

Brand Lift Study for Socialdatabase on X

Using Pro Targeting and poll cards to
measure ad recall, product recognition
and brand recall



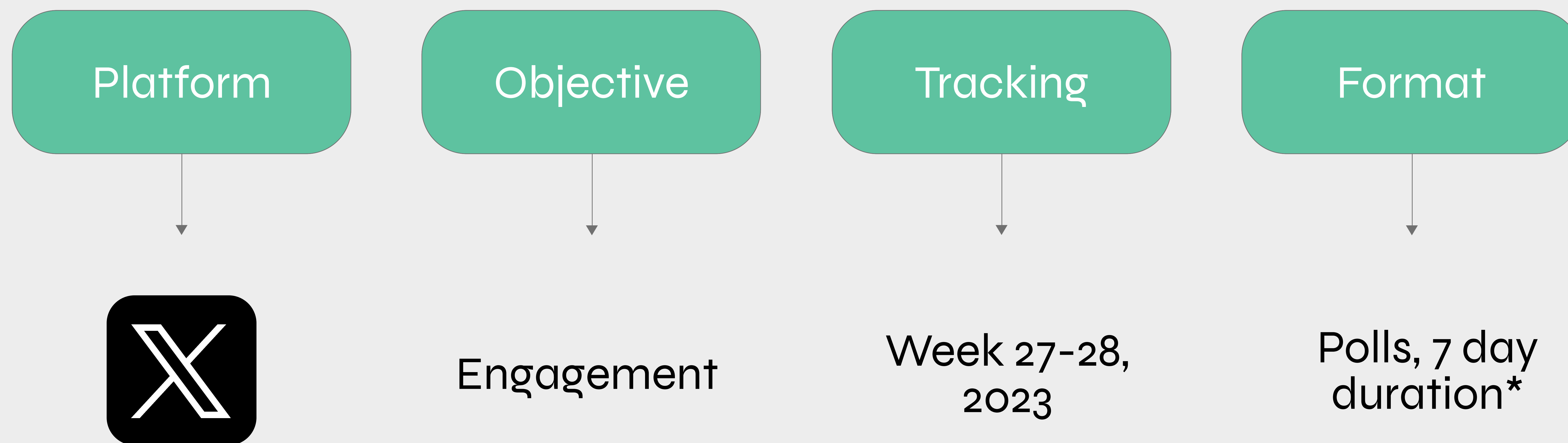
01 Research Setup

02 Campaign

03 Brand Lift

04 Learnings

01 Research Setup



*Poll cards are uniquely accessible for Socialdatabase through the X API. As per platform limitation polls, each poll is live for a maximum period of 7 days.

Research Setup > Audience

Exposed Group (Real Audience)

Custom audience created by Socialdatabase, specifically targeting B2B and Tech marketers.

Non-Exposed Group (Control Audience)

Audience built using X's native targeting features, directed to a B2B and Tech marketing community.



Research Setup > [KPI's and Questions](#)

Ad Recall

Do you recall seeing this or a similar ad by Socialdatabase in the past few weeks?

Product Recognition

Are you aware that job title targeting is now possible on Twitter?

Brand Recall

Are you aware that Socialdatabase, as a Twitter marketing partner, offers advanced targeting solutions on the platform?

02 Campaign ▲

Goal

Increase awareness of Socialdatabase's Pro Targeting solution for targeting specific job title audiences on X.

