

Summary

Twitter Says Its Ads Make People Buy More Soap

Following in the footsteps of rival [FacebookFB -0.39%](#), Twitter said Thursday it is working to connect the dots between marketers' tweets and what brands of soap and soda people pile into their shopping carts.

Twitter [in a blog post](#) said it is starting to work with shopper-information provider Datalogix to show a detergent company, for example, how much viewing a Twitter ad can boost sales at the grocery store.

The partnership is another sign of how hard digital services such as [GoogleGOOG -0.10%](#), Facebook and Twitter are trying to prove that ads on their services influence what people buy in the physical world. As Twitter heads towards an IPO in coming months, its credibility with big marketers can help make or break a successful stock offering.

Twitter in its blog post said Datalogix's study of 35 consumer-product brands showed Twitter users who were exposed to a company's Twitter ads bought 29% more products from that company than people who saw unpaid tweets from the same brand.

Datalogix is one of biggest sources of information about what consumers buy, based on data from shopper loyalty cards and other sources. Facebook also taps Datalogix information to connect people's behavior online and offline, but the partnership has [raised the eyebrows of some privacy advocates](#).

Twitter buys Trendrr for better read on TV tweets

By [cmaruccci](#) on Aug, 29 2013 with [Comments 0](#)

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Twitter has acquired Trendrr, a data analysis company, to better leverage users' tweets about television to draw in more advertisers. Trendrr analyzes data from social media sites such as Twitter to help businesses grow their brands. The company's products help networks, television studios, brands and media agencies use the insights it gathers to grow, Trendrr explains on its website. Some of the company's clients include ABC, MTV, Telemundo and Univision.

Twitter confirmed the acquisition in a tweet, saying that Trendrr would help the social network "build great tools for the rest of the TV ecosystem," reported CIO.com

Television is becoming increasingly important to Twitter, and information that the service gathers around users' TV activity could help to drive future advertising deals.

The company recently announced the national availability of its television ad-targeting program to let TV marketers push out branded content to people on Twitter if those users are tweeting about certain shows. A study from Nielsen suggested that such a program could give the social network a revenue boost. The study's findings showed that broadcast TV tune-in rates led to increased activity on Twitter, and vice versa.

Twitter's real-time data about users' activity on the site was what made the social network uniquely compelling to Trendrr, CEO Mark Ghuneim said on the company's blog. "We think we can help amplify even stronger the power of that connection to the moment inside of Twitter."

Curatorr, the company's chief Twitter product, "will work with media companies, marketers, and display ecosystem partners to create compelling user experiences," Ghuneim explained.

Twitter, therefore, could use Trendrr's technology both to develop new products to encourage users to tweet around TV and other brands, and also drive more advertising arrangements based on data gathered by Trendrr. Twitter claims to have roughly 200 million active users.

See the CIO.com story [here](#)

Twitter Buys Trendrr to Track Social Conversations Across Media

Trendrr Was Acquired for an Undisclosed Sum

By:

[Cotton Delo](#)

Published: [August 28, 2013](#)

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In an effort to make it easier for networks and publishers to display tweets in their programming, Twitter has bought the social-TV startup Trendrr for an undisclosed sum.



Mark Ghuneim

It's the second major acquisition Twitter has made this year of an ecosystem company that conducted measurement and analytics on behalf of networks and brands **around social conversations linked to TV. It reportedly paid \$90 million** for a former Trendrr competitor, Bluefin Labs, which was acquired in February.



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Dumenco's Trendrr Chart of the Week

[Twitter's Purchase of Bluefin Labs: A Play to Make Social-TV Craze Into a Business](#)

Turning Chatter About TV Into Ad Dollars For Twitter

Bluefin's technology has been integrated into the Twitter stack and has so far been put to use for a [TV ad targeting product](#) launched in May that enables marketers to show promoted tweets to Twitter users who are likely to already have seen their TV ads, based on the shows they've watched.

Trendrr's technology will also be integrated, but for a different purpose. Its "Curatorr" product aimed at media companies – which would help a show like "The Voice" present a relevant stream of tweets to depict the Twitter conversation happening around the show, for example – will be used as the basis for tools for curation that a broader set of partners can tap into. The goal is to foster a developer ecosystem around curation that might include companies like [Mass Relevance](#), which works with brands and media companies to present tweets on websites, Jumbotron, and elsewhere.

"Curatorr, our Twitter certified product, will work with media companies, marketers, and display ecosystem partners to create compelling user experiences – continuing to pursue our initial charter of focusing on the real-time aspects of TV and media," said Trendrr's CEO Mark Ghuneim [in a blog post](#).

As it did with Bluefin, Twitter will wind down Trendrr's other product, dubbed "Trendrr.tv," which provided measurement and analytics around social TV, largely to TV networks.

Ironically given its acquisition by Twitter a month later, Trendrr made headlines in July for [a report it circulated](#) on TV-related social activity on Facebook. A one-week study in May showed that the volume of TV-related conversation on Facebook was five times greater than on all other social networks combined.

Trendrr, which was born in 2006 as Infofilter, grew out of Wiredset, a Manhattan digital-marketing agency founded by Mr. Ghuneim and Tom Donohue – both former [Sony](#) executives -- in 2004.

Twitter Says Its Ads Make People Buy More Soap

ByShira Ovide

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Chaos is what? Even all-knowing Wikipedia hedges the answer with a note *"This article or section is in need of attention from an expert on the subject."*

Well here I am.

Physicists see Chaos in the flight of a butterfly. The Greeks think of Chaos as the dark womb of the Universe. I clearly remember it as my brother's closet.

To me Chaos is a confusing jumble of all sorts of interesting and dodgy things – and what better describes the media world today? I often think about how the modern media agency, domesticated by more than a half-century of TV, must struggle with the wild, messy, super-chaotic world of media today. Chaos isn't for sissies.



Do Tools Really Think?



Unfortunately when things become too much and too many, we abandon science and go to metaphor and magic to survive.

We use comfort words like “engagement,” we invent “thinking tools”. We study occult texts like “agent-based system dynamics” which all promise to make planning better.

I was introduced to a media planning simulator at an ARF webcast a while ago. It made me wonder is this real, Magic or Science Fiction?



Arthur C. Clarke, one of Sci-Fi's best is on their side. He argued that truly advanced technology is indistinguishable from magic. But

Clarke failed to add that the roots of magic are in misdirection, so it's not surprising that this new media magic has the gift of gab. Look at the introduction to the aforesaid planning system:

"To avoid the pitfalls of premature dismissal, we need to suspend our judgment about an unfamiliar idea when we first encounter it . . . we must ask whether the idea would be valuable if it were true.

If we answer "yes," then we need to critically examine the merits of the idea."

How is this different from Doug Henning's advice to his fellow magicians: *"To create good magic, we must get our audience to first suspend their disbelief."*

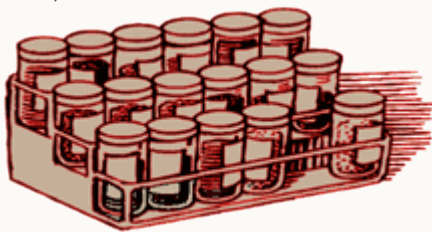
In marketing science there should be no call to suspend disbelief. Disbelief is the North Star. To be taken seriously you show proof of value.

Back On Planet Earth

Since planning is imposing order on chaos, what is the new model for planning media now that chaos is at flood? I don't think the answer is in agent-based simulations as swell as the words sound. That's too easy. It lets us substitute magic for a real think-it-through.

Back on planet Earth, I think "Zero Based Budgeting." Not good idea from the Douglas who championed it

With zero-basing all budgets spend is determined by a value of what that spend is goals of advertising can be increased penetration, higher price, better distribution. . . but only goals that can be measured and monetized.



That's not what we do now. Most media budgets are last year's plan adjusted for inflation and reshaped a bit for experimentation. This keeps media weight reasonably constant (a safety belt for agency and brand manager), but it also makes two unlikely assumptions: 1) the original plan was the best one and 2) not much out there has changed.

In a year brand goals can change. Traditional media can grow weaker and new media gain strength. Zero-basing forces us to consider these things – to regroup, re-examine goals, calculate their dollar value and



the new model is an old one: exactly a gift of the gods, but a government --- and Steve for Newsweek in the 1980's.

begin at zero each year. Each realistic estimate of the dollar intended to achieve. The spend



estimate how much can be prudently spent to achieve each. Only then are we ready to plan media.

The “reach” of television, the “believability” of magazines, the “excitement” of social networking – our favorite words give way to a mandatory estimate of each medium’s measurable contribution to the bottom line.

Today, Chaos is re-defining the ad business and the first step in planning for Chaos is changing the way we plan.

Erwin Ephron

Earlier version published September 2006

- February 1, 2010 -

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Nielsen Study: Higher Tweet Volume Drives TV Tune-In 29% of the Time

Correlation Between Tweets and Tune-In Has Been Hard to Prove

By:

[Cotton Delo](#)

Published: [August 06, 2013](#)

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It seems like common sense that an increase in tweets can drive an increase in live TV viewership, but until now there's been scant proof of such correlation. A study released by Nielsen has found just such a relationship. In fact, Nielsen went so far as to use the other c-word: causation.

Relying on live TV ratings and tweets for 221 primetime broadcast episodes that were studied using SocialGuide -- a venture between [Nielsen](#) and McKinsey & Co. that captures Twitter activity for all U.S. TV programming -- the study found correlations between tweet and tune-in surges.



Syfy

'Sharknado' drove massive social chatter but didn't match up in terms of ratings.

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Not surprisingly, a lift in ratings often yields more tweets. According to the findings, a rise in live TV ratings drove up the number of tweets about the programming among 48% of the episodes sampled. But more interestingly, on the flip side, an increase in the volume of tweets drove up live TV ratings in 29% of the episodes included in the study.

To gauge the correlation in both directions, Nielsen conducted two separate analyses. First, it performed a minute-by-minute time series analysis to see if increases in TV ratings generated more tweets within a window of five minutes. Then it looked in the other direction to see if more tweets produced higher tune-in within the same window.

"We saw a statistically significant causal influence indicating that a spike in TV ratings can increase the volume of tweets, and, conversely, a spike in tweets can increase tune-in," said Nielsen's chief research officer Paul Donato, in a statement.

Intuitively it makes sense that heightened Twitter activity causes people to change channels. If you see tweets about remarkable athletic prowess being demonstrated in a basketball game or hilarious insults being traded in a presidential debate and you're already sitting on the couch flipping channels, it follows that you're likelier to check out the source.

But there are abundant high-profile examples of broadcasts whose ratings didn't live up to the massive chatter they drove on Twitter. Oprah Winfrey's interview with Lance Armstrong and MTV's [Video Music Awards last fall](#) are among them. And the first airing of "Sharknado" had [underwhelming ratings](#) compared to previous Syfy titles, despite its massive Twitter explosion (though the [second and third airings did substantially better](#)).

The absence of detailed information about Nielsen's methodology also raises a few questions. The correlation between Twitter and live TV events is well understood, but what about other genres and programming with an older audience? Did Nielsen's sample include a wide cross-section of programming, or did it focus on broadcasts that over-

index for high social engagement? Nielsen didn't reply to request for comment by press time.

For Twitter, proof of the two-way causation between tweeting and tuning in could be helpful as it pitches its new [TV ad targeting product](#), through which advertisers can show Twitter ads to people who've already seen their TV ads.

Separate from this research, Twitter and Nielsen are readying their previously announced [Nielsen Twitter TV ratings](#) to be available for the fall TV season. It will measure the total audience for social TV activity on Twitter, including both people who tweet and people who see those tweets. Twitter is supplying the data, but the product will be sold by Nielsen, which hasn't yet announced what the unit of measurement will be.

Twitter's video sharing service, Vine, is drawing marketers looking for an ad format that's catchier than an image but pithier than a 30-second video.

By Varun Nayar, reporter

FORTUNE -- As the number of advertising platforms continues to grow, the attention span of consumers continues to shrink. To keep up, marketers have moved from billboards to online pop-ups to YouTube video messages, experimenting with formats to find the right medium for ad content that holds consumers' attention. Brands have begun asking, What's catchier than an image but pithier than a 30-second video?

A possible answer lies in Twitter's newest investment, Vine. Launched in October 2012 and **bought by the social media giant** this past January, Vine initially set out to be a mini-video sharing application for everyday users. But it has gained major popularity among advertisers for content marketing and brand promotion, having garnered a total of 13 million users across the globe.

The app lets you shoot up to six seconds of looping video footage using a smartphone that can be cut up into a handful of short clips, or two to three larger chunks -- just touch the screen to record, and lift your finger to stop. These videos can then be uploaded either directly onto Vine, or onto Twitter as a link, where your followers will be able to see them as expandable links. Some brands have understood the value of departing from the obtrusive 30-second video ad spot, and have condensed their content to suit a more time-sensitive consumer base, giving customers the choice to opt in to watch their ads. Michael Litman, a co-founder of BRANDS ON VINE -- a website that monitors more than 50,000 brands on the platform -- describes Vine ads as "brand blips"; he considers them a strong medium for content marketing because they "[don't] need to be 'watched' to be seen -- there's no decision-making process by the user."

MORE: Can Twitter become a multimedia powerhouse?

Publishing house Simon & Schuster -- which didn't have much of a presence in the video ad domain -- took to Vine to give its customers a six second slideshow of books they could be reading. Burberry (**BURBY**) spliced together

six seconds worth of backstage footage and highlights from a 15-minute fashion show. And Bacardi U.K. produced a series of six-second cocktail-mixing lessons for the platform.

Vines like these are tweeted on the company's official Twitter page and are then often re-tweeted by fans and followers, creating a snowballing effect. Michael Lebowitz -- CEO and Founder of digital ad agency Big Spaceship -- calls this the "propagation value" of the app, and says it's a major reason brands adopt Vine. Case in point: Toyota Spain ([TM](#)). A couple of months ago, the Spanish division of the giant automaker released a simple stop-motion video of a paper-cut-out car driving off a tablet and up its user's sleeve. The post became widely popular among the brand's 80,000-customer strong social media community.

Lebowitz acknowledges that not everything will be a blockbuster. "With so much social content, you can't expect everything to get noticed," he says. But while social media's short lifespan may seem like a strike against Vine marketing, it's actually a selling point for brands that see the platform as a safe and cheap space to exercise creative freedom and test new ideas. "Video is another opportunity for brands to define their own social behaviors" says Lebowitz. Rebeca Guillen, a social media manager at Toyota Spain, agrees, noting that the platform provides a "perfect opportunity to test [marketing] speed and agility" and generate original content. Brands like ASOS and Nintendo of America ([NTDOY](#)), for example, have published rather simple videos that essentially show staff unboxing their products in order to bridge the gap between online shopping and in-store shopping -- both brands aiming to exhibit how gratifying it can be to open a box.

MORE: [America's hourly wage battle heats up](#)

A major reason why brands have gravitated toward the mini-video platform is because of the community it has generated around itself. Kevin Sigliano, a partner at Spain's leading social media marketing firm, Territorio Creativo, calls it an "ecosystem where brands and consumers talk directly." Brands have taken things a step further by hiring individual Vine-artists -- as opposed to big ad agencies -- to work with them on their six-second marketing content. Khoa Phan, a 23-year-old Vine artist, has worked with MTV, the (RED) campaign, Livestrong, and most recently Snapple. Specializing in stop-motion Vines, Phan describes the mini-video as having the ability to "pack [in] a lot of visual information," doing a lot with a little.

