



Identify and Engage Small Businesses using Twitter Tailored Audience

▲ 17%
INCREASED ENGAGEMENT

▼ 30%
CHEAPER COST PER ENGAGEMENT

PROBLEM

One of world's largest financial services company was running an Awareness campaign on Twitter to target Small Business Owners across USA.

One of the challenges the advertiser faced was targeting specifically small businesses, existing targeting methods were too broad resulting in lower engagement rates.

SOLUTION

By mining user intent and psychographic targeting, LeadSift was able to create audience segments that were comprised of Small Businesses Owners/Accounts

Expanding further on the core audience of Small Businesses, LeadSift identified niche tribes of other Small Business owners with a strong brand affinity to Twitter Accounts like GoDaddy, HubSpot, Inc Magazine etc.

Working closely with the Media Buying Agency, LeadSift combined native Twitter targeting options (@handles, keyword, interests) and Twitter Tailored Audiences to target Small Businesses.



RESULTS

Using LeadSift's targeting and Twitter Tailored Audience the Financial Service company was able to increase engagement by 17% while reducing cost per engagement (CPE) by more than 30%.