Cisco CIO Video + Podcasts Paid Campaign Recap Report

Hi Jane -

Below please find results promoting the CIO video and podcast assets which ran from April 18 to May 4. This was a two-fold, retargeting plan to promote two assets (videos and podcast) with the goal of garnering engagements, video views and website clicks.

- The first campaign with the objective of video views and engagements promoted two video clips of Jacqueline Guichelaar to a global C-level ITDMs using a combination of keywords, look-a-like handles and conversation targeting.
- Then the second campaign retargeted the Cisco TechBeat podcast episode on remote working to individuals who engaged with the video content, and was also promoted to the C-level ITDMs targeting parameters more broadly (a combination of keywords, look-a-like handles and conversation targeting)

Overall, this program drove **4,920,815 total video views, 29,306 total link clicks, 252,248 total engagements and 13,933,269 total impressions with a $36,800 budget spend.**

Key Insights

- Retargeting individuals from a previous campaign served to be an effective tactic for sharing more information on a similar topic and running a clicks-based campaign. The podcast content received a 0.52% link click rate just from individuals who previously engaged on a Cisco CIO tweet, performing above benchmarks.
    - The podcast engagement campaign received a 2.24% engagement rate from previous Cisco engagers, performing under industry benchmarks. This might be an indicator that the audience was over-exhausted by branded content.
- Both the CIO video campaigns and Cisco TechBeat podcast campaigns saw different top-performing ad units for each objective.
    - Succinct copy complemented the video asset when garnering video views.
    - A thought-provoking question accompanied the top post for the CIO video-engagement based campaign. This success is likely because of the way the post is framed as it demonstrates how Cisco is thinking about remote working during this time.
    - For the podcast campaign, the audio soundwave was the top ad unit for capturing the audience to click to hear more.

- ○ The simple podcast static image performed the best in our engagements-based campaign.
- Three of the four campaigns performed above industry and Cisco internal benchmarks. The engagement-based campaign for Cisco TechBeat podcast received a 2.15% engagement rate, performing slightly under the industry (3.29%) and internal Cisco benchmark (3.68%).
  - ○ It's important to note, engagements was our secondary objective and content was optimized to align with best practices for our primary objectives (video views and clicks). It is, however, a good reminder to think about what content would resonate with our audience for them to engage.
- In all of the campaigns, keywords-based targeting generated the best results in terms of total results and result percentage rate. Prioritize using these parameters for future campaigns:
  - ○ Top Keywords: "IT Services", "AI", "IT Director", "IT Manager", "Videoconferencing", "IT Pro", "5G", "Video Conference", "Video conferencing", "IT professionals, "Director of IT"
  - ○ Top Handles: @mashable, @wired, @TechCrunch, @verge, @Gizmodo, @engadget, @intel, @ForbesTech, @DigitalTrends
  - ○ Top Interests: Computer Networking, Tech Tradeshows, Network Security, Business Software, Enterprise Software, Data Centers, Computer Certification
  - ○ Top Conversations: 5G, Cisco, Internet of Things, Big Data, Cisco – WebEx

Full Program Results

- Overall Objectives: video views, clicks and engagements
- Targeting:
  - ○ Keyword, look-alike, interest and conversation topics largely focused on reaching C-suite level executives participating in related industry conversations
  - ○ Retarget previous engagers
- Content: four total posts promoting Cisco thought leadership content (two boosted posts to promote a video on Jacqueline Guichelaar and two dark posts to promote the Cisco TechBeat podcast)
  - ○ 1) Video Boosted post: https://twitter.com/Cisco/status/1249783492944199689
  - ○ 2) Video Boosted post: https://twitter.com/Cisco/status/1248236324005597184
  - ○ 3) Podcast Dark post: https://twitter.com/Cisco/status/1253713493825642501
  - ○ 4) Podcast Dark post: https://twitter.com/Cisco/status/1253468338015125507
- Total Spend: $36,800.00 / $36,800.00
- Results Overview
  - ○ Total Video Views: 4,920,815
  - ○ Total Link Clicks: 29,306
  - ○ Total Tweet Engagements: 252,248
  - ○ Total Likes: 14,823
  - ○ Total Retweets: 1,399

- ○ Total Replies: 84
  - ○ Tweet engagements are total interactions with your tweet, including retweets, replies, likes, poll votes, hashtag clicks, link clicks, website card clicks and swipes.
- ● Total Impressions: 13,933,269

CIO Video – View Views Campaign Results

- ● Spend: $16,100.00 / $16,100.00
- ● Primary Objective: video views
- ● Results:
  - ○ Video views: 4,509,716
  - ○ Video view rate: 60.34% (*industry benchmark: 59.46%; FH internal Cisco campaign benchmark: 59.94%*)
  - ○ While this campaign's primary objective was video views, these posts also drove 52,107 tweet engagements (including 960 likes, 63 retweets and 17 replies) and 7,473,527 impressions.
- ● Top-Performing Content:

- ■ Ad unit results:
  - ■ Total Video Views: 989,890
  - ■ Video View Rate: 58.37%

CIO Video – Engagements Campaign Results

- Spend: $6,900.00 / $6,900.00
- Primary Objective: engagements
- Results:
  - Engagements: 109,313
    - Likes: 5,330
    - Retweets: 713
    - Replies: 20
  - Engagement rate: 7.41% (*industry benchmark: 3.29%; FH internal Cisco campaign benchmark: 3.68%*)
  - While this campaign's primary objective was engagements, these posts also drove 411,099 video views and 1,475,187 impressions.
- Top-Performing Content:

  - Ad unit results:
    - Total Engagements: 44,288
    - Engagement Rate: 30.70%

CIO Podcast – Clicks Campaign Results

- Spend: $9,660.00 / $9,660.00
- Primary Objective: clicks
- Results:
  - Link clicks: 24,872
  - Link click rate: 0.71% (*industry benchmark: 0.27%; FH internal Cisco campaign benchmark: 0.25%*)

- ○ Engagers from video campaign:
  - ■ Spend: $2,392.57 / $9,660.00
  - ■ Link Clicks: 5,437
  - ■ Engagements: 16,098 (including 369 likes, 36 retweets and five replies)
  - ■ Impressions: 1,050,331
- ○ While this campaign's primary objective was link clicks, these posts also drove 59,453 tweet engagements (including 1,497 likes, 162 retweets and 13 replies) and 3,523,273 impressions.
- ● Top-Performing Content:

- ■ Ad unit results:
  - ■ Total Link Clicks: 788
  - ■ Link Click Rate: 0.58%

CIO Podcast – Engagements Campaign Results

- ● Spend: $4,140.00 / $4,140.00
- ● Primary Objective: engagements
- ● Results:
  - ○ Engagements: 31,375
    - ■ Likes: 7,036
    - ■ Retweets: 911
    - ■ Replies: 34

- - Engagement rate: 2.15% (*industry benchmark: 3.29%; FH internal Cisco campaign benchmark: 3.68%*)
  - Engagers from video campaign:
    - Spend: $2,067.92 / $4,140.00
    - Link Clicks: 2,413
    - Engagements: 16,640 (including 3,972 likes, 461 retweets and 14 replies)
    - Impressions: 741,448
  - While this campaign's primary objective was engagements, these posts also drove 4,434 link clicks and 1,461,282 impressions.
- Top-Performing Content:

    - Ad unit results:
      - Total Engagements: 25,531
      - Engagement Rate: 1.98%

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