

Amazon Hits 10 Times Engagement With Clever Moe

Clever Moe™ Patented Technology Matches Amazon To Highly Targeted Audience

Amazon Adds Social Engagement, Without Social Risk

Amazon needed social engagement marketing to expand on its banner, print, and outdoor exposure campaigns for their Amazon Web Services (AWS). The AWS EC2 Enterprise Workloads service is for businesses ready to migrate their Windows datacenter to the cloud. Amazon needed to minimize the risk in social engagement marketing while also keeping within a tight budget. Working with Clever Moe, Amazon succeeded beyond expectations.

Clever Moe's patented MatchAI™ technology matched AWS to Social Media Super-Influencer Tamara McCleary's audience. She is a business transformation expert, technologist and futurist. Her audience of 4.3 million people is interested in the cloud, artificial intelligence, blockchain security, big data, augmented reality, and robotics.

Clever Moe proposed a social engagement marketing campaign: Developed 9 core assets of 5 minute live video interviews between Tamara and the customers interested Windows-on-AWS. The Clever Moe ad network promoted the stories to Tamara's audience, including social postings on Twitter Live, Periscope, Facebook, YouTube, and LinkedIn.

Clever Moe combined customer exposure in traditional ad buys, banner buys, and outdoor ads with social engagement - making leads more than 500 times more likely to buy. The campaign achieved:

- 3.1 MILLION SUPER-EXPOSURES
- 13,442 VIDEO VIEWS
- 315,000 EXPOSURES

Clever Moe managed the campaign, mitigated social risk, created the video assets, promoted the assets across highly-targeted social media, and provided reports.

At \$3.25 CPM, Amazon achieved 10 times the normal engagement from standard targeting with Clever Moe.



10X MORE ENGAGEMENT

MatchTech™

Clever Moe's patented MatchTech delivers an audience already interested in Amazon's services.

- \$3.55 CPM
- 3.1 MILLION SUPER-EXPOSURES
- 13,442 VIDEO VIEWS
- 315,000 EXPOSURES



100% LESS SOCIAL RISK

SocialFactory™

Clever Moe's patented SocialFactory automatically expands the engagement across all social media with no effort and targeted to Tamara McCleary's audience, including FaceBook, Twitter, YouTube.



The Clever Moe campaign for Amazon includes Tamara McCleary fully managing the social engagement to her audience. Since she built and knows her audience, she mitigates risks of social backlash, trolling, and other negative behavior.



LASTING VIDEO ASSETS

Video interview assets stay on social media for results that just get better over time with no additional effort - often called long-tail marketing.



Tamara McCleary expertly interviews Kyle Pause, Director of Software Engineering at Pitney Bowes.