

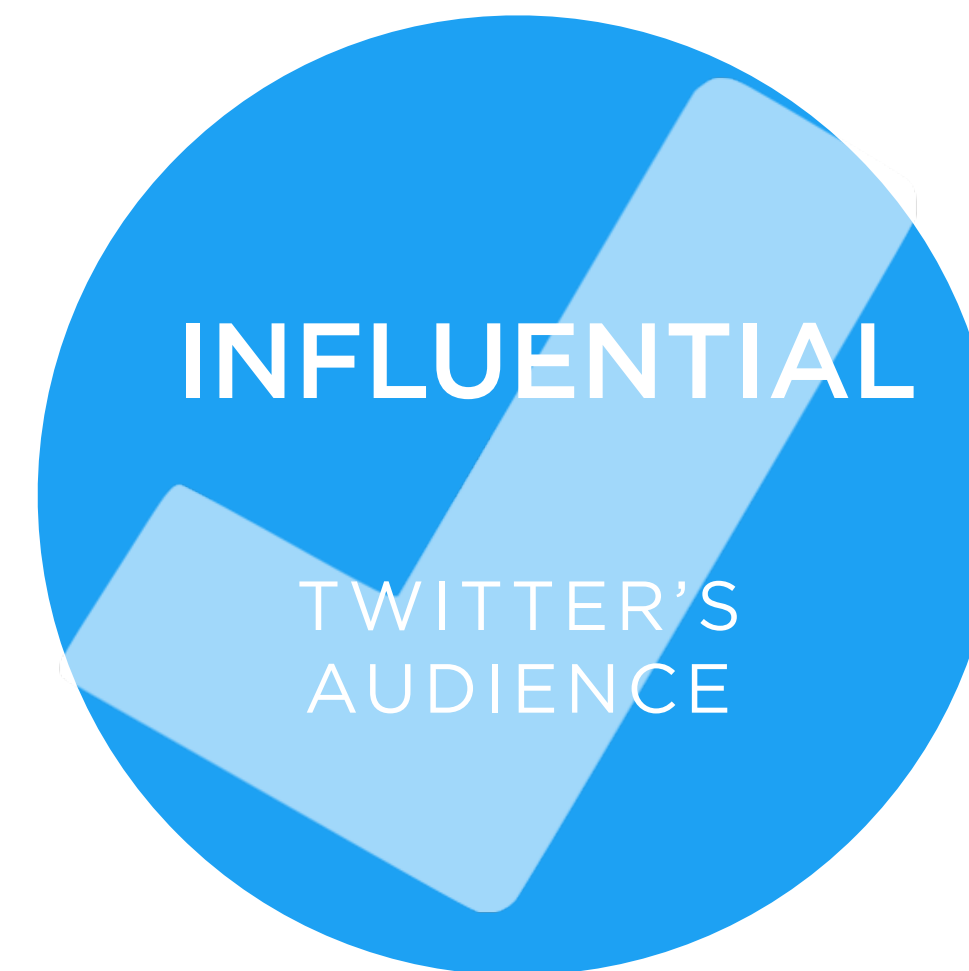
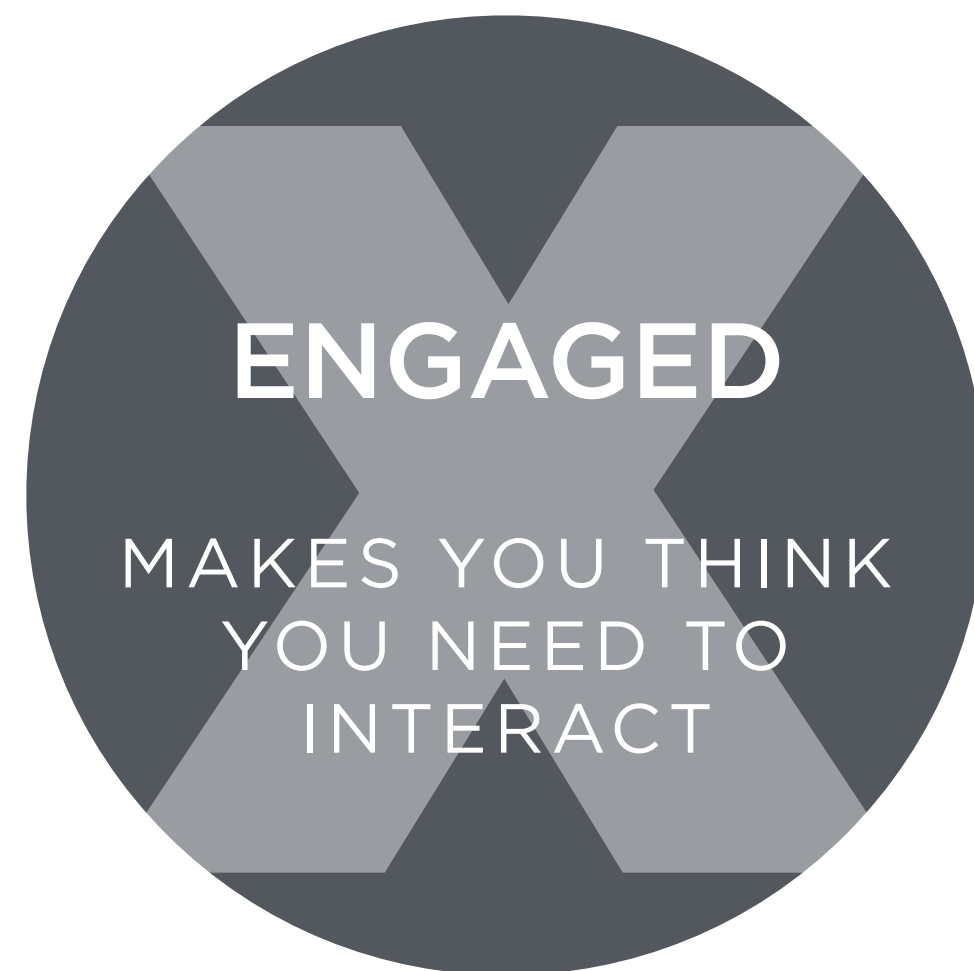


