



Zity Madrid Promo

Zity - Promo Codes Campaign

guud

#TheRequest

@Zity Madrid wanted to maximize awareness by sending 5,000 promotional codes with a 20min free trial of it's service for those participants who first retweeted their Promoted Tweet.

#OurSolution

Our role was to developed a custom auto-reply campaign in which the first 5K users who retweet the call-to-action tweet would receive a branded notification with their promo code to redeem. Part of our logistics included:

- The multiple-code generation: in which every code was unique for each user and sent as a 'Dark Tweet'.
- The automatic reply service with a customized photo
- The logistic to ensure a unique code per user and a different message after having sent all codes.

#TheResults

4K

Zity achieved more than 4K retweets during a campaign day, increasing significantly their E.R

BRAND:
Zity Car Spain

DATE:
January 2018

MARKET
Spain 🇪🇸

FORMAT:
RT/LIKE to Win

→ #ZityPromo



Promoted Tweet



Autoresponse

