

# Brand Performance Trends On Twitter

RESEARCH BY SOCIALCODE

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## Introduction

Understanding how brands' organic and Promoted Tweets impact the retweets and favorites they receive are of interest to advertisers. These are key contributors to Twitter engagement and brand performance in both tent-pole (event-based) and always-on campaigns. Our study of Twitter performance by leading Fortune 500 brands sheds light on how marketers are balancing always-on versus tent-pole campaigns, and managing frequency, timing and spend. Marketers should consider these aggregate trends, and pursue individual testing strategies against these attributes to reveal the highest return

## Methodology

SocialCode examined over 69 brand handles, 148,522 organic Tweets and 4,161 paid (or promoted) Tweets, spanning the first 30 weeks of 2014 to uncover trends in posting rate and user activity. This analysis focuses on "broadcast brand Tweets" (not a brand's retweets or responses to other Tweets) unless noted. Additionally, to analyze programmatically the volume of data required, this analysis sourced data from the Twitter API (versus Twitter's public advertising and analytics dashboards).

In this analysis, tent-pole delivery is defined as a Promoted Tweet spend trajectory incorporating a high duty ratio over a very short period of time (1 – 4 days) or a low duty ratio, or sporadic delivery, over an extended period of time. These are often associated with promotions around a specific short-term event. Always-on delivery is defined as having a high duty ratio over a longer period of time (4+ days), resulting in consistent Promoted Tweet spend on the platform for consecutive days.

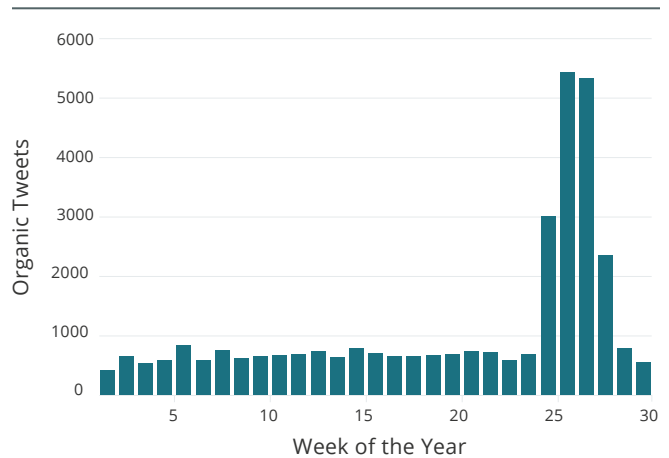
## Always-On And Tent-Pole Advertising Growing

Brands Tweet and promote Tweets most intensively around big events, like the World Cup. However, they are increasingly sustaining Tweets and Promoted Tweets in an always-on fashion. We saw quarter-over-quarter spend grow throughout the year for both types of spend.

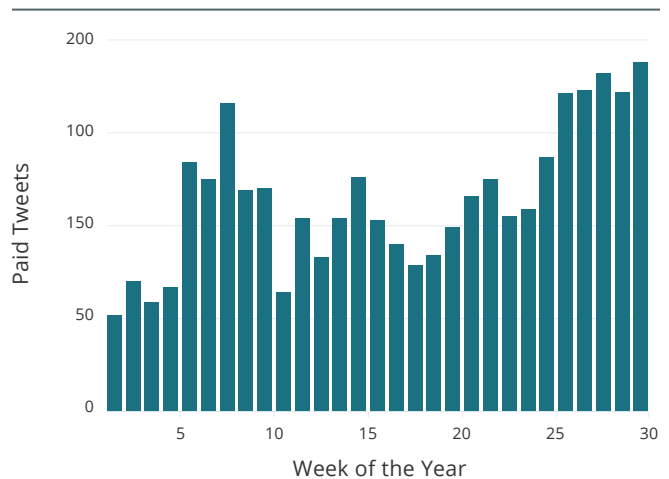
Fortune 500 brand handles posted a median 10.0 organic Tweets and a median 3.0 paid Tweets per week during the 30 week study. The mean ratio of paid to organic Tweets among Fortune 500 brand handles was 10.5 percent during the 30-week period.

Whether the objective is branding, engagement or direct response, marketers should view Twitter as a platform to achieve both tent-pole and always-on campaigns.

