CONNECT YOUR DATA AND DELIVER SUCCESS NOW:
KEY RULES OF SMART PERFORMANCE MARKETING ON TWITTER

* The only guide a successful performance marketer needs in 2022

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INTRO

Social media marketing is about to reach a new high! The global market for Social e-Commerce, estimated at $89.4 billion in 2020, is now projected to reach a revised size of $604.5 billion by 2027. The pandemic has moved buyers to social and other digital channels faster than any other event. According to Aleph Insights Lab Report (2022), almost 6 out of 10 internet users bought something online in 2021. And this is not expected to decline even after people return to the routines established prior to the COVID-19 outbreak.

The pandemic has placed social media marketing squarely in the center of companies' outreach strategies: it's never been more important to have data in place to track how effectively marketers meet the new customer needs and adapt to the circumstances. Data-driven decision-making, automation, optimization, and smart analytics became even more important assets of performance marketers aiming to win over a customer's trust in the rapidly changing environment.

Below are the metrics, tactics, methods, and, most importantly, smart analytic tools to be used to deliver success.

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## METRICS: WHY IS IT IMPORTANT AND WHY SHOULD YOU CARE?

The key mission of performance marketing is to drive performance at scale by measuring outcomes. KPIs represent efficiency metrics: by tracking the right ones, performance marketers gain smart insights needed to adjust their strategies and plan, and ultimately grow high-quality leads and revenue. Data is a key aspect for future improvements. Data-driven marketers view budgets as an investment that generates a tangible return. They control advertising costs 24/7 to ensure a positive return on investment (ROI), or return on ads spend (ROAS). According to the Aleph Insight Lab Survey (2022), among +300 decision-makers, ROI and ROAS are the two most tracked metrics in performance marketing campaigns.

Smart analysis of those metrics leads a performance marketer to profitability, but first, they need to encompass a large variety of measurable activities. That's why a data-driven marketer needs to focus both on the volume of activities and measurable results to drive acquisitions and growth. The end goal is achieved through a set of tactics within two methods:

WHICH METRIC DO YOU TRACK REGULARLY ON YOUR PERFOMANCE MARKETING CAMPAIGNS?

By company size

- Enterprises > 10 bi
- Large Enterprises
- SME
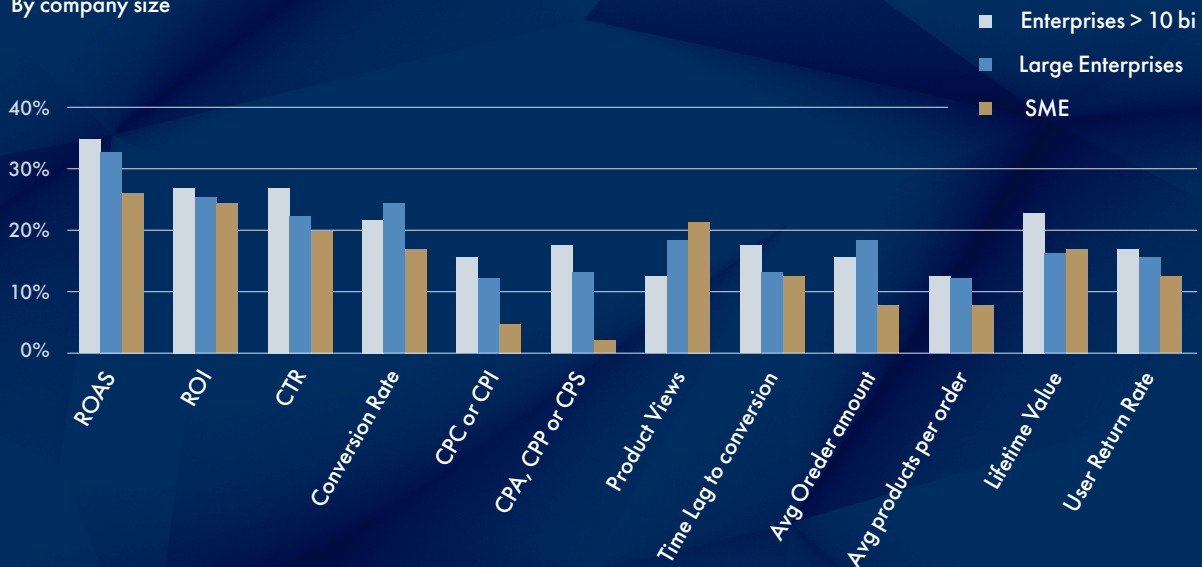
1. **Acquisition marketing**

Acquisition marketing is a key part of every company's strategy, using paid advertising to gain new users for an app, a platform, or a service. It's an extremely data-driven process whose integral mission is to drive as many high-quality leads and customers as possible.

