# Indirect Marketing through Influencers on Social Media 

Master's Degree Project
Stockholm, Sweden May 2015

KTH Industrial Engineering
and Management

# Indirect Marketing through Influencers on Social Media 

Comparing Faceebok paid advertisement services to advertisement by influencers on social media

MAGDY SHEHATA ABDALLAH

Master's Thesis at INDEK
Supervisor: Terrence Brown
Examiner: Kristina Nyström


## Abstract

Social media platforms are an increasingly popular advertising medium, because of the opportunities for targeted advertising they provide, but there are also opportunities to pay prominent content generators, known as influencers, to publicize brands. This thesis focuses on a case study with Truecaller, a Swedish mobile application company, advertising in Egypt through a sarcasm page on Facebook. Sarcasm is a very common trait in the everyday life in Egypt and Truecaller is an established brand in the market. The results show that it is more cost effective to pay the sarcasm page to joke with the company on Facebook, than paying Facebook to promote the company's page. The cost per impression was $27 \%$ lower, while the cost per user engagement was $31 \%$ lower and the cost per user reached was $5 \%$ lower. Overall the campaign increased the number of average application downloads per day by $30 \%$.

## Acknowledgment

I would firstly like to thank Nami Zarringhalam, the co-founder of Truecaller, for believing in my idea and for the opportunity to do my thesis at Truecaller. I am also very thankful for Ted Nelson and the team at Truecaller, Kim Fai Kok, Roula Mecherkany, Lindsey Lamont and George de Vera. They provided me with the most helpful information and insights that really helped me understand the application so that I could build a successful campaign.

I would like to thank my supervisor Terrance Brown for his supervision and the best academic guidance. Without him and the scholarship I received from the Swedish Institute, I would have never had the opportunity to do my master in a prestigious university such as the Royal Institute of Technology, KTH.

Lastly, I would like to thank Omar Elshenawy for his academic advice and for his supporting friendship.

## Contents

Contents ..... 4
1 Terms and Abbreviations ..... 6
1.1 Terms ..... 6
1.2 Abbreviations ..... 6
2 Introduction ..... 7
2.1 Background ..... 7
2.2 Research Question and Research Aim ..... 8
3 Literature Review ..... 9
4 Methodology ..... 11
4.1 Research approach ..... 11
4.2 Research paradigm ..... 11
4.3 Marketing campaign design ..... 11
4.3.1 Phase one ..... 12
4.3.2 Phase two ..... 12
4.3.3 Phase three ..... 12
4.4 Sampling ..... 12
4.5 Data collection and analysis method ..... 12
4.6 Limitation ..... 12
4.7 Delimitation ..... 13
4.8 Ethics and sustainability ..... 13
5 Empirical Results and Analysis ..... 14
5.1 Campaign ..... 14
5.2 Phase One ..... 15
5.3 Phase two ..... 16
5.3.1 Giving away premium upgrades for users ..... 16
5.3.2 Premium account - Contact request feature ..... 17
5.4 Phase three ..... 18
5.5 Overall Performance ..... 19
5.6 Downloads of the application on Android operating system ..... 19
5.7 Quantitative analysis of the campaign's reach, impressions and engagement ..... 20
6 Discussion and Conclusion ..... 22
6.1 Discussion ..... 22
6.2 Future Work ..... 23
Bibliography ..... 24
7 Appendices ..... 27
7.1 Interviews ..... 27
7.2 Detailed description of posts ..... 27
7.2.1 Block him ..... 27
7.2.2 Having a fight ..... 28
7.2.3 The weird situation ..... 29
7.2.4 Premium giveaway ..... 30
7.2.5 Application Crack ..... 31
7.2.6 Enter premium code now ..... 32
7.2.7 You are not the only lover ..... 33
7.2.8 Boys Vs. Girls (Video) ..... 34
7.2.9 Students and PS (Video) ..... 35

## Chapter 1

## Terms and Abbreviations

### 1.1 Terms

- Reach: The number of people a Facebook post was shown to.
- Impressions: The number of times a Facebook post entered the screen for the first time.
- Engagement: The number of actions related to the Facebook Page's posts as a result of the post.
- Likes: Clicking Like is a way to give positive feedback and connect with things users care about.
- Comments: The number of comments on the Facebook Page's posts.
- Shares: The number of shares of the Facebook Page's posts.
- Influencer: popular people or Facebook pages who are followed by more than a ten thousand people.
- Viral: spreading through society through rapid sharing


### 1.2 Abbreviations

- Asahbe SS: pronounced (A-sah-be)
- Asa7beSS: Asa7be Sarcasm Society[Asa7be, 2015].
- WoM: Word of mouth


## Chapter 2

## Introduction

### 2.1 Background

Salesmanship is an ancient profession. There is an endless amount of strategies for marketing products through many channels. There is no 'one size fits all'. Different strategies are valid for different situations, different cultures and different products. Nowadays people are exposed to a large number of advertising messages every day. Consumers have become increasingly resistant to traditional forms of advertisement. Due to this blocking, marketers realized that traditional advertisement is no longer efficient. Instead, they have started to follow holistic marketing concepts that are more creative and subtle as opposed to in-your-face billboards. [Wright et al., 2010]

Laughter is one of humans' most euphoric reactions that induces large amounts of happiness. Happy humans tend to agree, and tend to like what makes them happy. The use of humor in salesmanship is common since the old ages. However, we are interested in the more recent salesmanship. Studies in the past half century have shown a widespread usage of humor in commercials on TV, radio and other media [Weinberger and Spotts, 1989, Weinberger and Gulas, 1992, Kelly and Solomon, 1975, Biswas et al., 1992]. These studies compare how different advertisements tend to make use of humor. [Biswas et al., 1992] Compares how printed media differs between the US and France. The work shows that French newspapers made greater use of "emotional appeals, humor, and sex appeals" as compared to the more "dry" US newspapers. Results from these studies suggest that humor is used differently across different cultural regions. [Kelly and Solomon, 1975] Attempted to describe how humor was used in advertisements by doing quantitative and qualitative assessment of the use of humor.

Social Media has had a significant impact on people's lives. At the time of this writing, Facebook has reached 1.39 billion active users [Facebook, 2015], Twitter 302 million active users [Twitter, 2015] and 300 million on Instagram [Instagram, 2015]. In addition, video sharing websites, such as YouTube and Vimeo has gained immense popularity, YouTube exceeding a billion users [Youtube, 2015]. People have been playing an increasingly active role in creating content over the Internet especially on Social Media where all the content is created by the users themselves. Recently companies started taking advantage of this by allowing users to co-create marketing content for their brands. [Hanna et al., 2011]

An important benefit that social media provides, is measurability. All major social media platforms provide comprehensive analytical reports that shows very important measures such as Reach (number of unique viewers, see Chapter 1), engaged users and other types of insights which allows for real-time monitoring of the marketing campaign. The analytical insights facilitate better understanding of the user engagement and feedback which allows for better planning
and adaptation of the campaign while its still operating.
Word of mouth, has always been regarded as the most trusted form of advertisement by the customers. With the presence of social media, its frequency and impact has been magnified significantly because customer-customer communication has never been higher [Mangold and Faulds, 2009]. Social influencers have always had a great impact on mass-mindset and trends in general. In this age, the new social influencers are Social Media celebrities [Gillin, 2009]. They can have great effect to the point of triggering a revolution [Ghonim, 2012].