Messaging

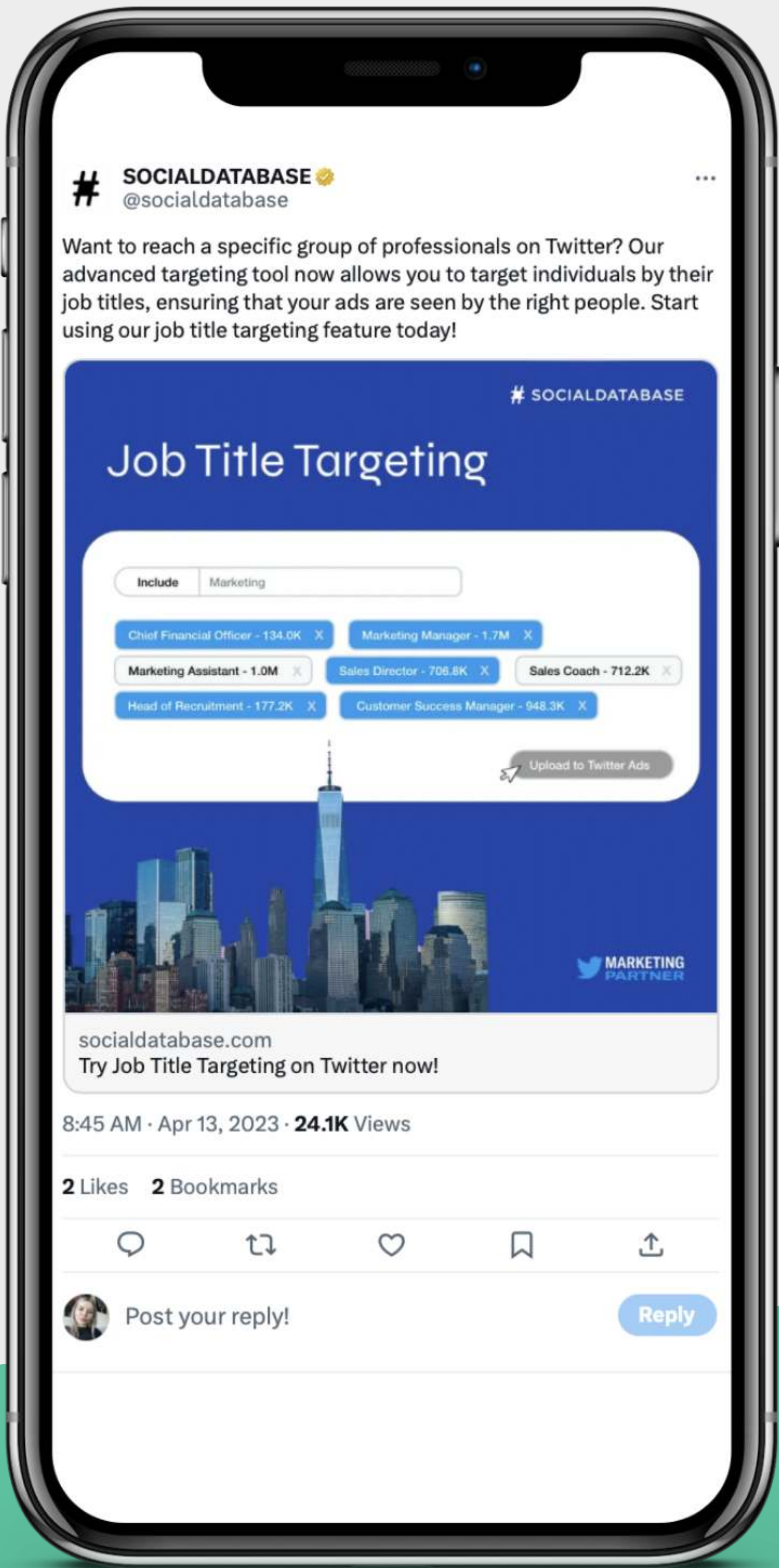
The campaign emphasized Socialdatabase's unique ability in helping B2B advertisers accurately reach and engage with specific job title audiences.

The creatives were tailored to B2B professionals and tech marketers, showcasing various job titles relevant to each sector.

