

Wireless Telco Increases Social Engagement 5X on Twitter

5x

Wireless telco improves Twitter engagement by a factor of five times with Oracle Marketing Cloud.

In the weeks leading up to Super Bowl XLVIII, a top US wireless telco company that planned to use the game as a major promotional opportunity hoped to gain brand exposure. The telco decided that their best opportunity for increased brand awareness was through social media, and focused their efforts on Twitter. They not only needed a way to improve audience engagement on Twitter (via favorites, retweets, and comments using their hashtags and Twitter handles), but also wanted to increase their ad frequency for engaged users and stay top of mind.

CHALLENGES

- Gaining brand exposure in advance of Super Bowl XLVIII
- Harnessing the potential of Twitter to build brand awareness
- Improving audience engagement

SOLUTIONS

- Data management and activation

RESULTS

- Achieved a 5x lift in Twitter engagement rate.
- Eliminated wasted ad impressions by only targeting engaged users.
- Enabled increased ad frequency for targeted engaged users.

The wireless telco company met their challenges with Oracle Marketing Cloud. By working with Oracle, the company tagged their Twitter campaign's microsite so they could identify users who had previously engaged with their campaigns.

The company then used Oracle Marketing Cloud to gain a 360-degree view of the engaged Twitter user segment. They layered on first-party and third-party data to gain insights into key user attributes and likely purchase behaviors.

Last, the wireless telco created sub-segments and pushed them to Twitter via Oracle's integration. They exclusively targeted these known users with ads on Twitter, providing tailored messaging and creative to optimize the user experience.

The telco's approach paid dividends. The company achieved a 5x lift in Twitter engagement rate. Just as significantly, they eliminated wasted ad impressions by only targeting engaged users.

Learn more at: oracle.com/marketingcloud