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TWITTER ADS

This Tableau Accelerator helps you to:

- Assess & Improve the performance of your marketing campaigns with Twitter Ads
- Identify most impactful campaigns
- Deep-dive to campaign efficiency on: Awareness, Engagement, Conversion
- Improve Return on Investment
- Audit the results of campaign optimization over time

Answer key business questions

- How efficient are our marketing investments?
- Do we increase awareness? Do we develop engagement?
- What is the efficiency of our campaigns?
- Do we have enough financial performance?
- What is the Cost per Click, Cost per Action, Cost per Lead?

Monitor and improve KPIs

Awareness

- **Total Impressions:** The number of times that your adverts were on-screen
- **CPM (Cost per 1'000 impressions):** Cost per Mille (impressions): Average Cost per 1'000 impressions (expressed in currency)
- **Total Cost:** The estimated total amount of money you've spent on your campaign, ad set or ad during its schedule (expressed in currency)

Engagement

- **CPC (Cost per Click):** Cost Per Click: Average Cost per Click (expressed in currency)
- **CPA (Cost per Action):** Cost Per Action: Average Cost per Social Interaction (expressed in currency)
- **Total Clicks:** The number of clicks on links within the ad that led to destinations or experiences, on or off Facebook
- **CTR (Click-Through-Rate):** Click-Through-Rate: the number of clicks that your ad receives divided by the number of times your ad is shown (expressed in %)
- **Total Tweet Interactions:** The number of all interactions (retweets, replies, likes...)
- **Tweet Interaction per Impression:** Average number of tweet interactions (retweets, likes, replies...) per Impression
- **Total Tweet Likes:** Total number of times your tweets have been liked by users on Twitter
- **Total Retweets:** Total number of times your tweets have been shared or reposted on Twitter
- **Total Tweet Replies:** Total number of responses or comments that have been done on your Tweets
- **Total Follows:** Total number of users who have chosen to follow your Twitter account (within the scope of the campaigns)

Conversion

- **CPL (Cost per Lead):** Cost Per Lead: The cost it takes to generate a new prospective customer for your sales team from a current marketing campaign (expressed in currency)
- **Total Leads:** Total number of prospects who shared their information details (such as email)
- **LTR (Lead-Through-Rate):** Lead-Through-Rate: Number of potential customers per click (expressed in %)

Other

- **Campaigns:** Number of advertising campaigns

Required attributes

- **Period** (*date*): Period Date
- **Ad Group Name** (*string*): Ad Group Name
- **Tweet Text** (*string*): Tweet Text
- **Campaign Name** (*string*): Campaign Name
- **Tweet Status** (*string*): Running, Paused...
- **Cost** (*numeric*): Amount Spent
- **Leads** (*numeric*): Number of potential clients
- **Tweet Likes** (*numeric*): Number of tweet likes
- **Retweets** (*numeric*): Number of retweets
- **Tweet Replies** (*numeric*): Number of tweet replies
- **Follows** (*numeric*): Number of follows
- **Tweet Interactions** (*numeric*): Number of tweet interactions
- **Clicks** (*numeric*): Number of clicks
- **Impressions** (*numeric*): Number of impressions