

Add a Map Campaign

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Observation

I posted maps made with Mapbox tools on my personal website and they gained traction, people asking for the files and sharing widely. The tweet's success was indicative to the influence a good design can have on Mapbox Studio, our application for designing maps.

Problem

There were no designer styles with our most up-to-date base map dataset. Knowing that designer styles were a relatively cheap and engaging way to generate user engagement and account sign ups, this was a lost opportunity.

Scope of Project

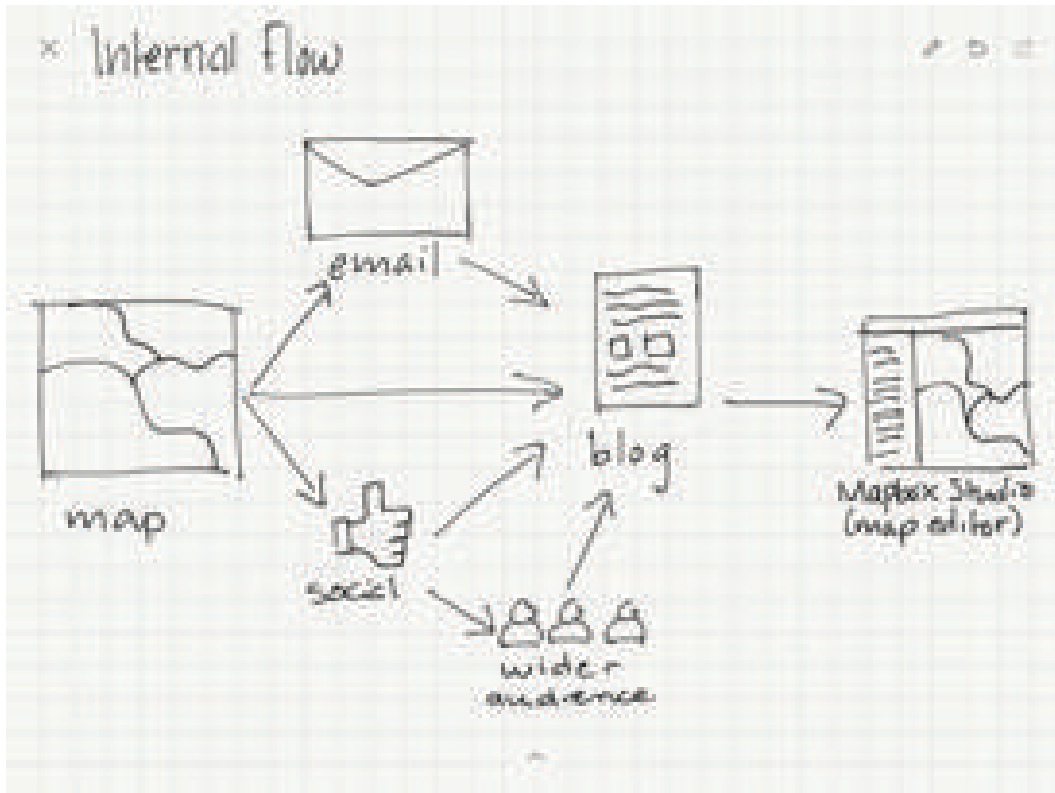
The tactic of this project is to provide mass quantity, while not forgoing quality. To do this, maps were released every other week with accompanying blog, email, and social outlets. This project involved several roles on our team: map designer, content writer, email marketer, marketing analytics and marketing strategy.

Deliverables & deadlines

Bi-weekly maps; one new map would be released every other week and the off week would offer a post regarding other posts or map design-related topics. Map designs were finished within 1 week, blog posts were written within 1 day, and an email was compiled within .5 of a day.

Paid marketing campaign

A seasonal campaign was run, where \$2,107 was spent on advertising the Bubble and Mineral map styles with our design application—Mapbox Studio.



Uncertainties

- User interest in maps
- What the user would do after entering Mapbox Studio
- Because this requires actionable items for several team members, there are challenges when people are out of office

Goals

- Increase the number of designer map styles
- Increase the number of Mapbox Account Signups
- Increase the number of Active Developers

User Profile

There are four types of users this campaign targets: new users, designers, developers, and project managers.

A **new user** is someone who does not have a Mapbox account, but may have seen or used Mapbox in a third-party application.