2. **Growth marketing**

Growth marketing is the process of designing and conducting experiments – as many as possible – to optimize and improve results. It combines organic and paid strategies to help grow a business across the entire marketing funnel. The most successful growth marketers are extremely data-driven: they approach strategies in a test-and-learn manner to focus on measurable results. A lot of A/B testing and a smart analysis help them run experiments to test and find new efficiencies. Golden insight built on data is what drives scale.

SCALE UP YOUR PERFORMANCE – NOW

Wise.Blue enables performance marketers to go further than they thought possible. With a mission to make performance marketing an efficient and easy process, WB has created a technology that allows you to harness the full potential of performance marketing on Twitter in 4 steps:

1. Collect and integrate useful data
2. Manage multiple A/B tests to drive better performance
3. Automate bid and budget allocations
4. Enhance analytics through customizable dashboards

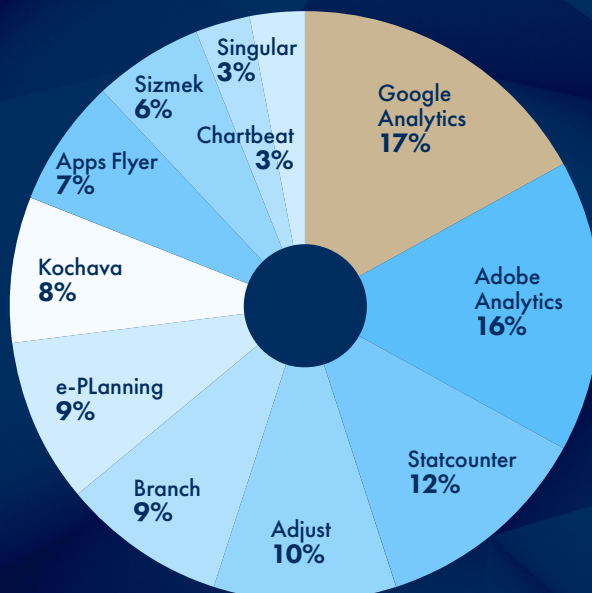

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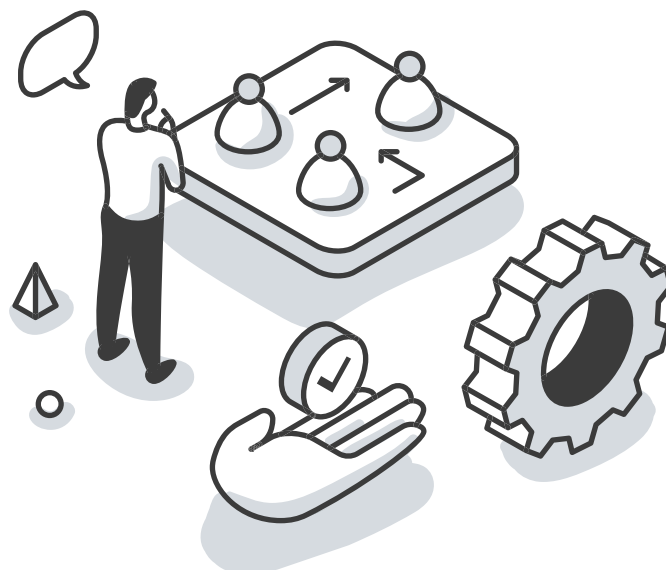
DATA INTEGRATION

Twitter first-party measurement is considered to be a measurement tool Twitter offers to help advertisers measure just their Twitter campaigns. It does not offer the full picture.

Third-party measurement tools are used by advertisers to measure their campaign performance across all platforms and channels where they apply the measurement. These are offered by Mobile Measurement Partners (MMP). MMPs have visibility across all channels and can determine the attributing channel for whichever attribution method the advertiser has chosen. This could be the last click with a 7-day lookback window. Or it could be post-view after 24 hours within a 7-day lookback window to allow for more organic attribution.

Wise.Blue offers integration with MMPs (like Adjust/Appsflyer) to incorporate their campaign data, and it provides a platform for Twitter (a self-attributing network). It is also possible to plug in Google Analytics data on Wise.Blue. All collected data from different tracking platforms are then presented in customizable dashboards for a better and easier analysis.

Whether you already have a 3rd party measurement, rely on the 1st party measurement, or don't have any tools in place – WB will help you anyways. WB fits in with pre-existing tools and processes, and it also helps if you have no tools at all.

WHICH TOOLS / PLATFORMS DO YOU USE TO TRACK AND OPTIMIZE YOUR PERFOMANCE CAMPAIGNS?

