

Boosted Posts: June Recap

Prepared for Wistia by SPEK Consulting
July 13, 2023

June Summary

	SPEND	CPM	CTR	CPC	VIDEO VIEW RATE
LINKEDIN	\$8,187.42	\$33.73	1.84%	\$1.83	48.93%
META	\$5,000.00	\$3.50	0.14%	\$2.59	15.4% <i>Thruplays/ Impressions</i>
TWITTER	\$1,549.54	\$4.11	0.23%	\$1.39	42.36%

LINKEDIN Platform Overview

In May, boosted posts included:

- May Product Spotlight
- Townhall Q&A
- Fix My Setup
- Agency Setup
- June Product Spotlight

TAKEAWAYS

- In June, retargeting campaigns had a 37% higher CTR average compared to prospecting
- CPMs varied wildly this month, Fix My Set Up at the lowest (\$18.5) v Product Spotlight (\$88.67) at the highest
- Product Spotlight AI enhancements had an above average amount of engagement/reactions – speaking to the benefit of tapping timely conversations

\$8,187.42 Total Spend	242,768 Impressions	\$33.73 CPM
1.84% CTR	4,476 Clicks	\$1.83 CPC
84,360 Video Views	48.93% View Rate	1.97% Engagement Rate


LINKEDIN Platform Overview

This month, 3 boosts were video and 2 were static images. Static images had higher performance across all metrics

	CTR	CPC	SPEND	CPM	ENGAGEMENT RATE
image	1.79%	\$1.44	\$4,225.70	\$25.81	1.86%
video	1.40%	\$2.27	\$6,688.14	\$31.79	1.54%

LINKEDIN – Agency Partner Program

Campaign Group Name	Audience	Clicks	Impressions	CTR	CPC	Total Spent	CPM
BOOST_AgencyPartnerProgram	Prospecting	1134	26978	4.20%	0.88	1,000.00	37.07
BOOST_AgencyPartnerProgram	Retargeting	395	5379	7.34%	1.26	499.28	92.82


**Wistia**
13,991 followers
Promoted


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Extra! Extra! You'll want to read about this one. 📺

We've made changes to our Agency Partner Program. Now, when you become a partner, you can earn 20% of the first year of revenue for all customers you refer.


Get all the details here: <https://wi.st/3piRsKf>



 Frank Emanuele and 165 others
2 comments

LINKEDIN – Fix My Set Up

Campaign Group Name	Audience	Clicks	Impressions	CTR	CPC	Total Spent	CPM
BOOST_FixMySetup_June	Retargeting	477	39767	1.20%	1.42	676.93	17.02
BOOST_FixMySetup_June	Prospecting	490	53580	0.92%	2.14	1,050.00	19.6

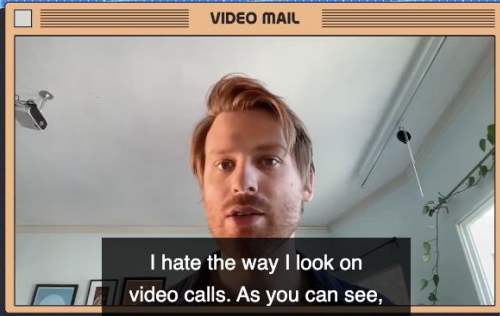
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Could your video recording setup use a makeover?

Nominate yourself for a chance to have Wistia's production team level-up your at-home video setup on a future episode of our new series, Fix My Setup. The first 100 nominations will receive a free kit with a ring light, webcam, and other accessories to enhance your on-camera appearance. Don't miss out!
[#FixMySetup https://wi.st/3CE7emd](https://wi.st/3CE7emd)

VIDEO MAIL




Level up your webcam setup for video calls & webinars

Learn more


LINKEDIN – June Town Hall

Campaign Group Name	Audience	Clicks	Impressions	CTR	CPC	Total Spent	CPM
BOOST_JuneTownHall	Prospecting_Engagement	315	33036	0.95%	2.38	749.49	22.69
BOOST_JuneTownHall	Retargeting_Engagement	118	4976	2.37%	2.12	250	50.24

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Join Wistia co-founders [Chris Savage](#) and [Brendan Schwartz](#) for our first-ever Q&A Town Hall on June 20, 2023! Get the inside scoop on our latest product updates, including our webcam and screen recorder, AI features, Wistia Live, and more. Plus, don't miss out on a sneak peek at what's next. Register today! <https://wi.st/45I22uC>

