# UASG Social Media Paid Campaign Analysis

January 2022
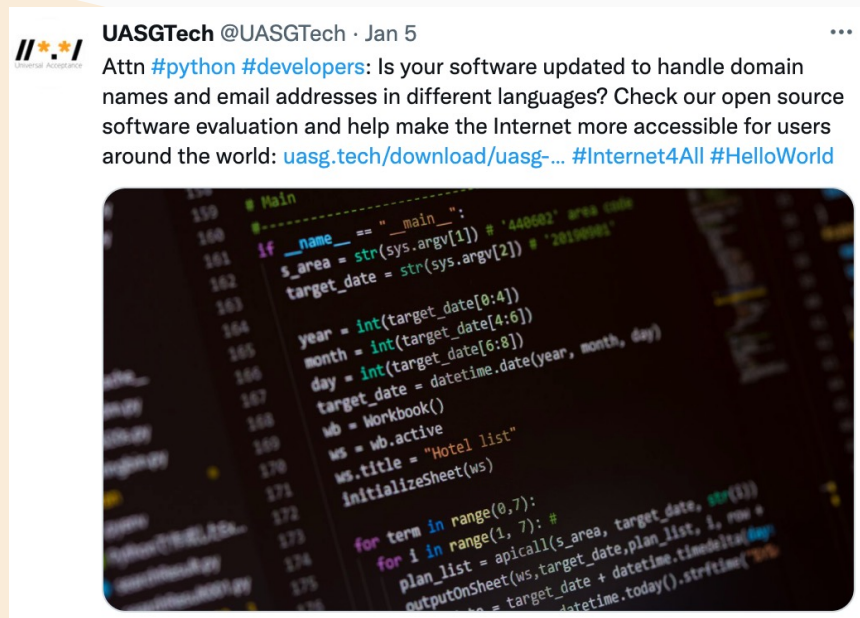
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Universal Acceptance

# Paid Social Media Campaign

The UASG carried out a paid social media campaign from 5-12 January 2022.

The campaign was aimed at Python developers to raise UA awareness and direct them to remediation resource UASG033.

# Targeted Campaign Audiences

## Twitter

* **Age**: 18-50
* **Location**: Brazil, South Africa, India, Israel, Egypt, Kenya, Nigeria
* **Keywords**: Programmer, domain name, open source, coder, DNS, Python developer, tech developer

## Facebook

* **Age**: 18-50
* **Location**: Brazil, Egypt, Israel, India, Kenya, Nigeria, United States, and South Africa
* **Keywords**: Open-source software, Code, web developer, web development, software developer, Python (programming language) or computer programming and job title: back-end web developer

# Twitter Results

Total Spend: $100 USD

Impressions: **195.2k**

- Number of times the ad is shown to users (93% men, 7% women)

Link Clicks: **18,584**

- Number of clicks on the link in the post (UASG033)

Results Rate: **9.52%**

- Impressions divided by link clicks (conversion rate)

# Facebook Results

Total Spend: $100 USD

Reach: **265.7k**

- Number of people who saw the post (84.5 % men, 15.5% women)

Post Engagement: **2,941**

- Total number of actions taken by users who saw the post

Link Clicks: **2,732**

- Number of clicks on the link in the post (UASG033)

# Campaign Demographics – Age and Location

## Twitter

Age (impressions, link clicks, result rate)

* **21-34** (highest result rate)
* 64,696 | 6,381 | **9.86%**

Location (impressions, link clicks, result rate)
* **India** (highest result rate)
* 162,080 | 16,411 | **10.13%**
* Followed by Egypt (7.19%), Brazil (5.22%),  Kenya (2.82%)

## Facebook

Age (reach, link clicks)

* **18-24**
* 117,894 | 1,249

Location (reach)
* **West Bengal | 29,185**
* Uttar Pradesh | 27,393
* Bihar | 20,353
* Jammu and Kashmir | 19,905

# Campaign Demographics - Language

## Twitter

(impressions, link clicks, result rate)

* English: 124,736 | 12,496 | 10.02%

* Hindi: 36,273 | 3,554 | 9.80%

* Arabic: 25,976 | 1,872 | 7.21%

## Facebook

N/A

# Campaign Demographics – Platform/OS

## Twitter

(impressions, link clicks, result rate)

* Android: 194,703 | 18,572 | 9.54%

* iOS: 259 | 11 | 4.25%

## Facebook

(reach, link clicks)