The Egyptian society members are widely known for sanctifying humor and sarcasm in every activity they embark on in their daily life. People have a great desire to ridicule events no matter what the current circumstances are. This happens even during the darkest times of their history. The Egyptian revolution in January 2011 acted as a turning point in the use of social media in Egypt. It forced many changes in the content of the posts shared on social media channels in the country [Helmy and Frerichs, 2013]. A lot of Facebook pages with sarcastic content started appearing and gaining immense popularity and great social influence. The effect of one of these pages "Asa7beSS." and its use in marketing campaigns is the main focus of this research.

### 2.2 Research Question and Research Aim

This study aims at extending our understanding of the possible role of social influencers. This study analyzes a campaign for spreading brand awareness of Truecaller, a mobile application developed by the Swedish Company "TrueScandanavia" by collaborating with Asa7beSS for producing sarcastic comics and videos that contain indirect advertisement for the brand. The research question is thus asked in the context of a humorous approach.

While marketing on social media has gained growing importance, the difference between advertising on the platform and advertising through its users can be explored further. This is the primary research question: how does Facebook's paid advertising services compare to the advertising popular influencers can provide?

This research seeks to provide a quantitative assessment of this question by asking the following secondary questions: How does the reach compare in the two marketing options? How do the impressions compare? And, how do the engagements compare? How do the number of likes and comments compare?

## Chapter 3

## Literature Review

Recent research has shown that there exists a wide range of definitions of corporate identity. Originally, most research focused on the logo, slogan, color identity and other symbols that were used to characterize an organization. In [Selame et al., 1988]:

> "the firm's visual statement to the world of who and what the company is - of how the company views itself - and therefore has a great deal to do with how the world views the company."
> (Selame)
[Carter, 1982] defined the concept as:
"the logo or brand image of a company and all other visual manifestations of the identity of a company".
(Carter)
Over the years, and as research advanced, the concept grew to become broader. It has shown that it's much more than just a logo or slogan. It has become a strategic issue for management which has to include the awareness of all stakeholders. [Olins and Council, 1995] as a practitioner, supported this, saying:
"the explicit management of all the ways in which the organisation presents itself through experience and perceptions to all its audiences."
(Olins)
These definitions and research have evolved from partial views into much broader multidisciplinary ones (for instance, marketing, visual identity) [Balmer et al., 1997]. Several parties have suggested a holistic definition of corporate identity, such as what Van Riel and Balmer, 1997 say: Every organization has an identity. It articulates the corporate ethos, aims and values and presents the sense of individuality that can help to differentiate the organization within its competitive environment. Word of Mouth (WoM) is often referred to as "free advertising" [Buttle, 1998]. Researchers have been very variant when it comes to defining WoM. [Arndt, 1967], -a leading researcher on the impact of WoM on consumer behavior- characterizes WoM as oral, person-to-person communication regarding a brand, product or service between a receiver and a communicator who is perceived as being independent of any commercial influences. [Fitzgerald Bone, 1992] defined it as: It Is a group phenomenon, an exchange of thoughts or ideas among two or more individuals.

Due to the increase in the amount of information the consumers are bombarded with every day, it has become increasingly difficult for them to process all of it. Instead, they attempt to take simpler paths for decision making in an attempt to make the process easier. WoM drastically reduces the amount of information that the consumer has to process in order to reach a decision [Duhan et al., 1997]. WoM is assumed to attract customers up the loyalty ladder and in the process converting prospects into customers [Christopher et al., 1995]. However, it's a
two-sided blade, it may equally likely drive people away from the loyalty ladder or prevent acquisition of prospects [Buttle, 1998]. Research has shown that there are two main categories of variables that affect WoM. Intrapersonal variables, which are the product of an internal process within the consumer that deals with symbolic messages providing continuous feedback. WoM is assumed to be a result of a consumer experience with a product or service. Naturally, a consumer will be satisfied when their expectations are met. Similarly, when the expectations are not, the consumer will be dissatisfied. Surpassing expectations will result in delight [Oliver, 1997]. Satisfaction and delight motivate positive WoM while dissatisfaction motivates negative WoM.

Extrapersonal variables or external environmental forces highly impact WoM. These factors include culture, the consumer's social network, business environment conditions and incentives. Because the intrapersonal variables are mostly a factor of the quality of the product, they are out of scope of this research work, we will instead focus on some of the Extrapersonal variables, specifically, the cultural aspects that affect WoM.
"Viral Marketing" first appeared in [Jurvetson and Draper, 1997] while describing the strategy used by free e-mail service Hotmail, in which, every email had an attached message "Get your private, free e-mail from Hotmail at www.hotmail.com" [Kaikati and Kaikati, 2004, Cruz and Fill, 2008, Phelps et al., 2004]. Some of the terms use to describe electronic WoM include "interactive marketing" [Blattberg and Deighton, 1991], "Internet word-of-mouth" and "word-of-mouse" [Goldenberg et al., 2001], "stealth marketing" [Kaikati and Kaikati, 2004] and "referral marketing" [De Bruyn and Lilien, 2008]. [Thomas, 2004] tried to unify these ideas in the term "buzz marketing". Comparing Viral Marketing to a biological virus is also quite common. [Knight, 1999] says that viral marketing is similar to a "digitalized sneeze", characterized by the release of "millions of tiny particles that can infect others who come into contact with them".

Due to the great increase in communication, WoM no longer needs to be in a face-to-face direct form [Buttle, 1998]. Prospective customers now visit websites, read reviews and ratings from other customers [Doh and Hwang, 2009]. Generating WoM to create ?authentic? experiences, viral marketing tries to exploit the strongest of all consumer triggers - personal recommendation. It is far more credible, when one receives an email from an acquaintance, than from a sales person. The communication style used in viral marketing is usually informal. Different channels are used, including chat, forums, posts on social media, videos and emails.
[Krishnamurthy, 2001], argues that the goal of viral marketing should be to use consumer-to-consumer communication instead of company-to-consumer communication to spread information about a product. The author continues to show that it is more cost efficient.
[Helm, 2000] argues that Viral marketing is a much more focused medium because consumers spread their views in their close circle of family and colleagues, and in these mediums, their influence is maximized and important. Therefore, viral marketing can reach a wider audience gradually and extend to even national and global scales.