Artists from other fields, like English singer-songwriter Ellie Goulding, further demonstrated the strength of this mini-video community when she enlisted fans to upload Twitter Vines inspired by her newest record "Burn" under the #ellieburnvine hashtag. The best of these fan-made Vines were compiled into a long-form collage uploaded on Youtube, making the marketing and art-making process collaborative.

In this way, Vine ad content is gradually helping consumers back into the marketing equation, making the ad experience what it should be -- quick and easy. The platform probably won't be the last of its kind, but it is, for now, teaching marketers the value of crisp and unobtrusive content.

Study: Twitter not influencing purchases

Social media may be connecting more people and brands, which is helping to increase online conversions. But according to one new study, one of the bigger social networks isn't helping. Social intelligence platform NetBase reports that, for the fashion-minded, Twitter has fallen behind newer socnets like Instagram and Pinterest.

by [Kristina Knight](#)

According to the Social Channels of Influence in the Fashion Industry: A Consumer Study women, specifically, find Twitter lacking when it comes to fashion tips or advice. This even though most self-proclaimed fashionistas (66%) say they have a Twitter profile.

Most social shoppers (75%) say they're on Twitter, too.

Where are women getting their fashion advice? Blogs, primarily. More than 60% of both fashionistas and social shoppers report consulting fashion blogs before making a purchase.

"Since women account for more than 85 percent of all consumer purchases in the US, these two segments are valuable customers to own because of their buying power," said Lisa Joy Rosner, CMO of [NetBase](#). "This study contains many valuable insights for fashion brand marketers including the importance of listening to public Facebook conversations and brand pages, and identifying and engaging with high traffic blogs and message boards to influence the buying decisions of fashionistas and social shoppers."

As for the actual social networks that are helping the fashion conscious make those purchasing decisions:

- 72% of social shoppers say they check Facebook before making a purchase
- 56% of fashionistas check in on Facebook first
- Nearly half of both groups check Pinterest for fashion inspiration
- 42% of women (aged 18-29) check Instagram

HE AUTHOR

Twitter To Allow Advertisers to Target Browsing History, Email Addresses

Advertisers Will Be Able to Target People Who've Come to their Websites and Customer Email Addresses

By:

[Cotton Delo](#)

Published: [July 03, 2013](#)

For the first time, Twitter will allow advertisers to target users based on things they did off the service, like web browsing, as well as personal information like an email address.

[The company announced today](#) that it is opening up to third-party data, which will allow advertisers to target people who've visited a website or provided data as part of a purchase. In a move that seems aimed at differentiating itself from competitors, Twitter will allow users to opt out of targeting that uses third-party data altogether by unchecking a box in their account settings.

In contrast, Facebook doesn't let users opt out of retargeted ads served through its exchange or ads served through its "custom audiences" product that uses emails and other data points like phone numbers and addresses to match users. Similar to custom audiences, Twitter will use a process called "hashing" so that emails used to enable the anonymous match are provided in a scrambled, unreadable form.

"It's really just enabling our ad partners to give us data in a privacy-respecting way," said Kevin Weil, Twitter's senior director of product for revenue.

The retargeting Twitter will enable falls short of a full-fledged ad exchange, which [Ad Age has reported](#) is also in the works to rival FBX. Twitter will serve the ads itself and isn't working with a wide set of demand-side platforms or retargeting firms. It does have

three ad-tech partners -- Media6Degrees, Adara and Chango -- to help execute the match between browser cookie IDs from website visits and Twitter IDs. (They'll send Twitter the pixel containing the advertiser's data.) Advertisers in this U.S.-only pilot are joint customers who also use those firms for other display retargeting.

"Twitter is doing the ad serving," Mr. Weil said. "It's really just about improving the relevance of our targeting."

That means that Twitter advertisers using these features can apply other targeting parameters – like interests or geographies – to slice and dice their audience, which isn't possible with FBX.

Mr. Weil offered the example of a local florist using the retargeting tool to target people who've visited his website, but observed that it's also designed for big brands. He noted that a possible use case for email-match targeting was to deliver a coupon to known customers. Ultimately these targeting capabilities will be additional levers to pull in Twitter's ad auction, and not a separate system like FBX is.

"We expect to see higher engagement rates [with these ads]," Mr. Weil said.

Twitter Chief Media Scientist Deb Roy, meanwhile, used Cannes to pitch its new product allowing brands to target promoted tweets toward people who tweet about particular shows -- and therefore probably saw brands' commercials there

Twitter Strikes Another Big Ad-World Deal, This Time With WPP Group

Follows Twitter Pact with Starcom MediaVest

By:

[Emma Hall](#)

Published: [June 06, 2013](#)

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WPP has signed a global strategic partnership with Twitter meant to let WPP take advantage of Twitter data to inform more effective campaigns and enhance ad targeting.



WPP CEO Martin Sorrell

Jonathan Fickies/Bloomberg

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Deal is Valued in the Hundreds of Millions Over Multi-Year Period

The companies plan to introduce new data products and services and to integrate Twitter data into WPP media and analytics platforms, they said in a statement describing the partnership, which will encompass a range of WPP companies including media network GroupM, consumer insights business Kantar and digital agencies including [Wunderman](#).

The pact comes soon after WPP rival the Publicis Groupe announced a deal between its Starcom MediaVest network and Twitter, giving [Starcom](#) clients such as Procter & Gamble and [Coca-Cola](#) first dibs on premium Twitter inventory and new ad units still on the drawing board, among other elements.

"As Twitter has grown, marketers are leveraging the platform for brand insights, relevant real-time messaging, and customer research," Twitter CEO Dick Costolo said in the statement about the WPP deal today. "This partnership will benefit clients by pairing Twitter with WPP's world-class analytics, targeting, and creative capabilities."

The companies did not elaborate on how the new deal will work. WPP will be increasing its spending on Twitter in the coming years, but the real value is WPP's ability to use Twitter's global real-time data set to inform ads, PR, market research and creative.

WPP promised further announcements "regarding applications of the partnership will be made in the coming weeks and months."

WPP CEO Martin Sorrell recently [told the Harvard Business Review](#) that Twitter is more "a PR medium" than an advertising vehicle and "reduces communication to superficialities and lacks depth." Today he described Twitter "not only as a social platform, but also as a window into consumer attitudes and behavior in real time."

"We are delighted to announce this very wide-ranging strategic partnership and to ensure that Twitter data is a key ingredient in many of our disciplines," Mr. Sorrell said in the statement.

WPP said the deal will help develop GroupM client investments on Twitter, particularly in the U.S., Western Europe, Japan, Turkey, Mexico and Brazil.

Chase Gives Away \$1 Million in Free Twitter Ads to Small Businesses



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June 17, 2013 | [Subscribe Free](#)

A unique partnership between the biggest bank in the U.S. and the world's #3 social network yields marketing synergies.

Social media powerhouse Twitter has issued \$1 million in free advertising credits exclusively to Chase for a coordinated small business banking promotion in the U.S.

“We talk to a lot of leaders of small businesses about the challenges of integrating Twitter into their ongoing marketing efforts.”

*– [Russ Laraway](#),
[Head of SMB, Twitter](#)*

Four million customers will be eligible for the program, including those using Chase Business Banking, Chase Ink credit cards and Chase Paymentech. Not all will reap the benefits though. The Twitter ad packages will be awarded in \$100 increments to 40,000 small businesses — one in 100 of qualifying Chase customers.

The \$100 credit can be used on Twitter's Small Business advertising platform, which became available to all U.S. businesses [in April 2013](#).

Right now, it's unclear precisely how and when customers will be able to claim their ad credits, but Chase promises more details will be available by early fall.

Chase to Offer Twitter Seminars and How-To Workshops

In its agreement with Chase, Twitter will also provide access to research, best practices, and workshops focused on helping small businesses better understand how to use the social network for growth.

“We talk to a lot of leaders of small- and medium-sized businesses,” says [Russ Laraway](#), head of Twitter's small business division. “We hear about [the challenges of integrating technologies such as Twitter](#) into their ongoing marketing efforts.”

“Our goal is to help small businesses build better customer engagement, increase sales using direct response techniques, and engage more followers with compelling content,” Laraway explains.

Chase and Twitter will host events around the country exclusively for the bank’s small business customers. The first is about “Effective Social Media Strategies for Small Business.”

Chase and Twitter will also be jointly publishing content via two new Twitter accounts:

[@ChaseSmallBiz](#) and [@TwitterSmallBiz](#). The pair says they will be posting videos,

infographics, white papers and a how-to guide to demonstrate the value of Twitter. You can

also follow along with the conversation using the hashtag [#ChaseSocialBiz](#).

How Much Is A Tweet Really Worth?



robertbacal Wow. There’s a lot of embarrassment to go round for this post, AND for the company that did it. Plausible? No. Credible? No. Anyone can fling numbers around [...] Alex Knapp, Forbes StaffSumAll customers have their revenue, ad analytics and social data visualized and integrated on the company’s platform, so this particular data isn’t hard t [...] SoCoCare Lance Fried, via SoCoCare Dane Atkinson Many thanks Alex, I think your article/ comment summarized the research very well. Robert your right that data can be misused and requires diligence in its [...]

[4 comments, 4 called-out](#)

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So, you’ve decided to set up a Twitter account for your brand. How much return can you expect on that first tweet of the day? The answer: about \$25.62.

That’s the conclusion that [SumAll](#), a data visualization and analytics company, reached after [a review](#) of over 900 of its customer’s social media efforts. Retweets, they found, diminished revenue a bit – each retweet only garnered around \$20.37.

The company also found that the first tweet is the one that generates the most return. After that, it takes about 6-8 tweets a day to double the revenue earned. Overall, though, the company estimates that a successful Twitter marketing strategy could add about 1-2% of revenue to a business annually. The optimal number of tweets per day for a business seems to be about 6.



[Can Big Data Cure Your Churn Rate?](#) My Say Contributor

Of course, as a spokesperson for the company told me via email, that’s “highly variable from business to business.” Once you consider the average number of eyes that see an individual tweet, the revenue gained is only about \$0.005 per impression. That’s lower than other marketing tools and only “a bit higher than an AdWords impression,” according to the spokesperson. In other words, while that 25 dollar figure “seems high it is actually very little value to our sellers,” she said.

Still, some companies can use Twitter more successfully. One of SumAll's customers gains about \$29.34 per tweet, with retweets worth \$26.19, with an overall total reach of over 400,000 people. They're able to leverage Twitter with their successful YouTube channel to get a better return on their marketing.

In the end there, there's something to be said for the idea that a picture is worth a thousand words – or characters, in the case of Twitter: SumAll found that Instagram followers are worth about 10 times as much as Twitter followers in terms of return on revenue.

May 28 2013 | Kathy Crosett

Advertising on Twitter is a relatively new practice so marketers naturally want access to metrics. Are their ads working on Twitter? What do consumers think about these ads? A new survey from Ask Your Target Market offers a few insights into the world of promoting on Twitter.

About half, 51%, of surveyed consumers say that have a Twitter account. With respect to whether they watch video clips in expanded tweets, consumer say:

- Sometimes 30.2%
- Occasionally 29.7%
- Never 26.8%
- Often 13.1%

The research shows that more men (16.2%) and women (11.4%) use Twitter in this way.

Of these consumers, 45.3% (BMc about 8% of US) said promoted tweets are somewhat effective and 10.7% called them very effective. Consumers between the ages of 25 and 34 were more like to say promoted tweets are very effective than consumers in other age groups. Consumers with a household income below \$25,000 were also most likely to call the promoted tweets very effective. However, this income group was also most likely to have a Twitter account. These data points may tell marketers something about the audience they can reach through Twitter.

The summary findings on the effectiveness of promoted tweets, combined, are actually higher than the positive response for other online video ads. When video ads run before or during online video content, 38.2% of people say they are somewhat effective and 4.7% say they are very effective.

Twitter sharpens data insight with startup buy

Tue, 14 May 2013 | By [Sebastian Joseph](#)

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Twitter has stepped up efforts to provide deeper insight to brands after acquiring data analytics company Lucky Sort.



Twitter's latest acquisition aims to give brands deeper insight into how fans share content.

The acquisition will give the micro-blogging site access to the startup's big data visualisation tool, which allows marketers to identify real-time patterns in streams of data. Twitter is planning to use the service for a series of upcoming text mining and data visualisation projects such as infographics and charts.

It aims to give brands the tools to learn what content people are sharing and how best to place adverts on its site.

No other details of the deal were provided, except that some of Lucky Sort's team will move over to the micro-blogging site's Revenue Engineering Department in San Francisco.

Lucky Sort launched two years ago to make data huge data sets "easier to analyse, summarise and visualise", according to its chief executive Noah Pepper, by building "user-friendly" tools for analysis.

Twitter's advertising business is relatively modest and it is hoped Lucky Sort's services can help create a more effective proposition for advertisers that rivals Google and Facebook.

The fast growing social networking business, which has around 200 million users around the world, has been beefing up its ad tools in recent months. Last month, it revamped its keyword targeting and also purchased big data startup Ubalo.

Separately, Twitter's chief executive Dick Costello has reportedly resigned as director of its UK operations. The move is thought to be related to the dissolution of its TweetDeck business over its failure to submit tax records

Clear Channel partnering with Twitter on new video promotion tool

Twitter is launching a new video content promotion tool called [Twitter Amplify](#), [Business Insider reports](#).

The new product will allow media companies to push small video clips on Twitter — such as sports highlights or breaking news footage — out to followers accompanied by a brief video ad as a pre-roll or post-roll.

San Antonio-based Clear Channel Communications is partnering with Twitter on the new video tool along with other media companies including Bloomberg TV, Discovery, Major League Baseball, Professional Golf Association, Time Inc., Variety and Warner Music Group.

Ford has already been using an early version of the tool in partnership with ESPN's college sports properties on Twitter, with a Ford ad lasting a few seconds running in front of dunk footage from college basketball games.

Twitter Amplify" promises more ad dollars for TV

By [cmarcucci](#) on May, 24 2013 with [Comments 0](#)

•

[While we've reported recently that Twitter was close to reaching partnerships with Viacom and NBC](#) to bring more high-quality video and advertising to the site, hosting TV clips and selling ads alongside them, Twitter rolled out another product (to be used in tandem) 5/23 aimed at amping up TV ads and bringing more revenue to the networks.

Twitter, now powered by its recent acquisition of social media data company Bluefin Labs, unveiled a new capability to let advertisers send follow-up ads on Twitter to people who have just seen their ad on TV. Twitter knows who those people are because they are tweeting about the shows.

Here's how Twitter Amplify works: Twitter will monitor TV broadcasts to see which ads are showing when, and then cross reference that info with the identity of Twitter users Tweeting about shows. The two streams of data together will let Twitter serve ads to people who are tweeting about shows while they are on the air.

Networks will not get a cut of this money, [Twitter executives told WSJ](#), unless they participate with Twitter and the advertiser an overall partnership that includes Twitter Amplify. That partnership also includes what we mentioned above—the networks offer streaming video clips on Twitter (likely also its Vine site) and Twitter sells ads against them. That would let Twitter stream videos on its site and split the resulting ad revenue with the networks. Twitter Amplify brings money to the media partners, who sell pre-roll video advertising before clips of their content, embedded in the Twitter stream. Twitter makes money when these same advertisers pay to “promote” these tweets.

One or more deals could be reached by mid-May, and Twitter may strike deals with other networks, the story said.

“I think what advertisers are looking for is, how do I make my TV buy go farther than it is today, and how do I make my digital buy go farther than it is today?” Adam Bain, Twitter’s president of revenue, told WSJ. “That’s why we are calling it a force multiplier, because it makes both things go farther.”

