



OBJECTIVE

Manforce wanted to leverage Twitter platform during IPL 2018 as a sponsor of the team Sunrisers Hyderabad. The focus was on to **make the user engage with the multilevel tweet with the help of an autoresponder.**

CAMPAIGN

Experience

#ManforcePowerplay

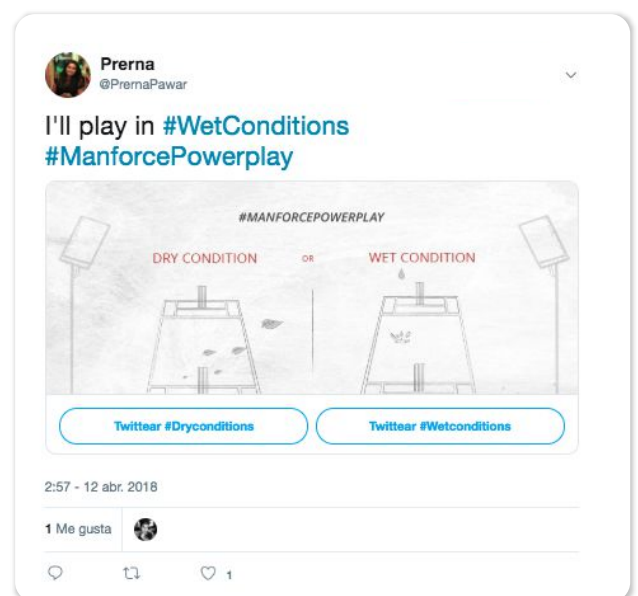
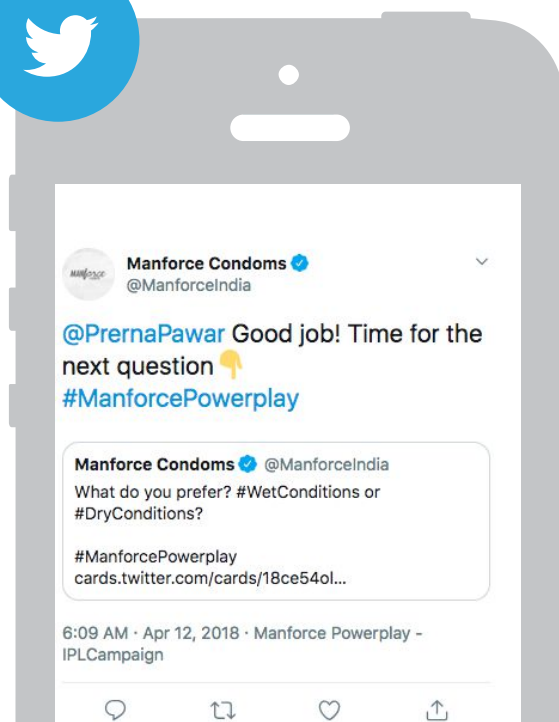
The game you've never played before.

HOW

This was **the first time any brand did an autoresponder campaign** on Twitter through Httpool. It was a success as huge number of people participated in the conversations through conversational cards and Autoresponder.



MARKET: INDIA



RESULTS

+8.2M
IMPRESSIONS

INR 6.03
COST PER ENGAGEMENT

264
REPLIES

+340K
TWEET ENGAGEMENTS

+139K
CLICKS

1262
FOLLOWS

8%
ENGAGEMENT RATE

1024
RETWEETS

Manforce observed high engagement rate (8%) which is higher than the industry standards (5-6%.)

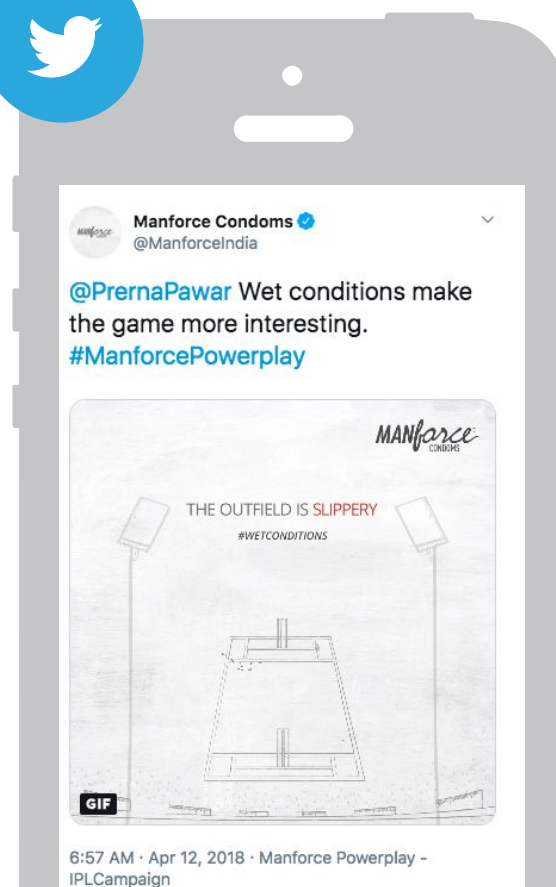
KEY SUCCESS FACTORS

#01

Affinity between IPL fans and Twitter.

#02

Innovation through engagement with autoresponders.



Contact us to learn more about the opportunities that LinkedIn can provide for your business