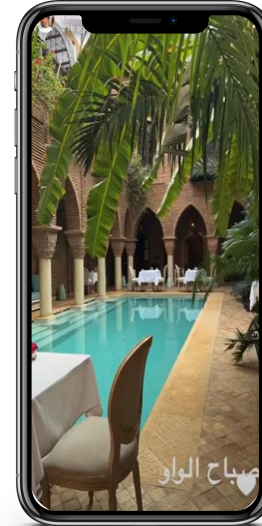
198



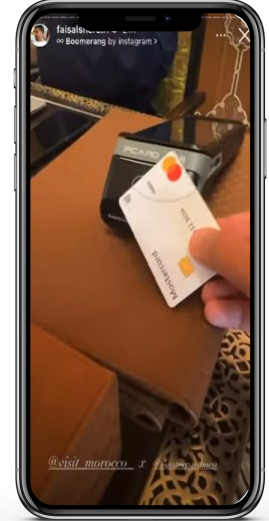
Nationality



Location



Story



Story

ANALYTICS BREAKDOWN

| CAMPAIGN ANALYTICS (DAY 3)



 [@faisalsheraiff](#)

 [@faisalsheraiff](#)

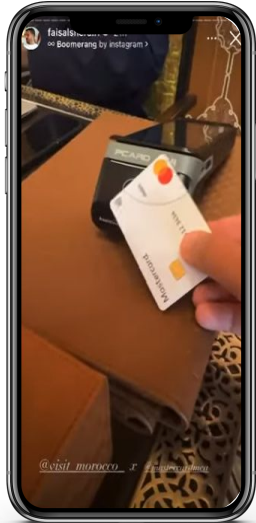
	Reach	Impressions	Video Views	Engagements
 Story	9,456	11,230	-	95
 Story	11,116	-	12,272	76


Nationality


Location



Story



Story

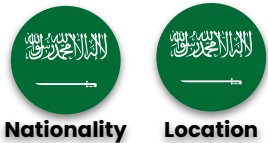
ANALYTICS BREAKDOWN

| CAMPAIGN ANALYTICS (DAY 4)



 [@faisalsheraiff](#)
 [@faisalsheraiff](#)

	Reach	Impressions	Video Views	Engagements
 Story	10,985	11,992	-	102
 Story	12,067	-	13,739	136



Story



Story

ANALYTICS BREAKDOWN

| CAMPAIGN ANALYTICS (DAY 5)



[@faisalsheraiff](#)



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Story

Reach
9,937

Impressions
-

Video Views
11,143

Engagements
169



Nationality



Location



Story

ANALYTICS BREAKDOWN

CAMPAIGN ANALYTICS



[@faisalsheraiff](#)

[@faisalsheraiff](#)

	Reach	Impressions	Video Views	Engagements
 Image	30,320	33,352	-	101
 Image	27,177	29,895	-	77



Nationality



Location



[Image](#)



[Image](#)

ANALYTICS BREAKDOWN

CAMPAIGN ANALYTICS



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 [@faisalsheraiff](#)

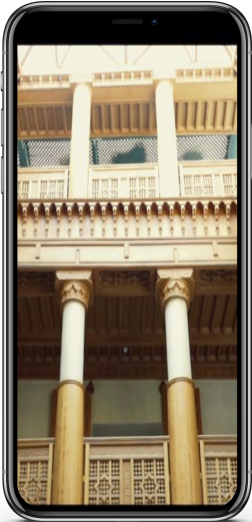
	Reach	Impressions	Video Views	Engagements
 Image	6,065	6,672	-	639
 Reel	218,970	-	237,000	1,611


Nationality


Location



Image



Reel

ANALYTICS BREAKDOWN

| CAMPAIGN ANALYTICS



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Reach

Impressions

Video Views

Engagements

-

-

472

17



Video



Nationality



Location



[Video](#)

ANALYTICS BREAKDOWN

| CAMPAIGN ANALYTICS (PENDING

INSIGHTS)