#INFLUENCE

TWITTER'S PREMIUM AUDIENCE

@MDTAYLOR
EUROPEAN HEAD OF RESEARCH

THERE ARE 4 CLEAR TRAITS THAT ARE STRONGER FOR TWITTER USERS BUT INFLUENCE STANDS OUT



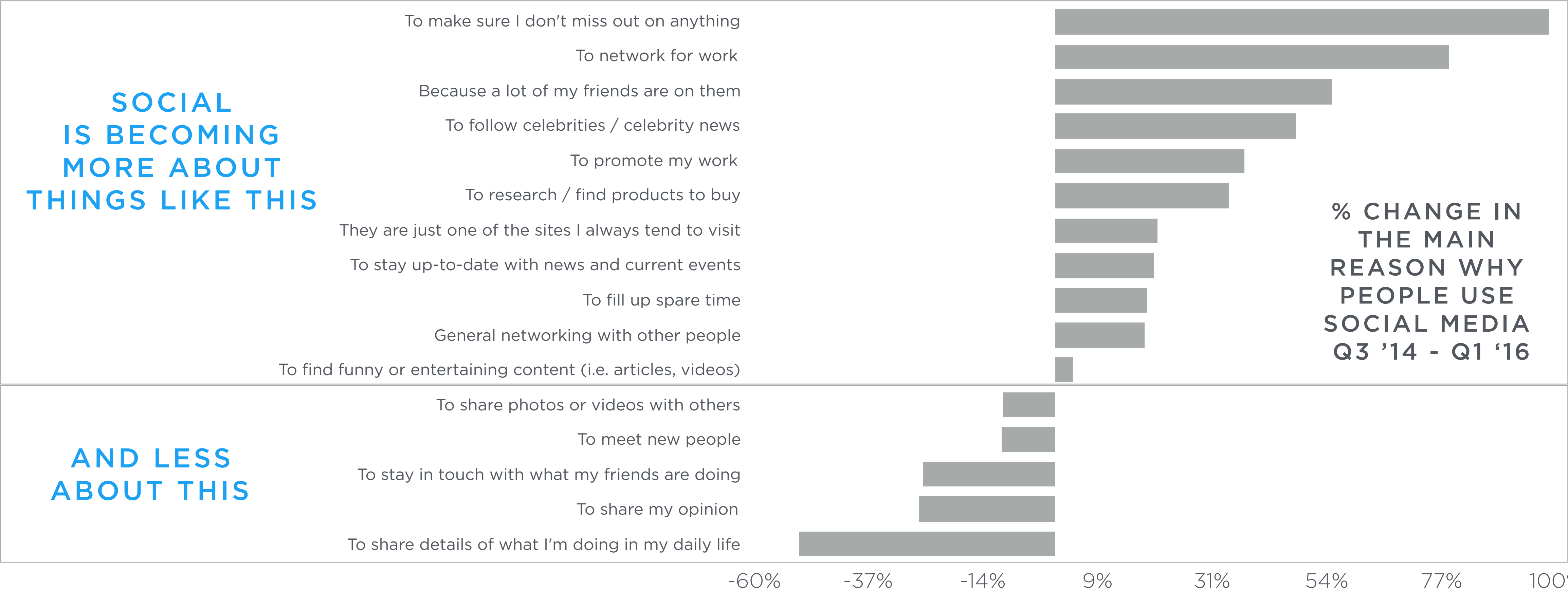
TOP REASONS WHY PEOPLE USE TWITTER

- Keep up to date with news
- Search for what's happening
- Keep up with interests



SOURCE | Nielsen User Deep Dive, NL, 2015

SOCIAL MEDIA IS BECOMING LESS ABOUT OUR FRIENDS AND MORE ABOUT WHAT INTERESTS US



A hand holding a smartphone displaying a Twitter feed, with a sunset background. The text is overlaid on the image.

