

# EULERITY & MASTERCARD:

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## POWERING SECURE, SCALABLE DIGITAL ACTIVATION WITH AI-DRIVEN INFRASTRUCTURE



### Mastercard Collaborates with Eulerity for Enhanced Digital Activation Across Global Markets

Mastercard is a global technology leader requiring sophisticated, secure, and scalable digital marketing solutions.

## THE CHALLENGE



Need for a robust, secure platform to manage digital media activations across numerous channels (Social, Search, etc.) within Mastercard's privacy-first environment.



Desire for efficient collaboration and issue resolution between teams.



Need for agility to adapt to evolving platform requirements (like Facebook DSA changes) and maintain high operational uptime.



Requirement to support a high volume of activations across diverse global geographies (>45 represented).

## THE PARTNERSHIP

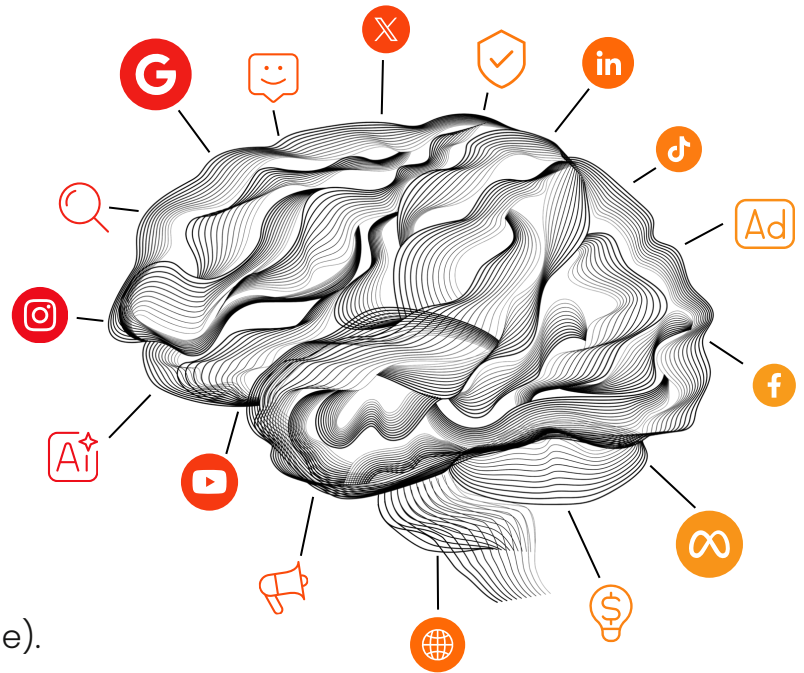
Eulerity is the AI-powered marketing infrastructure partner chosen to provide the core activation engine, working closely with Mastercard's teams.

# Delivering Secure, Feature-Rich Activation via Eulerity's Core Engine



## THE SOLUTION

The core Eulerity Engine operates within Mastercard's secure environment, using APIs to manage digital activations across channels. This tailored infrastructure ensures secure and scalable campaign execution.



### Feature-Rich Platform

Eulerity continuously innovates and delivers numerous significant activation features (+22 in 2023 alone).