Singular **3%**
Sizmek **6%**
Chartbeat **3%**
Apps Flyer **7%**
Google Analytics **17%**
Kochava **8%**
Adobe Analytics **16%**
e-PLanning **9%**
Statcounter **12%**
Branch **9%**
Adjust **10%**

Wise.Blue is flexible and intended to make your life easier. You can import your WB data into your dashboards or use the Wis.Blue dashboard and connect to its other data sources. It enables you to export and send reports. The WB dashboard is customizable to fit your preferences and campaign goals. For instance, if you are not using any of the MMPs but just 1st party Twitter data, you can still create a custom metric with Wise.Blue.

A/B TESTING

The foundations of successful performance are smart experiments providing insight into what drives growth at scale. By using as many A/B tests as possible, you can better understand what works, why people like an ad, why they click and converse. With Wise.Blue's A/B systematic testing, you can create different ads, CTAs, and titles to compare which ones perform better. You can also assign different target audiences to see which ones respond better or split the test part of the budget to see where to al- locate the rest of it. Whether you choose to test creatives, audiences, or the budget, all other conditions stay consistent between test groups, which allows you to know exactly what change drives the growth.

AUTOPILOT

Wise.Blue Autopilot is an excellent tool for marketers that have multiple campaigns and ad groups with complex account setups. After you determine what you are opti- mizing for, set the KPI to Autopilot and let it work like that 24/7. It's a 'set it and forget it' feature to help you manage several campaigns. Its AI algorithm predicts results and automatically adjusts the bid and budget optimally to reach your campaign's full potential. Autopilot quickly reacts to sudden changes in the auction to prevent over- spending, as well as to adapt to changes of target KPIs and budget limits in real-time. The system monitors campaigns 24/7, which improves optimization and allows instant reactions to changes. The integration of AI algorithms removes any human bias.

A/B TESTING

FIND HIGH PERFOMANCE CREATIVES AND AUDIENCES THROUGH SYSTEMATIC TESTING

TEST CREATIVES
Create different ads, cll to actions, titles to compare which performs better

TEST AUDIENCES
Assign different target audience and choose which responds better

SPLIT & MANAGE BUDGET
Split test budget and check. Allocate the rest to the best performing campaign

ENHANCED ANALYTICS AND A CUSTOMIZABLE DASHBOARD

With enhanced analytics on customizable performance dashboards, you can learn what works and adjust your campaign accordingly to reach your desired goals. Wise.Blue enhances analytics and gives you actionable insights by:

a)   allowing you to break down campaign statistics using numerous filters and graphs, which facilitates analysis;

b)   offering a more granular report. Within Wise.Blue, you can choose from a long list of metrics to review and compare at the campaign, group, or ad level, while other platforms may allow you to view spending and impressions at the campaign level only and select just one metric;

c)   having a customizable and easy-to-use platform that fits in with your preferences and campaign goals. Some platforms allow you just to create and export a report for a chosen time frame. Adding a metric or making a change requires creating a new report and starting from scratch. However, with Wise.Blue, you can customize your report and continually revise and change it according to your needs. You can schedule the report to be automatically sent to your email. Also, you can access the data using a link (provided in Google sheets) and/or use the link to pick up your data in other systems you are using. The data is continuously revised and added, which gives you actionable and up-to-date insights.
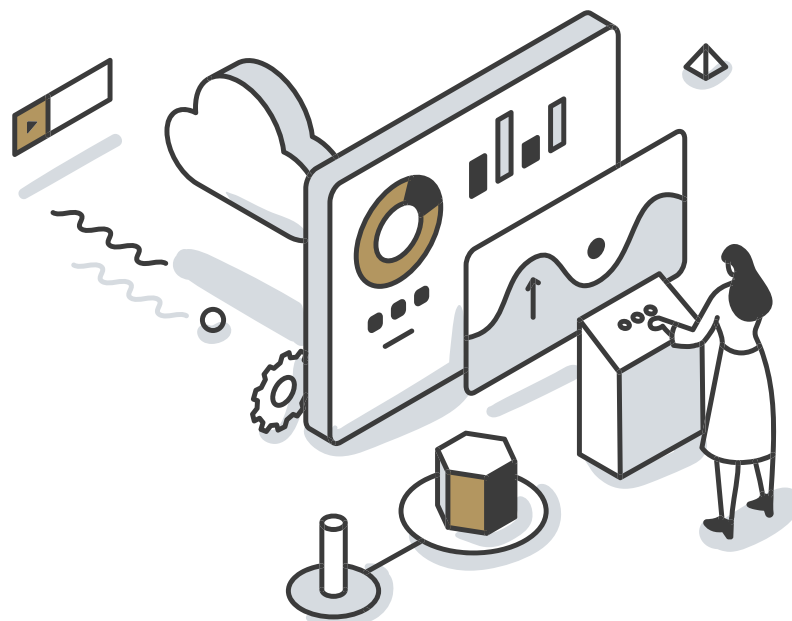
Wise.Blue allows you to deliver success by unifying your data, as well as by automation, smart testing, and enhancing analytics. Use Wise.Blue to make data-driven decisions and achieve:

