

Affinities and Ad Targeting:

How Real Time Social Data Increased Socialtyze's
Ad Efficiency By 16%



Agenda



The Experiment



Methodology



Measuring Effectiveness



The Next Step



The Experiment

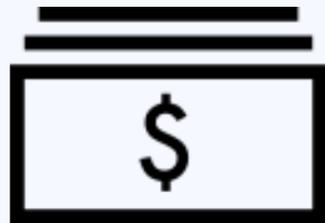


The Experiment



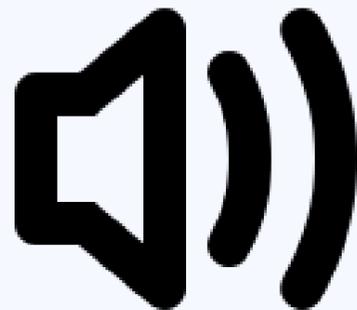
Step 1

Since March 2014 Socialtyze has been testing keywords derived from Crimson Hexagon social listening technology to help improve our social media buying. The primary purpose was to discover a more efficient way to acquire fans for a brand's Facebook page.



Step 2

The result was over 2.4MM in spend and 10MM+ clicks in sum creating our total sample.

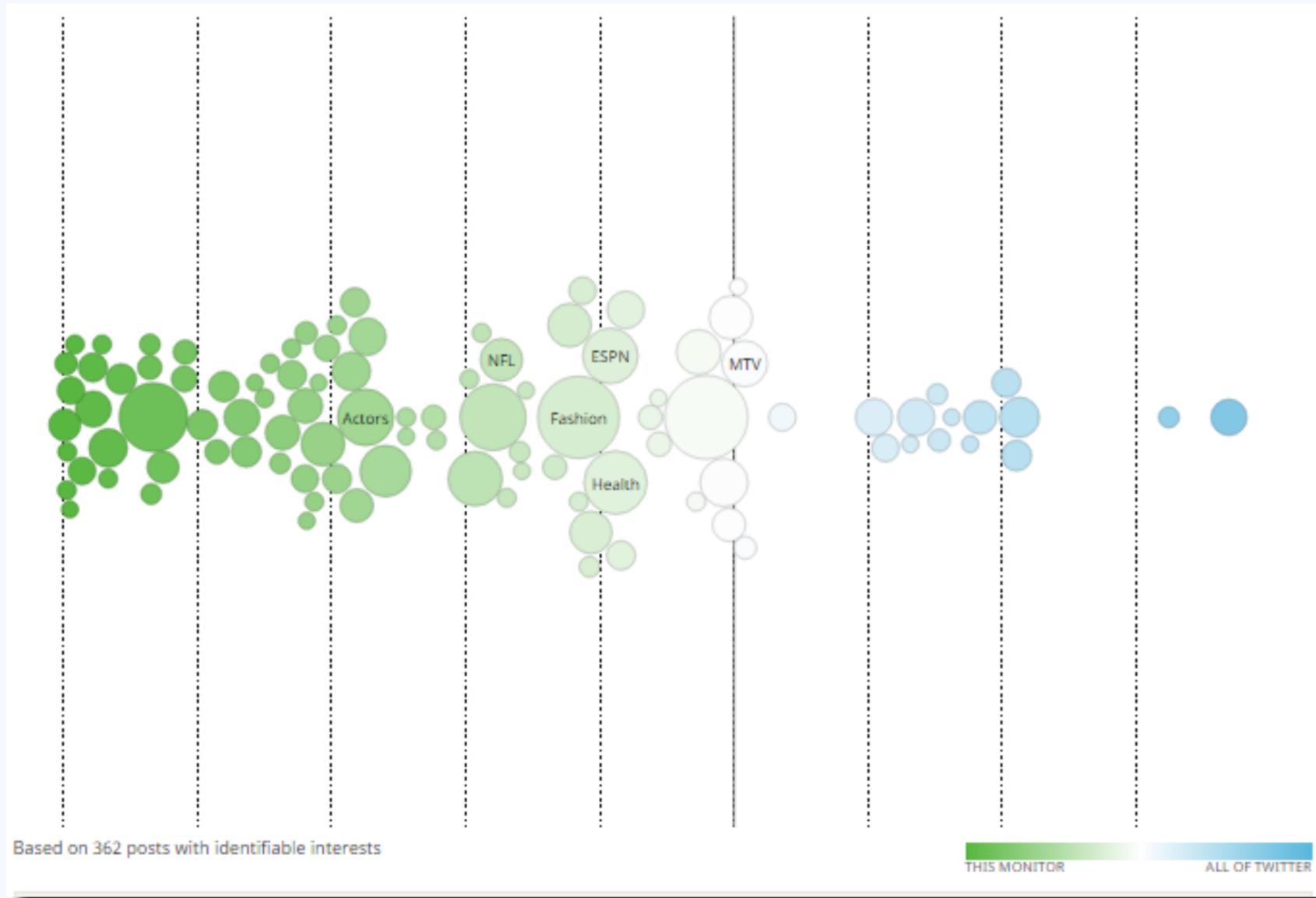


Step 3

Our test was created in conjunction with a major movie studio and six nationally released feature films.



What Is Affinities



The Affinities visualization shows “bubbles” of various sizes representing each of the top 100 interests in your monitor. The size of each bubble is proportional to the percent of posts in your monitor that come from people with that interest. The bubble’s horizontal position shows the degree to which people with that interest are more or less likely to post about the topic you are monitoring. This is the interest’s “affinity.” Interests on the left have higher affinities, and interests on the right have lower affinities. The vertical position of the bubbles is arbitrary, and used simply to prevent the bubbles from overlapping.