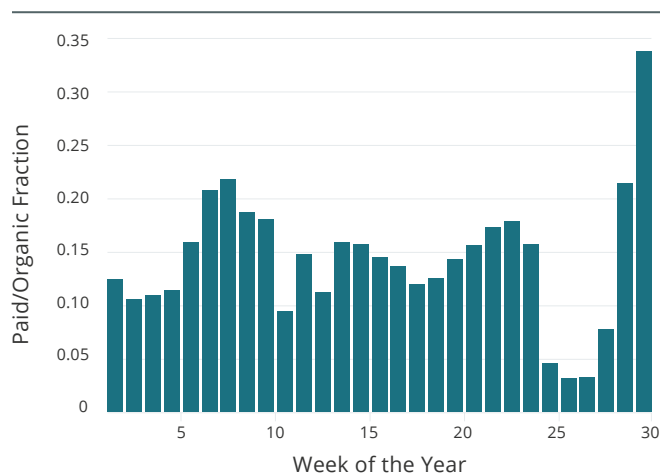
F500 Organic Tweets/Week



F500 Paid Tweets/Week



F500 Paid/Organic Fraction



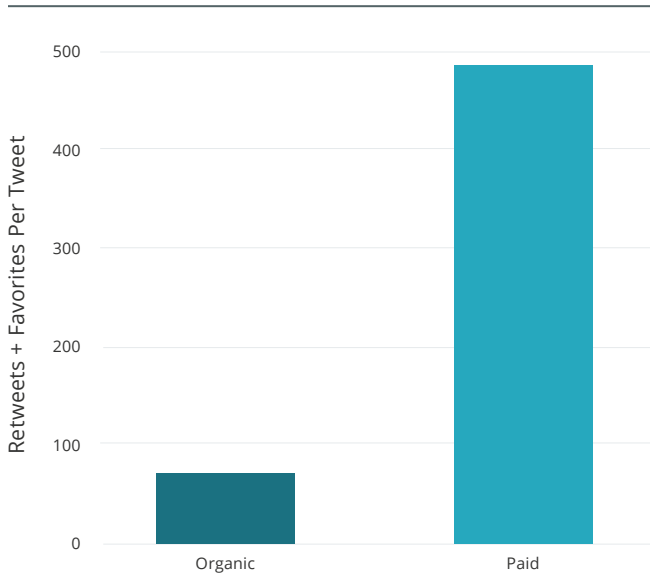
SocialCode, 2015

## Promoted Brand Tweets Unleash Engagement At Scale

In our study, Promoted Tweets gained 670 percent more retweets and favorites than non-Promoted Tweets. Fortune 500 brands earned on average 72 (median = 12) retweets and favorites per organic Tweet per week with a mean of 22.8 (median = 10) total Tweets per week. Conversely, Fortune 500 brands received an average of 487 (median = 158) retweets and favorites per paid Tweet, with a mean of 4.6 (median = 3) paid Tweets per week.

While quality of content and timing plays a major role in audience engagement around brand Tweets, marketers should look to Promoted Tweets as a critical component in achieving predictable scale.

Fortune 500 Retweets And Favorites



SocialCode, 2015

## Equal-Cost Playing Field For Tent-Pole and Always-On

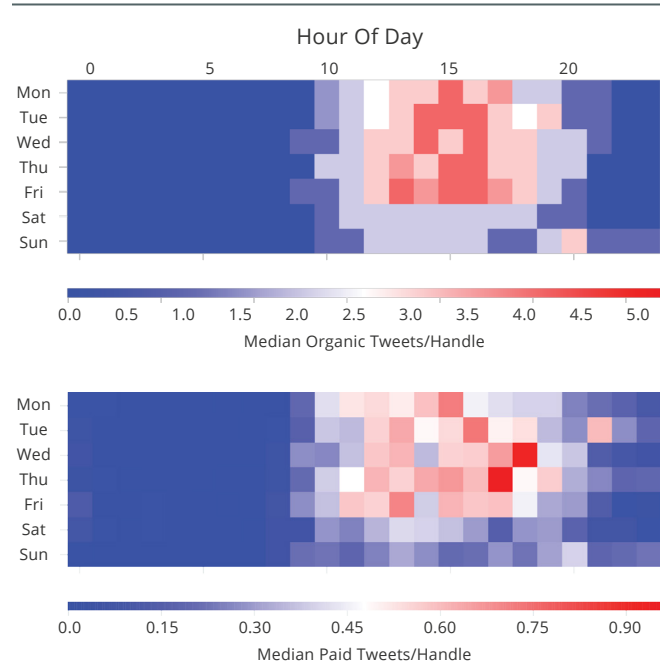
In our study, the average cost to reach consumers is similar for always-on and tent-pole campaigns. The average cost per 1,000 impressions (CPM) tends to be much higher in tent-pole campaigns because of high competition, but energized atmospheres, focused brand messaging, and a higher concentration of receptive consumers results in a much higher rate of retweets and favorites. Conversely, always-on campaigns tend to have lower CPMs, but also a lower rate of retweets and favorites.