So far, advertisers are using their digital budgets, not TV budgets, to pay for this kind of advertising. Tim Castree, managing director of MediaVest, worked with Microsoft on an early test of the advertising format: “While the formal distinctions between ‘TV’ and ‘Digital’ budgets are fast eroding for us and our clients, our investments in Twitter tend to be largely incremental to TV. It’s extending the reach and performance of our TV spend by leveraging the social influence of the engaged television viewer.”

Twitter Amplify partners already include A&E, The Audience, Bloomberg TV, Clear Channel, Conde Nast, Discovery, Major League Baseball, National Cinemedia, New York Magazine, PGA Tour, Variety, Time Inc., Vevo, Warner Music, WWE, and Vice. Previous partners include ESPN, Turner Sports, The Weather Channel, BBC America, Fuse and Fox.

[See the WSJ story here](#)

RBR-TVBR observation: A win-win for networks, advertisers and Twitter. It boosts ratings, revenue, branding and awareness. The back-and-forth integration drives interaction and likely online purchases where applicable. Using this type of tracking technology with such a broad set of consumers will also provide a wealth of research and insights—hopefully without raising any privacy concerns.

Twitter Launches Ad That Can Collect Personal Information for Marketers

'Lead Generation Card' Comes Pre-Filled With Email, Name, Twitter Handle

By:

[Michael Learmonth](#)

Published: [May 22, 2013](#)

595 share this page



[Twitter announced](#) a new kind of Tweet today designed to allow marketers to easily collect personal information from Twitter users, if they chose to provide it.

The format, an expanded Tweet called the "Lead Generation Card," includes a button that with one click allows the user to provide their name, email address and Twitter handle to the marketer as a request for a deal, more information or further communication.

- 1 Bryan expands @BaristaBar's Tweet to show a signup opportunity
Bryan's info is already filled in. He only has to click the button to sign up.



- 2 Bryan's info is securely sent to The Barista Bar
He completed the entire signup in his Twitter timeline.
Now he'll receive great coffee deals by email.

The format is designed to help businesses collect leads -- those interested in more information about a product or a service. It's the latest "Twitter Card," an expanded Tweet that contains content far beyond the 140-character limitation of Twitter messages, including images and video.

Any advertiser can use the "Lead Generation Card," but that card can also be turned into a "Promoted Tweet" or an ad in the form of a Tweet. Like all Twitter ads, advertisers pay when there's an action: a re-tweet, favorite, reply or, in this case, a click or conversion.

Until now, marketers wishing to do this would include a link to a landing page, a layer of complexity that turned away prospects. "We are bringing the landing page into the Tweet and it's essentially pre-filled," said Twitter senior director of revenue products Kevin Weil at Luma Partners' Digital Media Summit in New York City.

The first advertisers to give this a try are Priceline, which is offering travel deals and the opportunity to receive email updates, a software company New Relic, and for-profit university Full Sail. A host of business marketers are using the format to allow users to sign up to receive white papers.

Mr. Weil said a number of startups had used the service as a means to recruit beta testers.

Right now the format is only available to Twitter's managed ad clients but will soon be available to small and mid-sized business that use Twitter's self-serve ad platform.

Separate research from Pew shows [Twitter adoption at 16% of US internet users](#), and Pinterest adoption at 15%.

Twitter launches #Music app

By cmarcucci on Apr, 19 2013 with Comments 0

After testing the app with music artists and influencers, Twitter #Music is now available at <https://music.twitter.com> and as a separate app for the iPhone through the App Store.

The service helps Tweeters find music that's popular on Twitter and music based on the bands they follow. It offers a free preview and then links to other music sites for the full listen. The app is centered around four pages or tabs, which users can swipe through to access.

–The Popular page shows new music that's trending across Twitter.

–The Emerging tab shows “hidden talent found in tweets.” While those two parts feed information about what the collective Twitterverse is jamming to, the last two focus on who you follow and your personal music taste, reports ABC News.

–The Suggested tab shows artists you might like based on the artists you follow on the service and who they follow.

–The #NowPlaying tab shows songs friends are listening to or tweeting about. For instance, if a friend tweets that they are listening to a song by Animal Collective, that song will show up on that page.

The iPhone app features pages that have a grid made up of artists and songs. Tap one of those and the song will start playing along with a spinning CD animation in the bottom left corner. Tap on that and you get an enlarged CD — you can drag your finger around the CD to fast forward or rewind within that song, reported ABC News.

And the fact that you don't have to leave the app to listen might be one of the best parts. Twitter has integrated current music services like Rdio,

Spotify and iTunes to allow users to play the songs right through the app or webpage.

“There are times when you need a single-purpose driven knife in the kitchen and there are times when you are out camping and you want a Swiss Army knife. We have different apps for different purposes,” Michael Sippey, Twitter’s VP of product, said earlier this week at the “All Things D: Dive into Mobile” conference when asked about the different apps Twitter has been releasing.

See the ABC News story [here](#).

RBR-TVBR observation: The exploding social media company has the following of younger demos like no other social media site. Now it is capitalizing on that to monetize content for both itself and its music partners like iTunes. Not a bad idea, in that it doesn’t have to worry about streaming licensing fees from the labels—it links to other platforms for that.

Twitter is also close to reaching partnerships with Viacom and NBCU to bring more high-quality video and advertising to the site. The partnerships would let Twitter stream videos on its site and split the resulting ad revenue with the networks.

The Twitter experiment on Madison Avenue just got more serious.

While marketers are dabbling in Twitter's real-time stream of 140-word missives, and some brands have built teams to interact on Twitter in real-time, investment of ad dollars has been relatively small.

Until now. On Monday, Twitter announced that it had completed multi-year deal with Starcom MediaVest Group, a unit of Publicis, the world's third-largest ad holding company, which represents marketers like Procter & Gamble, Walmart and Coca-Cola, worth hundreds of millions of dollars.

While details of the deal, first reported by the Financial Times newspaper, are vague, the implications are clear: it's both a big vote of confidence in Twitter and a sign of how seriously marketers are now taking platform.

Twitter Said to Seek Deals With Viacom, NBC to Feature TV Partnerships Would Let Twitter Stream Videos and Split Ad Revenue With Networks

**Twitter Poaches Exec Who Oversaw Facebook's Omnicom Relationship
Brad Keown Will Be Twitter's New Midwest Sales Director**

"Over the past few years, Twitter has been perceived as being in the 'experimental' budget, but SMG clearly doesn't think Twitter is experimental for them anymore," said Debra Aho Williamson, analyst at eMarketer. "They believe Twitter is a vehicle they need to be a part of on an ongoing basis."

Both Twitter and SMG were vague on how the deal is being structured and valued. Neither would say whether the deal includes guaranteed ad buys on Twitter, or if its just an estimate of the value of deals Twitter might get with SMG clients. SMG parent Publicis' acquisition of Razorfish from Microsoft included \$500 million in guaranteed ad spending, which rankled some Publicis clients which felt forced to buy Microsoft ad products.

SMG did say it's clients will get first dibs on premium Twitter inventory, as well as new ad units still on the drawing board.

SMG CEO Laura Desmond said the agencies' clients would have an advisory role -- much like Facebook's "client council" -- on ad products, as well as preferential pricing and access to desirable inventory. That's not uncommon: the biggest ad spenders typically get the best pricing and perks from media-sellers.

**In addition, and perhaps more importantly, SMG and Twitter will conduct research together on Twitter's impact on consumers and brands, including a "social TV lab" to study the relationship between Twitter and TV.
"What we'll be able to do is get better consumer data, trend info and**

audience segmentation to feed into planning and modeling to make better decisions," Ms. Desmond said.

Twitter bought social TV analytics firm Bluefin Labs in February, and has a data partnership with Nielsen.

Twitter will also survey its users on behalf of SMG with questions that appear in-stream in user feeds (e.g., asking users about their music-listening habits), according to Matt Derella, Twitter's agency relations chief who formerly oversaw Google's relationship with Publicis. And the Twitter ads API will be integrated into SMG's proprietary analytics tool to help optimize buys -- a first for agencies.

Ms. Desmond observed that clients like Samsung, Microsoft, P&G and Mondelez for Oreo have worked closely with Twitter over the past 18 months, and SMG felt confident that a deeper investment was warranted based on the results.

"We think it's [become] a media company that needs to be considered and evaluated strongly," she said.

Twitter's SMG deal is unprecedented for its size. Facebook secured a \$10 million investment from Interpublic Group in 2006 and then later sold its stake for \$133 million last year. That deal had no guarantee of ad spend.

The commitment could put Twitter's revenue on course to reach \$1 billion faster than anticipated. EMarketer's most recent estimates project that Twitter's worldwide revenue will reach \$582.8 million this year and \$950 million in 2014.

Since launching its advertising platform [three years ago](#), Twitter evolved its offerings at a staggering pace. Due to the lack of data it requires users to provide, Twitter may lag behind Facebook in demographic targeting, but has and will continue to use its real-time nature as a key differentiator from competitors in the social media advertising space.

Here's a quick refresher on the targeting options Twitter currently offers for its Promoted Tweets products:

- Demographic: Location (by country, state, or metro area), gender, device/platform
- Search: Allows brands to target users who are actively looking for information about a specific topic, either by using the search bar or by clicking on a hashtag
- Interest: Tweets delivered to users who fit into [350+ interest categories](#) (based on the types of accounts a given user follows) or to users who follow accounts similar to those selected by the marketer (*e.g.*, a brand hoping to reach men interested in fashion could target users who are similar to those following @GQMagazine).

Keep in mind that “similar users” following a given account may not necessarily follow the account themselves, which is important to know in a campaign targeting competitors.

Promoted Tweets using interest targeting are delivered directly into the user's timeline, without them explicitly looking for information about that topic.

Twitter's advertising platform still faces some limitations though – and there are opportunities for growth. For example:

- Location targeting is based on where users spent most of their time in the previous 30 day period, rather than where they are at a given moment. There is no way to isolate attendees in Austin at SXSW from people tweeting about SXSW in Chicago.
- Depending on the nature of the terms, the impression volume for search targeting can be too low to generate scale. Search traffic on Twitter is driven primarily by real-time events. A furniture manufacturer looking to sell more couches by targeting users searching for “couch,” “living room,” and “furniture,” may be disappointed.
- Interest targeting in timelines generates more impressions, but the audience isn't always fully relevant, and isn't necessarily reached at the right moment in time.
- Twitter users often talk about a given subject without searching for tweets about that topic.
- Twitter users may talk about a lot of topics without necessarily following accounts related to those topics.

Looking at the updates that Twitter has made over the past year and thinking about some of the features advertisers are clamoring for, here are some guesses about where Twitter may head next:

- Targeting based on the text of users' tweets. Imagine an electronics manufacturer being able to reach a user who says they're on their way to buy a new TV, even if they aren't following any electronics brands or searching for information about the best TVs on Twitter.

- Real-time GPS and/or IP address targeting. This would resolve the problem of not being able to target users who are traveling away from their hometown. Some consumers would perceive this as being too “Big Brother”, but many already willingly provide Twitter with location data, so it shouldn’t cause too much of a stir. In addition, if they expanded geo-targeting to include ZIP code data, rather than just metropolitan areas, restaurants and retailers could target users in their neighborhood, without wasting money on people on the other side of town.
- Deeper interest targeting and conquering options. Twitter’s list of interest categories is a good start, but they don’t go deep enough for every advertiser’s needs. For example, advertisers don’t currently have a good way to target fans of a specific NFL team. While a brand could use account targeting and include @49ers, Twitter acknowledges that the proportion of users you reach who are actually following the accounts you target may be as low as 5%. There isn’t a lot of clarity on exactly how this algorithm works, so providing additional information on who is being reached with this targeting approach would be a step in the right direction.
- Day-part targeting. Short of manually pausing and restarting their campaigns every day, a coffee brand currently doesn’t have the ability to promote their products to people only in the morning.

With the paid social landscape changing all the time, the only constant is that marketers need to stay on their toes and take advantage of new offerings as they’re released. A successful campaign strategy in April may be obsolete by June. This is a challenge, but it’s an exciting time to be in the industry, and I’m looking forward to see what the future holds.

• **Pew Study: Blacks Over-Index On Twitter; Whites On Pinterest**

- **26% of Black Internet Users Surveyed Use Twitter, Compared to 14% of White Users**

• By:

• [Cotton Delo](#)

• Published: [February 14, 2013](#)

- Consumers have an ever-expanding set of choices for social-networking, and Twitter, Instagram and Pinterest are finding a niche among different demographic subsets, according to new research from the [Pew Research Center's Internet & American Life Project](#).

•

- The study, an expansion of a similar study on Twitter in 2010, queried 1,802 people on their cell phones and land lines over the course of a month late last year.
- Here are seven takeaways.

- **Black users over-index on Twitter.**
Twenty-six percent of black internet users surveyed said they used Twitter, compared to 14% of white users and 19% of Hispanics. (In 2010, [Pew reported that 13% of black internet users](#), 5% of white users and 18% of Hispanics were using on Twitter.)
 - **Blacks and Latinos also over-index on Instagram.**
Twenty-three and 18% of black and Latino internet users respectively use Instagram, compared to 11% of whites.
 - **Pinterest is the whitest social platform.**
Eighteen percent of white internet users are on Pinterest, compared to 8% of blacks and 10% of Hispanics.
 - **Twitter is most popular among urban-dwellers.**
Twenty percent of people living in urban areas use Twitter, compared to 14% in the suburbs and 12% in rural areas.
 - **Pinterest is more popular among better-off people.**
Twenty-three percent of people with household income between \$50,000 and \$74,999 use Pinterest, as well as 18% of people who make more than that. Just 10% of people who make under \$30,000 use it.
 - **Instagram has become much more popular than Tumblr.**
Tumblr has been around since 2007, but just 6% of people surveyed use it. Thirteen percent use Instagram.
 - **Facebook is used by everyone everywhere -- even senior citizens.**
Thirty-five percent of people 65 and older use Facebook.
-

Twitter's deeply integrated mobile ads increasingly attractive to marketers: report

By [Chantal Tode](#)

March 29, 2013



Twitter is expected to generate more advertising revenue next year than previously forecasted based in part on how quickly marketers are embracing mobile advertising on the social network, according to eMarketer.

In September, eMarketer forecast that Twitter would earn just more than \$800 million next year from mobile advertising in 2014. However, with advertisers showing more interest in spending money on mobile advertisements on Twitter, eMarketer has revised to estimate upwards to \$950 million.

“Marketers are spending more on mobile advertising on Twitter and the simple reason is that Twitter’s user base is shifting very quickly from desktop to mobile,” said Clark Fredricksen, vice president of communications at [eMarketer](#), New York .



“Twitter has been very smart in creating ad experiences that would work well across any device,” he said. “The reason is because the ads are integrated into the core user experience of the timeline.

“Now as advertisers start to spend more on mobile as Twitter’s user base becomes increasingly mobile, we are starting to see that early move come to fruition.”

Deep integration

Also driving Twitter’s expected growth in advertising revenue over the next couple of years are recent audience figures analyzed by eMarketer that suggest Twitter's reach is improving.

There are several other factors driving Twitter’s growing success in mobile advertising.

First, marketers are increasingly aware of the potential of mobile advertising thanks to the strong focus from companies such as Google and Facebook on the opportunities in mobile, with Twitter benefitting as a result.



Twitter has also launched an Ads API, which will contribute to incremental growth this year.

The social media company is also benefitting from the fact that its ad products are more deeply integrated into the core user experience, allowing companies to deliver similar ads across multiple devices at high volume. Twitter has been able to quickly build its mobile ad business as a result of this deep integration.