As we discussed earlier, the increase in communication mediums has allowed for viral marketing to emerge and become a very strong tool for effective marketing. When audience laughs to advertisement, they are more likely to share it with their circle. Therefore, humor is used as a tool by marketers to inform, convince and remind their customers -directly or indirectlyabout their brands and products. Studies of broadcast and print advertisement suggest that humor is widely used as a form of appeal [Weinberger and Gulas, 1992, Peifer and Holbert, 2013].

## Chapter 4

## Methodology

### 4.1 Research approach

In short, this research involved inventing a marketing strategy for a mobile application and testing its effect in relation to its cost. The money spent on the campaign and the number of unique people reached was compared to that offered by paid advertising on the same social media platform. The number of downloads per day was also recorded. This empirical data makes it possible to evaluate the results of the campaign objectively. One could say it is a deductive approach, because a hypothesis was invented and tested [Collis and Hussey, 2009].

This research is mainly predictive research, but it also has an element of exploratory research. The first part of the research was exploratory research, because a new hypothesis was invented for what would make the marketing strategy most effective on social media.

One could additionally classify the study as applied research. The goal of the research is to see if it is possible to increase the popularity of a specific application more effectively than with paid advertising on social media. Unlike with basic research, as defined by [Collis and Hussey, 2009], the goal is not to come up with a general theory based on the results of this study.

### 4.2 Research paradigm

This research relies on the positivist paradigm. According to the definition of [Collis and Hussey, 2009], this paradigm is associated with quantitative measurements. [Collis and Hussey, 2009] also say that this paradigm is associated with the premise that a relationship between cause and effect can be deduced with certainty. This means that this research assumes that if the number of application downloads increases during the time of the campaign it is caused by the marketing campaign. Because this research is based on the positivist paradigm it is also believed that the researcher's values and subjectivity would not affect the quantitative results or their interpretation, unlike with the interpretivist paradigm [Collis and Hussey, 2009].

### 4.3 Marketing campaign design

Truecaller a world leading mobile application with more than 100 million users worldwide and 11 million in Egypt, the brand is well known for transforming the traditional phonebook and giving users a powerful tool to know who is calling. Truecaller help users identify unknown calls they receive with a database of more than 1.6 billion number. With a large amount of users in Egypt, Truecaller agreed to make a campaign on both the official Facebook fan page and on Asa7be Sarcasm Society to help in the research. The campaign designed on three phases.

### 4.3.1 Phase one

The aim from this phase was to publish posts on Truecaller official Facebook page targeting the Egyptian market specifically, the concept, wording and content had to be tailored for Egyptians. The language used was Arabic with Egyptian dialect to make sure we achieve the best interaction with users. Moreover, one post was published by Asa7beSS to help us get better understanding of how the posts in phase two would get in terms of reach, impressions and engagement.

### 4.3.2 Phase two

The peak of the campaign, giving away two weeks of premium free to users who participate in by entering a specific code in the application. A post was made on April 7 marking the beginning of this phase, this post was boosted ${ }^{1}$ until the end of the campaign on April 17. During this phase, Asa7beSS posted two comics to help increase the reach of the campaign.

### 4.3.3 Phase three

After the end of phase two we wanted to make another sort of test of how would a good designed and well made comic - viral criteria - will affect the application in terms of user engagement and if it will also affect the downloads.

### 4.4 Sampling

The data sample is determined by the advertising medium (Facebook) and the data collection platform (data from Google Play Store and also Facebook).

### 4.5 Data collection and analysis method

The study will use primary data: data collected during this study.
Data analysis method: Quantitative analysis, through measuring the change in application download rates, reach ${ }^{2}$, impressions ${ }^{3}$ and engagement ${ }^{4}$ achieved by the post and comparing them for both Facebook paid advertisement vs posts by the sarcasm page.

### 4.6 Limitation

The main weakness of this research is that it is not possible to say whether the campaign increases the brand awareness and popularity or only its popularity. It is not possible to know whether the people who download the application download it because they only found out about it during the campaign or because they like the application more after having been exposed to the campaign.

Budget and times constraints limited the campaign in several different ways. It was only possible to make six posts on the sarcasm page over the period of two months. Each of these posts also had different targets, for example two posts were meant to increase the use of the premium promotional codes and the other posts were meant to increase the use of the application

[^0]in general. With more money and time it would have been possible to do the same experiment more times. This would have made the conclusion about the efficacy of the strategy concrete.

Another limitation of the theory is that all companies cannot use sarcasm pages to advertise their products. It might not fit their corporate identity and if the sarcasm page advertises too many products then it could become as unpopular as the application it tries to advertise.

### 4.7 Delimitation

The research is focused on Egypt, which is at the intersection between the Middle East and North Africa. Arabic is the most popular language in this region and this is why entire campaign was in Arabic. The group of people exposed to the campaign was also limited to people who have smartphones (including Windows Phones, Black Berry, Android, iPhones and Symbian). It was assumed that the effect of the campaign was not limited to people who use Facebook regularly or people who know others that use Facebook. Rather, it was assumed that the campaign was limited to people who follow the specific sarcasm page and people who know others that follow that page.

The scope of the thesis was determined by two more factors. First, because the thesis work was done at a company, the company agreed to use its second largest market as the test platform fort this research, that is Egypt. Second, the researcher chose to consider only data from Egypt, even though the sarcasm page reaches people who are not in Egypt. The reason the data from other countries were not considered is that the campaign was targeted and optimized for the Egyptian market.

### 4.8 Ethics and sustainability

There seem to be no ethical concerns regarding the research work, besides the question: is it ethical to influence people's perception of a product or brand with marketing? Generally this is acceptable, although some believe that it drives society to unsustainable levels of materialism and elitism.