**TWITTER USERS ARE
58% MORE LIKELY
TO USE SOCIAL MEDIA
TO SHARE OPINIONS
VS. OTHER SOCIAL MEDIA USERS**



TWITTER IS ALREADY SEEN AS BEING **THE** LIVE CONNECTION TO EXPERT POINTS OF VIEW

Top attributes of platform given by the users of each



LIVE, EXPERT POINTS OF VIEW, JOIN DISCUSSIONS



BACKSTAGE ACCESS, CONNECT WITH FRIENDS



CELEBRITIES, BE INSPIRED



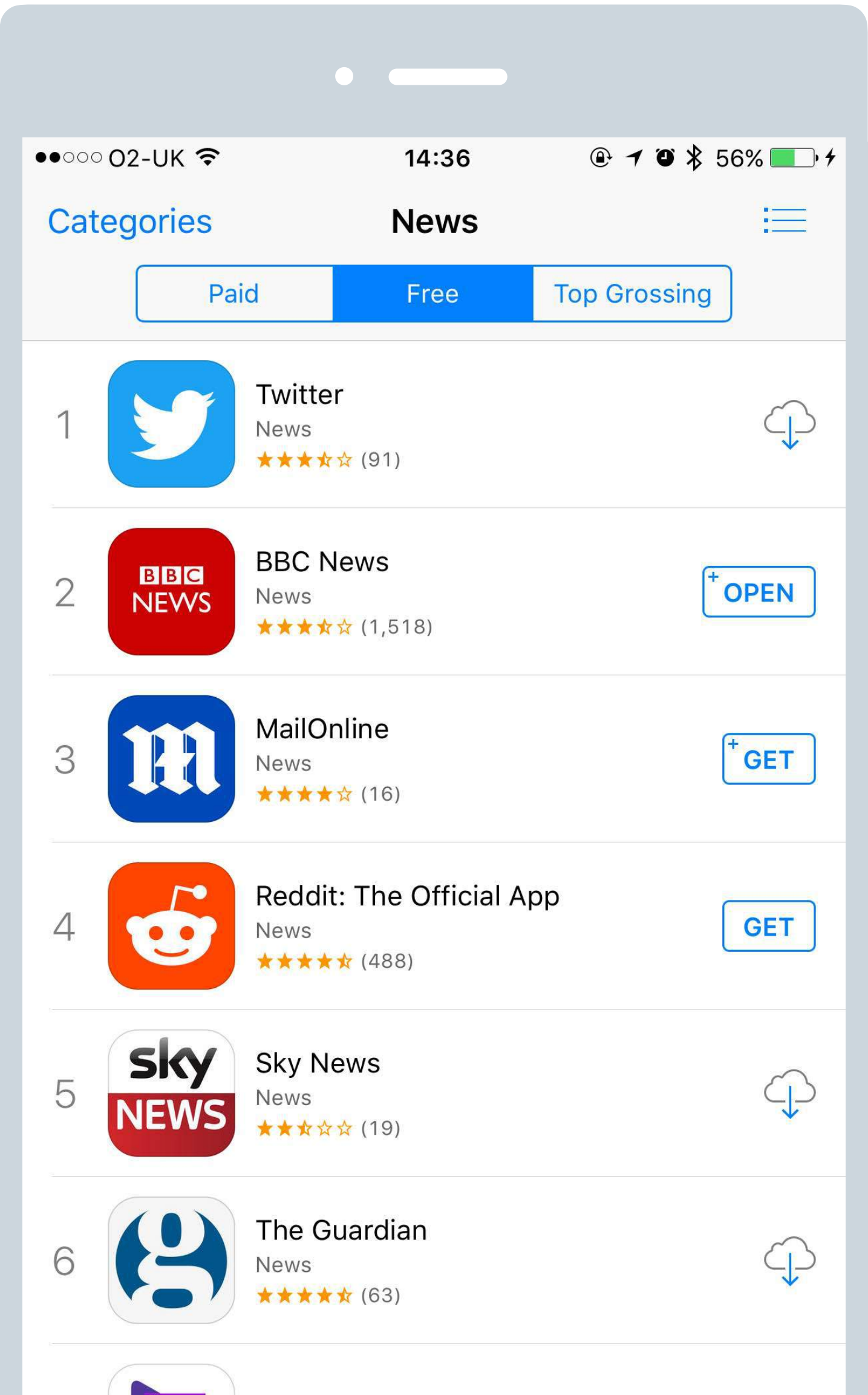
CONNECT WITH FRIENDS, BE ENTERTAINED



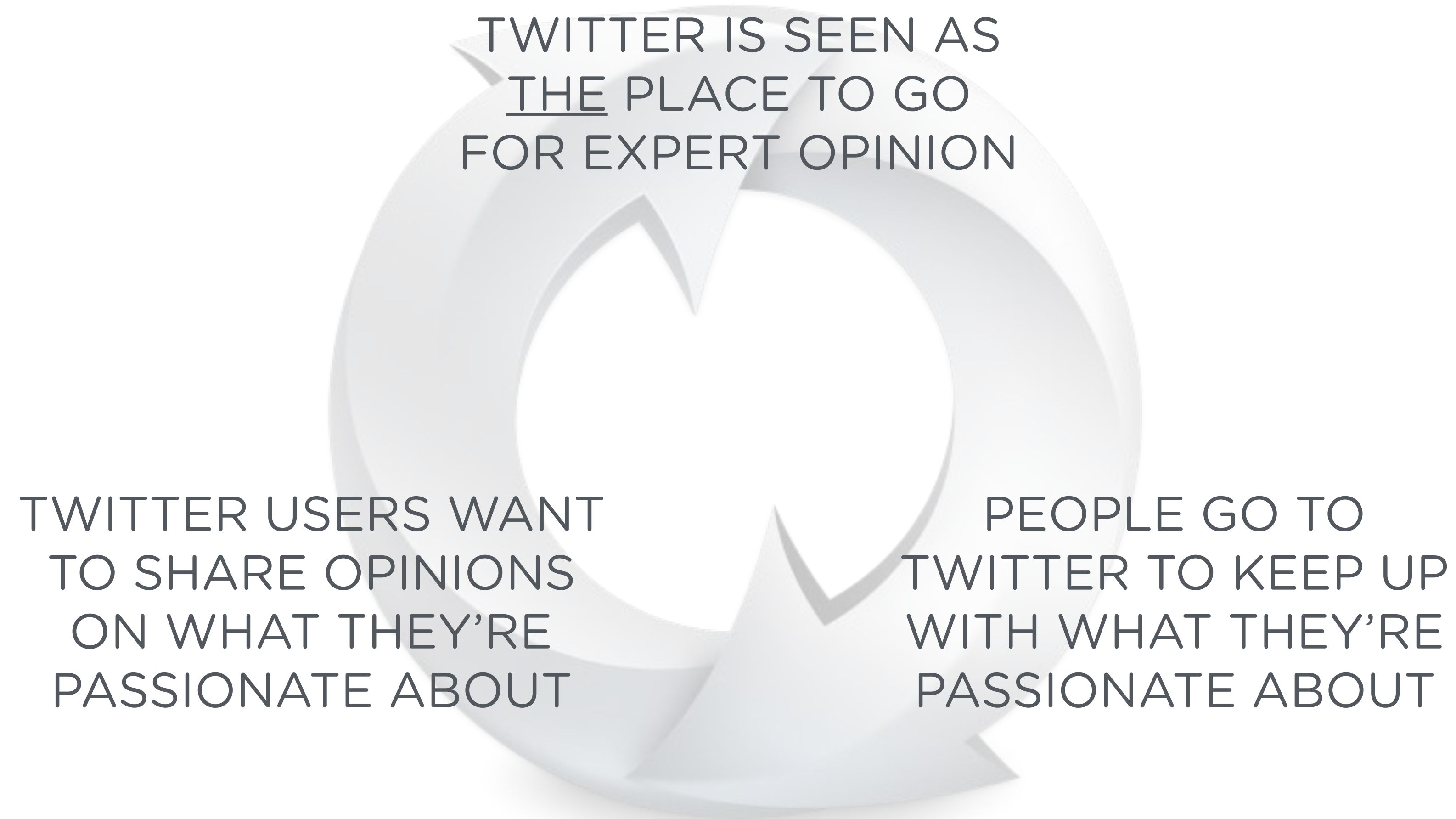
TO BE ENTERTAINED, BE INSPIRED



SOURCE | Research Now, Active users of each platform, Netherlands, 2016



TWITTER NATURALLY CREATES AN INFLUENCE CYCLE



