



Measuring ROI from Social Media

Twitter teams up with Visa Advertising Solutions and Oracle Data Cloud to show tangible ROI to advertisers

Opportunity

With a growing number of online choices for advertisers, marketers continue to look for ways to optimize the efficiency of every dollar they spend in media. Given this, Twitter wanted to demonstrate that companies leveraging their paid promoted advertising solution would see a higher rate of return on their spend.

Solution

To do so, Twitter engaged Oracle and Visa to help measure the effectiveness of their paid promoted tweets. Leveraging Oracle ROI powered by Visa Advertising Measurement, Twitter set to measure which audience segments, channels and media generated the most sales in their campaigns. The Twitter study was conducted over a 16 month period from January 2015 - April 2016 which compared audiences exposed to promoted tweets versus a statistically identical control group audience of nonexposed to identify lift in sales.

Results

By the end of the study the impact of promoted tweets was clear. The promoted tweets drove an average of 4.02% sales lift ¹. Advertisers saw that for every \$1 they invested they saw an \$8 return on ad spend ¹.



**> 4.02% Lift
From Promoted
Tweets ¹**



Contact your media sales representative today or visa.com/advertisingsolutions to learn more.

¹ Twitter measurement studies provided by Oracle with Visa data were completed on 13 campaigns by retail and dining merchants. The studies compared audiences exposed to promoted tweets versus statistically identical control groups. Data was collected from January 2015-April 2016.

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