* Facebook: 259,084 | 2,710

* Messenger: 6,464 | 21

# Campaign Demographics - Gender

## Twitter

(impressions, link clicks, result rate)

* Men: 182,132, |17,610 | 9.67%

* Women: 4,068 | 300 | 7.37%

## Facebook

(reach, link clicks)

* Men: 224,330 |2,330

* Women: 41,090 | 402

# Website Traffic Overview (1-21 Jan 2022)

## UASG.TECH General Overview (Google Analytics)

Throughout this time period, there were 9,678 pageviews, 7,734 of which were on the UASG033 download page (7,401 from Twitter, 215 from Facebook).

A total of 4,505 visitors, 4,483 of whom were new users. 3,817 users visited the UASG033 download page.
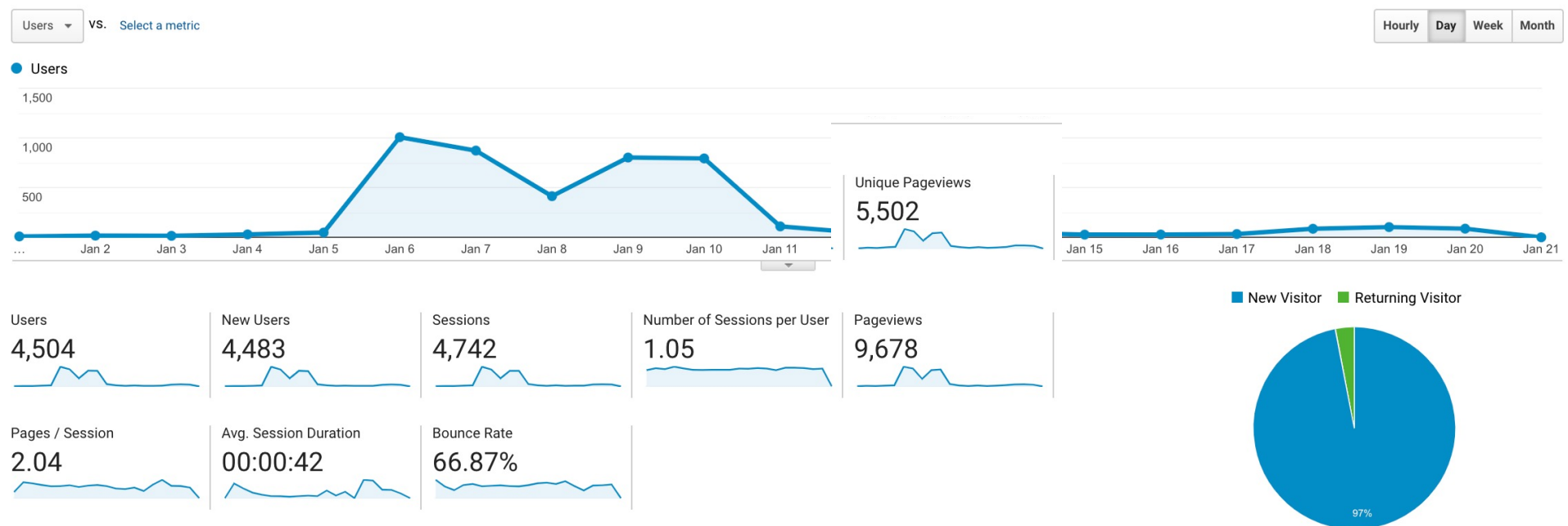
# Website Traffic Overview (1-21 Jan 2022)