- Age range: 16+
- Education level: Highly educated
- Coding experience: Likely interested
- Design experience: None expected
- Interests: programming, open source, maps

A **designer** is someone who is interested and knowledgeable about design, often working as a freelancer or at a company. It is not a requirement for a user to have cartographic knowledge to be considered a designer.

- Age range: 22+
- Education level: Highly educated, Bachelors or in progress
- Coding experience: None expected
- Design experience: Basic to advanced
- Interests: design, maps, cartography, open source

A **developer** is someone who is interested and knowledgeable about development, often working as a freelancer or at a company.

- Age range: 22+
- Education level: Highly educated, Bachelors or in progress
- Coding experience: Basic to advanced
- Design experience: None expected
- Interests: open source, programming, maps, geospatial data

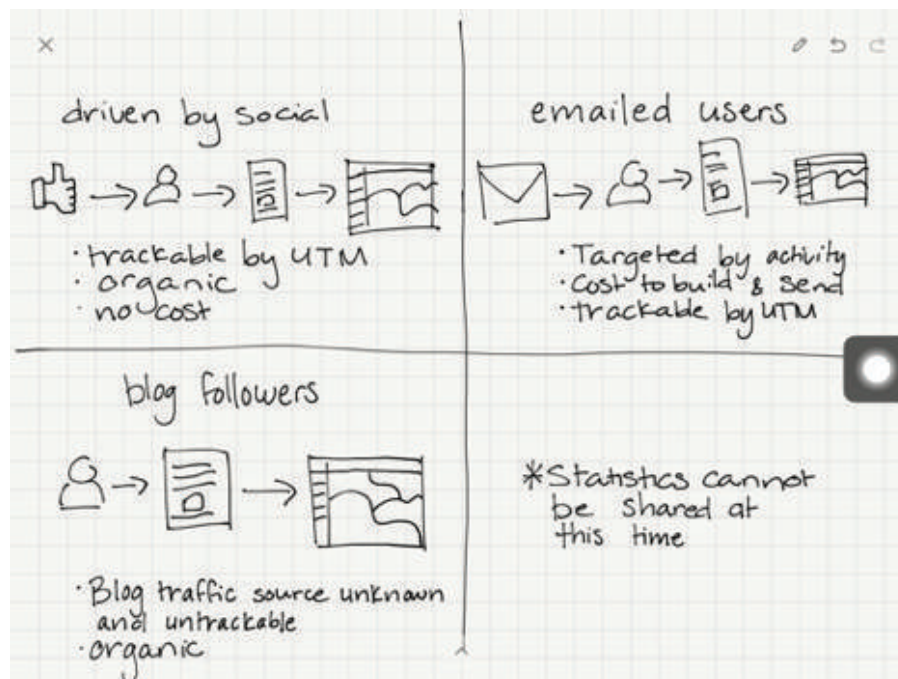
A project manager is someone who is interested and knowledgeable about location based platforms, often at a company.

- Age range: 24+
- Education level: Highly educated, Bachelors
- Coding experience: None expected
- Design experience: None expected
- Interests: business, location based use cases

User Profile

A user can come across the campaign through various channels. Ultimately, the goal for all user journeys to end in Mapbox Studio.

Below is an image that presents a simplified journey a user may take based off the origin of the material. Note that the type of user is not specified. Some types of users may be more inclined to be part of a group than another. For example, it is most likely that a new user found the material through social, less likely for them to be a follower of the Mapbox blog without having a Mapbox account and impossible for them to receive a targeted email without having a Mapbox account.



Results

Design map styles

- 10 released maps with accompanying email, blog and social as appropriate
- 7 unreleased maps with accompanying email, blog and social as appropriate

Account sign ups

- The campaign generated 465 account sign ups during the first week
- The total CPA for Bubble was \$4.78 and Mineral was \$3.97, making Mineral 17% cheaper

Active developer actions

- The campaign generated 746 actions during the first week
- The total CPA between Bubble and Mineral was \$2.70
- The total CPA for Bubble was \$2.62 and Mineral was \$2.79

Looking at the 4 creative frames we tested for these campaigns, the creative that discussed "Style First, then Studio" was the top performer with an overall CPA of \$3.58, followed closely by "Studio First, Style second" with a \$3.69 CPA.