**Q&A
TOWN HALL**
An Inside Look at
WHAT'S NEW at Wistia
JUNE 20, 1:00-2:00 P.M. ET

Q&A Town Hall: An Inside Look at What's New at Wistia
home.wistia.com

LINKEDIN – Product Spotlight, AI Enhancements

Campaign Group Name	Audience	Clicks	Impressions	CTR	CPC	Total Spent	CPM
BOOST_ProductSpotlight_AIEnhancements	Prospecting_Engagement	874	49490	1.77%	1.83	1,597.90	32.29
BOOST_ProductSpotlight_AIEnhancements	Retargeting_Engagement	246	7415	3.32%	1.63	400	53.94



Wistia
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This month at Wistia, we've turned the spotlight on our new AI features, upgraded transcriptions, closed captions, and much more! Take your video experience to the next level with our latest innovations. Learn more: <https://wi.st/3WJ5oJX>



WISTIA
PRODUCT SPOTLIGHT
[MUSIC PLAYING]

0:02 / 3:19


Wistia Product Spotlight: May 2023

[Learn more](#)

← Note: Month written in description

LINKEDIN – Product Spotlight, Background Music

Campaign Group Name	Audience	Clicks	Impressions	CTR	CPC	Total Spent	CPM
BOOST_ProductSpotlight_BackgroundMusic	Prospecting	344	17909	1.92%	3.77	1,297.72	72.46
BOOST_ProductSpotlight_BackgroundMusic	Retargeting	83	4238	1.96%	8.03	666.1	157.17


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Summer at Wistia is pipin' hot! 🔥

From free background music to transcription tweaks, this month we added some sizzling new features to help your business thrive with video.

Let's take a look: <https://wi.st/3JxSmJF>



WISTIA

PRODUCT SPOTLIGHT

JUNE 2023

0:03 / 2:22

Product Spotlight: See What's New in Wistia

[Learn more](#)

Note: Month written in video cover

LINKEDIN – June Companies Reached

Name	Impressions	Clicks	Average CTR
MLA Canada	471 (0.19%)	Below reporting minimum	-
BGI Benchmark Group International	355 (0.15%)	Below reporting minimum	-
500px	300 (0.12%)	Below reporting minimum	-
The University of British Columbia	286 (0.12%)	6 (0.13%)	2.10%
Freelance (Self employed)	274 (0.11%)	Below reporting minimum	-
Self Employed	272 (0.11%)	6 (0.13%)	2.21%
Glacier Media Group	258 (0.11%)	Below reporting minimum	-
CMiC	256 (0.11%)	Below reporting minimum	-
University of Toronto	250 (0.1%)	7 (0.16%)	2.80%
KPMG Canada	202 (0.08%)	4 (0.09%)	1.98%
St. Michaels University School	197 (0.08%)	Below reporting minimum	-
Polytechnique Montréal	190 (0.08%)	5 (0.11%)	2.63%
University of Calgary	183 (0.08%)	Below reporting minimum	-
York Condominium Corporation	181 (0.07%)	Below reporting minimum	-
GPM Property Management Inc	179 (0.07%)	Below reporting minimum	-
TD	178 (0.07%)	7 (0.16%)	3.93%
GREATER KALAMAZOO AUTO AUCTION (XLerate Group)	176 (0.07%)	Below reporting minimum	-
Pavilion	173 (0.07%)	8 (0.18%)	4.62%
University of Alberta	166 (0.07%)	4 (0.09%)	2.41%
McGill University	162 (0.07%)	Below reporting minimum	-
Woodland Cultural Centre	162 (0.07%)	Below reporting minimum	-
4 The Future Foundation	161 (0.07%)	Below reporting minimum	-
Deloitte	158 (0.07%)	7 (0.16%)	4.43%
Canadian Opera Company	153 (0.06%)	Below reporting minimum	-
University of Waterloo	148 (0.06%)	7 (0.16%)	4.73%