The fact that tent-pole and always-on campaigns often have comparable costs means marketers should avoid over-thinking their media tactics based on cost alone. This underscores that marketers should design their strategies around objectives and context of always-on and tent-pole environments, and then factor in cost variables.

## When Brands Tweet

The most favored days and times to post organically include Wednesday, Thursday and Friday in the mid afternoons (time zones normalized for North America). They tend to promote Tweets shortly after, in the later afternoons.

When Brands Tweet



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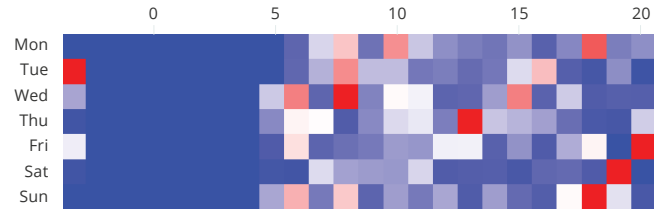
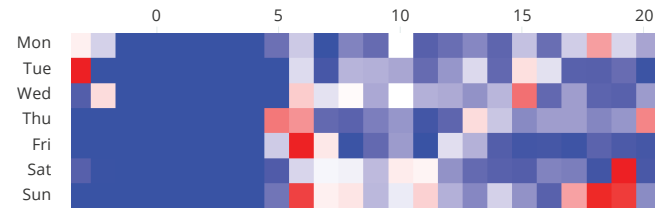
## But Consumers Tend To Retweet and Favorite With Organic Tweets Most On Weekends

Indeed, consumers interact with brand Tweets throughout working days Monday through Friday. Though their greatest days for retweets and favorites are Saturday and Sunday. Weekdays in the early mornings and late nights are strong as well. Marketers should pursue testing strategies to identify the best times to maximize both organic and paid Tweets for their individual brands.

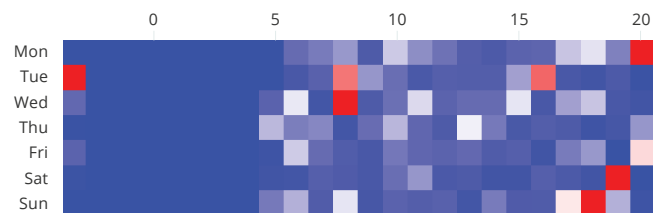
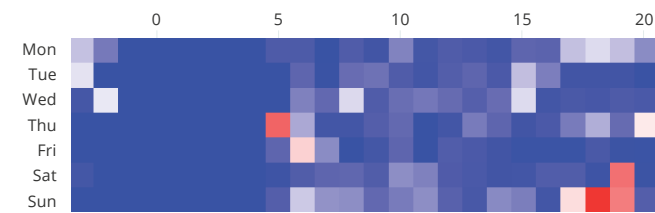
Fortune 500 Organic Tweet Engagement By Tweet Time

Fortune 500 Paid Tweet Engagement By Tweet Time

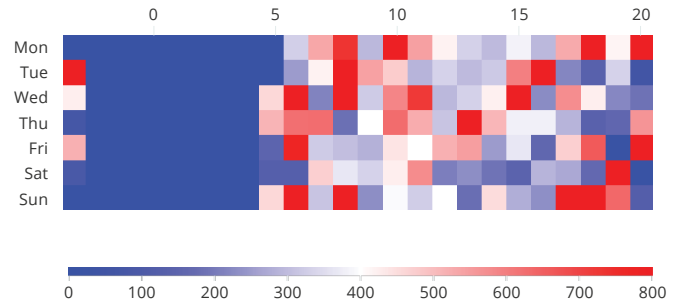
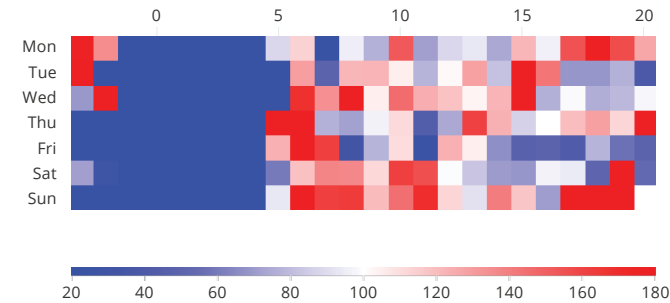
Favorites



Retweets



All



Organic Retweets/Favorites Per Handle

Paid Retweets/Favorites Per Handle

SocialCode, 2015

About SocialCode

SocialCode is a technology and insights company that manages digital advertising for the world's leading consumer brand marketers. We decode human intentions and deliver actionable feedback from the explosion of consumer data on ID-based platforms like Facebook, Twitter, Instagram and Pinterest.

For more information, visit [SocialCode.com](http://SocialCode.com)