#### Support for Various Ad Formats

Instagram Carousel, Facebook Video Headlines



#### Advanced Targeting Capabilities Across Platforms

Twitter, Facebook, Behavioral Targeting



#### Features Addressing Specific Compliance/Platform Needs

Facebook DSA Payor/Beneficiary, Special Ad Categories



#### Tools Enhancing Campaign Setup and Management

Reach Estimators, Asset Per Placement



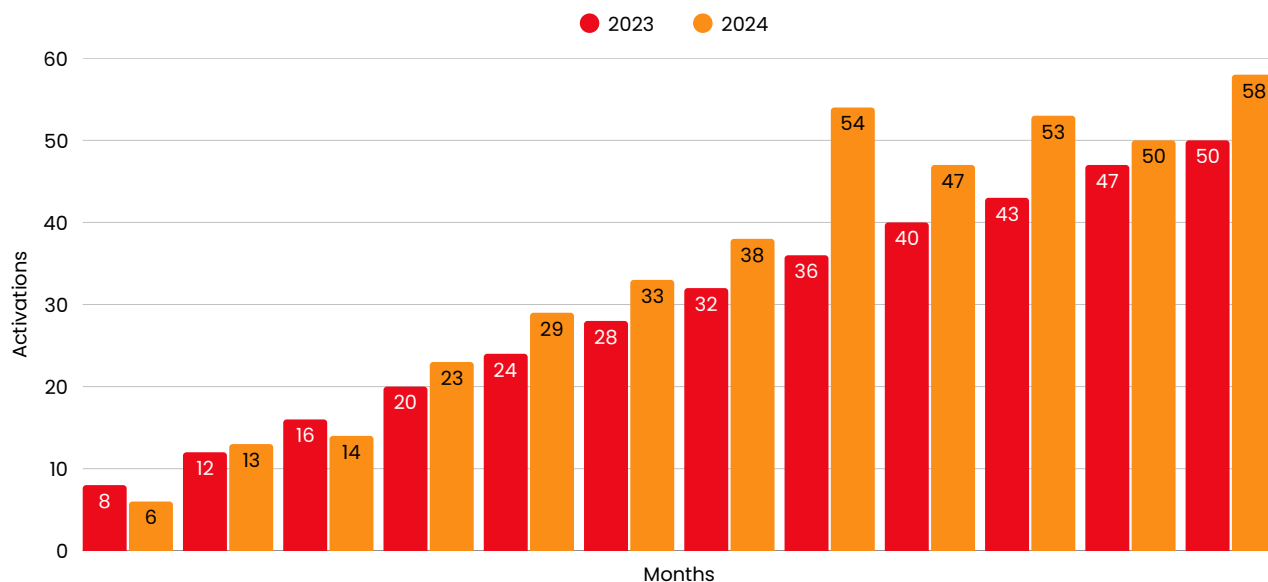
#### Boosting Capabilities for Facebook & Instagram

### Agile Problem Solving

Prior to partnering with Eulerity, Mastercard encountered challenges with platform API changes and outages. Eulerity's agile collaboration provided rapid solutions, including quick design changes for DSA needs and direct work with platform engineers during outages.

# Driving Significant Growth & Reliability in Digital Activations

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## Global Scale

**>45 countries**

Supporting activations across a large number of diverse geographies

## Operational Excellence

**99.56%**

Activation backend uptime achieved in 2023, even accounting for external outages

## Activation Growth

**+85%**

Year-over-Year increase in the number of successful activations managed through the platform

## Efficiency & Responsiveness

**>150 API**

Requests resolved via dedicated JIRA board with an average resolution time under 3.5 days

# A Collaborative Partnership Focused on Continuous Improvement & Innovation



## Strong Collaboration Model

Eulerity and Mastercard have established a strong collaborative model through several key operational practices. Dedicated JIRA boards serve as a central hub for meticulous query tracking and development progress. Consistent, well-structured meetings set with pre-defined agendas facilitate transparent communication and expedited strategic decision-making. Proactive and timely notifications concerning infrastructure modifications are integral to maintaining operational alignment and mitigating potential disruptions.

## Lessons Learned

This collaboration has highlighted the critical importance of agility and structured cross-team communication in successfully managing large-scale digital activations. The ability to rapidly adapt to evolving platform requirements and swiftly address unforeseen challenges, coupled with clear and consistent communication channels, has proven essential for maintaining operational efficiency and achieving ambitious growth targets.

## Future Focus

Eulerity will continue to innovate by leveraging its AI Module to enhance Mastercard's targeting, planning, and ad copy generation. Future efforts will also focus on improving campaign workflows, including editing and metrics flowback.

## CONCLUSION

The strategic partnership between Mastercard and Eulerity has delivered a secure, scalable, and highly efficient solution for managing complex digital activations across global markets. Eulerity's AI-powered platform has been instrumental in driving significant activation growth and ensuring exceptional reliability for Mastercard. This collaboration, built on a foundation of agility and strong communication, provides Mastercard with a future-ready infrastructure to confidently navigate the evolving digital landscape and achieve continued success in their marketing endeavors.