[@faisalsheraiff](#)



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[@faisalsheraiff](#)



Reel

Reach
32,182

Impressions
-

Video Views
35,400

Engagements
1,414



Nationality



Location



[Reel](#)

ALIONA & YAZAN

ANALYTICS BREAKDOWN

| CAMPAIGN ANALYTICS (DAY 1)



@aliona.ess



@aliona.ess



Story

Reach

4,291,058

Impressions

5,030,936

Video Views

-

Engagements

9,892



Story

1,925,569

-

2,329,937

8,043



Nationality



Location



Story



Story

ANALYTICS BREAKDOWN

CAMPAIGN ANALYTICS (DAY 2)



 [@aliona.ess](#)
 [@aliona.ess](#)

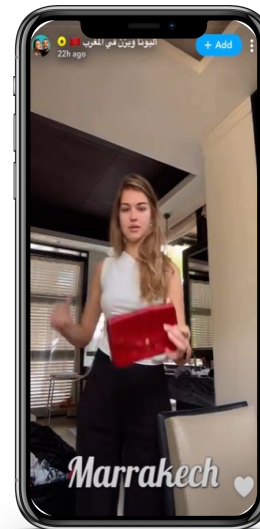
	Reach	Impressions	Video Views	Engagements
 Story	2,373,406	2,506,271	-	6,200
 Story	450,673	-	545,315	1,335



Nationality



Location



[Story](#)



[Story](#)

ANALYTICS BREAKDOWN

| CAMPAIGN ANALYTICS (DAY 3)



@aliona.ess



@aliona.ess



Story

Reach
1,911,004

Impressions
2,335,630

Video Views
-

Engagements
3,228



Story

1,188,431

-

1,438,002

5,148



Nationality



Location



Story



Story

ANALYTICS BREAKDOWN

| CAMPAIGN ANALYTICS (DAY 4)



@aliona.ess



@aliona.ess



Story

Reach
587,610

Impressions
641,826

Video Views
-

Engagements
443



Story

536,796

-

649,522

359



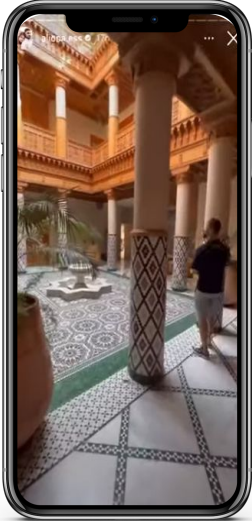
Nationality



Location



Story



Story

ANALYTICS BREAKDOWN

| CAMPAIGN ANALYTICS



@aliona.ess



@aliona.ess



Reel

Reach

1,272,727

Impressions

-

Video Views

1,400,000

Engagements

111,443



Reel

909,091

-

1,000,0000

77,681



Nationality



Location



Reel



Reel

ANALYTICS BREAKDOWN

| CAMPAIGN ANALYTICS



@aliona.ess



@aliona.ess



@aliona.ess



Video

Reach

-

Impressions

-

Video Views

2,600,0000

Engagements

180,668



Video

-

-

903,700

69,261



Nationality



Location



Video



Video

ANALYTICS BREAKDOWN

CAMPAIGN ANALYTICS



 [@aliona.ess](#)

 [@aliona.ess](#)

 [@aliona.ess](#)

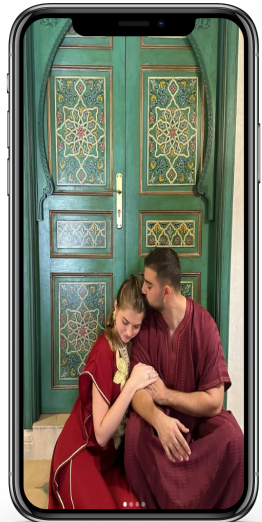
	Reach	Impressions	Video Views	Engagements
 Image	684,495	812,287	-	115,909
 Image	835,881	988,321	-	154,810


Nationality


Location



Image



Image



THANK YOU