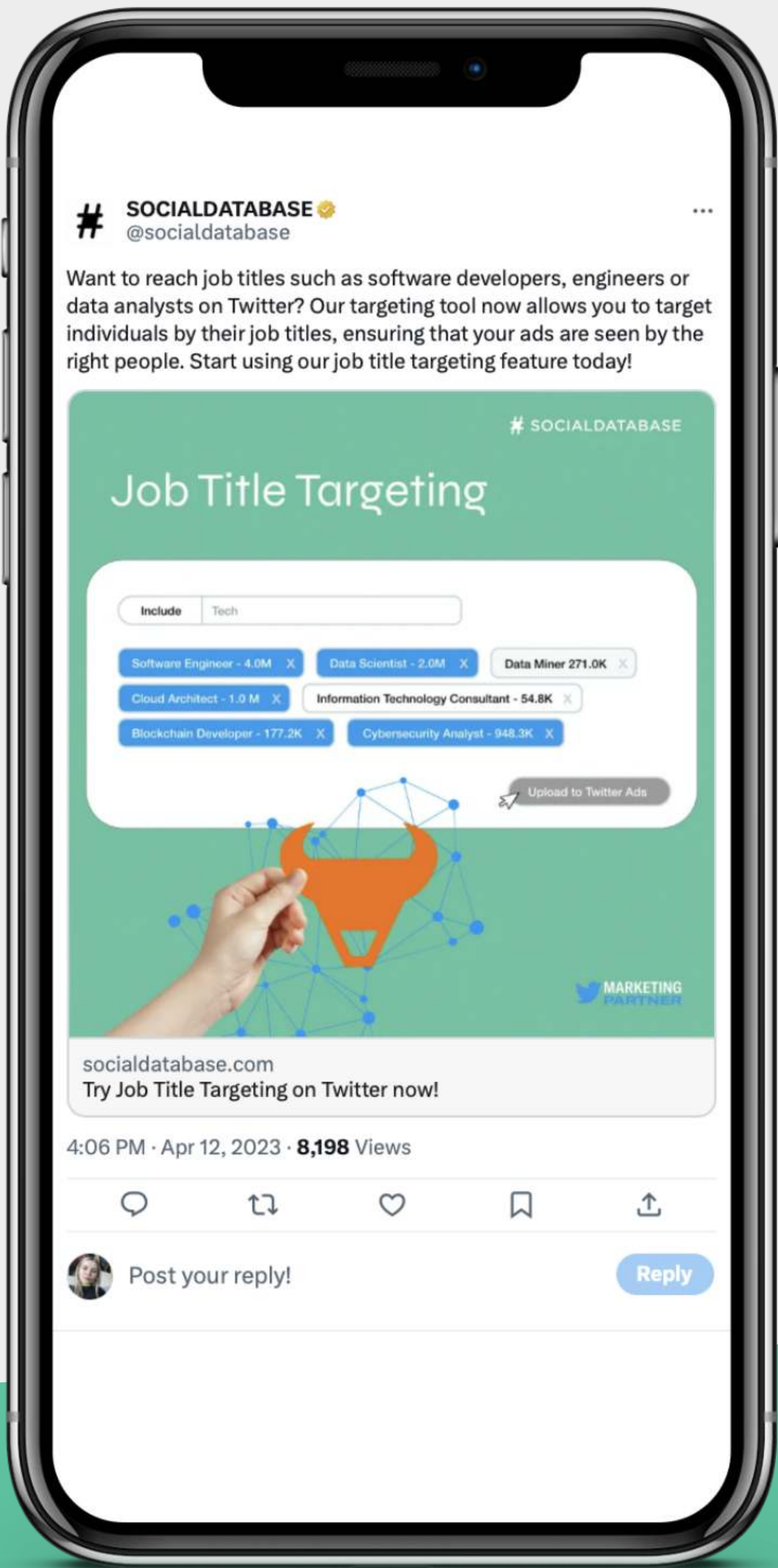


Campaign > Creatives

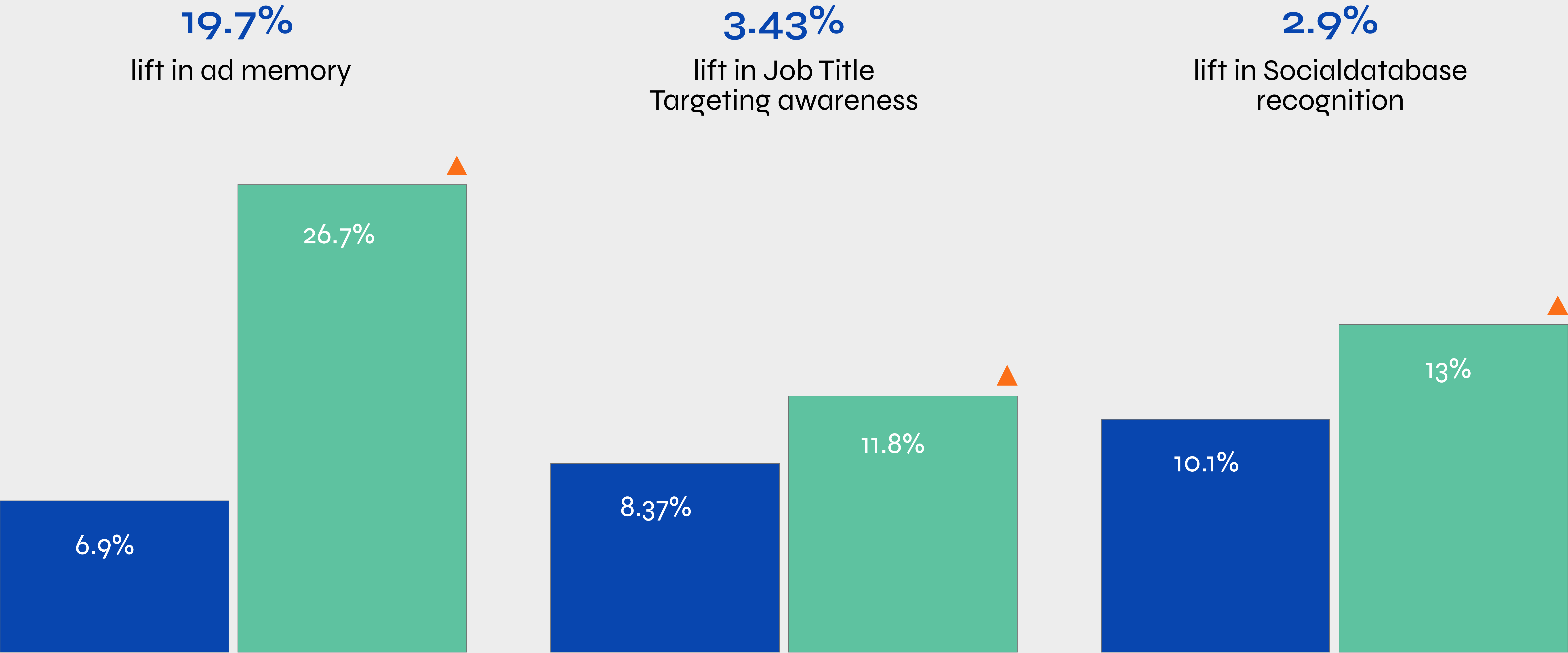
B2B Creatives



Tech Creatives



03 Brand Lift Results



Ad Recall

Product Recognition

Brand Recall

Exposed No Exposure

04 Learnings

Poll Engagement

Despite being discontinued from the main platform, poll cards show their efficiency in generating engagement. Their interactive nature captures a significant number of audience responses.

Leveraging Pro Targeting

The exposed group demonstrated a significant higher level of ad recall and slightly higher results for both product recognition and brand recall. This highlights the benefits of using more refined, custom audience targeting.

Awareness on Job Title Targeting

While there was a slight lift in recognition among the exposed group regarding job title targeting on X, there is considerable room for improvement. Future campaigns can focus on raising further awareness on this feature.