

# audiense:

An audience connection  
success story



**Company Profile:**

telefonica.com

**Client Sector:**

Telecommunications

**Audiense Usage:**

Increase effectiveness of  
Twitter Ads campaigns

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We faced the challenge of attracting relevant followers in Spain and Latin America. Being able to expand our audience with relevant users, with higher levels of interaction and influence, was what really brought value to our action.

**David Rodriguez**

Product Manager of Think Big  
Telefónica

## How did Telefónica attract 30,000 high quality followers through precision targeting?

Telefónica is a Spanish broadband and telecommunications provider with operations in Europe, Asia, and North, Central and South America. It also trades under Movistar, O2 and Vivo, depending on the market.



### The phone is off the hook

Telefónica's Think Big blog focuses on technology and new trends in Spain and Latin America, with a mission to drive the brand as thought leaders in this space. To achieve this, it needed to build an audience of relevant, well-connected and socially active readers to help spread the message reach a wider audience.

### Challenge

engage a relevant audience in the Spanish and Latin American market, while also optimising the quality and cost per follower.

### Solution

used Audiense to build list of relevant users, segmented by location, level of activity, keywords, and how they're likely to respond to Promoted Tweets. The campaign was conducted using Audiense's Twitter Ads functionality, entirely from within the platform.

### Results

30,000 new followers from targeted paid campaign, who are more active, followed, and relevant than organically reached ones.

### Audiense dials in...

Telefónica deployed Audiense to increase its base of relevant and influential followers. Specific segments of Twitter users were targeted using the platform's precise list-building capabilities. They were filtered by customisable parameters such as user biography keywords, number of followers, time since last tweet, number of tweets per day, geographical location, and Twitter users mentioning the brand but not following it.

Audiense's personality segmentations were also employed to identify users whose personalities indicated they were more inclined to respond, improving ROI. In this instance, they highlighted people most likely to retweet or respond to targeted marketing campaigns.



### Can we give you our number?

- 30,000 new followers from targeted paid campaign, who are more active, followed, and relevant than organically reached ones.
- Acquired followers who had an average of 1000 followers more than the ones they attracted organically.
- The targeted audience continued to interact with the account once they followed.
- Followers from paid campaign had an average of 6,500 more tweets per user than organic followers achieved during that time

The Audiense platform powers three vital functions that help brands and agencies grow their businesses: building audiences using sophisticated combinations of attributes and sources, acquiring deep insight into those audiences, and connecting with audiences at a granular level to deliver relevant and effective communications. Audiense is a certified Twitter Partner and an IBM Watson Ecosystem partner, and works with over 4,000 of the world's largest brands and agencies including Universal Music, Havas Helia and Comic Relief.

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