## Chapter 5

## Empirical Results and Analysis

### 5.1 Campaign

This section will describe in detail the posts that were published during the three phases. Table 5.1 details the results for Reach, Impressions, Engagement, Likes ${ }^{1}$, Comments ${ }^{2}$ and Shares ${ }^{3}$ achieved by each post. Table 5.2 lists the codenames that we assign to each post to facilitate referencing them later on. For more details about each post, see Section 7.2.

| Post title | Publisher | Date | Reach | Impressions | Engagement | Likes | Comments | Shares |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Block him | Truecaller | $17 / 3$ | 211,200 | 242,612 | 8,684 | 2,792 | 80 | 50 |
| Having a fight | Asa7beSS | $17 / 3$ | $1,121,792$ | $2,023,293$ | 124,672 | 49,088 | 1,072 | 3,008 |
| The weird situation | Truecaller | $22 / 3$ | 260,864 | 322,979 | 15,504 | 2,095 | 1,038 | 48 |
| Premium giveaway | Truecaller | $7 / 4$ | 852,480 | $1,322,225$ | 113,728 | 13,137 | 4,987 | 766 |
| Application Crack | Asa7beSS | $8 / 4$ | $1,217,024$ | $2,233,692$ | 211,456 | 29,008 | 1,536 | 1,504 |
| Premium code | Asa7beSS | $11 / 4$ | $1,037,312$ | $1,921,617$ | 159,552 | 28,672 | 864 | 912 |
| The only lover | Asa7beSS | $24 / 4$ | $2,658,304$ | $5,158,648$ | 406,016 | 85,088 | 4,992 | 11,712 |
| Boys Vs. Girls ${ }^{4}$ | Asa7beSS | $30 / 4$ | $3,514,368$ | $7,201,036$ | 653,824 | 63,584 | 9,312 | 16,256 |
| Students and PS ${ }^{4}$ | Asa7beSS | $10 / 5$ | $3,230,272$ | $5,397,469$ | 286,464 | 43,472 | 5,936 | 11,421 |

Table 5.1: Statistics of posts published on Truecaller's official Facebook page and Asa7beSS

[^1]| Post title | Publisher | Date | Post code |
| :--- | :---: | :---: | :---: |
| Block him | Truecaller | $17 / 3 / 2015$ | P-TC1 |
| Having a fight | Asa7beSS | $17 / 3 / 2015$ | P-A1 |
| The weird situation | Truecaller | $22 / 3 / 2015$ | P-TC2 |
| Premium giveaway | Truecaller | $7 / 4 / 2015$ | P-TC3 |
| Application Crack | Asa7beSS | $8 / 4 / 2015$ | P-A2 |
| Premium Code | Asa7beSS | $11 / 4 / 2015$ | P-A3 |
| The only lover | Asa7beSS | $24 / 4 / 2015$ | P-A4 |
| Boys Vs. Girls ${ }^{4}$ | Asa7beSS | $30 / 4 / 15$ | P-A5 |
| Students and PS ${ }^{4}$ | Asa7beSS | $10 / 5 / 15$ | P-A6 |

Table 5.2: Codes of the posts published

### 5.2 Phase One

The aim from this phase was to publish posts on Truecaller's official Facebook page targeting the Egyptian market specifically, the concept, wording and content had to be tailored for Egyptians. Moreover, one post was published by Asa7beSS to help us get better understanding of how the posts in phase two would get in terms of reach, impressions and engagement.

- The first post published was "Block him" on Truecaller's official Facebook page on March 17. This post was targeting woman, block him "feminine" and showing 3 funny names on the phone. The caption said, "Truecaller helps you to completely control your calls and to block annoying numbers". In addition, an Arabic blog post written in the Egyptian dialect was published on Truecaller's blog to give full information about the blocking feature.
- The second post published was "Having a fight" on Asa7beSS on March 17. This post is based on a funny scene from a movie. The comic says, "When your brother have a fight with his girl friend and he doesn't want to answer the phone". After five funny panels then he simply tell him "stop annoying me, just block her on Truecaller!"

The results of this post were a good sign of the users' interaction and the high reach they achieve with the posts published on Asa7beSS.

- The third post published, and the most interesting in this phase was "The weird situation" on Truecaller's official Facebook page on March 22. This post asks the Truecaller official Facebook page fans/followers "What is the weirdest situation Truecaller application saved you from?" The post got many funny comments. Creating social buzz around it, some of the comments were screen shot, and shared separately on different pages promoting the top funny comments, posts or tweets which got published in Egypt related pages or accounts. One of these pages with more than 1.3 million followers, posted eight different screen shots from the post comments, they got more than 95,604 likes, 3,397 comments
and 5,994 shares. The numbers of reach, impressions and engagement were unable to detect as there was no direct contact with this pages.


### 5.3 Phase two

The peak of the campaign, giving away two weeks of premium free to users who participate in by entering a specific code in the application.

### 5.3.1 Giving away premium upgrades for users

On April 7, phase two of the campaign started for duration of 10 days, giving users a Promo code $^{5}$ to enter in their Truecaller application to get 14 days of premium. The announcement of the campaign was made on Truecaller's official Facebook page and users were encouraged to comment on the post as the top 10 comments users will get a one-year premium in addition to the regular 14 days.


Figure 5.1: Entries of the promo code to get the premium account

| Date | $\mathbf{7 / 4}$ | $\mathbf{8 / 4}$ | $\mathbf{9 / 4}$ | $\mathbf{1 0} / \mathbf{4}$ | $\mathbf{1 1 / 4}$ | $\mathbf{1 2 / 4}$ | $\mathbf{1 3 / 4}$ | $\mathbf{1 4 / 4}$ | $\mathbf{1 5} / \mathbf{4}$ | $\mathbf{1 6 / 7}$ | $\mathbf{1 7} / \mathbf{7}$ |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Entry count | 4,779 | 11,399 | 8,435 | 5,947 | 17,944 | 14,540 | 5,508 | 3,587 | 2,641 | 2,181 | 2,614 |

Table 5.3: Entries of the promo code to get the premium account

Figure 5.1 and Table 5.3 show how many users entered the Promo code for each day. During the campaign period there was a continuous and steady advertisement on Truecaller official Facebook page, Asa7beSS published two posts on April 8 and 11.

The first post, published on April 8 was "Applications crack" comparing in a funny and sarcastic approach how Egyptians use mobile applications with how anybody else in the world use them, briefly the post said, "The Egyptian like the application so they will get a crack ${ }^{6}$ to it". On this post, Truecaller commented with the official Facebook account saying, "Without a crack, enter \#TrueEgypt15 in your search bar and get two weeks premium for free". A funny reply from the sarcasm page saying, "Thank you Truecaller we will give you many comics for this".

[^2]The second post, published on April 11 was "Premium code" This post based on a scene from a comedy movie, with a direct message saying, "Enter \#TrueEgypt15 fast on Truecaller". The effect of the two posts published by Asa7beSS on April 8 and 11 is represented in figure 5.2. The first post P-A2 had an effect of increasing the promo code usage between user by $238 \%$ compared to the first day of the campaign, the effect of the post fades away on the third day of the campaign, second day for the post. The third day shows a a return to the intial amount of users entering the promo code as the post is not seen any more by users.

The second post during this phase, which is post "Premium giveaway" P-A3, had an effect of increasing the promo code usage between user by $375 \%$ compared to the first day of the campaign, and $301 \%$ compared to the fourth day of the campaign. This post had a direct message to page followers encouraging them to enter the promo code. As seen in post P-A2 the second day to the post - day number six for the campaign - shows a decrease in the reach of the comic reflected by number of codes entered on this day. From eight day of the campaign, the number of users participating is decreasing.

