

# audiense:

An audience connection  
success story



## How Twiplomacy connects directly with over 1,000 diplomatic missions and journalists, and gets a 25% response rate

**Client:**

Twiplomacy

**Industry:**

Diplomacy

**Audiense Solution:**

Audiense Connect

Twiplomacy is Burson-Marsteller's thought leadership study, set up in 2012 by Matthias Lüfkens to monitor, advise, and report on the activity of world leaders, diplomatic missions, and government embassies on social media. Now in its sixth year, it produces over ten reports annually and has over 46,000 followers on Twitter alone, including many high-ranking government officials from around the globe.

### The challenge

Twiplomacy's target audience of diplomatic agencies and world leaders all over the globe is a particularly powerful niche that is hard to effectively reach. Twiplomacy also needed a way to bypass the "noise" of traditional PR communications, as journalists covering these areas of government or tech receive a mountain of pitches for stories every single day. They needed a solution to identify these audiences, organise them, and engage them organically.



The Audiense Connection Platform is our most powerful communications channel. It allows us both to segment and to communicate directly with thousands of prominent diplomats and journalists when we have a new study out, a task that would be impossible to do manually. Audiense's direct message capabilities keep us connected with these teams and their leaders, driving a CTR of 25% with a tremendously valuable and relevant audience.

**Matthias Lüfkens**

Managing Director, Digital, EMEA  
Burson-Marsteller



### Challenge

Identify, segment, and connect with both relevant journalists, and key senior diplomatic profiles

### Solution

Audiense Connection Platform identified thousands of profiles within Twiplomacy's target audience

### Results

A quarter of DMs generate responses from targeted profiles, and coverage in over 50 publications.

## Audiense provides a solution

Twiplomacy uses the Audiense Connection Platform to identify over 1,000 diplomats, and 4,000 diplomatic agencies. They segment those groups to isolate the 400+ diplomats and 1000+ diplomatic agencies that follow them, as well as other world leaders, journalists, and major government organisations.

To date, they have built nearly 200 lists out of these profiles, allowing for accurate, organised communication at the push of a button. The combination of relevant segmentation and direct communication has driven responses from a quarter of the people contacted so far, leading to coverage in over 50 major publications.



## What were the outcomes?

- A 25% response rate, from thousands of direct messages
- Built nearly 200 lists of highly segmented, precise target audiences
- Identified 1,000 diplomatic missions, and 400 senior diplomats, who follow Twiplomacy and can be reached via DM
- Coverage in 50+ leading international publications including CNN and Politico, as well as mentions from a number of world leaders on Twitter

Audiense delivers unique consumer insight and consumer engagement capabilities to many of the world's biggest brands and agencies. The Audiense Connection Platform helps organisations to grow their customer and audience bases by identifying, understanding and connecting with highly granular segments, leveraging the IBM Watson cognitive computing platform to determine unique and powerful personality insights from audience data. Audiense works with a broad range of enterprise clients, including: sports brands and Premier League football clubs; major news publishers; top digital agencies; leading clothing and music brands; and even the UK government.

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