

QSR Advertiser

Coffee & Tea company lower Cost-Per-Follower by 23% and achieve a 30% increase in Follow Rate through promoted Tweets in the Timeline

Overview

A coffee and tea company partnered with AdParlor to utilize Twitter Promoted Accounts in the Timeline to increase their followers within specific retail markets while growing awareness of their holiday beverages. The early adoption of Promoted Accounts in the timeline allowed them to achieve a 23% lower cost-per-follower and a 30% higher follow rate than Who to Follow placement alone.

Campaign Objectives

- Deliver targeted follower base to reach 30,000 followers by the end of 2013 at a rate of \$5.00 per follower
- Increase awareness of limited holiday beverages and drive customers in store
- Reach targeted user group with coffee & competitor interests

Key Highlights

- **Placement** – Leverage Promoted Accounts in Timeline
- **Precise State Targeting** – Focus on US states with retail presence
- **Advanced Keyword & Handle Targeting** – Focus on coffee topics, competitors and holiday activities
- **Leveraged Connections** – target users like their current followers



RESULTS

Increase in performance metrics using 'Promoted Accounts in the Timeline' vs. 'Who to Follow'

↑ 23%

Cost-Per-Follower Savings



↑ 30%

Increased Follow Rate



↑ 6x

Average Daily Impressions



↑ 7x

Average Daily Spend

