



Supporting advertising revenue streams with detailed insights that go beyond off-the-shelf media metrics for commercial partners

Twitter Insiders provides deep, contextual insights that help advertising partners understand their audience, tailor messaging, and create more impactful campaigns

The research team at Twitter, lead by Sara Picazo and Hilary Pollack, launched Twitter Insiders. Twitter works with a variety of commercial partners who use the platform as a key marketing channel. As the service evolves, so do the needs of advertisers on Twitter. From creating more impactful campaigns to getting to know audiences they want to build connections with, there is a growing need for insights to inform planning. Twitter needed a way to provide detailed, fast turn-around insights to support their advertising partners, to establish a long-term, consultative relationship.

Twitter launched Twitter Insiders to become experts in engaging new and receptive audiences for advertisers. Insiders has become central to how they work with advertisers, designing programs to help understand audiences, large or small, and to communicate with them more effectively.

The Insiders help us hone in on much more specific learnings for clients. These studies make our clients smarter about Twitter, our users, and behaviors from those users around specific questions that are important to the brand. It's very valuable.



David Koeppel
Sr. Client Partner
Twitter

Contributed to 10% of gross revenue from travel industry partners

Speeds up time to insight to days rather than months

81% of Twitter's sales team said Insiders promoted revenue opportunities

94% of sales team said insight lead to additional conversations and meetings

Challenge

Maximizing the impact of advertising on Twitter requires detailed insights

Brands from all verticals and media agencies come to the platform with unique initiatives and objectives that require custom insights and measurement. To build a deeper relationship with advertising partners and unlock new revenue streams in key verticals, Twitter needed to open new avenues of insights up for their clients. This included needing to know how different audiences engage with paid and organic content from brands that advertise on Twitter, and providing bespoke insights that complement conventional campaign effectiveness metrics and off-the-shelf solutions.

Solution

Tailored and actionable insights for ad sales

Twitter launched Twitter Insiders, run on the Sparq customer insight platform, to uncover direct, consent-based feedback they could use to complement and augment traditional media metrics, behavioral and usage data to become experts in engaging new and receptive audiences for advertisers.

Insiders offers the teams at Twitter extraordinary flexibility, speed, and agility. They have total control and visibility into each activity. They can edit and tweak instantly, and the turnaround is measured in days not weeks or months.

This access to fast, agile insight from has transformed how they work with advertisers; designing programs that help their partners understand audiences, large or small, communicate with them effectively and verify the impact of their campaigns over time. Progressive profiling makes it easy to ask follow-up questions and dig deeper into member's perspectives and sentiment because there is no need to re-recruit or requalify people to participate.

Influencing advertiser campaigns to improve performance

Insights from Twitter Insiders are used to guide and refine the creative development process for advertisers by informing content before campaigns run on Twitter. An approach that would be far too expensive and slow with other methods. These insights also help advertisers reach target audiences more efficiently by uncovering brand specific insights that would be impossible with off the shelf tools. At a macro level, Insiders helps shape brand positioning, creative, Tweet copy, and campaign targeting.

Insights are a powerful relationship builder

Insiders has had a transformative impact on the relationship between the Marketing Insights and Analytics team and stakeholders across the business. Delivering fast, actionable insight has elevated the presence of the team across Twitter and empowered team members to grow professionally. Projects ranging from learning more about the Hispanic audience in the US to how perceptions of gambling differ across the UK and the US are turned around quickly and cost effectively, and are used beyond the commercial team, including Brand Strategy, Partnerships and Marketing.



I believe Insiders is an invaluable tool to get a read on pre-sale insights as well as post-sale creative concepts, and I have personally experienced how it can shift perceptions and strengthen the partnership with our clients.



Carlo Johnson
Sr. Brand Strategist
Twitter

Outcome

Insight from Insiders ties directly to revenue

Twitter Insiders has had a measurable influence on current programs and more generally in starting new conversations with client leadership. According to Twitter's sales team, 81% said the research promoted revenue opportunities, 100% of them said that the research maintained or improved the client's perception of working with Twitter, and 94% said the research lead to additional conversations and meetings.

An example of the direct impact they have on revenue can be shown on a partnership with a TV network that contributed to significant incremental revenue in the following quarter. A second example is a travel study where insights drove 10% of the total revenue for that industry. And finally a third retail study that resulted in a huge campaign proposal.

Rapid turnaround speeds time to insight

A large American retailer needed to understand users' perception of one of their initiatives and how that movement affected various types of people - but the agency only had two weeks before needing to present to the CMO. Given the architecture of Vision Critical, Twitter was quickly able to build a short ten question survey and iterate based on client feedback from the test links. Twitter collected sample within four days and even though a lot of responses were qualitative, Twitter could hinge on Vision Critical's text analysis to build the report with the velocity to ensure timely delivery.

Tracking the impact of copy to improve large-scale campaigns

A CPG company wanted to understand how nuanced Tweet copy affects return on brand metrics (favorability, intent to buy, etc). To do this, Twitter divided their Insiders community into mutually exclusive audiences and exposed members to one of the creatives. From there, Twitter aggregated feedback to dissect which asset helped drive the most significant increase in brand love and purchase intent. This study provided some of the deepest learnings across different videos that the client wasn't able to get otherwise. They are planning to use the learnings from this study for a national campaign launch.

Expanding influence into new categories

A beauty study gave Twitter answers to questions they had only been able to speculate about before and really solidified that Twitter DOES have a role within the beauty industry (which many clients think it does not). It also allowed Twitter to ask for meetings with agencies to further prove this point.

Actionable, bespoke insight is instrumental to ad sales and clients

With Insiders, the insight team at Twitter has become instrumental to the pre-sales process and ongoing assessment of impact for brand partners. Ultimately, insight helps to proactively outline programs and build a stronger relationship with clients. The ability to deliver brand-specific bespoke insight that Twitter's competitors cannot replicate has helped gain client trust and deliver unique value that has increased ad sales revenue.

Takeaways

Bespoke insight directly impacts revenue and long-term customer value



Agile, actionable insights transform the nature of relationships with stakeholders



Direct customer feedback adds context to traditional metrics

About Twitter

Twitter, Inc. is what's happening in the world and what people are talking about right now. On Twitter, live comes to life as conversations unfold, showing you all sides of the story. From breaking news and entertainment to sports, politics and everyday interests, when things happen in the world, they happen first on Twitter. Twitter is available in more than 40 languages around the world.

About Vision Critical

[Vision Critical](#) builds customer trust and creates new business value through the collection and application of consent data. With its unique, relationship-based approach, Vision Critical's Sparq platform lets brands directly interact with insight communities of opted-in customers. Unlike traditional voice of customer methods, Vision Critical unlocks the real-time feedback that companies need to build better products, deliver better services, and achieve better business outcomes hand in hand with their own highly engaged, well-profiled customers.

Hundreds of high-performing organizations across multiple industries benefit from Vision Critical's technology and guidance. To learn more about Vision Critical, follow us on [LinkedIn](#) and [Twitter](#), or visit us at www.visioncritical.com.