Incremental growth

EMarketer estimates that Twitter will earn \$582.8 million in global ad revenue in 2013, with 53 percent of ad revenue coming from mobile advertising, up from virtually no ad revenue from mobile in 2011.

Twitter's mobile Internet ad revenues worldwide are forecasted to reach \$308.9 million this year, up 123 percent. In 2014, mobile ad revenues are expected to grow by a slightly more moderate 78.4 percent for a total of \$551 million and by 2015, mobile ad revenues will reach \$811.3 million, up 47 percent.



Growth will slow somewhat over the next couple of years, with Twitter ad revenues expected to reach \$950 million in 2014, up 63 percent, and \$1.3 billion in 2015, hiked 40 percent.

Other key findings are that while the bulk of Twitter's ad revenue is expected to continue to come from the United States – about 83 percent this year, down from 90 percent in 2012 – continued expansion of foreign sales operations is expected to help non-U.S. ad revenue reach \$319 million by 2015, up from just under \$100 million this year.

One of the challenges that Twitter faces as it looks to derive revenue from mobile is that its user base is still relatively small.

“Twitter has highly engaged active users but both Google and Facebook have over 1 billion people using their platforms and Twitter is much smaller than that,” Mr. Fredrickson said.

This Is Twitter's Plan To Get A Piece Of The \$70 Billion Spent On TV Advertising

[Nicholas Carlson](#) | Mar. 25, 2013, 4:38 PM | 2,768 | 1

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I didn't plan on watching the Oscars. Then people started tweeting about Anne Hathaway and I had to get in on the conversation.

This year, I didn't plan on watching the Oscars.

But then I opened up [Twitter](#) on a Sunday night and saw people tweeting about the red carpet.

I changed the channel to get in on the fun.

Twitter, the company, believes that lots of consumers behave the same way that I did that night – and that this behavior will allow Twitter to get in on the \$70+ billion that Nielsen [says is spent on TV advertising in the US every year](#).

After speaking with two sources familiar with Twitter's TV advertising ambitions, here's what else I can tell you Twitter believes...

- That more and more, people don't watch TV without looking at a tablet or a phone at the same time.
- That those people will tune in on their big screen to keep up with the conversation on their small screen.
- That it can sell ads that will "amplify" these conversations – and get people to tune into specific TV shows.

- That a brand like Coca-Cola will buy Twitter ads to get people to tune into TV shows that are sponsored by Coca-Cola.
- That brands will prefer to spend their digital advertising budgets driving consumers to TV, where they'll see commercials, which tell good "brand stories," rather than on banner ads.
- That TV networks will help Twitter sell Twitter ads to brands as part of a larger package.

[So, now you know why Twitter bought Blue Fin Labs.](#) Think the plan will work?

The Twitter's Ads API is a game changer for brands

by [Mike Lazerow](#), posted on 8 March, 2013 at 9:00 am, filed under [Uncategorized](#) and tagged [Twitter](#), [Twitter advertising](#), [Twitter API](#). Bookmark the [permalink](#). Follow any comments here with the [RSS feed for this post](#).
[Share](#)

The fast-paced nature of the social media industry means every year or so we are presented with the latest 'enormous step forward' for our craft. It can be easy to miss the genuine landmarks if we don't take a step back, analyze and consider how we can take advantage of these announcements. The [Twitter Advertising API launch](#) is a prime example of that.

Social made simple

Twitter announced it is opening its ads API, enabling select partners to build tools for creating and managing ad campaigns on the platform. Prior to this, all ads were managed manually on Twitter, which was no easy task for marketers looking to manage a global web of engagement at the same time. Yes, changes were relatively easy to make, but making them in a timely manner across all your campaigns was a labour-intensive task for even the most sophisticated of social teams.

With this announcement, Twitter joins Facebook and LinkedIn as the only other global social network with advertising APIs that allow marketers to create, manage and optimise ads. **It's an important step in helping marketers to advertise at scale, and I think we can expect others like Google+ and Pinterest to release equally as robust offerings soon.**

So what's in it for me?

For the first time, marketers can now manage Twitter ads from the same systems they use to manage social listening, social content and social ads for other networks. In the same way that marketers can take an engaging Facebook post and turn it into a Sponsored Story on Facebook, they can now monitor engaging tweets and turn them into Promoted Tweets, further shattering the silos between the coveted trio of paid, owned and earned media.

The initial launch is specifically for Twitter's Promoted Products offerings, including Promoted Accounts and Promoted Tweets. Twitter will continue to exclusively sell and manage its Promoted Trend offering. Nonetheless, this is a game changer for brands who need the power to pull off real-time engagement that turns tweets and posts into memorable content.

It's great that Oreo pulled off the "dunk in the dark" post during the Super Bowl, and was acknowledged as a strong example of this type of marketing around the globe. But doing this sort of activity year-round just isn't possible without easy access to actionable data and always-on optimisation. This is why Twitter's launch is so exciting.

The powerful APIs create "win-win" situations for everyone. For example, Facebook and Twitter benefit by outsourcing much of their product development in this area to experts focused exclusively on building these products. **Marketers benefit by using the technology to be more efficient and drive further ROI.** Most importantly, by promoting content on Twitter and Facebook that your users are actually engaging with the most, **the users of these important platforms get better-quality ads than pretty much every other major web destination.**

Don't just stand there

Marketers who are leading in cross-platform marketing will dive right in, because they understand Twitter is becoming an increasingly important platform for brands. Social media usage is at an all-time high and like Facebook, Twitter is our window to a world of our friends' colourful commentaries.

Twitter recently [released a study on its mobile users in the UK](#), which revealed one in three mobile users go on Twitter while in social

situations – it's weaving its way into every aspect of our day-to-day lives, whether we're watching television (32% of us tweet while doing so), with friends, or commuting.

The best way for brands to be a part of that action is not to try to replace those friends, or the banter between them. It's to create the content that is shared, which is the glue that binds friendships together.

Twitter's announcement has allowed marketers to reach a point in social media competency where they no longer need to throw advertisements against the wall to see what sticks. The tools and tracking capabilities exist to help brands create comprehensive campaigns that can be quickly and easily adjusted to make the most of advertising budgets.

Yes, you still need the agile talent to create content. But Twitter has now increased the stakes and made it easier for you to play your winning hand.

Mike Lazerow is CMO Salesforce.com Marketing Cloud



Interesting Twitter Statistics

by technology in Business

- » On a busy day: Twitter sees about 175 million tweets
- » Twitter gets about 300,000 new visitors daily
- » 62% of twitter users are in age group 18-34
- » Every second 750 tweets are being shared on Twitter
- » Twitter has 140 million active users and sees 340 million tweets per day
- » About half of the worlds Twitter users are from the USA
- » 55% of Twitter users are females
- » The average Twitter user has 27 followers



Figures

55%
of all users on
Twitter
are Female



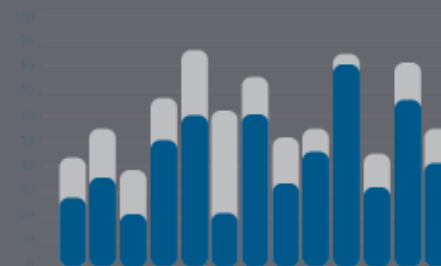
45%

55%



1

27



FACTS ▶

55%

Of Twitter Users
are
Female

175

On a busy day: Twitter
sees about 175 million
tweets

750

Every second 750 tweets
are being shared on
Twitter

62%

62% of twitter users are
in age group 18-34

1

1 million new users join
Twitter every day

Twitter Reaches 200 Million Active Users Per Month

By [Kit Eaton](#)

|

December 18, 2012

Twitter's 200 million active users is a number worth celebrating after some serious growth throughout this year.

FAST FEED

Welcome to Fast Feed, the Fast Company reader's essential source for breaking news and innovation from around the web--bite-sized and updated all day. [Read More](#)

Just after its recent [2012 retrospective](#) PR push, [Twitter](#) earned a little seasonal gift--reaching the milestone of 200 million active monthly users. Fittingly [framed as a tweet](#), Twitter thanked its users and noted "you are the pulse of the planet. We're grateful for your ongoing support!"

Twitter's been quietly growing its user base. In July 2012 the site had some 170 million users among its 500 million registered accounts. The [active user tally](#) is, of course, a far more important measure of how well a site like Twitter's doing (and it's one that will play into advertiser's minds) because it weeds out people who are not actively engaging in the site's social network. **This figure means Twitter's managed some 17% growth in the half year until today.**

Facebook reached a milestone of a billion monthly users in September 2012, but the way it accounts for its active users remains [somewhat controversial](#), as the figure may be overly inflated by web apps that link to Facebook.

When it comes to measurable digital marketing,
nothing beats email.

For every post that goes to Twitter, Facebook, and Google+, a single email newsletter is more “valuable,” because it’s more trackable. For all of the engagement opportunity that social sites present, they are all notoriously difficult to measure outside of network growth.

By contrast, email marketing lets us see when an a message has been:

- received
- bounced
- opened
- clicked (+ **what** was clicked)
- unsubscribed
- socially shared
- and forwarded

This is why you hear the expression “build your list.” In short, it’s extremely trackable. As an email list grows, marketers can begin inserting ads, for additional revenue. Based upon what people click, a marketer can segment its audience. Most social sites can’t compete with that...

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Here’s how Twitter will learn to compete head on with email marketing.

Changes in incoming messages: The Follow -vs- The List

Twitter has essentially two forms of messages: public and private. It’s one of the things that makes the network so appealing to so many: simplicity.

Direct Messages (Private messages) can only be initiated from the followed, to the follower. Said differently, you can only send private messages to people that are following you. To a certain extent this equates to an email opt-in, or at least that’s how it could be...

At one point in time, the “follow” made sense. That time was years ago, and well before following more than 100 people. Since then, the follow has lost some of its luster and the Home Feed quickly became a noisy playground of randomness. The only way to clearly follow multiple topics or interests is to create lists. With the advent of lists, the “follow” has become less about who’s content you want to receive, so much as it is opening up the opportunity to receive direct messages from the entity you follow.

Lists are currently capped at 20. But Twitter is smart, and following in the footsteps of Google+ circles, will remove the limit to the number of lists you can have.

Twitter will begin treating the follow as an opt-in and will begin marketing it as such, while simultaneously encouraging the creation of lists to curate content.

How Twitter takes on Email Marketing

To take on email marketing Twitter needs to be able to offer targeted, trackable messaging at scale. This means that it’s not enough to make it trackable, it has to be easy and scalable. That means sending to multiple people simultaneously. Can you imagine if email marketing made you send newsletters one-by-one? The way Twitter will take on email is to enable mass direct messaging with tracking. Remember, the follow is now treated as an opt-in.

To illustrate how it works, I'll use an example.

I'm a Knicks fan, so I choose to follow the Knicks on Twitter.

The Knicks decide to put me on one of their lists called "Out of Town Fans." One weekend the Knicks are set to play a home game at Madison Square Garden, and notice that ticket sales have slumped a little. They decide to offer a weekend getaway package in conjunction with the Holiday Inn. They populate a direct message and send it out to the list called "Out of Town Fans." Only the people on the list that are **following** the Knicks will receive the message.

I wake up, look at my direct messages and since I follow the Knicks, I notice the message. I open it up, click the link, hit the landing page and decide to take advantage of it.

On the backend, the Knicks drop into a Twitter dashboard, which they pay a yearly fee to access (#revenue). In that dashboard, they are able to see the results of that particular tweet campaign. They can see clickthrough rates, who unfollowed (unsubscribed) and if someone deleted it. Much like an email marketing campaign, these individuals would all be tracked. The Knicks would know exactly who opened, clicked, unsubscribed, etc. Twitter will also build this dashboard to easily integrate or export to various CRM systems. Smart, eh?

Furthermore, the dashboard lets the Knicks see through a Twitter search, if anyone reshared it publicly. They can combine all of this data with their website analytics data and get a pretty clear picture of how things are working using Twitter.

Oh, the Spam

So maybe you are wondering, what about all those spammers? Well, simple enough...unfollow. It's just like an unsubscribe.

If you really want to see what Nicki Minaj has to say but are sick of getting her ridiculous Direct Messages trying to sell you pink wigs, glitter and fake butts, just unfollow. You can still follow her public insanity by putting her in a list

Similar to television advertising, the most effective lengths for in-stream online video ads are 15 and 30-second spots. However, the advantage online video advertising has over TV is that it can be delivered in the form of a pre-roll video ad targeted and personally relevant to a consumer based on his individual shopping behavior.

The marriage of retargeting and video advertising is a match made in marketing heaven. With the help of pre-roll video ads, brands are able to interact with and convert consumers on a deeper, more intimate level, as the ad content is tailored to the viewer based on previous website actions. These engaging video ad experiences also increase site traffic and foster brand loyalty as shoppers visit the site more frequently. Now that you understand why targeted pre-roll video ads are beneficial to online brands, let's explore when to use a 15-second versus 30-second video ad to acquire customers.

15-Second Video Ads for Repeat Customers

How to Use 15 Second vs. 30 Second Pre Roll Video Ads for Ecommerce

Retargeting "Shop-a-lot" customers have a high impression value because they visit your site and purchase more frequently than any other segment of customer, such as first-time buyers or non-customers. Therefore, a 15-second ad is enough to re-engage the repeat customer, either by showcasing the last product viewed or a related item of a recent purchase.

Let's use Mrs. Baker as an example. Mrs. Baker spends a good portion of her day in the kitchen, and therefore, spends another large portion of her time on the hunt for new supplies and cooking devices. Having visited your site more than once, Mrs. Baker knows her way around your product pages and already has an idea of what she is looking for before even typing in the URL. She doesn't require a song and dance to make a purchase; she might need 15-seconds or so to be attracted to a new product or a familiar item. These high-value shoppers are also more inclined to subscribe to a one-click checkout option.

Since a shop-a-lot customer is familiar with your brand, you can save those extra 15-seconds for a prospect that is not.

Use 30-Second Video Ads for Visitors and First-Time Buyers

30 Second Video Ads resized 600 200x187 How to Use 15 Second vs. 30 Second Pre Roll Video Ads for Ecommerce Retargeting These customers have a lower impression value because they are less familiar with your brand and thus, less likely to convert. On the contrary; first-time buyers are more likely to abandon ship, or shopping cart, than

they are to become loyal customers. Whether it is a prospect browsing your site, or a non-committal shopper abandoning his cart, target them with a 30-second ad to deliver your brand message, the last product viewed and perhaps a promo code, to drive them back to your site and make that purchase.

Remember Mrs. Baker from earlier? Well, this time, she is on the hunt for office supplies, something she doesn't browse for as frequently. So she bounces around from site to site, comparing prices and spending more time reading product descriptions. Since she does not visit the office supply site as frequently as a high-value shopper, such as an office manager, she takes more time to browse the goods in order to become more familiar with the catalog. Enter a longer, more engaging and impactful, 30-second video ad to engage Mrs. Baker and encourage her to make a more well-informed purchase.

It's simple, really. Today online shoppers have a stronger hand in the marketing thumb war between brand and consumer. Whether it is a frequent shopper or a first-time visitor, every shopper will approach an online site with a selective hand. Retargeted pre-roll ads present each individual consumer with what they want, when they want it, and use the video length best suited for each targeted shopper.

Author: Kelly Ford

Guess What Percent Of Black Friday Online Sales Came From Twitter Referrals? 0

[Henry Blodget](#) Nov. 25, 2012, 9:11 PM | 8,561 | [12](#)

Pandora, Twitter the Two Most Mobile-Centric Media Properties

Microsoft, Viacom and Disney Lag in Attracting Mobile Audience

By: [John McDermott](#) Published: [November 29, 2012](#)

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Victor J. Blue/Bloomberg

As the media industry continues to adapt to an increasingly mobile audience, it's evident that Pandora and Twitter are ahead of the curve.

