

TWITTER TV TARGETING BOOSTS ENGAGEMENT

To drive increased user engagement and boost sales, Quaker Oats wanted to reach Moms in certain environments like Cooking & Food, Energy, Entertainment, Family, Health, Hobbies, Home, Style, Travel, etc. then reinforce their TV message via Twitter.

KEY RESULTS

Clicks

87,306

CPE

\$0.16

CPC

\$0.16

Engagement Rate

15.93%



For over 130 years, Quaker has been inspired by the wholesome goodness of the simple oat—one of nature's super foods.

ADAPTLY'S APPROACH

Working with Twitter Marketing Platform Partner Adaptly, Quaker Oats used Promoted Tweets targeting users with TV Targeting—using a variety of messaging to find out which resonated best with TV audiences.

- Adaptly leveraged Twitter's "listening" technology which identified the different TV shows where Quaker's ads aired and simultaneously identified users on Twitter who have been engaging with those shows.
- Adaptly's proprietary content and optimization technology was then used to deploy the campaign to this unique audience.

TV SHOWS

- Chopped
- E! News
- Ellen
- Good Morning America
- Guy's Grocery Games
- Monk
- SNL: Best of Jimmy Fallon
- Today Show

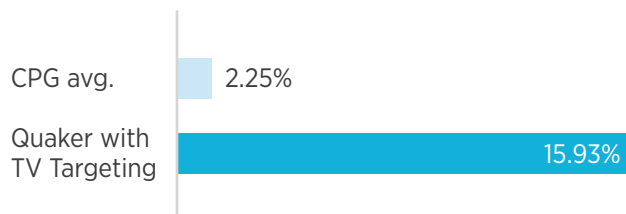


RESULTS

The end result was a **708% lift** in engagement rate and an 84% reduction in cost per engagement.

- CPE - \$.16 – vs. an average \$1 CPE for CPG brands on Twitter (84% reduction in cost); and vs. average \$.42 CPE for Quaker on Twitter (62% reduction in cost).
- Engagement Rate 15.93% - vs. a 2.25% engagement rate for CPG brands on Twitter (**708% lift**); and vs. an average 2.21% engagement rate for Quaker on Twitter (701% lift).

Average Engagement Rate on Twitter



KEY TAKEAWAYS

- The TV viewing experience has fundamentally changed. It is increasingly a two-screen experience.
- Delivering concurrent or sequential messages on social media can reinforce TV ads and introduce a layer of engagement and interactivity that is unique to platforms like Twitter.

“The campaign was designed to engage with Moms who run out of energy before they run out of time and demonstrate how Quaker can be part of the solution in providing the good energy families want to help them do what matters. Our CPC, CPE and Engagement rate all surpassed industry benchmarks.”

— Alex Holzer, Senior Director of Marketing,
Quaker Foods North America

CAMPAIGN CREATIVE



Contact Adaptly for details on crafting a Twitter strategy that achieves your unique marketing goals!