



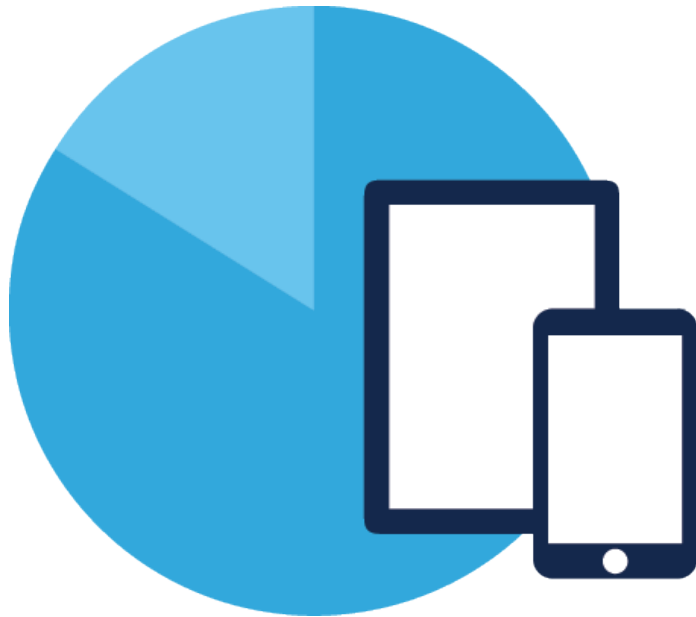
THE CUSTOMER SUCCESS PLATFORM

Coordinating TV and Twitter Campaigns

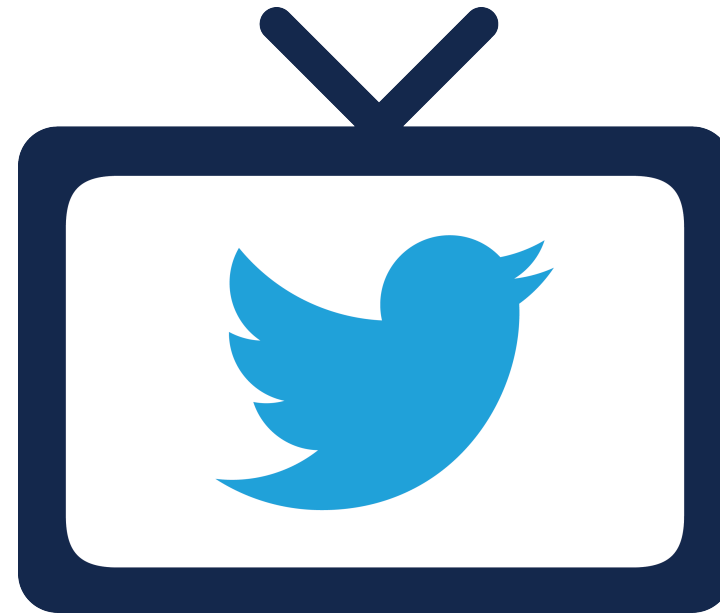
Combine Your TV and Twitter Advertising for Better Results

Twitter and TV Usage Are Intertwined

84% of smartphone and tablet users say they use their devices while watching TV



1 million Americans turn to Twitter as their second screen companion



Combining TV and Twitter Advertising Strengthens Brands

According to Twitter,
combining TV and Twitter
advertising creates:

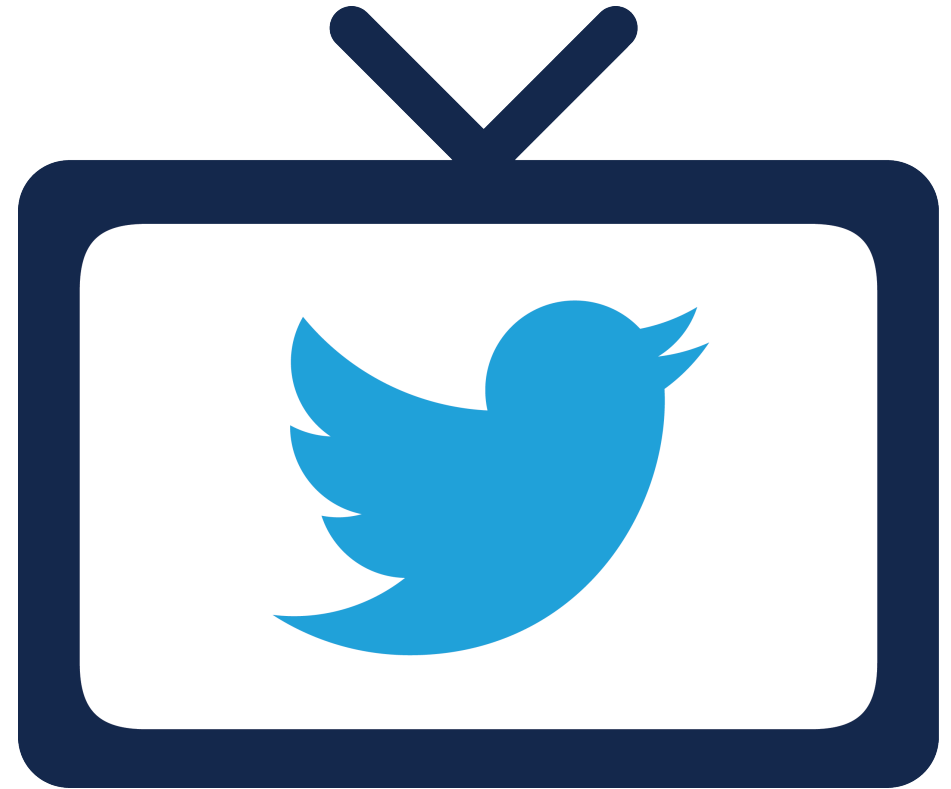
157% higher lift in brand
favorability

88% higher purchase intent



Testing Alignment of Twitter and TV Spend

In this study, Salesforce examines the impact of Twitter spend when it coincided with TV advertising for two major advertising campaigns to determine if advertising on both Twitter and TV simultaneously provides a greater lift than either channel on its own. One campaign was done with a major United States insurance company and a second was done with a global beverage brand.



Impact of Coordinating TV and Twitter: Methodology

We took two major campaigns, one done with a major United States insurance company and a second was done with a global beverage brand.

Salesforce examined every single Twitter ad run for both brands in the month of December 2014 and compared the number of TV ads run in the United States for the same hour as each of the Tweets.



>100M
impressions



1000s of TV
spots

Impact of Coordinating TV and Twitter: Insurance Results

There was a moderate positive correlation to TV sync for Twitter ad CTR ($R^2 = 0.32$) and also a correlation when focused on just prime time ads ($R^2 = 0.29$).

This shows there is a response to TV sync activity on Twitter.



CTR



$R^2 = 0.32$



Prime Time CTR



$R^2 = 0.29$

Impact of Coordinating TV and Twitter: Beverage Results

There was a moderate positive correlation to TV sync for Twitter ad CTR ($R^2 = 0.22$) and a stronger correlation for Twitter for ads run during prime time ($R^2 = 0.46$).

This shows there is a response to TV sync activity on Twitter.



CTR



$R^2 = 0.22$



Prime Time CTR



$R^2 = 0.46$

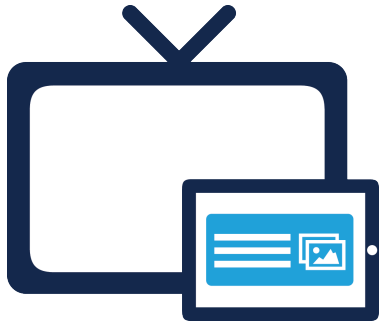
Integrate Your TV and social advertising spend

By coordinating your TV and Social Advertising Spend, you can get better results than running ad campaigns on both channels independently.

Align your call to action, such as a call from an agent or entering a promotion, on both channels.

Measure, Measure, Measure.

Set key campaign objectives and evaluate success in each channel against them.



Achieve second screen effect by syncing your digital delivery with TV watched by your target audience.



For maximum ROI, trigger second screen ads for a specific time period after the start of a TV program.

What is Salesforce Advertising?

Drive real business results and manage your advertising campaigns at scale with Social.com. Active Audiences unlocks your CRM data in Salesforce to securely and powerfully reach your customers, target lookalikes, and optimize advertising within the customer journey.

Manage advertising at scale

Reach customers on any device and channel with advertising powered by identity based targeting via Facebook, Instagram, Twitter, LinkedIn and Mobile Publishers. Social.com has helped large agencies and brand teams around the world run millions of campaigns with sophisticated business goals. So whether it is creating complex campaigns, facilitating efforts and intelligence across advertising teams, or visualizing and reporting on performance, you can tailor your advertising approach to your digital marketing strategy with Social.com.

Activate your customer data

Use the data you already have about your customers from their email, mobile push interactions, and their purchases on your site to securely sync with Facebook and Twitter. Engage with them at the right moment along the customer journey, or find new customers who have similar behaviors to your best ones. Active Audiences also integrates with the major CRM onboarding partners, so you can connect your data with the entire DMP and DSP ecosystem.

Social.com and Active Audiences are part of Marketing Cloud as part of the Customer Success Platform. This includes sales, service, marketing, community, analytics and apps.

Marketing Cloud and Social.com are a Facebook Marketing Partner, Instagram Ads API Partner, Twitter Certified Partner and LinkedIn Sponsored Updates Ads API Partner.

About Salesforce: Salesforce is the world's largest provider of customer relationship management (CRM) software.

For more information about Salesforce (NYSE:CRM), visit www.salesforce.com.