A new report released by digital research firm ComScore tracked unique viewers across all devices (laptops, PCs, smartphones and tablets) for the 30 most heavily trafficked digital media properties in the U.S., and found that Pandora and Twitter were the most well-indexed on mobile. Older, more well-established media properties like Viacom and Disney lagged behind their competitors in terms of having a significant portion of their audience come from mobile.

The Media Metrix Multi-Platform -- which is still in beta -- found that a whopping 81.2% of Pandora's users access the music-streaming service from mobile devices. For comparison, the study found that 54% of all the 243 million unique viewers in the study accessed properties via mobile.

September 2012
Total U.S. Age 18+ on iOS, Android and HTML5 platforms for Mobile
Source: Media Metrix Multi-Platform and Media Metrix

Media Metrix Multi-Platform Rank	Media Metrix Rank		Unique Viewers/Viewers, 200%		
			Total Digital Population	Desktop	Mobile
		Total Internet / Total Audience	238,903	216,676	126,298
1	1	Google Sites	214,808	109,580	105,228
2	2	Yahoo! Sites	169,272	164,484	84,304
3	8	Facebook.com	178,411	151,122	81,502
4	2	Microsoft Sites	178,565	168,032	47,527
5	5	ABC, Inc.	115,958	120,696	52,490
6	6	Amazon Sites	134,522	111,170	61,844
7	7	Intelligence Foundation Sites	103,724	88,441	39,444
8	9	Open Media	102,308	88,884	39,740
9	10	Apple Inc.	102,305	78,899	47,967
10	9	CBS Interactive	108,908	88,990	35,962
11	11	Turner Digital	90,111	84,649	38,906
12	12	Ask Network	81,011	78,323	31,818
13	14	aditya	80,269	73,905	37,537
14	13	Comcast Media	89,064	78,214	38,902
15	15	New York Times Digital	80,264	71,871	36,401
16	16	Comcast NBCUniversal	83,165	78,331	31,135
17	17	Federated Media Publishing	81,923	68,846	30,071
18	16	Viacom Digital	79,418	71,610	28,212
19	23	ESPN	65,486	47,345	21,816
20	24	Mediaset Channel, Thor	63,268	48,830	28,976
21	20	Universal Sites	81,514	48,499	24,140
22	22	News.com Sites	60,228	48,476	22,740
23	31	Facebook.com	99,037	32,957	48,641
24	19	VEVO	51,718	55,933	4,966
25	20	Intelligent, Inc.	51,442	49,801	18,697
26	21	Twitter.com	56,738	38,840	35,848
27	24	Disney Online	51,038	44,900	14,470
28	25	Walmart	51,488	41,515	18,643
29	30	Vlog.com	47,928	33,395	23,821
30	30	LinkedIn	47,064	38,830	13,529

Note: Desktop includes audience reached via video and will therefore differ from standard Media Metrix rankings, which includes smartphones and tablet platforms.

View the Media Metrix Multi-Platform in full

Based on solely PC viewer data, Pandora is the 61st-ranked media property on ComScore's Media Metrix index. Using the multi-platform ranking, however, Pandora is No. 23, the largest jump in the study.

More than half (53.6%) of Twitter's unique viewers use mobile. Google, meanwhile, receives 51.6% of its uniques from mobile and was the only property to have more than 100 million uniques on both PC and mobile.

Not far behind was Facebook, the social network that's repeatedly said it wants to be a mobile company, with 51.2% of its unique viewer audience using the network from mobile.

The New York Times was the only newspaper to rank in the multi-platform top 30, coming in at 15 with mobile accounting for 40.9% of its unique viewers.

On the opposite end of the spectrum were Disney Online (27.7% of unique from mobile), Viacom (25.4%) and [Microsoft](#) (24.4%), who is the midst of a billion-dollar marketing push for its Windows 8 operating system and accompanying tablet, the Surface

This Is How Much Time You Spend on Facebook, Twitter, Tumblr

November 28, 2012 by [Zoe Fox](#) 9

[Social media](#) now accounts for 18% of time spent online, according to a new infographic.

Since 2006, the amount of time that the average person spent on social-networking sites has more than doubled, from 2.7 hours to 6.9 hours per month (14 MINUTES/DAY). More people are using social media, as well. While only 24% of Americans had a single social-media profile in 2008, 56% of Americans do now.

Between the different social media sites, [Facebook](#) is, unsurprisingly, king. The average Facebook user spends almost seven hours each month on the site — that's well ahead of [Tumblr](#) and [Pinterest](#), which tie for second place for most time spent. The average visitor to Twitter, LinkedIn and Google+ spends less than half an hour on the site per month (LESS THAN 1 MINUTE/DAY).

Do consumers really want to have ongoing conversations with brands, and does posting a comment on Facebook or receiving a promo code on Twitter constitute a conversation anyway?

And finally a 2011 Exact Target study that analyzed Twitter usage concluded that nearly half (47%) of all consumers who created a Twitter account no longer use Twitter.

The top three reasons cited for leaving Twitter according to the study:

- 52% say they left because it is pointless.

- 38% said it got boring

- 23% said it got too chaotic (more than one answer permitted).

The bottom line is that Twitter is getting press, but not as much use.

“Google is far better for advertisers because people use Google to search for products. Facebook, on the other hand, is like a park. People go there to socialize, not to buy cars, or anything else.”

Over 60 percent of people who sign up to use the popular (and tremendously discussed) micro-blogging platform do not return to using it the following month, according to new data released by Nielsen Online

Twitter Users Say Only 36% of Tweets Worth Reading according to research released in January 2012 by Carnegie Mellon University (CMU), which looked at data gleaned from December 2010 to January 2011

Fact: 2.4% of population uses twitter every day.....per Arbitron/Edison 2011. Confirmed by April 2012 comScore. 6 million people use twitter per day versus about 225 million who use radio each day

Social networking

- **Social media apps represents 11.1 percent of all smartphone usage;**

- Facebook is the top smartphone app with a monthly reach 65.0 percent, accounting for 210 minutes (3 ½ hrs/month) of the average users time in the month (**7 minutes/day**); and
- Twitter is the #8 smartphone app with a monthly reach of 13.2 percent, accounting for 107 (less than 2 hrs) minutes of the average users time in a month (**3.5 minutes/day**).

Advertisers can now use Twitter to target their promotions based on users' gender,

Actually, Smallwood cited research from Nielsen in his talk that showed a **0.07% correlation between high click through rates and sales**. He also cited data from Datalogix that **99% of sales generated from online branding ad campaigns came from people who saw ads, but did not click on them**.

Facebook and Twitter both have introduced enhanced and evolved behavioral capabilities to their ad products, enabling advertisers, marketers and brand folks to better target the social sites' users.

- Twitter is looking to harvest the content of tweets by giving advertisers the capability to target to people based on what they're saying and whom they follow.
- Its new product, which was beta-tested by brands including Walgreens but launches today, consists of about 350 specific interests in 25 broad categories. Those categories are populated with users based on the content of their tweets, whom they follow, tweets they reply to or retweet, and Twitter's own black-box algorithms that can make educated guesses about user interests, according to head of product marketing Guy Yalif.

Uh-Oh--Survey Says Most People Find Facebook And Twitter Ads Misleading

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Twitter CEO says tweet archiving to come end of this year – hopefully



November 26, 2012 By [Francis Bea](#)

Dick Costolo, Twitter CEO, has once again promised a feature to archive tweets and has set an expectation for the feature to arrive by the end of this year.

Dick Costolo, CEO of Twitter, has once more said Twitter will make good on its promise to users that we will someday soon be able to download our entire archive of tweets – possibly before the end of the year.

This morning at the University of Michigan's Ford School of Public Policy, Costolo [spoke about Twitter's role in communications](#) and mentioned for the third time (the first mention taking place at the [New York Times in July](#) and the second at the Online News Association Conference in September) that the downloading feature was coming, by the end of this year – although Twitter engineers may not be quite as confident. "Now, again, once again, I caveat this with the engineers who are actually doing the work don't necessarily agree that they'll be done by the end of the year, but we'll just keep having that argument and we'll see where we end up year end," Costolo said.

For those of you that are anxious to get your tweets offline and into a hard copy, there are a few alternatives out on the market. For one you can turn to a site like [TweetDownload.net](#), where all of your tweets are downloadable. But it's only feasible for up to 3,200 tweets. Right now, per [Twitter's API guidelines](#) for user timelines, the social network has restricted access to the number of tweets that you crawl to just 3,200 tweets. The more prolific tweeters will be forced to wait until Twitter's engineering team pulls through with Costolo's promise. Users could however get creative and use apps like [Twinbox](#), [BackupMyTweets](#), [TweetBackup](#), or even Evernote to archive your content as you're tweeting instead of doing so after the fact.

One organization that's taking archiving tweets into its own hands is the [Library of Congress](#), which has been working since 2010 on conserving every single public tweet that's existed. It hopes to archive even tweets dating back to 2006, when Twitter was founded. But the task is no small order, and would require a team of engineers even more skilled than Twitter's own to keep up with the pace of tweets that are being published daily. Just last month, Costolo divulged at the Internet Advertising Bureau's Engage conference in the U.K. that Twitter users were collectively publishing 500 million tweets per day. It's 100 million more tweets than what users were publishing back in June of this year.

With this in mind, it's a tremendous undertaking for the Twitter engineers to create a framework that supports archiving for its 500 million users when in fact Twitter's architecture is suited to real-time search and real-time distribution, Costolo explained. "It's really horribly suited to archive search and archive distribution. So if you wanted to do a search against our user database, our user database for that entire history, it would be so slow that it would slow down the rest of the real-time distribution of things." During the election alone Twitter was serving 15,000 tweets per second.

But a promise is a promise. Whether a feature for archiving tweets arrives by the year's end is up for debate, but at the least it's a feature that Twitter is determined to introduce

Guess What Percent Of Black Friday Online Sales Came From Twitter Referrals?

[Henry Blodget](#) Nov. 25, 2012, 9:11 PM | 8,561 | [12](#)

What percent of online sales on Black Friday do you think came from Twitter referrals?

How about [Facebook](#)?

While you're pondering those questions, here are some other factoids from [a report on Black Friday online sales by IBM](#):

- **The average Black Friday online shopper bought 5.6 items per order.** That's down 13% from last year. It's also down 40% from Friday, November 16th, a week earlier. Hard to know what to make of that.
- **The average shopping "session" length was 6 minutes and 39 seconds.** That's down about 10% from last year. Compare that to the average hellish shopping session in a physical store, and you'll see why ecommerce is continuing to grow as a percent over overall retail sales.
- **The "conversion rate" of online shoppers--the percentage of those who visited the site who actually bought something--was 4.58%.** That's up 9% from last year.
- **Mobile devices (smartphones and tablets) accounted for 16% of sales.** That's up from 10% last year.
- **Mobile devices accounted for 24% of site traffic.** That's up from 14% last year.
- **iPads accounted for 10% of site traffic,** up from 5% last year.
- **iPhones accounted for 9% of site traffic,** up from 5% last year.
- **[Android](#) phones and tablets accounted for 5.5% of site traffic,** up from 4% last year.

The key observations here would seem to be:

- **Mobile is continuing to grow rapidly as a percentage of traffic and sales, but it's not taking over by any means.** 6 years into the smartphone era, with smartphones now accounting for more than 55% of U.S. handsets, traffic to mobile sites (including traffic from tablets) is still less than 25% of overall traffic.
- **[Apple](#) devices continue to crush [Android](#) devices in terms of commerce engagement.** Android users just don't seem to do all that much with their gadgets.

And now to social referrals...

It wasn't long ago that many people were arguing that Facebook was eventually going to be bigger than [Google](#). Word of mouth, after all, is the most powerful form of marketing known to man. And people lived on Facebook, so they would soon be shopping on Facebook. And so forth.

Well, so far, anyway, that ain't happening.

- **Only 0.68% of Black Friday online sales came from Facebook referrals--two-thirds of one percent.** That was a decline of 1% from last year.

And how about Twitter?

A couple of years ago, people were excited about Twitter's potential as a commerce platform, too.

But Twitter's impact on ecommerce, it seems, is zero.

Not "basically zero."

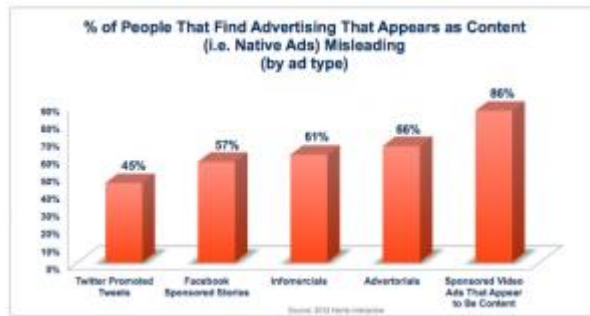
Zero.

- **Commerce site traffic from Twitter accounted for exactly 0.00% of Black Friday traffic.** That was down from 0.02% last year.

So much for the idea that Twitter or Facebook's business models are going to have much to do with commerce.

Read more: <http://www.businessinsider.com/black-friday-online-sales-from-twitter-referrals-2012-11#ixzz2DKcQZkTo>

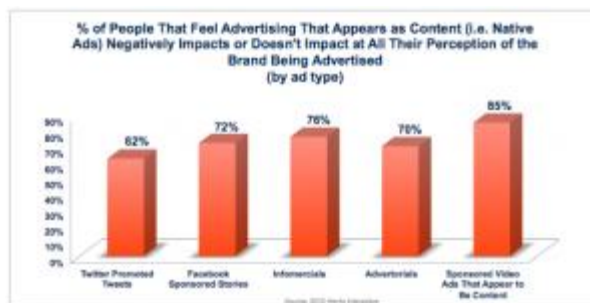
Uh-Oh--Survey Says Most People Find Facebook And Twitter Ads Misleading



To hear Silicon Valley and nouveau ad-tech types [tell it](#), traditional advertising sucks. The best way to attract people's attention and engage them more fully is to create ad formats that [more closely resemble](#) the activities people are already doing on a site—in other words, to make ads look less like ads.

That's the idea behind so-called “native” ads such as [Facebook's](#) Sponsored Stories and Twitter's Promoted Tweets. [Although various studies seem to indicate these ads are indeed more effective than standard banner ads—a low bar, it must be said—a new survey released today indicates that a lot of consumers don't trust native ads. According to the survey by app advertising firm MediaBrix and Harris Interactive:](#)

- * 45% found Twitter promoted tweets misleading.
- * 57% found Facebook sponsored stories misleading.
- * 86% found sponsored video ads that appear to be content misleading.



The survey also found that a large majority of people who have seen Twitter Promoted Tweets in the past 12 months said they hurt or had no impact on their perception of the brand advertised. Some 72% said the same thing about Facebook's Sponsored Stories. And 85% found sponsored video ads didn't leave them with warm feelings. “While anyone pushing the native ad agenda or

otherwise would agree that we need to provide user experiences that are not jarring or disruptive, we also need to ensure that we are direct and honest with our consumers about when they are being marketed to,” MediaBrix CEO Ari Brandt said. “Some formats achieve this better than others.”

Mind some caveats about this research. For one, it doesn’t compare native ads to banner ads, so there’s no telling whether trust in banner ads is any better than these native ads. Also, what people say they feel about ads and brands may have little to do with the ads’ effectiveness. And MediaBrix has a dog in this hunt, since it offers its own kinds of [ad formats for social and mobile apps](#).

