

671% INCREASE IN NEW FOLLOWERS WHILE MAINTAINING A COST-PER-FOLLOW WELL BELOW TWITTER BENCHMARKS

Business Challenges

- Clarity on KPIs
- Reaching new audiences and improving engagement
- Exceeding follower goals while keeping cost per follow low
- B2B aerospace company with minimal brand recognition

(un)Common Approach to PPC

- Segmenting campaigns by campaign goal
- Continuous optimizations, analyses, and content refreshes
- Experimenting with new content types in Twitter

(un)Common Results

