

# Facebook Topic Data Transforms an Advertising Strategy and **Increases Video Completion Rates** by 17%

## THE PROBLEM

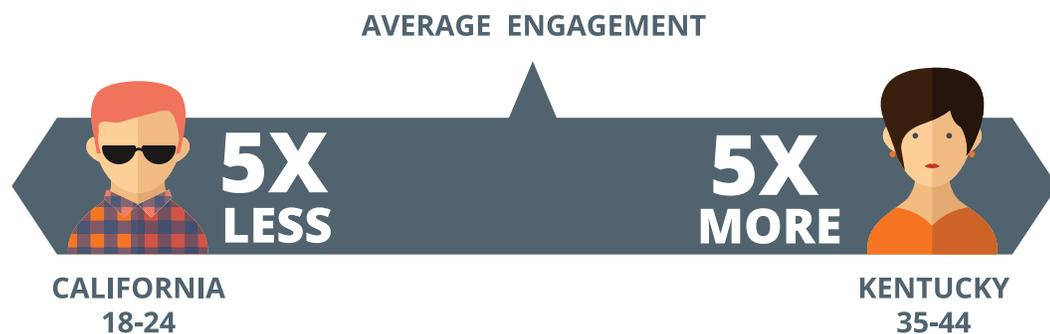
An ad tech partner wanted to improve performance for a campaign on Facebook for a national music festival. Data from non-Facebook sources was resulting in outdated creative, overly simplistic advertising strategies.



Planning is important. As the old saying goes “by failing to prepare, you are preparing to fail”, but it’s possible to be too precious about our plans. In this world of fast moving data, we have to be flexible enough to change tack when new information becomes available. Anonymous and aggregated Facebook topic data provides insights in real-time from across the Facebook network that can be used to improve business plans and outcomes.

One company that has experienced this benefit first-hand was sponsoring a US music festival. The sponsor had been working with an ad tech company on its campaign for the nine months preceding the event. As the festival approached, the ad tech firm decided to use anonymous, aggregated Facebook topic data to understand how different audiences were engaging with the artists performing, particular music genres featured at the festival, its client and other sponsors. In eight days, the agency captured 5.7 million interactions - a significant amount of new information and enough insights to make them adjust course after nine months of planning.

The ad tech agency discovered that women aged 25-34 in Indiana, Michigan and Kentucky over-indexed for engagement with topics associated with the festival by five times the national average. In contrast, the agency found that 18-24 year old men in California under-indexed by the same factor. As well as these extremes, the agency could see where each demographic group in America fell on that spectrum of engagement. Once the engaged audience segments were identified, it was possible to determine which other interests, websites, retailers and broadcasters these segments were engaging around on Facebook.



Armed with these insights, the ad tech agency was able to change tack and divert the sponsor's advertising spend away from the under-indexing groups to the over-indexing demographics. This succeeded in improving engagement rates on the brand's content and drove a 17% increase in video completion rates. Better still, the agency and its client were able to prepare better for the next campaign by tailoring content to the interests of the right audience and identify artists and potential co-marketing partners for the future.

## KEY TAKEAWAYS

Facebook topic data provided insights into:

- Which audience segment was engaging more with topics associated with the festival.
- Which other interests, websites, retailers and broadcasters these segments were engaging around on Facebook for developing even more engaging content.
- Which artists and potential co-marketing partners would be great for future campaigns.