Still, it’s a splash of cold water on a trend that some very high-profile companies are counting on to become the next [Google](#). And it’s a lesson that marketers apparently constantly need to be reminded about: Don’t try to fool your customers, because it can destroy trust in your brand

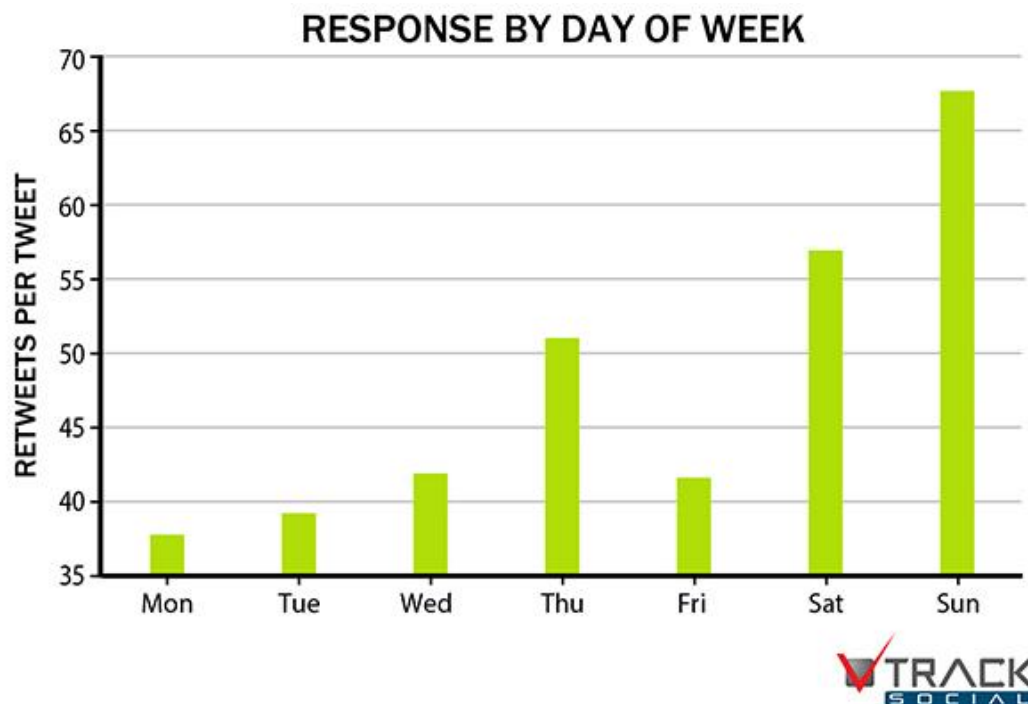
The Timing of Tweets

10401411

What is the best time for a company to Tweet?

Catching the attention of individuals on Twitter is challenging at the best of times, however could it be that some times are better than others?

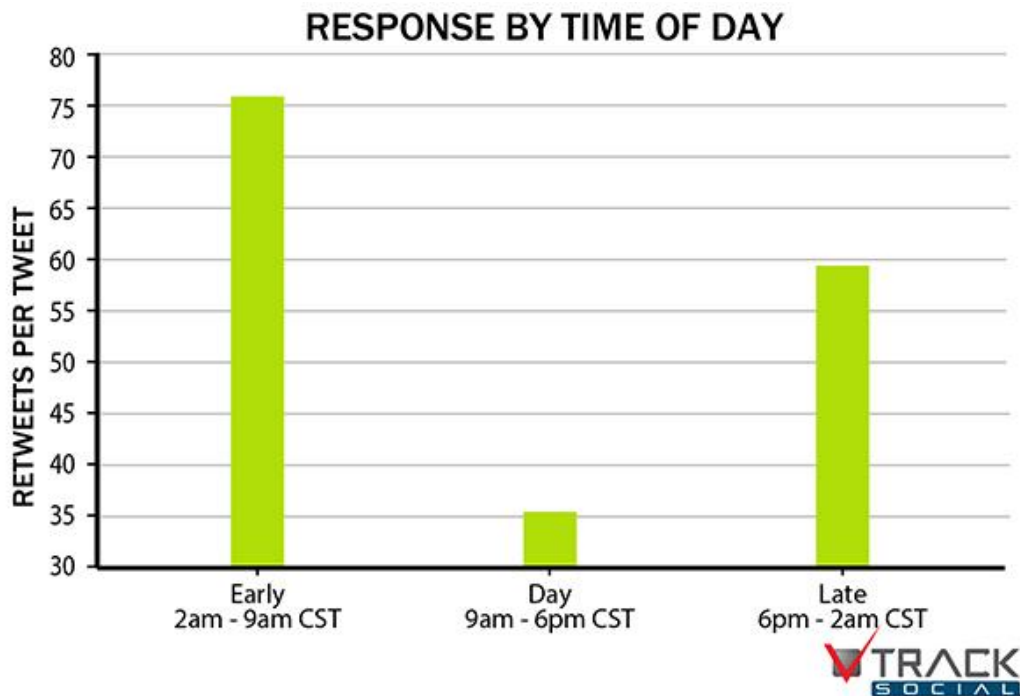
First we look at activity by day of week:



Tweets on the weekend perform about 50% better on average.

In particular we observe an increase in the number of comments received when a post is made on the weekend, presumably because people have more time.

Next we look at the response by time of day. Note that while the majority of posting activity in this study was targeted at US based audiences, there is still a challenge in interpreting the data due to time zone differences. Hence we have split the day into 3 broad sections, specified in Central Standard Time.

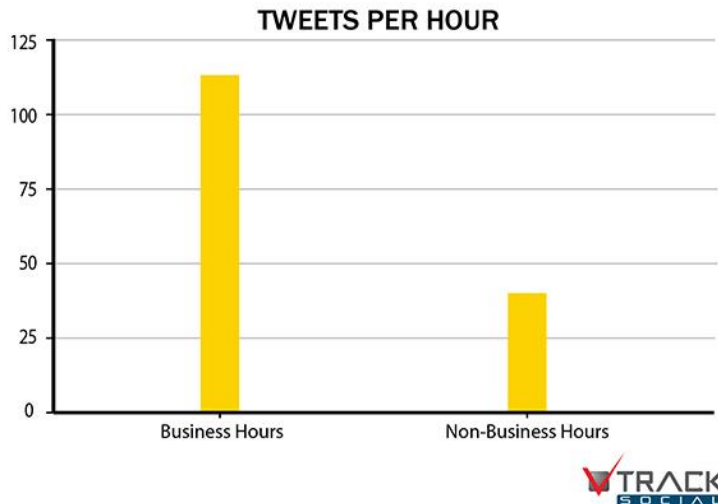


The early Tweet catches the user

Tweeting in the evening results in around 60% more Retweets than during the day. This corresponds to a similar result we observed for Facebook Posts. Interestingly, and unlike Facebook, overnight and early morning Tweeting performed even better still, outperforming daytime Tweets by over 100%.

Aside from the availability of users, another reason that out-of-hours Tweets may perform better is lack of competition. As the charts below show, despite the poorer response the bulk of Tweeting happens during regular hours.

Business are consistently tweeting at the wrong time



Finally, we observe that despite out-of-hours Tweets outperforming regular-hours Tweets by some margin, businesses are still concentrating the bulk of their efforts on Twitter during business hours.

We believe that, in general, this means they are hitting a smaller audience at a more competitive time. The result: less than half the response levels.

As always, we need to reinforce that these are aggregate results. We observe a lot of variation between brands, and it is critically important to consider each specific situation and analyze each brand on its own merits. For example, if you are targeting a business user, clearly tweeting out of hours would not generally produce the best results.

However there are some general rules of thumb we can give to brands targeting a non-business audience:

1. Look at tweeting consistently across the day. Unless your product demands it, do not Tweet *only* in business hours.
2. For many products morning and evening Tweets are clearly superior.
3. Consider tweeting at least equally across the days of the week.
4. Take into account holidays and other cultural events.
5. Consider that your audience may be in multiple timezones.

Track Social offers enterprise clients an advanced program of Social Content Optimization. For more information, and to apply for a free assessment of your brand's social performance, go [here](#).

We will have a Twitter Engagement white paper coming up soon. To get notice when it is released, sign up [here](#).

To get our Optimizing Facebook Engagement white paper, go [here](#).

Advertisers can now use Twitter to target their promotions based on users' gender, Marketing Land reports. "Gender targeting may sound a bit strange since Twitter users don't have to declare if they're male or female anywhere in the account settings, but Twitter says that it's confident the science behind the new targeting is strong," it writes. The new targeting system joins Twitter's existing mobile, geographic and interest-based targeting options already available

Paine, a social media and public relations research firm, harvested a year's worth of posts, tweets and comments on three highly charged areas of health policy debate: genetically modified foods, high-fructose corn syrup and vaccinations. Researchers analyzed 301,497 items, both coding them for positive/negative sentiment and tracing them back to their source. The hypothesis was twofold: that the majority of posts would come from those who do not comment often, but that a minority of commenters would nonetheless have a disproportionate impact on overall sentiment.

The assumptions were borne out, and then some. Not only did Paine find that only 10% of the commenters generated more than a third of the commentary, but a mere 1% of the commenter universe generated 15% of the noise.

I say noise because the 1% are not individuals motivated by concern about issues. They are robots, pay-per-click sites, and content farms and make social media accounts.

Does that mean 15% of social sentiment is irrelevant?

No, it's worse than that. Because 73% of the dubious posts were coded as "negative," that means the 15% skews sentiment data downward. Furthermore, because the experiment was run in the subject areas of GMO, corn syrup and vaccinations -- where emotions (if not necessary intellectual rigor) run high -- it is reasonable to assume that there was a higher percentage of genuine, organic commentary in this sample than you'd see for less fraught subjects...such as brands.

In other words, the study's designers arguably stacked the deck against their own hypothesis. In other words, in social media as a whole, the robot factor is probably significantly worse. And therefore, if you are careless in knowing what you are looking at, you can be misled. You can be misled into thinking you are hated more than you are actually hated. And you can be misled into thinking you are more beloved than you are actually beloved.

For instance, here is a tweet that caught my eye:

"Twitter Taps Nielsen Metric

Posted by [Corey Eridon](#)

Wed, Oct 03, 2012 @ 11:30 AM

 [Comments](#)

0

[in](#) Share



Earlier this week, Facebook's Brad Smallwood spoke at the IAB MIXX Conference in New York... and said something pretty startling for a bunch of data-driven marketers like us.

Clicks don't matter.

Wait, what? According to Todd Wasserman's recap on [Mashable](#) and a blog on [Facebook Studio](#) that recaps the talk, marketers are focusing too much on clicks to measure the effectiveness of their Facebook campaigns, and not enough on two far more critical metrics -- reach, and frequency. Let's dive into this a little bit more, shall we?

The "Clicks Don't Matter" Argument

The argument Smallwood makes is that clicks help marketers *measure* campaigns, but they don't drive any actual *value*. So basically, marketers are getting really good at measuring how seemingly invaluable their Facebook ad campaigns are. That's a bleak picture to paint.

Actually, Smallwood cited research from Nielsen in his talk that showed a **0.07% correlation between high click through rates and sales**. He also cited data from

Datalogix that 99% of sales generated from online branding ad campaigns came from people who saw ads, but did not click on them.

As a result, Smallwood recommended marketers focus on three things:

- **Impressions** - Getting your brand out in front of consumers is valuable to marketers and generates actual sales, per the data cited above.
- **Reach** - According to the Facebook Studio post that recapped Smallwood's talk, much like a TV ad, online ads -- and by extension Facebook ads -- deliver "on average a 70 percent higher return on investment."
- **Frequency** - You need to establish the right frequency of people seeing your ad so you hit a "sweetspot" for each campaign. For example, marketers might want to reallocate high frequency impressions to the people seeing too few impressions -- they said those that did this saw a "40 percent increase in ROI with the same budget."

Hmmm... I kind of see what he's getting at with the focus on reach and frequency. I mean, you can't argue that the right reach and frequency *don't* play a huge part in the effectiveness of any marketing or ad campaign. But it's hard to get on board with the "clicks don't matter" mindset, especially as a marketer that needs to prove ROI down to the dollars and cents. So, I decided to sit down with Amanda Sibley here at HubSpot who manages our own Facebook ad campaigns to get her take on the subject of whether Facebook clicks matter, or not.

When we're measuring our Facebook ad campaigns, do clicks matter?

Yes, clicks do matter. Blog post over.

Haha, just kidding. But one of the reasons clicks matter is that there's *two* things we're looking at -- the number of clicks, as well as the engagement. We're interested in both.

If it's good enough for Google -- this whole focus on clicks, I mean, -- can't it be good enough for Facebook?

Actually, I think that's part of the problem. People "grew up" on Google PPC, so when Facebook ads came along, they thought of measuring clicks in the same way. But Facebook has a high number of impressions, so your click through rate is going to be smaller. That doesn't mean your ads aren't effective, though. There's also a lot of controversy from Facebook users, saying they don't want to see ad posts in their news feed, but in Google you expect those ads -- you're on Google to look at precisely those things, whether in the [organic results](#) or the paid. But on Facebook, people could be there for myriad other reasons.

What other metrics should marketers be looking at on Facebook aside from clicks?

Like I said, engagement rates are very important, along with cost per click. We also look at the cost per lead, and I think that metric is what's most important, because we do a bunch of different campaigns -- from ad campaigns to [Sponsored Stories](#). And since they all have different results and metrics that tell the story of whether they're successful, at the end of the day the cost per lead is the best way to determine whether we're seeing ROI.

Could you give me an example? For instance, how would you measure whether your Facebook Sponsored Stories are working?

Sure. So if we take our Sponsored Stories as an example, we like to look at our engagement rate there. If we can do less work (spend less, and get more leads) we're going to focus on that. And that's what we're seeing so far with Sponsored Stories, by the way, which makes a lot of sense -- the content is more relevant to people since it's related to what their friends are interested in. I also think the element of [social proof](#) with the posts has been really helpful.

So in that case you just described, clicks really wouldn't matter?

Not exactly. In fact, Sponsored Stories actually see 2-4X higher CTR than our other Facebook ads. And that CTR matters, even when engagement is a primary metric we track for Sponsored Stories. It matters because it's another indication that I'm doing less work and getting more people interested with what I'm doing.

Let's take the metric of reach as another example. Reach matters a lot to me when I'm looking for volume. For example, let's say an ad I put out got 10,000 clicks, and the Sponsored Story got only 200 clicks... but the Sponsored Story had a *much* higher conversion rate. That will cost me less in the long run because they are more likely to become a customer. But if I'm looking for volume -- quantity, not quality -- then I'm going to look at reach.

Basically, reach is important, but click through rate isn't dead.

Any final thoughts on how marketers should interpret Facebook's remarks?

I think that low click through rate makes marketers really discouraged. On the other hand, big reach makes marketers look successful. These are all "feelings" though, and the point of marketing metrics is that they tell a more objective story about what's working, and what isn't. So I think it's important that marketers look at benchmarks for all of their metrics to see what's working.

They have to remember, for example, that Google and Facebook are totally different beasts. So if their click through rate on a Google ad is way higher than on their Facebook ads, it doesn't mean their Facebook ad isn't working -- HubSpot's CTR on Google is 10X

higher than what we see on Facebook, for instance. But we also know, because we look at a lot of other metrics alongside CTR, like reach, engagement, and cost per lead, that our Facebook ads are still worth our spend. Getting the whole picture, and setting benchmarks for what's effective for you and what isn't *on that specific network*, is the best approach in my opinion.