## Most Viewed Pages

| | Page Title | Pageviews | % Pageviews | |
|---|---|---|---|---|
| 1. | UASG 033 UA-Readiness of Open Source Code Pilot EN - Universal Acceptance Steering Group (UASG) | 7,734 | ▬▬▬ | 79.91% |
| 2. | Universal Acceptance Steering Group //*.*/ UASG | 570 | ▮ | 5.89% |
| 3. | Document Hub - Universal Acceptance Steering Group (UASG) | 204 | ▮ | 2.11% |
| 4. | Email Address Internationalization - Universal Acceptance Steering Group (UASG) | 88 | ▮ | 0.91% |
| 5. | UASG Leaders - Universal Acceptance Steering Group (UASG) | 51 | ▮ | 0.53% |
| 6. | UASG Welcomes Leading Tech Entrepreneur Vijay Shekhar Sharma as UA Ambassador - Universal Acceptance Steering Group (UASG) | 45 | ▮ | 0.46% |
| 7. | UASG Structure and Groups - Universal Acceptance Steering Group (UASG) | 44 | ▮ | 0.45% |
| 8. | Join UASG Working Groups - Universal Acceptance Steering Group (UASG) | 37 | ▮ | 0.38% |
| 9. | Blogposts - Universal Acceptance Steering Group (UASG) | 36 | ▮ | 0.37% |
| 10. | About - Universal Acceptance Steering Group (UASG) | 35 | ▮ | 0.36% |
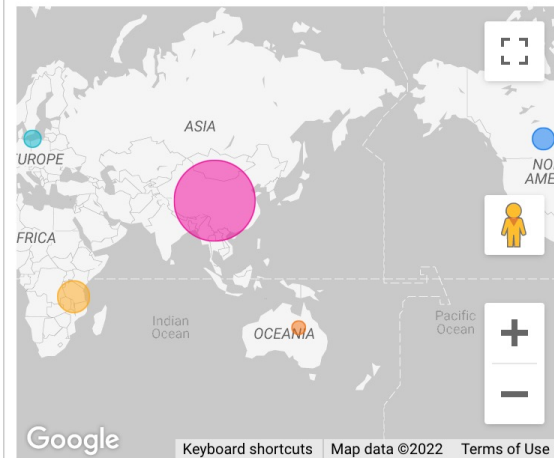
view full report

# Website Traffic Overview (1-21 Jan 2022)

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Visitors by Country

| | Country | Users | % Users | |
|---|---|---|---|---|
| 1. | 🇮🇳 India | 3,022 | ▬▬▬ | 67.07% |
| 2. | 🇪🇬 Egypt | 779 | ▬ | 17.29% |
| 3. | 🇺🇸 United States | 337 | ▍ | 7.48% |
| 4. | 🇩🇪 Germany | 105 | | 2.33% |
| 5. | 🇧🇷 Brazil | 31 | | 0.69% |
| 6. | 🇳🇬 Nigeria | 26 | | 0.58% |
| 7. | 🇮🇪 Ireland | 22 | | 0.49% |
| 8. | 🇰🇪 Kenya | 20 | | 0.44% |
| 9. | 🇨🇳 China | 18 | | 0.40% |
| 10. | 🇯🇲 Jamaica | 8 | | 0.18% |

# Website Traffic Overview (1-21 Jan 2022)

Device / OS

| Device Category | Acquisition | | |
|---|---|---|---|
| | Users | New Users | Sessions |
| | 4,504 <br> % of Total: 100.00% <br> (4,504) | 4,483 <br> % of Total: 100.00% <br> (4,483) | 4,742 <br> % of Total: 100.00% <br> (4,742) |
| 1.  mobile | 3,890 (86.35%) | 3,886 (86.68%) | 3,995 (84.25%) |
| 2.  desktop | 580 (12.87%) | 563 (12.56%) | 705 (14.87%) |
| 3.  tablet | 35 (0.78%) | 34 (0.76%) | 42 (0.89%) |

| Browser | Acquisition |
|---|---|
| | Users |
| | 4,504 <br> % of Total: 100.00% <br> (4,504) |
| 1.  Android Webview | 3,775 (83.81%) |
| 2.  Chrome | 451 (10.01%) |
| 3.  Firefox | 177 (3.93%) |
| 4.  Safari | 45 (1.00%) |
| 5.  Edge | 15 (0.33%) |

# Takeaways

**1** ## Successful Campaign
- Over 460,000 total impressions/reach; 21,316 total link clicks.

**2** ## Twitter More Successful than Facebook
- For the same amount of money, Twitter secured significantly more link clicks.

**3** ## Strategic Regions
- In both campaigns, the U.S. and India had the most impressions/reach and highest result rate (link clicks).
- Suggest future campaigns target fewer countries and focus on ones with higher levels of engagement.
- Note: China and Russia cannot be targeted on these platforms.

**4** ## Success with Young Demo
- Most engagement was seen in the 18-34 age range.

# Takeaways

**5** Mobile Friendly

- Facebook and Twitter are usually used from mobile devices.
- Downloading a pdf document on mobile might not be effective.
- For future campaigns focused on link clicks, a blog pointing to a pdf document should be considered.