TWITTER USERS...

- Are always the first to know.
- Are the people round the table who always start the conversation.
- Never miss out.
- Are part of moments, both historic and hilarious, *as they happen*.
- Are the ones their friends turn to in order to find out what's happening.
- **Are the most influential person in their household.**






84% OF DUTCH TWITTER USERS
HAVE SHOWN THEIR FRIENDS
SOMETHING FROM TWITTER
IN THE PAST MONTH



SOURCE | Research Now, Netherlands, 2016

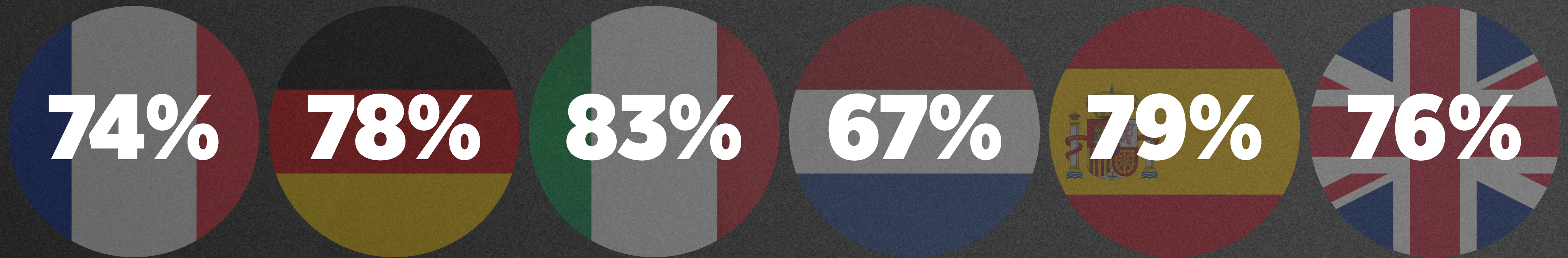
A hand holding a smartphone, with the background blurred. The text is overlaid on the image.