### 5.3.2 Premium account - Contact request feature

The premium account enables users to do contacts request, which means users can search for a name, e.g. "Sven Svensson" and the most relevant contacts will appear in the search results, users can then choose the person you are looking for -if available - and request their phone number. A request will be sent as an SMS to his phone with the user's request and the user can confirm your request and in this case, you will get an SMS back with his number, or his can deny your request.

| Date | $\mathbf{1 / 4}$ | $\mathbf{2 / 4}$ | $\mathbf{3 / 4}$ | $\mathbf{4 / 4}$ | $\mathbf{5 / 4}$ | $\mathbf{6} / \mathbf{4}$ | $\mathbf{7} / \mathbf{4}$ | $\mathbf{8 / 4}$ | $\mathbf{9} / \mathbf{4}$ | $\mathbf{1 0} / \mathbf{4}$ | $\mathbf{1 1} / \mathbf{4}$ |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Entry count | 8,174 | 8,738 | 8,956 | 8,595 | 8,516 | 8,324 | 10,402 | 12,845 | 11,264 | 11,293 | 14,281 |
| Date | $\mathbf{1 2} / \mathbf{4}$ | $\mathbf{1 3} / \mathbf{4}$ | $\mathbf{1 4 / 4}$ | $\mathbf{1 5} / \mathbf{4}$ | $\mathbf{1 6} / \mathbf{4}$ | $\mathbf{1 7} / \mathbf{4}$ | $\mathbf{1 8} / \mathbf{4}$ | $\mathbf{1 9 / 4}$ | $\mathbf{2 0} / \mathbf{4}$ | $\mathbf{2 1 / 4}$ | $\mathbf{2 2 / 4}$ |
| Entry count | 15,015 | 11,026 | 10,316 | 9,818 | 9,157 | 8,937 | 9,378 | 8,914 | 9,178 | 9,025 | 9265 |

Table 5.4: Contact requests made during the campaign period

| Duration (with respect to campaign) | Before | During | After |
| :--- | :---: | :---: | :---: |
| Average contact requests | 8,550 | $11,249 \mathbf{3 1 \%}+$ | $9,095 \mathbf{6 \% +}$ |

Table 5.5: Average contact requests before, during and after the campaign. The percentages represent the increase with respect to the period before the campaign

Figure 5.2 show the usage of contact requests before, during and after the premium campaign. The average usage of the feature before the premium campaign was 8,550 request per day which increased by $31 \%$ during the premium campaign in phase two to reach 11,249 request per day. After the campaign the average was 9,095 requests per day which is $6 \%$ increase from the average of contact requests before the campaign.


Figure 5.2: Contact requests during the campaign

P-TC3 post was published on Truecaller's official Facebook page on April 7, marking the start of phase two and the start of the premium campaign. The increase of contact requests is represented on figure 5.3. in addition, the two posts published on Asa7beSS P-A2 and P-A3 shows two peaks in the contacts requests usage as the awareness of the campaign was higher during this two days caused by the high reach of the posts published.

### 5.4 Phase three

Phase three: The aim of this phase was to get three posts go viral; three posts were published on Asa7beSS on the dates April 24, April 30 and May 10. The first post, published on April 24 was "You are not the only lover" This post featuring Abd el Halem Hafez, an old Egyptian signer who was a legend back in 1960's. One of his famous heartbreak song's lyrics had this line "Her lover, you are not the only lover" Asa7beSS used this line and pictured him in a two panels comic.

In the first panel of the post, you can find the singer holding a mobile phone and saying, "Her lover, you are not the only lover" the second panel of the comic shows the mobile phone in a bigger ratio with truecaller application opened. It looks like he searched for a number and got a completely different name for his lover and he says, "Because truecaller said everything" -the words rhyme in Arabic- promoting the most popular feature of truecaller which is identifying unknown numbers.

This post reached out more than two and half million users with more than five million impressions and four hundred thousand user engagement, which is significantly higher than all previous posts made by Asa7beSS or Truecaller official Facebook page in phase one or phase two. In addition, on the day this post was published the number of daily downloads on Android operating system hit a new record of 30,014 download, which is $50 \%$ more than the average daily downloads.

The second post, published on April 30 was "Boys Vs Girls" this time the post is in a different category. Asa7beSS made an animation video 80 seconds long featuring a story of a conflict between girls that ended up by one of them blocking the other using Truecaller's block feature. The effect on downloads is not measured due to technical issues in getting May downloads.

The third post, published on May 10 was "Students and PS4" was in the same category as the second post, an animation video 115 seconds long. The story is around high school students who escape classes to go play, play station, while one of they try to lie to his father and making someone call the father as if he is a teacher and students are in a lesson, the father know the name of the person calling and that he is lying using Truecaller. The effect on downloads is not measured due to technical issues in getting May downloads.

### 5.5 Overall Performance

The campaign overall performance in reach, impressions, engagement, likes, comments and shares during the three phases is calculated for both, Truecaller's official Facebook page and Asa7beSS total posts. Figure 5.3 and Table 5.6 shows that the sarcasm page causes the largest part of achievements in results. This is due to the difference in spending between the two publishers. The ratio of money spent on Truecaller's posts boosting to the money spent for publishing the posts on Asa7beSS is $1: 8$

| Publisher | Reach | Impressions | Engagement | Likes | Comments | Shares |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| Truecaller | $1,324,544$ | $1,887,816$ | 137,916 | 18,024 | 6,105 | 864 |
| Asa7beSS | $12,779,072$ | $23,935,755$ | $1,841,984$ | 298,912 | 23,712 | 44,813 |
| Total | $14,103,616$ | $25,823,571$ | $1,979,900$ | 316,936 | 29,817 | 45,677 |

Table 5.6: Campaign overall results


Figure 5.3: Campaign overall results in percentages

### 5.6 Downloads of the application on Android operating system

Before the premium campaign, the average downloads of Truecaller application on android operating system was 20,000 /day on average this records are for the Egyptian market only.


Figure 5.4: Downloads of the application on Android operating system before the campaign


Figure 5.5: Downloads of the application on Android operating system during the campaign

Figure 5.5 shows the downloads of the application on Android operating system during the month of April which starts around the 20,000 downloads per day which is the same average of downloads since January 2015. However, when the second phase started on April 7 with Truecaller official Facebook page post P-TC3, the daily downloads started to increase. Downloads on April 6 the day before the campaign starts were 19,920 while on April 7 the first day of the campaign the downloads were 22,649 showing an increase of $13 \%$ from the previous day. The second day of the campaign that is April 8, also the same day Asa7beSS published their first post during this phase downloads were 26,000 , which shows a $30 \%$ increase from the daily average before the campaign.

