



A Harte Hanks Company

# CuriosityStream:

Twitter Optimization for  
Low-Cost Conversions



# Client:

[CuriosityStream](#), the world's first streaming video on-demand service for premium educational, factual content.

# Challenge:

Optimize Twitter to increase conversions at CPAs below the campaign portfolio average.



## Solution:

In early May of 2015, we began a cycle of vigorous testing and refining to optimize our Twitter campaign.

## Testing:

We started broadly and tested:

- Mobile vs. desktop
- Handle-level targeting, interest-level targeting, TV-level targeting, and keyword targeting
  - o For handle-level targeting, we lumped similar handles across a couple of different dimensions (business vs. personal handles, related industries, etc.)
  - o For keyword targeting, we used very specific hashtags/keywords to match our targeted demographic; for example, hashtags like #science may be used in a lot of different contexts, but #STEM would primarily be tweeted by a professional audience

## Optimizations:

- We cut spend on poor-performing placements (mobile, general interest targeting)
- We set up lookalike targeting based on website users
- Using Twitter's CPA by handle/keyword, which gives insight into which handles and keywords sway delivery and carry low CPAs, we separated handle and keyword targets by performance and adjusted bidding specifically for those targets. We continued this process weekly, extracting high-volume, low-performance targets and optimizing them to bring up overall campaign performance.



# Results:

In the first three weeks of the testing and optimization cycle, we reduced CPA on Twitter conversions by 80% while tripling conversions. Overall, we saw higher CPCs on Twitter than on other social channels, but drastically improved conversion rates – frequently double those on other social platforms – more than offset the higher CPCs.





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