54% OF ALL
DUTCH INTERNET USERS
SEE SOMETHING FROM
TWITTER EVERY MONTH



SOURCE | Research Now, 2016

BRANDS ARE A NATURAL PART OF TWITTER

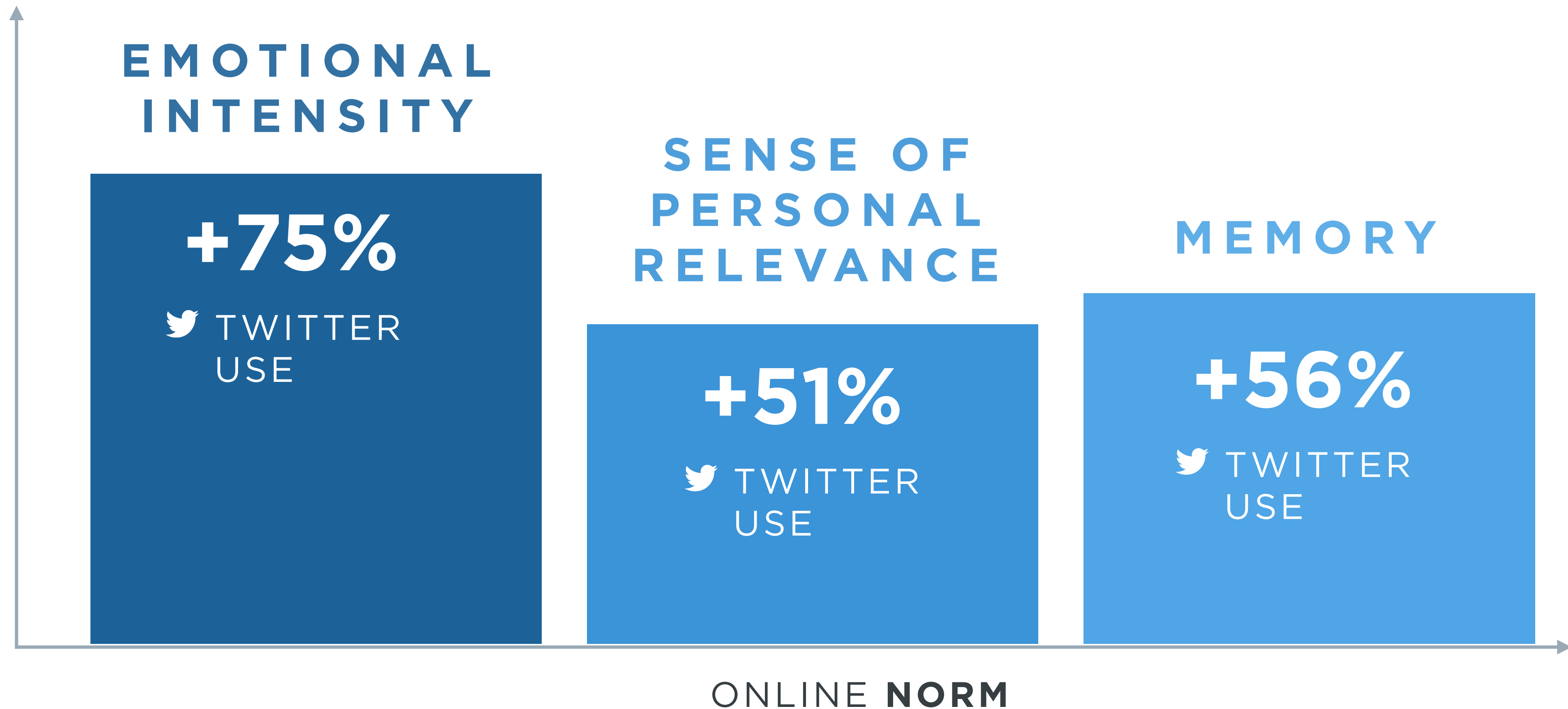


% OF TWITTER USERS WHO FOLLOW BRANDS

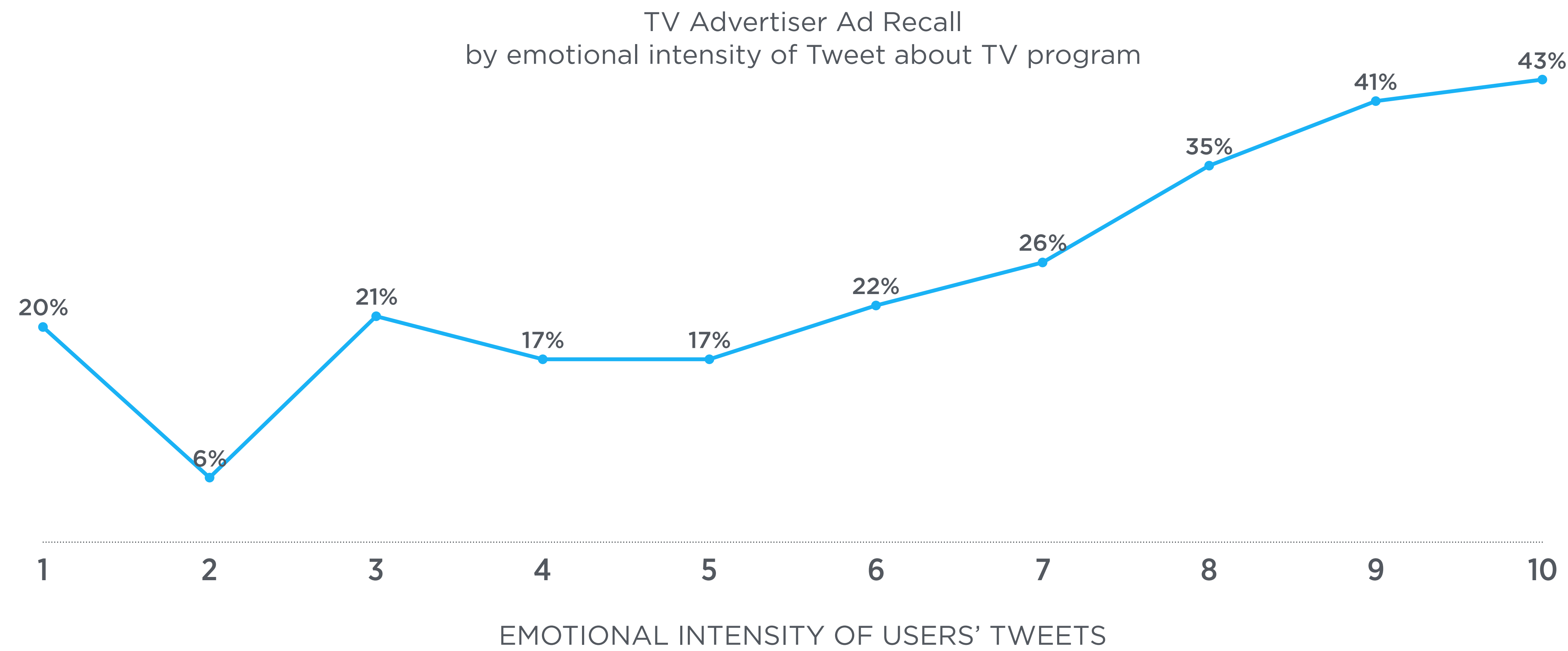