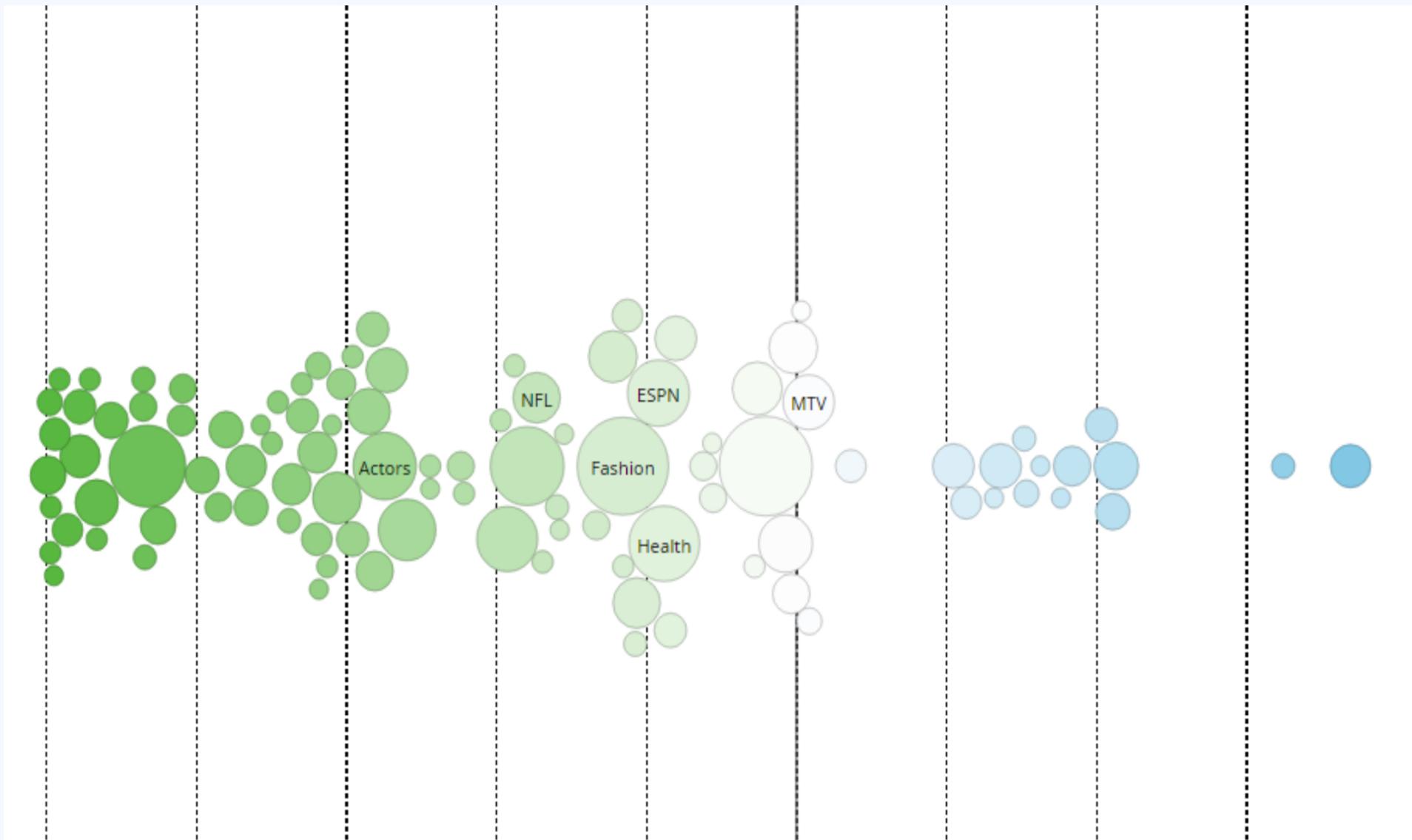


Methodology

DATA + INSIGHT



The Discovery Process



We created a buzz monitor to discover who was talking about the film before it opened. Those queries were designed to engineer out noise from reviews and publishers, so the results would only represent true fans.

Using Crimson Hexagon's Affinities (™) feature, we generated a list that represents the interests of the movie's fans. Affinities (™) is designed to help identify what is unique about the people participating in the conversation we've captured with our monitor. It does this by illustrating how people with certain interests are more or less likely to have posted about the topic you are monitoring relative to Twitter overall. For example, social users involved in this conversation were 18 times more interested in the X Factor compared to the average Twitter user.



Measuring Effectiveness



The Results

The keywords derived from the Affinity technology performed **16% better than the campaign averages for CTR.**

Of the 12 keywords categories tested in this experiment Crimson was the **2nd best performer in CTR.** Crimson Hexagon's suggestions outperformed other keyword categories like movie stars and fans of competitive movies. For example, a keyword derived from Crimson Hexagon's Affinities visualization, such as the X Factor, was a more targeted keyword than another category, like a competitive movie title.

Impressively, Crimson Hexagon's recommendations **beat Facebook's own data tool - Audience Insights - by 31% for CTR.**



A Real Life Example