TWITTER-But with US ad revenues expected to rise from \$259 million this year to \$638 million at the end of the forecast period, Twitter's share of total US social network ad revenues will continue to climb

Facebook and Twitter both have introduced enhanced and **evolved behavioral capabilities** to their ad products, enabling advertisers, marketers and brand folks **to better target** the social sites' users.

Next week, Facebook will be offering brands an ability to ad retarget based on users' email addresses, phone numbers and FB app user identities. **This will enable marketers to reach Facebook users who are their current customers using their own customer data.** The way I see it, it is like using your own customer emailing list and targeting the same customers for relevant offers, messages and more in the social networks. **In my opinion, the most appropriate use will be around loyalty programs, bundled offers, and retention.**

On a good note, businesses won't have access to additional Facebook user data, according to Facebook.

B2B Magazine reports, with Twitter, advertisers are now able to target their Promoted Tweets and Promoted Accounts programs to *users based on what they follow and retweet.* As a user, it will allow me to have promoted tweets that suit my interests appear above generic ones.

There are 350 interest categories advertisers can choose from, including education, science, law and personal finance, which can be further broken down into additional topics. What is really interesting is that Twitter also is reducing the minimum price advertisers can bid for an ad campaign to one cent per Promoted Tweet, down from 50 cents.

There are few possible reasons for this new approach.

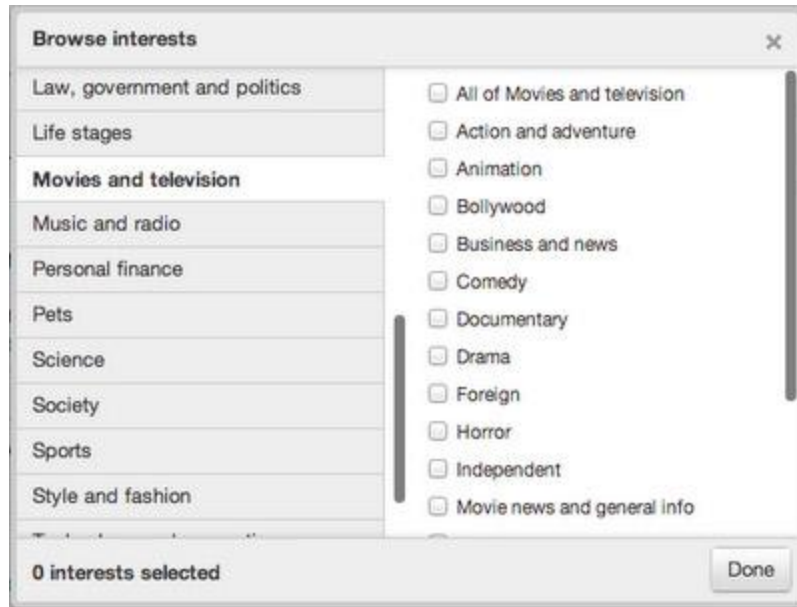
1. the current program isn't working at all and needed a refresh
2. ROI and engagement numbers were below advertiser's expectation and budgets
3. volume play to match their significant mass reach in the small business space (the

core group that originally made them successful)

The coming year will be a interesting one from Social Advertising point of view. Keep seated and stay tuned!

• **Twitter Turns Up Targeting to Let Advertisers Know If You Like Animation or Bollywood**

- Content of Tweets and Users Followed Are Among Signals Used
- By: [Cotton Delo](#) Published: [August 30, 2012](#)
- Twitter is looking to harvest the content of tweets by giving advertisers the capability to target to people based on what they're saying and whom they follow.
- Its new product, which was beta-tested by brands including Walgreens but launches today, consists of about 350 specific interests in 25 broad categories. Those categories are populated with users based on the content of their tweets, whom they follow, tweets they reply to or retweet, and Twitter's own black-box algorithms that can make educated guesses about user interests, according to head of product marketing Guy Yalif.
- Keyword targeting had previously been available for promoted accounts (where marketers pay for each new user who follows them) and for promoted tweets in search, but not for promoted tweets in user timelines, which is Twitter's core ad product. Those could only be targeted to a brand's followers and users that Twitter deemed similar to them, making them a blunt instrument.



- Tapping into the vast digital exhaust of its 140 million monthly active users offers a better value proposition to advertisers. For example, the "movies and television" category includes more granular interests such as "animation," "Bollywood" and "foreign," while political advertisers will have the option to target to Democrats and Republicans, as well as conservatives, liberals and non-partisan voters.
- There's also an option to create custom segments and target to users who are similar to the followers of a specific Twitter handle. However, Twitter still isn't providing reach or volume estimates to its advertisers. The ad tool also won't show the size of the audience segments for each interest, but Mr. Yalif said they're all in the millions.
- Mr. Yalif also noted that Twitter has long been discerning user interests and already used the data to populate its "Discover" page, where it recommends content to read and users to follow. It would appear that Twitter is now making its value proposition more like Facebook's, since the latter often touts the impact of its reach paired with granular targeting options, but Mr. Yalif made a distinction.
- "We think it's differentiated because [Twitter's interest targeting is] based entirely on public signals people are sending," said Mr. Yalif, who compared Twitter's ad system to paid search.
- Walgreens social-media strategist Eric Gottloeb said engagement rates on Twitter were up for the duration of the two-week test. While Twitter isn't yet

an "always-on" platform for Walgreens in terms of paid media, he said he expected the targeting capabilities to make it a more-compelling platform for digital marketers at the company.

- "I thought we could bring it to new areas of the organization who wouldn't necessarily think Twitter was the best way to get the message out," he said.
- Since it moved from a first-price auction to a quality-based, second-price auction last summer, the onus is on advertisers to promote tweets that are crafted to drive high engagement. Low engagement for a promoted tweet has a negative impact on its quality score, which subsequently causes the advertiser to win fewer auctions and impels it to raise its bid if it wants to continue running the ad.
- For that reason, Mr. Yalif said that advertisers will have an incentive to pick interest targets carefully, since targeting to a group of people who are unlikely to have an affinity for their brand probably means lower engagement rates and a fall-off in quality score.
- Twitter today also changed the minimum bid in its auction from 50 cents to a penny, which looks like another move to drive more advertisers into the bidding.
- "For advertisers used to driving efficient performance in media, it will make it interesting," Mr. Yalif said.
-

7/12 Twitter is winning over marketers that target users of wireless devices, stepping up pressure in mobile advertising against larger competitors Google ([GOOG](#)), Apple ([AAPL](#)), and Facebook ([FB](#)).

Mobile advertising on most days outpaces revenue from desktop-based marketing spots, says Adam Bain, president in charge of global revenue at San Francisco-based Twitter. Prices for mobile ads, based on an auction system, can be higher than those for desktop counterparts, he said.

Twitter, which a majority of users access through mobile devices, is counting on wireless ads to boost revenue and woo marketing dollars away from Facebook and Google. Rejecting the common banner ad or large graphical elements on Apple's iAds, Twitter has tailored marketing messages to work within regular posts on its service, making them less-distracting and easier to fit on mobile devices' small screens. "We think we've cracked the code on a new form of advertising," Bain says in an interview. **"They're completely integrated within the experience, not just bolted onto the top or the bottom or the side of the viewing experience, like a traditional display ad is in digital."**(COMMENT: TRANSLATION- DISPLAY ADS AT THE TOP, BOTTOM OR TOP OF THE PAGE LIKE GOOGLE AND FACEBOOK ARE NOT TERRIBLY EFFECTIVE

The TBG Digital report highlights [previously released research](#) indicating that *Facebook's Newsfeed targeting options are delivering much better CTRs, with mobile ads achieving CTRs 14 times greater than that of "Desktop" ads, on average (1.14% vs. 0.083%).* The report compared these findings with a separate study it conducted of 24 million Twitter impressions across multiple clients and sectors, in which it found an average CTR of 0.266%, suggesting that Facebook mobile ad CTR is 4 times higher than that of Twitter ads

5/12 There's a Message to Marketers in Facebook's IPO Slide

We Must Rethink the Value to Brands of Engagement in Social Media

By: [Jonathan Salem Baskin](#) Published: [May 22, 2012](#)

[inShare](#)5,508

JONATHAN SALEM BASKIN

The media are awash in stories about Facebook's IPO "failure" because the stock price hasn't skyrocketed and made the buyers

incomprehensibly rich. It only has made the original shareholders filthy rich. I aspire to fail as badly as Facebook did. Snippy commentary about its problems are grossly premature, as well as likely flawed. However, I think every CMO should ruminate on the more nuanced questions about the value of social engagement that the IPO event raises.

Facebook's sole function is engagement. It connects people with one another. Its \$3 billion in revenue and \$1 billion profit come from advertisers who believe that there must be ways for brands to profit from that engagement. They don't know how to do it yet. The two hypotheses they're testing are putting ads around it, and trying to actually host some of it via branded pages interspersed with people pages. **There's no evidence that either yields much beyond nice-to-have benefit, and some experimenters** (most recently GM) have given up trying, for now. Again, since Facebook makes money either way, I'd take a small piece of such failure and consider my life's work a success.

But the bet on the inherent value of engagement is still a bet, and at \$38 a share times however many zillions of shares got floated on the market, it's a huge one.

You wouldn't know this from the way most marketers talk about it. The idea that engagement has inherent value, via Facebook or any other platform, passed long ago from the realm of branding possibility to founding assumption for marketing strategies. Brands from cars to cereal spend oodles of money to get people to spend time with the content they create -- video, web pages, mobile apps, anything -- and many of them are no longer requiring complicated math to substantiate what is accepted as an absolute good. There are times when it leads to a purchase, which is celebrated as content marketing, though conceptually it's no different than the way marketing worked when we called it selling. The rest of it is called engagement, and it's seen as the the future not only of Facebook but all of branding.

The stock market had a chance to vote on that vision last week, and it was underwhelmed, even though the odds are good that Facebook will put to profitable use all those likes and keywords culled from conversations and associations of friend lists and appearances in photos, perhaps even selling it for use by marketers outside of its platform. The company could well chance upon its own "adwords moment" as Google did when it realized it could sell search results to

the highest bidder. Facebook might find something it hasn't even thought to test yet. But, whatever value it wrings out of engagement will result from the uses to which the data are put. The engagement itself -- the connections between people -- will prove to have no inherent value, other than to the people themselves.

What does this suggest for the value of social engagement for brands? Does spending time getting exposed to stuff from marketers have intrinsic value, or is pleasantly wasting time with an entertaining web video or fun mobile app actually nothing more than a pleasant waste of time? Do consumers really want to have ongoing conversations with brands, and does posting a comment on Facebook or receiving a promo code on Twitter constitute a conversation anyway? Is the challenge for brands to forego the endless efforts to engage, and instead refocus on how and why each effort contributes to selling something?

I think the message from the stock market last week was simple: show us the money. Facebook may well crack the code on engagement, and it'll keep minting money while brand marketers experiment. But for now investors are saying that engagement isn't inherently worth much of anything. They love a fad and the promise of business model-busting future riches, but they're not stupid.

5/12 Another short-term problem for Facebook is its growing popularity on mobile devices. More users are accessing the site via smartphones and tablets, where Facebook generates very little advertising revenue today. Mobile advertising should grow over time, sure. Meanwhile, users that shift their usage of the site from the computer to a mobile device will cannibalize Facebook's ad revenue. (Editorial: Pandora is facing the same problem)

Though the timing is curious, GM isn't the first brand to question the effectiveness of Facebook advertising. Zach Newcomb, executive account director at Rokkan, said the GM news "speaks to the uncertainty [among brands] of quantifying the value of their Facebook fans or audience on Facebook." And Daina Middleton, global CEO of Performics, said her clients aren't thinking any differently because of the GM news but "they're all asking themselves" how to best market

through social media.

In fact, according to a survey conducted by Performics, things are not so dire for brands on the site. In fact, 30 percent of the 3,000 users surveyed claim to have clicked on an ad on Facebook at least once a week. (70% don't click on an ad 1x/week)

5/12 GM PULLS FACEBOOK ADS - WHAT DOES IT MEAN?

General Motors has pulled all paid ads from **Facebook** saying they've had "little impact on consumers," and are just not cost effective, according to the *Wall Street Journal*. GM spent \$10 million a year on ads, and another \$30 million creating ads and content for its own Facebook pages. Facebook's revenue last year was \$3.7 billion. But GM's move could be the beginning of a trend, and a warning to investors about Facebook's business model.

"Somehow Facebook still hasn't stumbled upon a model that's proven consistently successful for marketers, or that brings in the massive revenues to match the site's massive user base," says **Forrester** analyst **Melissa Parrish**. She reports that one package goods company recently told her that Facebook was getting worse, not better, at helping marketers succeed.

"GM's decision shows that anyone buying Facebook shares (in their IPO) will be paying big time for a company that may or may not find a strong business model," says Larry Dignan of CNET. ***"Google is far better for advertisers because people use Google to search for products. Facebook, on the other hand, is like a park. People go there to socialize, not to buy cars, or anything else."***

Arbitron Mobile Launches Smartphone and Tablet Measurement Service in United States

Syndicated, opt-in research panel to deliver insights into services, apps and Internet use of all major mobile devices and operating systems

COLUMBIA, Md., April 17, 2012 /[PRNewswire](#)/ -- Arbitron Inc. (NYSE: ARB) announced today the launch of a syndicated, mobile consumer research service in the United States. *The Arbitron Mobile Trends Panels™* service is a new research offering that utilizes a proprietary, on-device software meter to provide marketers, content providers, app developers and wireless access suppliers with information on how mobile consumers use apps, surf the web, engage in social media, participate in e-commerce, are exposed to and act on advertising, and employ their device to communicate.

The U.S. implementation of the Arbitron Mobile Trends Panels service features an opt-in panel of approximately 6,000 smartphone and tablet users initially recruited beginning in November 2011 by Arbitron Mobile, a wholly-owned subsidiary of Arbitron Inc.

The service is designed to report reach, frequency, usage and consumer engagement with all key functions and activities of their mobile devices, whether the device is online, connected to a cellular or Wi-Fi network, or used offline.

**The Arbitron Mobile™ measurement technology is also capable of serving real-time, context-sensitive questionnaires directly to a user's mobile device, a feature designed for custom research studies of the user experience or for ad effectiveness studies.*

Said Dr. Hannu Verkasalo, Senior Vice President, Arbitron Mobile: "Consumers have embraced mobile as a primary way to access online content, media, messaging and social networking. With the debut of our Arbitron Mobile Trends Panels service, we are working to become a leading provider of insights for the mobile and media industry into the top mobile apps, web sites, devices and usage patterns, as well as mobile advertising, search and commerce."

The Arbitron Mobile Trends Panels service is designed to help marketers, app developers, content and wireless providers answer key questions about the mobile consumer:

- how popular is an app overall and by category;
- what the key differences in mobile use patterns are by operating

system;

- how much time users spend with content, apps or activities such as messaging;
- how people act on mobile advertising;
- where consumers come from to find content;
- where they go when they leave; and
- what a day in the life of the mobile consumer looks like.

Clients to the Arbitron Mobile Trends Panels service would access reports on mobile consumers via a web-based dashboard, via custom reports and analyses as well as through pre-formatted executive summaries.

Arbitron Mobile started recruiting the U.S. panel in November 2011. The Arbitron Mobile Trends Panels is now commercially available in the United States. The U.S. panel is a complement to mobile panels that Arbitron Mobile operates in global markets outside of North America. Interested parties may send an inquiry to mobile@arbitron.com or call (+1) 646 203 9306.