ON TWITTER YOU REACH THESE CONSUMERS WHEN THEY ARE EMOTIONALLY ENGAGED WITH WHAT THEY LOVE

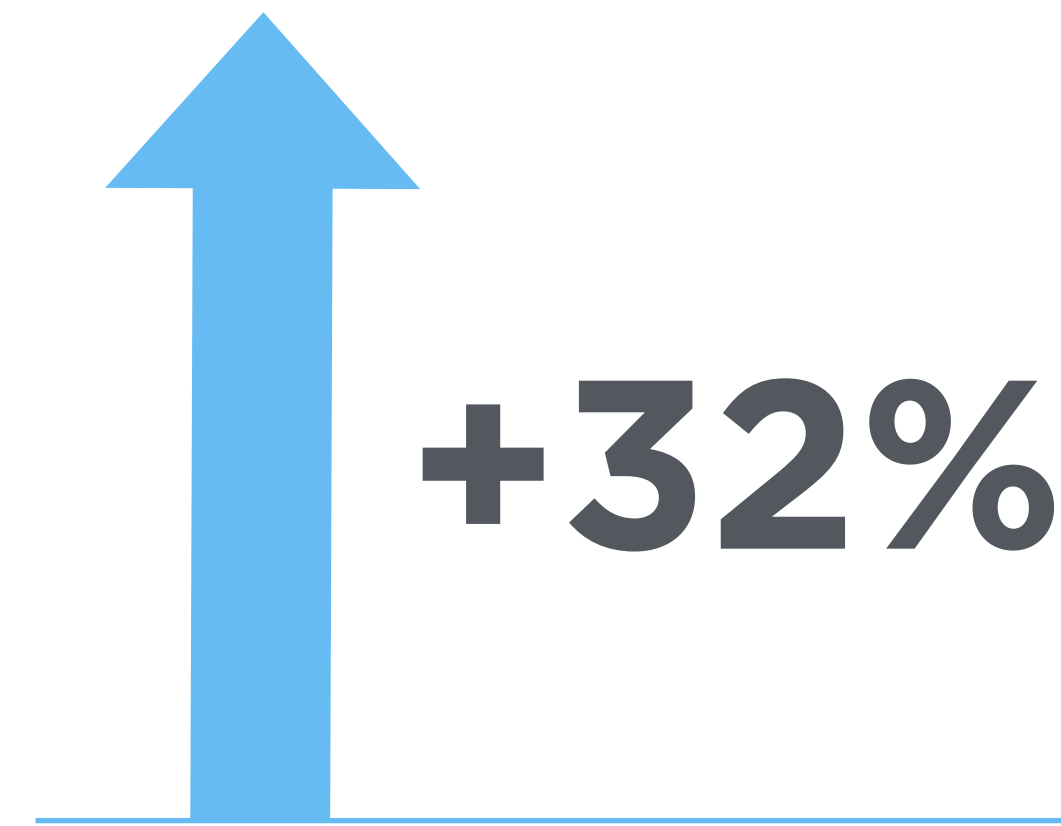
EFFECTIVENESS



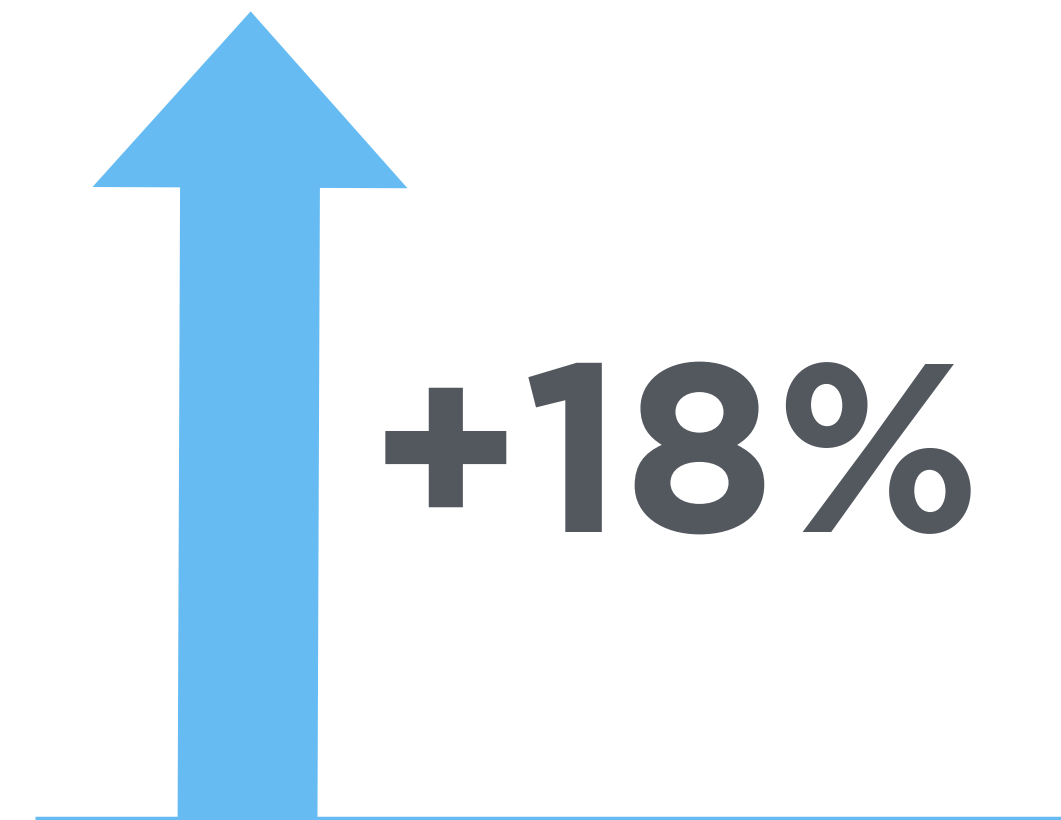
WE KNOW THAT EMOTIONAL INTENSITY CORRELATES WITH STRONGER AD RECALL



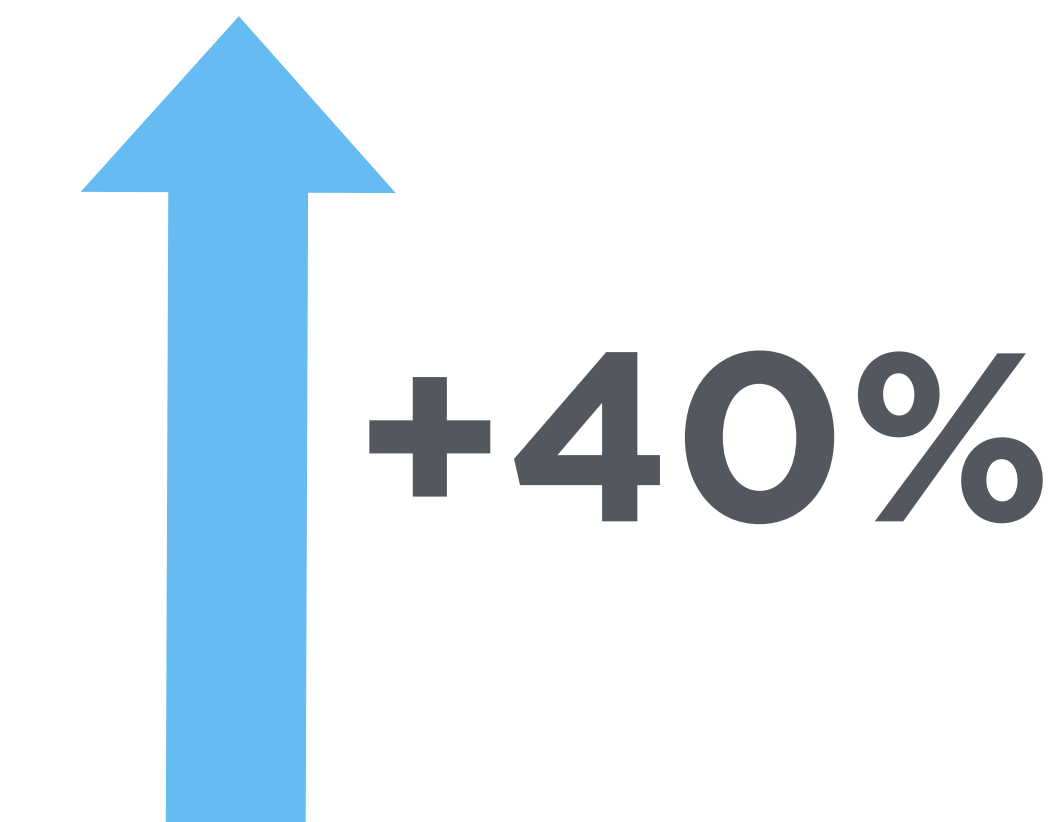
87%
OF BRAND EFFECT STUDIES
NOW GIVE A POSITIVE
RESPONSE FOR AD RECALL



More positive results for brand awareness vs. a year ago



More positive results for message association vs. a year ago



More positive results for purchase intent, favourability or attribute rating vs. a year ago



