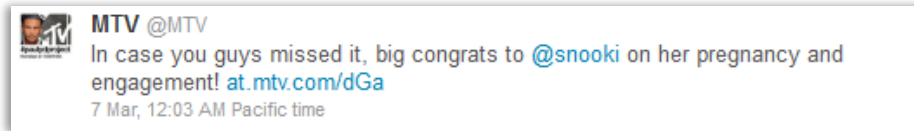# Make your **twitter** ads **150% more efficient**

## THE CHALLENGE

For upcoming shows, MTV wanted to use social ads to target fans of specific celebrities, including Snooki from *Jersey Shore*. However, given the current state of social ads, MTV wasn't able to scale their ad buys at an efficient price given the limited inventory.

MTV engaged {SLING} to help with audience analysis and more efficient ad targeting.

> **MTV** @MTV
> In case you guys missed it, big congrats to @snooki on her pregnancy and engagement! at.mtv.com/dGa
> 7 Mar, 12:03 AM Pacific time

## THE SOLUTION

{SLING}'s *Audience Intelligence* platform analyzed each celebrity's fan base in near real-time, and uncovered the specific keywords and articles that they were engaging with each day, within each category (including music, entertainment and sports).

{SLING} also identified other celebrities that each fan base was talking about and influenced by.

All of the above information was used in collaboration to improve efficiency of their twitter ads, and scale up to budgeted amounts.
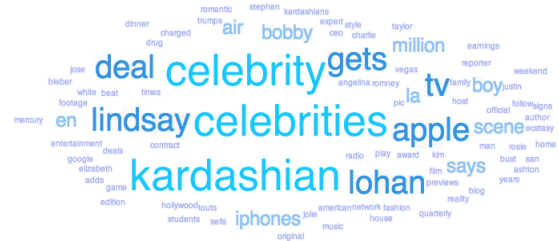
## THE RESULTS

|  | Original Keywords | {SLING} Keywords | Difference |
|---|---|---|---|
| Cost per Engagement | $4.95 | $1.93 | Reduced by 61% |
| Impressions | 23,313 | 83,981 | Increased 260% |
| Engagements (Clicks+) | 909 | 2,333 | Increased 157% |

Original keywords, directly associated with each celebrity based on obvious affiliations, cost MTV an average CPE (cost per engagement) of $4.95, receiving 23,313 impressions and 909 clicks.

Keywords identified by {SLING} for the same audience cost MTV an average CPE of $1.93. So for the same spend, MTV received almost 84,000 impressions and 2,333 engagements, a **157% huge improvement**.

# MTV **Engaged 2.5X More Users** With the **Same Budget**