LINKEDIN – June Company Industries Reached

Name	Impressions	Clicks	Average CTR
Technology, Information and Internet	30,127 (12.41%)	786 (17.56%)	2.61%
Advertising Services	22,356 (9.21%)	346 (7.73%)	1.55%
IT Services and IT Consulting	17,496 (7.21%)	548 (12.24%)	3.13%
Business Consulting and Services	15,464 (6.37%)	311 (6.95%)	2.01%
Higher Education	12,508 (5.15%)	210 (4.69%)	1.68%
Media and Telecommunications	11,556 (4.76%)	207 (4.62%)	1.79%
Non-profit Organizations	8,076 (3.33%)	82 (1.83%)	1.02%
Real Estate	6,550 (2.7%)	95 (2.12%)	1.45%
Machinery Manufacturing	5,236 (2.16%)	74 (1.65%)	1.41%
Research Services	5,214 (2.15%)	107 (2.39%)	2.05%
Government Administration	4,990 (2.06%)	66 (1.47%)	1.32%
Credit Intermediation	4,964 (2.04%)	128 (2.86%)	2.58%
Financial Services	4,878 (2.01%)	136 (3.04%)	2.79%
Transportation Equipment Manufacturing	4,821 (1.99%)	79 (1.76%)	1.64%
Capital Markets	4,640 (1.91%)	114 (2.55%)	2.46%
Construction	4,589 (1.89%)	74 (1.65%)	1.61%
Hospitals and Health Care	4,525 (1.86%)	75 (1.68%)	1.66%
Legal Services	4,480 (1.85%)	57 (1.27%)	1.27%
Oil and Gas	4,462 (1.84%)	49 (1.09%)	1.10%
Staffing and Recruiting	4,178 (1.72%)	186 (4.16%)	4.45%
Design Services	4,109 (1.69%)	77 (1.72%)	1.87%
Civic and Social Organizations	4,055 (1.67%)	69 (1.54%)	1.70%
Insurance	3,905 (1.61%)	77 (1.72%)	1.97%
Recreational Facilities	3,779 (1.56%)	33 (0.74%)	0.87%
Health and Human Services	3,527 (1.45%)	58 (1.3%)	1.64%

LINKEDIN – June Job Titles Reached

Name	Impressions	Clicks	Average CTR
Marketing Manager	6,378 (2.63%)	83 (1.85%)	1.30%
Marketing Specialist	4,601 (1.9%)	76 (1.7%)	1.65%
Founder	4,065 (1.67%)	94 (2.1%)	2.31%
Marketing Director	3,899 (1.61%)	53 (1.18%)	1.36%
Owner	3,514 (1.45%)	43 (0.96%)	1.22%
President	2,949 (1.21%)	51 (1.14%)	1.73%
Chief Executive Officer	2,945 (1.21%)	63 (1.41%)	2.14%
Project Manager	2,678 (1.1%)	31 (0.69%)	1.16%
Account Manager	2,551 (1.05%)	48 (1.07%)	1.88%
Social Media Manager	2,461 (1.01%)	29 (0.65%)	1.18%
Co-Founder	2,412 (0.99%)	53 (1.18%)	2.20%
Marketing Coordinator	2,040 (0.84%)	25 (0.56%)	1.23%
Salesperson	2,034 (0.84%)	27 (0.6%)	1.33%
Sales Manager	2,000 (0.82%)	22 (0.49%)	1.10%
Member	1,937 (0.8%)	51 (1.14%)	2.63%
Content Specialist	1,914 (0.79%)	32 (0.71%)	1.67%
Digital Specialist	1,630 (0.67%)	24 (0.54%)	1.47%
Vice President Marketing	1,614 (0.66%)	11 (0.25%)	0.68%
Software Engineer	1,606 (0.66%)	45 (1.01%)	2.80%
Communications Specialist	1,551 (0.64%)	16 (0.36%)	1.03%
Content Manager	1,481 (0.61%)	18 (0.4%)	1.22%
Account Executive	1,389 (0.57%)	40 (0.89%)	2.88%
Digital Marketing Specialist	1,354 (0.56%)	17 (0.38%)	1.26%
Writer	1,353 (0.56%)	21 (0.47%)	1.55%
Teacher	1,271 (0.52%)	18 (0.4%)	1.42%

META Overview

In May, boosted posts included:

- May Product Spotlight
- Townhall Q&A
- Fix My Setup
- June Product Spotlight

\$5,000.00 Total Spend	1,429,136 Impressions	\$3.50 CPM
605,028 3 Second Video Plays	219,986 ThruPlays	\$0.02 Cost per ThruPlay

TAKEAWAYS

- This month improved on May in the following metrics:
 - CPC (-25% MoM)
 - Post Comments (+75% MoM)
 - Post Shares (+292% MoM)
 - Specifically, the AI Enhancements and Background Music posts drove 50 shares each
 - All Video Metrics (172% More Views, 121% More Thru Plays)
 - Boosting primarily videos works best on Meta – we should prioritize video only boosts on this platform

TWITTER Platform Overview

In May, boosted posts included:

- May Product Spotlight
- Townhall Q&A
- Fix My Setup

TAKEAWAYS

- Focusing exclusively on Retargeting audience on Twitter lead to a 300% increase in CTR
- This audience also lead to a more expensive CPC (223% increase)
- The retargeting audience, being a smaller and more targeted audience, is more expensive and more engaged.

RECOMMENDATION

- We recommend maintaining a 10% focus on Twitter, only retargeting users who have previously engaged or followed the account

\$1,549.54 Total Spendpd	376,975 Impressions	\$4.11 CPM
0.30% CTR	1,118 Clicks	\$1.39 CPC
4 Retweets	1,842 Tweet Engagements	5 Follows