



# @GujaratTourism

11/30/19 - 12/30/19



@TwitterIndia

**#Recap**

# Account Overview

8M

Video Views

Q2 2019 Other - Business Services  
Benchmark: 375k (avg.)

₹51L

Spend

₹0.64

CPV

Q2 2019 Other - Business Services  
Benchmark: ₹1.3





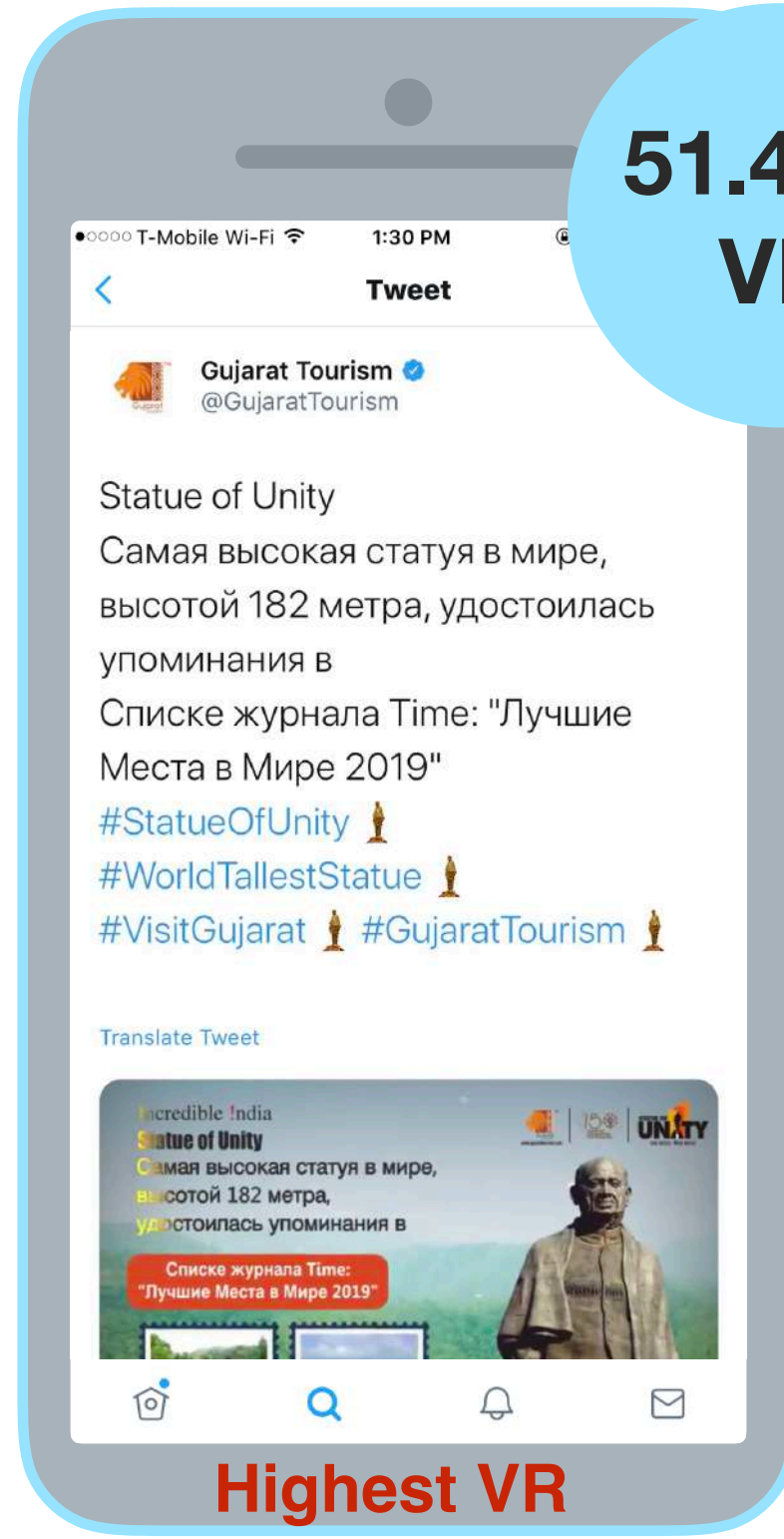
# Top Tweets

Russia, US, UK showed the highest VR followed by New Zealand (Dutch), Italy (Italian) and Switzerland (German)

45.89%  
VR



51.46%  
VR



Highest VR

45.10%  
VR





# Key Takeaways

1

## **The campaign delivered on the objectives in full**

With **8+M video views**, **36.8% VR** and **CPV of ₹0.64**, all the promised objectives were met and the performance was higher than the industry average

2

## **High traction from all the regions**

Beating the average View Rate (32%) by 15% overall, the campaign roused enough interest among the target users to deliver healthy video view metrics across regions

3

## **@GujaratTourism saw an uplift in conversations and sentiment**

The campaign helped in keeping the conversation on the platform going, buoyed by the [News article](#), helped Gujarat Tourism see an upswing in the overall sentiment



# Overall Campaign Performance: A Summary

The campaign was designed to maximise a diversified outreach and having local language creatives was very helpful in driving the message home

Delivering quite uniformly across the targeted Geographies, **we were able to deliver more than 8M videos views and better than industry average Video view rates of 37% helped by the localised creatives**

**Western Europe, Japan & Korea and UK** had the highest video views

**Japan & Korea, Western Europe and Australia & Thailand** saw the most served impressions getting us the maximum number of eyeballs

**Western Europe, Japan & Korea, Australia & Thailand and Middle Eastern regions** got the highest Tweet Engagement, getting us a relatively high number of earned engagements (182K) on the side of the video view targets

With around **37K Media Engagements, 3K Likes, 500+ Retweets and 120+ replies**, the creatives were very well received by the users on the platform

## Most Served Tweet



3,649,339  
Impressions



**#Conversation**



# Platform set abuzz

**#StatueofUnity trended for a major part of the day on 07 Dec whenever media outlets broke the news that Statue of Unity surpassed average footfall of USA's Statue of Liberty. It helped to have a promoted campaign in running at this time to accentuate the conversation on the platform**

11:25 4G

For you **Trending** News Sports Fun E

**India trends**

18 · Trending

**#SaturdayVibes**  
1,329 people are Tweeting about this

19 · Trending

**#StatueofUnity** 🏆  
Trending with: #StatueofLiberty

hindustantimes.com  
Statue of Unity surpasses daily average footfall at USA's Statue...

Statue Of Unity and 1,038 others are Tweeting about this

Today · Last night

**Chef Heston Blumenthal speaks about vegetarian food and Sadhguru at the HT summit**

Trending in India

**#StatueofUnity** 🏆  
Trending with: #StatueofLiberty

hindustantimes.com  
Statue of Unity surpasses daily average footfall at USA's Statue...

Statue Of Unity and 1,037 others are Tweeting about this

World news · Last night

**Iraq sees one of its deadliest protest nights after live ammunition fired at**





**Thank you!**