From: Alex Levitsky
To: Tiana Barnes, Sanjay Garg, Ned Lannister
Subject: UPDATE: Daylight Savings Tweet Performance

Hey Tiana, Sanjay, and Ned

Report is indicating which factors influence engagement with campaign KPIs being retweets, replies, likes, user profile clicks, hashtag clicks, as well as detail expands.

- Tweet 1 had almost twice as many views as Tweet 2, but Tweet 2 received almost six times as many engagements. Because increasing engagement was the goal of the campaigns, Tweet 2 performed better overall.
- Tweet 1 was posted at 8:03 in the morning, so many more people saw it. Because fewer people were in their feeds at 1:59 a.m. when Tweet 2 was posted, that Tweet got fewer views. However, because Tweet 2 included a funny image and text and relevant hashtags, it got more engagement than Tweet 1, which did not include an image, hashtags, or engaging text.

Tweet 1 vs Tweet 2 Metrics
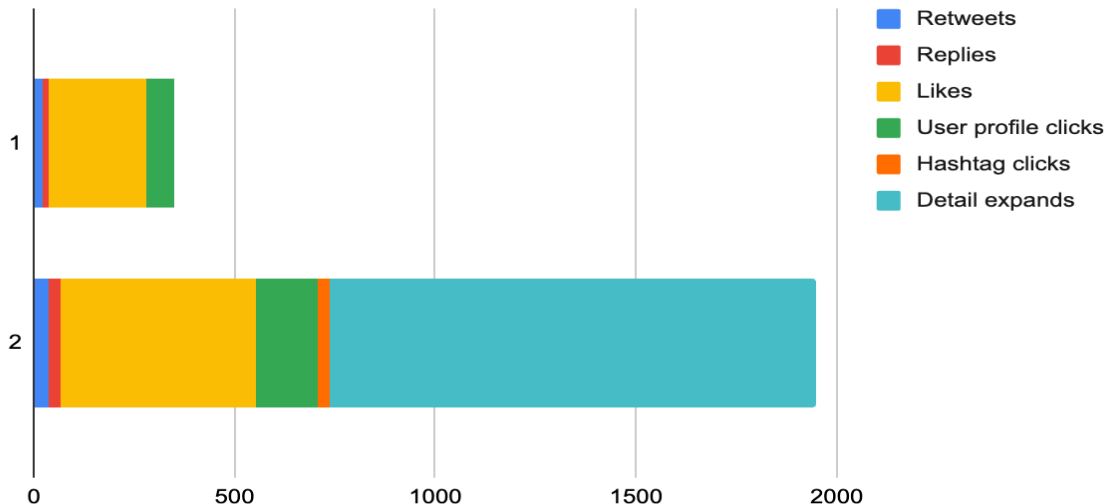
The data indicates that the audience responded better to content containing funny images and text, as well as relevant hashtags. Therefore moving forward this content will be implemented more frequently.

I am available for further discussion if you have any questions or concerns.

Best regards,

Joseph