The Affinity recommendations were often **counter intuitive**, like when a slapstick comedy was being released nationally and we insisted that targeting indie bands were the best way to find new fans. At first the studio was resistant to implementing. However, result was a **32% improvement** over the campaign average for CTR in keyword categories and a **converted client**.



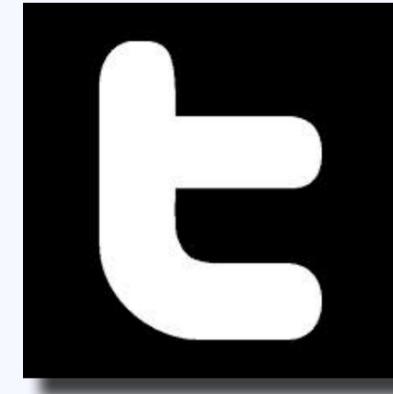
The Next Step



What Is The Evolution Of This Research?



Gaming and mobile app user acquisition. Affinities allow for a gaming company to discover what their users are interested in, and target their ads with greater precision.



Twitter allows for advertisers to directly target ads to a list of handles. With Crimson's bulk export, Socialtyze can create a list of people who shown intent in a product and send ads directly to those users.



CRIMSON HEXAGON

Crimson Hexagon, founded in 2007, is the leading provider of analysis software that delivers business intelligence from social media data for global corporations. Powered by patented technology developed at Harvard University's Institute for Quantitative Social Science, the Crimson Hexagon ForSight™ platform delivers the industry's most comprehensive Big Data analysis capabilities for a variety of large-scale data sources. Clients include leading global organizations such as: Microsoft, Ogilvy, Paramount Pictures, Edelman StrategyOne, Starbucks, Simon & Schuster, MRM Worldwide, Twitter, The United Nations, and many more. For more information go to: <http://www.crimsonhexagon.com>.

Who is Socialtyze

We are a team of content creators, social strategists, and developers that loves to work on behalf of brands to produce engaging, shareable content that drives real business results.

Learn more by visiting us at www.socialtyze.com or email us at jake@socialtyze.com



Thank You



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