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

## **Business Challenges**

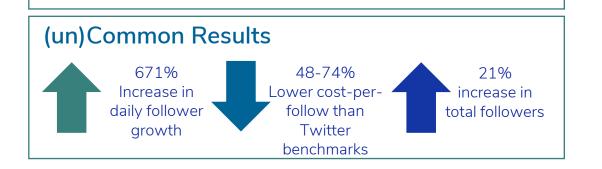
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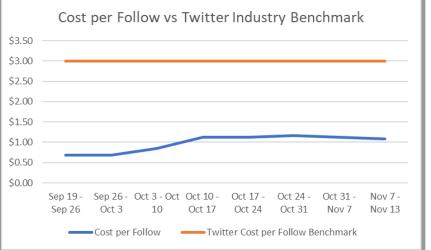
- Clarity on KPIs
- Reaching new audiences and improving engagement
- Exceeding follower goals while keeping cost per follow low
- B2B aerospace company with minimal brand recognition

## (un)Common Approach to PPC

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







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