

Maximized Awareness with LinkedIn and X Live Event Ads

At a glance

Tapped into X Live Event Ads and LinkedIn Live Event Ads for bringing a business/tech live event to the masses in-feed for real-time viewership; also an opportunity for users to engage with other users in real-time, further maximizing awareness. Expanding reach/amplifying awareness and driving strong viewership.



177.49%.
Above Video Views goal



193.86%
Above Impressions goal



177.36%
Lower than Cost per Video View Goal



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CHALLENGE



Explore present and/or new opportunities to drive mass awareness of real-time broadcasted event revolving around business/tech industry updates.

SOLUTION/RESULTS



X Live Event Ads and LinkedIn Live Event Ads aligned with strategy; proved to be impactful towards the brand's goal of broadening awareness and driving strong viewership. Engaged users with a broadcasted event geared towards a strategically developed audience consisting of Business Decision Makers (BDM), Press/PR and Tech News audience parameters. Cumulatively achieved 12M+ users reached, strong video views, high impressions, and low cost per video views compared against performance goals.

VCR and VTR not available for these ad formats at the time of campaign run.

BENEFITS



Benefit One

1

Spark user interest and awareness with reminder call-to-action (CTA) for user to opt-in to receive push notifications - driving strong viewership.

Benefit Two

2

Capture users attention with thumb-stopping real-time in-feed event broadcasting inclusive of real-time user engagement within comment section.

Benefit Three

3

Continue heightening awareness and viewership of broadcasted live event with in-feed replay of broadcast.