The second post published by Asa7beSS on April 11, which had a direct message for users to enter the promo code to get the premium upgrade had a remarkable effect, downloads on the day were 28,963 this is a $44 \%$ increase in downloads compared to the daily average before the campaign. Phase two starting from April 7 until April 17 overall average downloads is $27,075 /$ day which is $35 \%$ more than the average daily downloads before the campaign.

April 24, the beginning of phase three, the first post in this phase was published by Asa7beSS, which is "You are not the only lover" the post had a significant results compared to the six previous posts published by Asa7beSS and Truecaller official Facebook page. Downloads on April 24 were 30,014 , this number is the highest ever recorded for the application downloads in one day in Egypt it represents an increase from the average daily downloads before the campaign by $50 \%$. Overall, April downloads on average were 26,000 /day, with $30 \%$ increase from the average daily downloads before the campaign

### 5.7 Quantitative analysis of the campaign's reach, impressions and engagement

The comparison shown in Figure 5.6 is between the impressions, engagement and reach. Only paid impressions, engagement and reach on Truecaller Facebook page are considered. Organic ${ }^{7}$ ones are excluded from the calculations because it depends on the number of user base ?-likeson the page, which varies between pages, meaning that the organic reach is limited to this user base. However In this case, Truecaller's page has more than 1.8 million followers worldwide; around 350,000 of them are Egyptians, Asa7beSS has more than 8.8 million followers and 7 millions of them are Egyptians.

[^3]| Post name | Published on | Date | Reach | Impressions | Engagement |
| :--- | :---: | :---: | :---: | :---: | :---: |
| Block him | Truecaller | $17 / 3$ | 211,200 | 242,612 | 8,684 |
| Having a fight | Asa7beSS | $17 / 3$ | $1,121,792$ | $2,023,293$ | 124,672 |
| The weird situation | Truecaller | $22 / 3$ | 260,864 | 322,979 | 15,504 |
| Premium giveaway | Truecaller | $7 / 4$ | 852,480 | $1,322,225$ | 113,728 |
| Application Crack | Asa7beSS | $8 / 4$ | $1,217,024$ | $2,233,692$ | 211,456 |
| Premium Code | Asa7beSS | $11 / 4$ | $1,037,312$ | $1,921,617$ | 159,552 |
| The only lover | Asa7beSS | $24 / 4$ | $2,658,304$ | $5,158,648$ | 406,016 |
| Boys Vs Girls | Asa7beSS | $30 / 4$ | $3,514,368$ | $7,201,036$ | 653,824 |
| Students and PS | Asa7beSS | $10 / 5$ | $3,230,272$ | $5,397,469$ | 286,464 |

Table 5.7: Statistics of the posts showing only paid results - excluding organic-


Figure 5.6: Difference in cost between boosting a post on Truecaller official Facebook page and a post on Asa7beSS.

|  | Impressions | Engagement | Reach |
| :---: | :---: | :---: | :---: |
| Asa7beSS | $27 \%$ | $31 \%$ | $5 \%$ |

Table 5.8: Shows the efficiency in using Asa7beSS instead boosting posts on Truecaller's Page

## Chapter 6

## Discussion and Conclusion

### 6.1 Discussion

This campaign consisted of three phases. A phase for control, a phase for the main bulk of the campaign, and a phase to test the effects of increasing the quality of the posts and their potential to go viral.

The first phase, consisted of three posts (See Section 5.2). Two by Truecaller's page, one by Asa7beSS. The first post by Truecaller P-TC1, achieved a good Reach per dollar ratio, which was similar to the second Truecaller post P-TC2. However, the second post achieved double the Engagement values. We learned from this experiment that the message and design of the post matters in order to attract users. P-TC2 was much more interactive by asking users to write the weirdest situations that they got into (or were saved by) Truecaller. The post by Asa7beSS was a success, achieving promising results with a good Reach per dollar ratio. These results were an early sign that the campaign if well designed, will have the expected success.

The second phase, consisted of two posts by Asa7be and one by Truecaller's page (See Section 5.3). Due to the good design and the attractive message - Get Free Premium - of the post by Truecaller's page, it achieved much higher figures compared to previous Truecaller posts. Asa7beSS's posts during this phase achieved lower Reach per dollar ratio compared to the Facebook paid Ads, i.e. it was more expensive to get the same Reach. However, it achieved higher Impressions and Engagement values. From this phase, we learned, once again, that the content of the posts does matter, and even though the design and message of the Truecaller's post facilitated its spread, it did not manage to attract user interaction like the sarcastic posts.

The third phase had very good results (See Section 5.4). The first comic went viral, and compared to average of other Asa7beSS posts, it achieved double the Reach, Impressions, and Engagement, four times the Likes and Comments, and 11 times the number of Shares. The videos created by the page went viral as well, achieving high numbers.

From what we have seen through these three phases, we conclude that using the Facebook Ads can achieve a good Reach per dollar ratio, however the message and design of the post will make a significant impact on the interaction of the users with the posts, therefore affecting the chance of the post to go viral.

These results go along with our expectations. They confirm our hypothesis and indeed show that it is efficient to use influencers on Social Media as a marketing tool. We now discuss some insights as to what this means, what we think are the advantages, disadvantages of this experience and what we would like to do in the future.

As seen in Section 5.6, the campaign achieved high download rates. We however are uncertain of the type of new users. Are they users that did not hear about Truecaller before or are they users that were encouraged by the interaction to download Truecaller? or was it because the sense of humor made the brand more personal and closer to the audience?.

From what we have seen, among the advantages of using influencers, is the ease of targeting a segment of users through the influencer which provides higher Reach within the target segment. However, one would need to be careful and thoughtful of which influencers to use for their advertisement. For instance, Asa7beSS, would not serve a luxurious brand as well as it did Truecaller. Another advantage, is the immediate effect of the posts. From what we have seen, the posts spread the most during the first day, less during the second, and on the third day, it almost loses effect. This makes for a very effective tool if a company wants to spread awareness fast about a product in order to gain momentum for it. However it does not serve well to spread the awareness in a steady rate like the Facebook's ads where it is possible to divide the money for the advertisement over many days.

We have also seen that when using an influencer for advertising, the company's page, does not spread, because it is the influencer's page that is getting all the interaction with the users. Also, it is not possible to interact with users using the official social media tools, such as to answer their questions for example or clarify misconceptions in order not to violate the idea of word of mouth. However, this could be easily remedied by keeping an eye on users' questions, and answering the most common questions in a separate post on the official page in an indirect way.

### 6.2 Future Work

We would like to measure the effect of the campaign on the downloads in countries other than Egypt, knowing that Asa7beSS has a large number of followers in other countries such as Saudi Arabia, Iraq, Morocco, Tunisia, Jordan, Algeria, Syria, Libya, Lebanon, Kuwait and Sudan.

We would like to scale up the campaign by publishing more posts, to be able to make more accurate measurements.

