



Record high engagement rates with Twitter's new Auto-Play Video product and TAP

TV LAND was looking to create awareness around the premiere of a new comedy, The Jim Gaffigan Show, as well as continue to drive tune-in and awareness post premiere.

Approach

In order to create and increase awareness, we extended our reach by tapping into Twitter Audience Platform (TAP). This allowed us to serve tweets on Mobile apps within TAP. We worked closely with Mediaplex to come up with the strategy and relevant targeting to layer on to TAP and ensure we were reaching the show's core audience, including handle targeting (@JimGaffigan, @Amyschumer, etc) as well as keyword and interest targeting. We tested Auto-Play video in TAP throughout the course of the campaign.

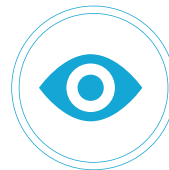
Results

We tested both image tweets and video tweets to drive awareness pre-premiere, but the video tweets blew the image tweets out of the water.

- They were 5x–7x more engaging and CPE/CPV was less than half that of the images. As a result, post-premiere, we continued with just the video Tweets.
- TAP allowed us to increase our reach, but we also ensured that we ran Auto-play video Tweets on Native Twitter. Auto-play video tweets in general have been driving significantly higher Engagement Rates and low CPVs.
- Post-premiere engagement - 79% - 10X what we've seen in the past for non-autoplay video or image tweets.



10x higher engagement rate



36% view rate



48% completion rate

Testimonial

“Twitter has become a major platform for us to drive awareness and tune-in for new TV Land shows. With Adaptly’s help, we were able to drive the highest engagement and view through rates that we’ve seen to date, leveraging a combination of TAP and the newly released Auto-Play video.”

— Kristin Mirek,
VP, Multi-Platform
Development & Marketing,
TV LAND.