2-5x lower CPI

7-9x higher CTR

2-3x lower CPA

2-3x higher ROAS

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LEARN FROM OTHERS AND USE THE BEST FEATURES

Pedidos Ya, an online and mobile food-ordering company, was looking to create visibility and get more first-time orders through a highly targeted campaign. The goal was to get a higher number of app installs and get more first-time orders while decreasing the CPA (Cost Per Acquisition). Wise.Blue launched two campaigns: a standard one and a parallel one using Carousel Cards. Carousel Cards is an engaging format on Twitter that supports up to six swipeable edge-to-edge images or videos in a single Tweet. Both campaigns were tested against three KPIs – CPA, CPI, and CTR. Furthermore, both campaigns used the same visuals, same target, and had the same objective – App Installs. Compared to the regular campaign, the Carousel Card one got 2.5 times more acquisitions, and Wise.Blue managed to improve the whole account's average CPA by 40%. CPI decreased from EUR 4.38 to EUR 2.86, and CTR grew from 0.52% to 0.58%.

Trading 212 is a fintech company that wished to increase its user base, attract new customers, and have them install the app, register an account, and activate it. Wise. Blue and Trading 212 designed and ran an ongoing campaign that would create visibility, generate interest, and encourage people to take action. The teams devised a Twitter campaign with wide targeting, lookalike audiences, events, interests, and RTG. The campaign was managed hands-on 24/7, with settings focused on CPI bidding and high daily budgets. In the end, a 40x higher investment was achieved, as well as 34x more leads, and a 13x higher volume.

Here is where you can read more about these case studies and find other examples of successfully managed campaigns.

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INFOGRAPHIC SOURCES:

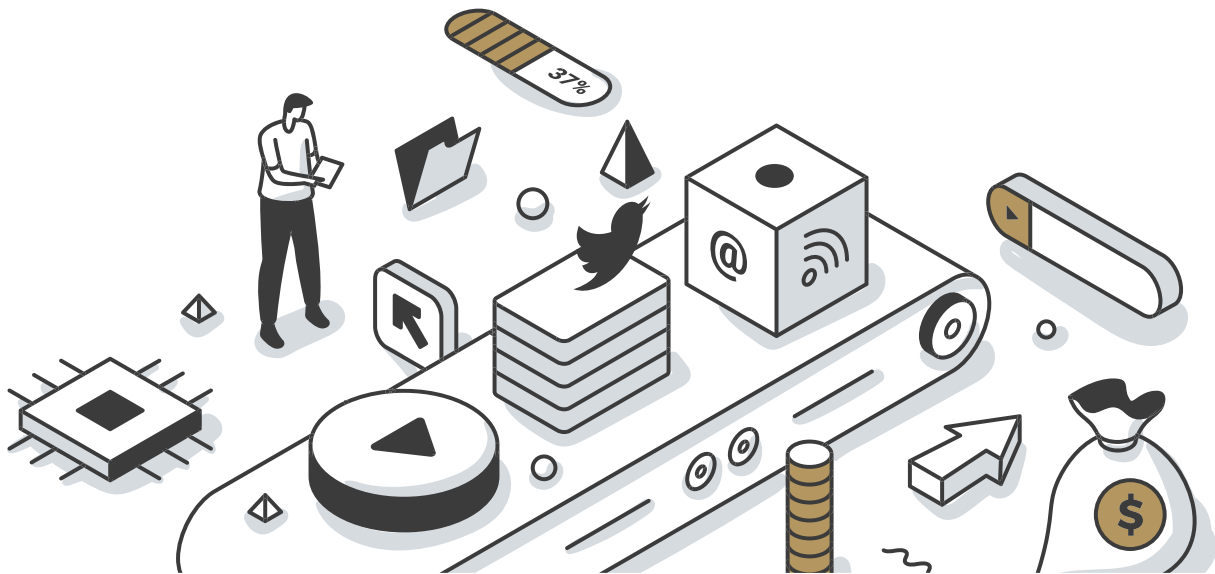https://www.rivaliq.com/blog/2018-social-media-industry-benchmark-report/

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Scale-up marketing efforts on Twitter with Wise.Blue – NOW

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