## Bibliography

[Arndt, 1967] Arndt, J. (1967). Role of product-related conversations in the diffusion of a new product. Journal of marketing Research, pages 291-295.
[Asa7be, 2015] Asa7be (2015). Asa7be sarcasm society facebook page. https://www.facebook.com/asa7bess.
[Balmer et al., 1997] Balmer, J. M., van Riel, C. B., Jo Hatch, M., and Schultz, M. (1997). Relations between organizational culture, identity and image. European Journal of marketing, 31(5/6):356-365.
[Biswas et al., 1992] Biswas, A., Olsen, J. E., and Carlet, V. (1992). A comparison of print advertisements from the united states and france. Journal of Advertising, 21(4):73-81.
[Blattberg and Deighton, 1991] Blattberg, R. C. and Deighton, J. (1991). Interactive marketing: Exploiting the age of addressability. Sloan Management Review, 33.
[Buttle, 1998] Buttle, F. A. (1998). Word of mouth: understanding and managing referral marketing. Journal of strategic marketing, 6(3):241-254.
[Carter, 1982] Carter, D. E. (1982). Designing corporate identity programs for small corporations. Art Direction Book Co.
[Christopher et al., 1995] Christopher, M., Payne, A., Ballantyne, D., and Pelton, L. (1995). Relationship marketing: Bringing quality, customer service and marketing together.
[Collis and Hussey, 2009] Collis, J. and Hussey, R. (2009). Business research. Palgrave Macmillan, third edition.
[Cruz and Fill, 2008] Cruz, D. and Fill, C. (2008). Evaluating viral marketing: isolating the key criteria. Marketing Intelligence $\mathcal{E}^{3}$ Planning, 26(7):743-758.
[De Bruyn and Lilien, 2008] De Bruyn, A. and Lilien, G. L. (2008). A multi-stage model of word-of-mouth influence through viral marketing. International Journal of Research in Marketing, 25(3):151-163.
[Doh and Hwang, 2009] Doh, S.-J. and Hwang, J.-S. (2009). How consumers evaluate ewom (electronic word-of-mouth) messages. CyberPsychology E Behavior, 12(2):193-197.
[Duhan et al., 1997] Duhan, D. F., Johnson, S. D., Wilcox, J. B., and Harrell, G. D. (1997). Influences on consumer use of word-of-mouth recommendation sources. Journal of the Academy of Marketing Science, 25(4):283-295.
[Facebook, 2015] Facebook (2015). Facebook statistics press release. Facebook, March 2015, http://newsroom.fb.com/company-info/.
[Fitzgerald Bone, 1992] Fitzgerald Bone, P. (1992). Determinants of word-of-mouth communications during product consumption. Advances in consumer research, 19(1).
[Ghonim, 2012] Ghonim, W. (2012). Revolution 2.0: The power of the people is greater than the people in power: A memoir. houghton Mifflin harcourt.
[Gillin, 2009] Gillin, P. (2009). The new influencers: A marketer's guide to the new social media. Linden Publishing.
[Goldenberg et al., 2001] Goldenberg, J., Libai, B., and Muller, E. (2001). Talk of the network: A complex systems look at the underlying process of word-of-mouth. Marketing letters, 12(3):211-223.
[Hanna et al., 2011] Hanna, R., Rohm, A., and Crittenden, V. L. (2011). We're all connected: The power of the social media ecosystem. Business horizons, 54(3):265-273.
[Helm, 2000] Helm, S. (2000). Viral marketing-establishing customer relationships by'word-ofmouse'. Electronic markets, 10(3):158-161.
[Helmy and Frerichs, 2013] Helmy, M. M. and Frerichs, S. (2013). Stripping the boss: the powerful role of humor in the egyptian revolution 2011. Integrative Psychological and Behavioral Science, 47(4):450-481.
[Instagram, 2015] Instagram (2015). Instagram statistics press release. Instagram, May 2015, https://instagram.com/press/.
[Jurvetson and Draper, 1997] Jurvetson, S. and Draper, T. (1997). Viral marketing. Netscape M files.
[Kaikati and Kaikati, 2004] Kaikati, A. M. and Kaikati, J. G. (2004). Stealth marketing: how to reach consumers surreptitiously. California Management Review.
[Kelly and Solomon, 1975] Kelly, J. P. and Solomon, P. J. (1975). Humor in television advertising. Journal of Advertising, 4(3):31-35.
[Knight, 1999] Knight (1999). Viral marketing - defy traditional methods for hyper growth. Broadwatch Magazine, pages 50-53.
[Krishnamurthy, 2001] Krishnamurthy, S. (2001). Understanding online message dissemination: An analysis of send-this-story-to-your-friend data. First Monday, 6(5).
[Mangold and Faulds, 2009] Mangold, W. G. and Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. Business horizons, 52(4):357-365.
[Olins and Council, 1995] Olins, W. and Council, D. (1995). The new guide to identity. Gower Aldershot.
[Oliver, 1997] Oliver, R. L. (1997). Satisfaction: A behavioral perspective on the customer. New York.
[Peifer and Holbert, 2013] Peifer, J. T. and Holbert, R. L. (2013). Developing a systematic assessment of humor in the context of the 2012 us general election debates. Argumentation and Advocacy, 49(4):286.
[Phelps et al., 2004] Phelps, J. E., Lewis, R., Mobilio, L., Perry, D., and Raman, N. (2004). Viral marketing or electronic word-of-mouth advertising: Examining consumer responses and motivations to pass along email. Journal of advertising research, 44(04):333-348.
[Selame et al., 1988] Selame, E., Selame, J., Model, F. P., and Design, S. (1988). The company image: building your identity and influence in the marketplace. Wiley New York.
[Society, 2015a] Society, A. S. (2015a). Application crack facebook post. Asa7beSS, April 2015, https://www. facebook. com/asa7bess/photos/a. 263636427064801. 58209. 263629920398785/928067377288366/.
[Society, 2015b] Society, A. S. (2015b). Boys vs girls facebook post. Asa $7 b e S S$, April 2015, https://www. facebook. com/asa7bess/videos/vb. 263629920398785/ 942334849194952/.
[Society, 2015c] Society, A. S. (2015c). Having a fight facebook post. Asa 7beSS, April 2015, https://www. facebook. com/asa7bess/photos/a. 263636427064801. 58209. 263629920398785/913688395392931/.
[Society, 2015d] Society, A. S. (2015d). The only lover facebook post. Asa 7 beSS, April 2015, https://www. facebook. com/asa7bess/photos/a. 263636427064801. 58209. 263629920398785/937729792988791/.
[Society, 2015e] Society, A. S. (2015e). Premium code facebook post. Asa7beSS, April 2015, https://www.facebook. com/asa7bess/photos/a. 263636427064801. 58209. 263629920398785/929983930430044.
[Society, 2015f] Society, A. S. (2015f). Students and ps facebook post. Asa7beSS, April 2015, https://www.facebook. com/asa7bess/videos/vb. 263629920398785/ 947257502036020/.
[Thomas, 2004] Thomas, G. M. (2004). Building the buzz in the hive mind. Journal of Consumer Behaviour, 4(1):64-72.
[Truecaller, 2015a] Truecaller (2015a). Block him facebook post. Truecaller, April 2015, https://www. facebook. com/Truecaller/photos/a. 300486576662638. 76071. 299184123459550/936205019757454/.
[Truecaller, 2015b] Truecaller (2015b). Premium giveaway facebook post. Truecaller, April 2015, https://www. facebook. com/Truecaller/photos/a. 300486576662638. 76071. 299184123459550/936205019757454/.
[Truecaller, 2015c] Truecaller (2015c). Weird situations facebook post. Truecaller, April 2015, https://www. facebook. com/Truecaller/photos/a. 300486576662638. 76071. 299184123459550/925062427538380/.
[Twitter, 2015] Twitter (2015). Twitter statistics press release. Twitter, May 2015, https://about.twitter.com/company.
[Weinberger and Gulas, 1992] Weinberger, M. G. and Gulas, C. S. (1992). The impact of humor in advertising: A review. Journal of Advertising, 21(4):35-59.
[Weinberger and Spotts, 1989] Weinberger, M. G. and Spotts, H. E. (1989). Humor in us versus uk tv commercials: A comparison. Journal of Advertising, 18(2):39-44.
[Wright et al., 2010] Wright, E., Khanfar, N. M., Harrington, C., and Kizer, L. E. (2010). The lasting effects of social media trends on advertising. Journal of Business \& Economics Research (JBER), 8(11).
[Youtube, 2015] Youtube (2015). Youtube statistics press release. Youtube, May 2015, https://www.youtube.com/yt/press/statistics.html.