How smartphone owners use their mobile devices

Based on data from the first quarter 2012, among smartphone users, age 18 and older, in the Arbitron Mobile Trends Panels service:

Apps and Internet Browsing

- The top 5 apps are Facebook, Google Search, YouTube, Pandora radio and Yahoo Mail;
- App usage is growing faster than Internet browsing;
- There are 14 apps with a reach of greater than 10 percent among monthly users, and there are 34 apps that have a reach of greater than 5 percent, and;
- The average data traffic (Wi-Fi and cellular) for web browsing among users of Android, Blackberry and Symbian phones is approximately *59 MB per user per month. *For Apple iPhones, the average web traffic is 223 MB per user per month.

Messaging

- Users spend 212 minutes a month reading or sending SMS text messages;
- The average user sends around 11 SMS messages per day, and receives 13;
- More time is spent with email, an average 332 minutes in the month; and
- Out of all communications with smartphones, voice call accounts for only 45 percent of all usage time.

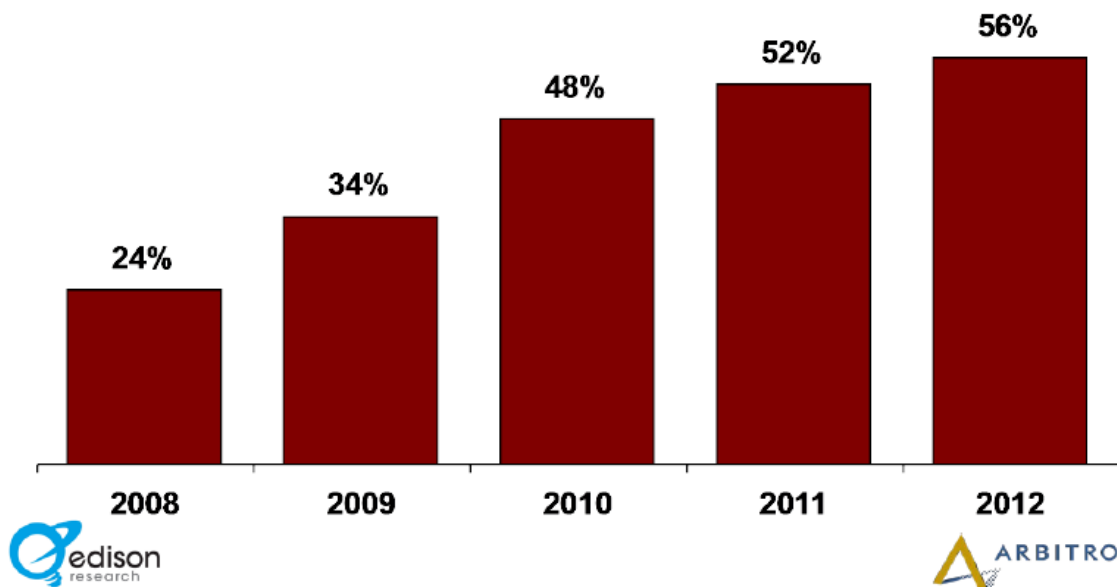
Social networking

- Social media apps represents 11.1 percent of all smartphone usage;
- Facebook is the top smartphone app with a monthly reach 65.0 percent, accounting for 210 minutes (3 ½ hrs/month) of the average users time in the month (**7 minutes/day**); and
- Twitter is the #8 smartphone app with a monthly reach of 13.2 percent, accounting for 107 (less than 2 hrs) minutes of the average users time in a month (**3.5 minutes/day**).

It is important to note that almost half the U.S. don't utilize Social Networking sites with only marginal growth in 2012 vs 2011:

Over Half of Americans Have a Profile on a Social Networking Site

% Who Currently Have a Personal Profile Page on Facebook, MySpace®, LinkedIn, or Any Other Social Networking Website

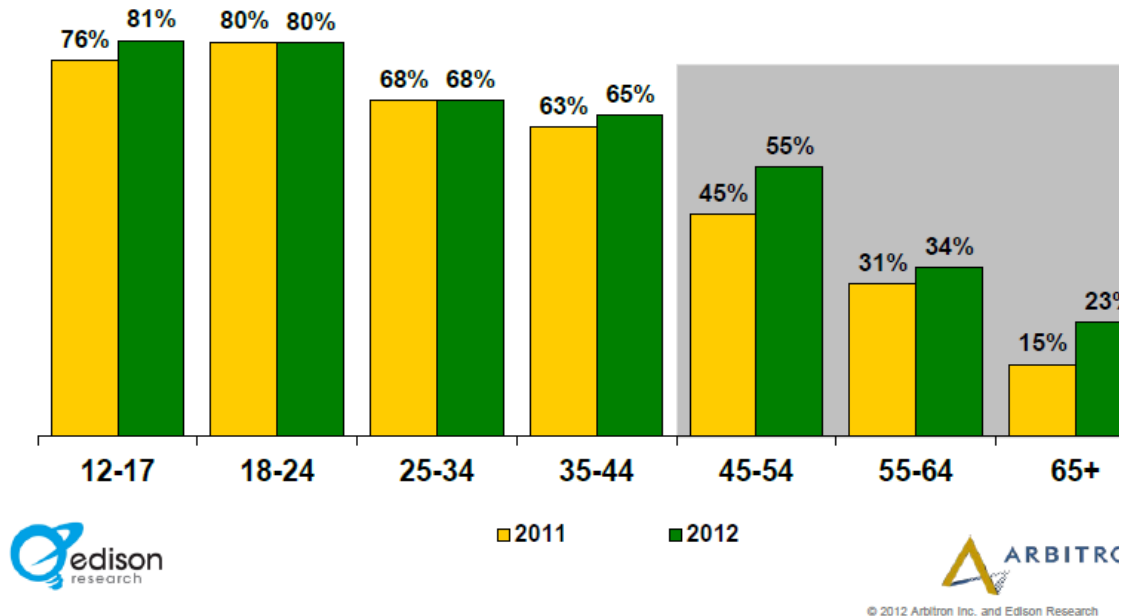


Base: Total Population 12+

© 2012 Arbitro Inc. and Edison Research

Year-Over-Year Growth in Social Networking Greatest Among People Age 45 and Older

% by Age Group Who Currently Have a Personal Profile Page on Facebook, MySpace, LinkedIn, Google+, or Any Other Social Networking Website



4/12 The Ever-growing Problem of Spam

Without a doubt, spam in the email inbox and many web outlets, is wearing on consumers' patience and businesses' wallets. Small businesses, in particular, feel the brunt, with **52% of such companies claiming that the volume of spam their organization receives has increased over the past year**, compared to just 16% who say that it has decreased, according to survey results released in March 2012 by GFI Software.

Twitter Users Say Only 36% of Tweets Worth Reading

Spam is a particular problem for Twitter, though, as one study suggests the site already has a challenge in getting users to take its messages seriously.

What If Teens Prefer Twitter to

Facebook?

Now That Grandma Is On Facebook, Where Will Teens Go to Socialize?

By: [Dave Williams](#) Published: [July 10, 2012](#)

A member of my wife's family and a few of her friends told me recently that they are enamored with Twitter. They love its rapid-fire updates, and the sense Twitter provides of being right in the moment. Over a weekend they were constantly checking and posting updates on their smartphones, and when it came to socializing with friends, she and her peers simply preferred Twitter to Facebook.

This isn't earth-shattering news, but here's the catch – all were in high school. Teen social media users seem to be flocking to Twitter right now, continuing a trend over the past two years, and reducing Facebook usage in favor of the 140-character social network. We've seen such a shift in preference before, when users flocked to Facebook over Myspace in 2007. History may be on the verge of another social platform shift, and brands can't be caught flat-footed when it comes to marketing to the younger generation.

Why they're choosing Twitter

According to an [Associated Press report](#), Facebook's generation-spanning popularity is partly to blame. In a world where it's considered rude to turn down a friend request, especially from a family member, teens were suddenly seeing their aunts, uncles and parents in their News Feeds. Twitter connections aren't mutual friendships as they are on Facebook; just because someone follows your tweets doesn't mean you have to follow them back. Teenaged users like this feature, and they're employing Twitter's simpler privacy controls as well, choosing to hide their tweets from public view and sending them only to a select group of friends.

The type of interaction plays a major role as well, according to the teens I've met. To them, Facebook is more about sharing content, whether it's videos, photos, music, or articles. Twitter is far more conversation based, a place where teens can tell their friends what they're doing or how they feel. It's about the present moment – what you're doing, who you're seeing, where you're going – whereas

Facebook is more about sharing memories after the fact.

Teens aren't giving up on Facebook, but they're treating it the same way the gainfully employed treat LinkedIn. They feel it's important to maintain a page, but they check the social network sporadically. Twitter is where they go to check in throughout the day.

What Facebook can do

Facebook, with its 901 million active users, isn't necessarily reeling simply because teens are adopting Twitter much faster than ever before, but marketers should be aware of the possibility that Facebook's teen audience could shrink, or be less engaged than were prior generations. You can say "No one gets fired for buying Facebook," but brands need to be sure to extend investment and innovation to Twitter — especially if they are marketing to teens.

Facebook needs to be mindful of the shift in teen usage as well, unless it wants to join Myspace in the social media dustbin. It might seem far-fetched to hint at Facebook's decline, but it's worth noting Myspace was getting more visitors than Facebook at one point in time. Myspace lost ground to Facebook because it failed to adapt. Facebook had a sleeker design — one that was less frantic, and contained fewer ads. Twitter's main features may appear scrawny compared to Facebook's, but it wouldn't be the first social network to experience a dramatic shift in popularity.

Facebook may already be preparing for this competitive threat, as evidenced by its recent acquisition of Instagram. Still, brand marketers shouldn't take Facebook's continued preeminence for granted. They should keep tabs on the way younger audiences are using social media if they want to stay ahead of the competition.

Traditional Media Outperform Digital Channels

*Americans engaged in a variety of traditional media are also more likely to take note of ads than those engaged in digital media channels. For example, among users of these media, 82% always or sometimes notice ads in direct mail, with outdoor ads (80%), radio

(79%), paid daily newspapers (74%) not far behind. By contrast, just 71% of search engine users notice ads on that channel.

About the Data: The BrandSpark study surveyed close to 130,000 shoppers in North America. The sample size for the select questions about ads in various media was 3,057.

*Twitter users rated **only 36% of the tweets they received as worth reading, while they expressed ambivalence about 39% and said 25% were not worth reading, according to research released in January 2012 by Carnegie Mellon University (CMU), which looked at** data gleaned from December 2010 to January 2011.*

Boring Tweets Most to Blame

Data from “Who Gives a Tweet” found that being boring was a prevalent problem on Twitter, as this reason accounted for 82% of all explanations for followers rating a tweet not worth reading.

While social media continues to garner a lot of attention, broadcast radio’s popularity continues to dwarf some of the internet’s and social media’s “biggest” players. In the USA, of people 12+:

On a Typical Day For the USA Population 12+:

- **150%** more will use Radio than will go to Facebook
- **215%** more will use Radio than will go to Google Search
- **485%** more will use Radio than will go to YouTube
- **3400%** more will use Radio than will go to Twitter

On a typical day in the USA, of people 18-34:

- **70%** more will use Radio than will go to Facebook
- **110%** more will use Radio than will go to Google Search
- **230%** more will use Radio than will go to Youtube
- **1860%** more will use Radio than will go to Twitter

On a typical day in the USA, of people 25-54:

- **115%** more will use Radio than will go to Facebook
- **165%** more will use Radio than will go to Google Search
- **470%** more will use Radio than will go to Youtube
- **4085%** more will use Radio than will go to Twitter

Fact: 2.4% of population uses twitter every day.....per Arbitron/Edison 2011. Confirmed by April 2012 comScore. 6 million people use twitter per day versus about 225 million who use radio each day

comSCORE		Geography:		United States					
		Location:		Home and Work					
		Time Period:		April 2012					
Key Measures		Target:		Total Audience					
TWITTER.COM		Media:		TWITTER.COM					
		Date:		6/3/2012					
		©2012 comScore, Inc.							
Media		Total Unique Visitors (000)	% Reach	Average Daily Visitors (000)	Total Minutes (MM)	Total Pages Viewed (MM)	Total Visits (000)	Average Minutes per Visit	Average Visits per Visitor
Total Internet: Total Audience		221,709	100.0	184,639	462,572	705,701	17,165,626	26.9	77.4
1 [P]	TWITTER.COM	40,490	18.3	6,044	987	1,047	344,893	2.9	8.5

According to comScore Inc., Twitter.com in May saw 139 million unique visitors globally, up from 90 million a year earlier. **Growth in the U.S. has been slower than internationally, with the site hitting 40.4 million unique U.S. visitors in April 2012—about 12% of the U.S. use Twitter in a month**

NEW YORK Twitter's audience is growing. Now if only they could get people to stick around.

Over 60 percent of people who sign up to use the popular (and tremendously discussed) micro-blogging platform do not return to using it the following month, according to new data released by Nielsen Online. In other words, Twitter currently has just a 40 percent retention rate, up from 30 percent in previous months -- indicating an "I don't get it factor" among new users that is reminiscent of the similarly over hyped Second Life from a few years ago.

Nielsen found that Twitter's unique user base doubled in March. But most newbies aren't coming back. "People are signing up in droves," wrote David Martin, vp, primary research, Nielsen Online, in a blog posting today. "But despite the hockey-stick growth chart, Twitter faces an uphill battle in making sure these flocks of new users are enticed to return to the nest."

Key difference between Radio and online: Online operates more within people's immediate social network, allowing them to stay in touch with friends and highly defined communities of interest (My World). Radio connects people with their wider network e.g. their local community or broader community of interest (My Wider World)

If you go by the amount of press, blogs, etc. Twitter looks to be on course to become the next Google or Facebook. Three separate studies confirm that at least at this point, this is not the case.

According to a report titled Twitter Usage In America: 2010 conducted by Edison Research and Arbitron and published in their Internet and Multimedia Study only 7% of the U.S. population, or 17 million people, have a twitter account.

Another Study conducted by the Pew Research Center and published 12/9/2010, corroborates the Edison/Arbitron findings above concluding that 8% of online Americans have used Twitter with 2%

doing so on a typical day. Assuming that 75%-80% of Americans are online, this equates to about 6% of the U.S. that have used Twitter.

Interestingly, a research study conducted recently by HP shows that when topics trend on Twitter, they are usually a result of a mainstream media campaign, not individuals. The data showed that media companies feed trending media topics then let the individuals amplify them.

Twitter accounts for only 8% of total internet usage A Lot Of Talk. Not A Lot Of Usage

Twitter use by demographic group

% of internet users in each group who use Twitter

All Internet Users	8%
Gender	
Men	7
Women	10
Age	
18-29	14
30-49	7
50-64	6
65+	4
Race/Ethnicity	
White, non-Hispanic	5
Black, non-Hispanic	13
Hispanic	18
Household Income	
Less than \$30,000	10
\$30,000-\$49,999	6
\$50,000-\$74,999	10
\$75,000+	6
Education level	
Less than High School	n/a
High School Diploma	5
Some College	9
College+	9
Geography	
Urban	11
Suburban	8
Rural	5

Source: The Pew Research Center's Internet & American Life Project, November 3-24, 2010 Post-Election Tracking Survey, n=2,257 adult internet users ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish.

And finally a 2011 Exact Target study that analyzed Twitter usage concluded that nearly half (47%) of all consumers who created a Twitter account no longer use Twitter.

The top three reasons cited for leaving Twitter according to the study:

- 52% say they left because it is pointless.

- 38% said it got boring

- 23% said it got too chaotic (more than one answer permitted).

The bottom line is that Twitter is getting press, but not as much use.