TWITTER ROAS



UK Smartphones
\$8.10



JP Beer
¥5.4



FR Movies
€2.66



US Tablets
\$3.30



UK Movies
£5.88



US Spirits
\$3.89



BR Autos
R\$19.1



US Midsize Autos
\$7.90



US Luxury Autos
\$17.80



ESP Movies
€2.41



US Smartphones
\$8.60



UK Colas
£1.90



UK Telco
£25cpa



US Movies
\$2.38



SOURCE | Twitter Category Level Marketing Mix Modeling Studies - ThinkVine (2013), Nielsen (2013), Marketshare (2014, 2015)



+68%

More likely than other
social media users to be
posting opinions about
brands and products



SOURCE | GlobalWebIndex, Netherlands, 2016



+31%

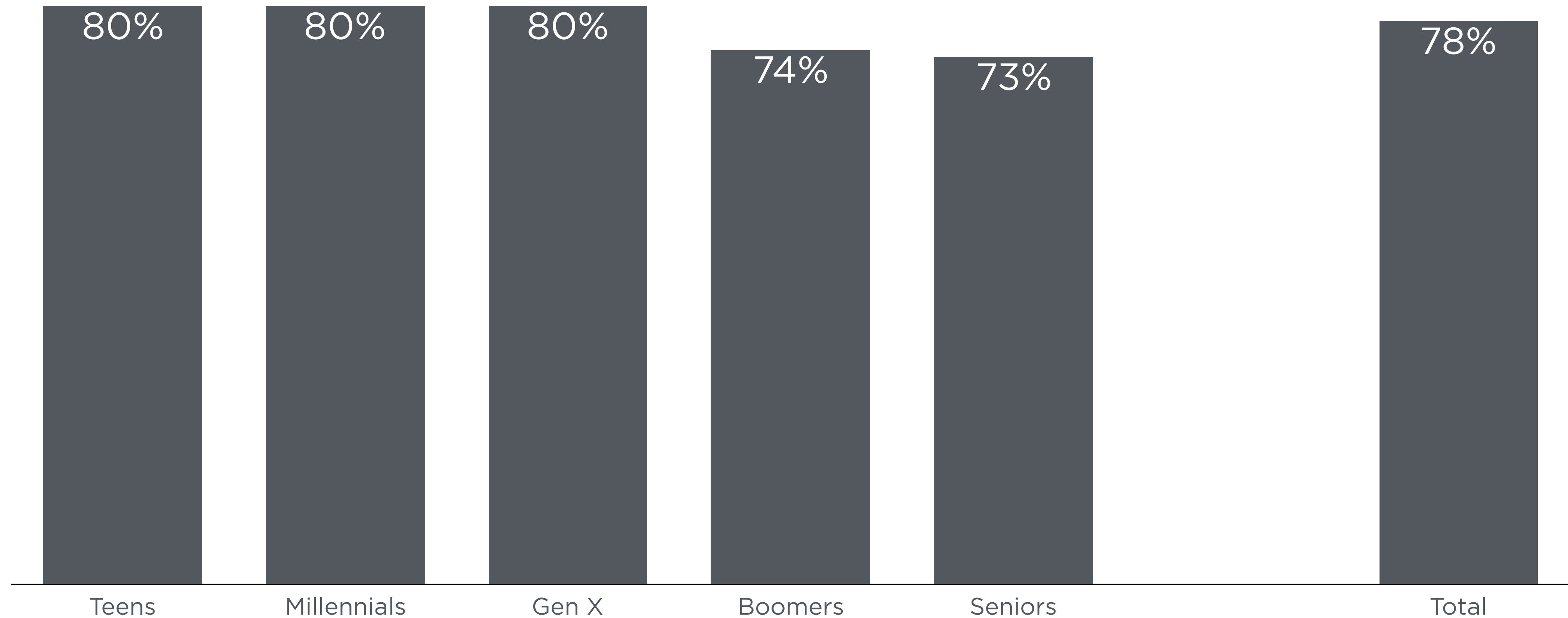
More likely than other
social media users to
actually convince others
about those opinions



SOURCE | Kantar TGI, UK, 2015

THIS IS VALUABLE BECAUSE WORD OF MOUTH IS THE MOST IMPORTANT PART OF PURCHASE DECISIONS

% WHO SAY THEIR PURCHASE DECISIONS ARE INFLUENCED BY RECOMMENDATIONS FROM FRIENDS/FAMILY



SOURCE | Deloitte, USA, 2016



TWITTER GIVES YOU THE
MOST INFLUENTIAL
CONSUMERS
IN THE WORLD.
ALL IN ONE PLACE.