## Chapter 7

## Appendices

### 7.1 Interviews

### 7.2 Detailed description of posts

### 7.2.1 Block him

[Truecaller, 2015a] The post is targeting woman, block him "feminine" and showing three funny names on the phone displayed in the post. The caption says, "Truecaller helps you to completely control your calls and to block annoying numbers".


### 7.2.2 Having a fight

[Society, 2015c] The comic is based on a funny scene from a movie. The comic says, "when your brother have a fight with his girl friend and he doesn't want to answer the phone". After five funny panels then he simply tell him "stop annoying me, just block her on Truecaller!"


### 7.2.3 The weird situation

[Truecaller, 2015c] The post asks the Truecaller official Facebook page fans "What is the weirdest situation Truecaller saved you from?" The post got many very funny comments. Creating social buzz around it, some of the comments were screen shot, and shared separately on different pages promoting the top funny comments, posts or tweets on the Internet. One of these pages has more than 1.3 million follower posted eight different screen shots from the post comments, they got more than 95,604 likes, 3,397 comments and 5,994 shares.


### 7.2.4 Premium giveaway

[Truecaller, 2015b] The Egyptian deserves to be premium; with this post, we marked the start of a two weeks campaign giving away premium for users who enter the code in the application. Moreover, top 10 comments (with the most likes) will get a one-year premium free. How applications are used The first panel with the label foreign says, "I will subscribe for a one year premium in Truecaller to get all this cool features". The other four panels with the title Egyptian says, "I want a crown next to my name in Truecaller, then will get a crack. Lionel Messi was injured, get him a crack, etc?" On this post, we commented with the official Facebook account of Truecaller saying, "Without a crack, enter \#TrueEgypt15 in your search bar and get two weeks premium for free". A funny reply from the sarcasm page saying, "Thank you True we will give you many comics for this".


### 7.2.5 Application Crack

[Society, 2015a] The first panel with the label foreign says, "I will subscribe for a one year premium in Truecaller to get all this cool features". The other four panels with the title Egyptian says, "I want a crown next to my name in Truecaller, then will get a crack. Lionel Messi was injured, get him a crack, etc?"

On this post, we commented with the official Facebook account of Truecaller saying, "Without a crack, enter \#TrueEgypt15 in your search bar and get two weeks premium for free". A funny reply from the sarcasm page saying, "Thank you True we will give you many comics for this".


### 7.2.6 Enter premium code now

[Society, 2015e] This post based on a scene from a comedy movie, with a direct message saying, "Enter \#TrueEgypt15 fast on Truecaller"


### 7.2.7 You are not the only lover

[Society, 2015d] Featuring Abd el Halem Hafez, an old Egyptian signer who was a legend back in 1960's. One of his famous heartbreak song's lyrics had this line "Her lover, you are not the only lover" Asa7beSS used this line and pictured him in a two panels comic.

In the first panel of the post, you can find the singer holding a mobile phone and saying, "Her lover, you are not the only lover" the second panel of the comic shows the mobile phone in a bigger ratio with truecaller application opened. It looks like he searched for a number and got a completely different name for his lover and he says, "Because truecaller said everything" -the words rhyme in Arabic - promoting the most popular feature of truecaller which is identifying unknown numbers.


### 7.2.8 Boys Vs. Girls (Video)

[Society, 2015b] A different category comic, Asa7beSS made an animation video 80 seconds long featuring a story of a conflict between girls that ended up by one of them blocking the other using Truecaller's block feature


### 7.2.9 Students and PS (Video)

[Society, 2015f] In the same category as the second post, an animation video 115 seconds long. The story is around high school students who escape classes to go play, play station, while one of they try to lie to his father and making someone call the father as if he is a teacher and students are in a lesson, the father know the name of the person calling and that he is lying using Truecaller.



[^0]:    ${ }^{1}$ Boosted posts are paid for in order to appear higher in Facebook users' News Feed, so there's a better chance the page audience will see them.
    ${ }^{2}$ The number of people the post was shown to.
    ${ }^{3}$ The number of times the post entered the screen for the first time.
    ${ }^{4}$ The number of actions related to the Page's posts as a result of the post.

[^1]:    ${ }^{1}$ Clicking Like is a way to give positive feedback and connect with things users care about.
    ${ }^{2}$ The number of comments on the Page's posts.
    ${ }^{3}$ The number of shares of the Page's posts.
    ${ }^{4}$ Video Comic

[^2]:    ${ }^{5}$ Promo code, it is a certain code developed specially for specific campaign to provide users to free premium upgrade. The duration of premium the users get and the expiry of this promo code is determined before the campaign.
    ${ }^{6}$ Cracking software is the modification of software to remove or disable features which are considered undesirable by the person cracking the software, especially copy protection features.

[^3]:    ${ }^{7}$ Total number of users who were shown/interacted with the post through unpaid distribution

