



SOCIAL ENGAGEMENT BENCHMARK REPORT

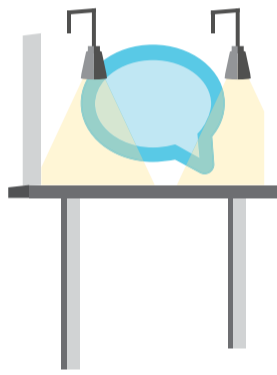
Metrics from 3+ Million Twitter* Messages Sent Through Our Platform



The journey from passive awareness of a brand to loyal brand advocacy can transpire anywhere—from a web browser to a brick-and-mortar store to a smartphone. An increasingly critical touchpoint along the customer journey is Twitter, which now has over 271 million daily active users and a user base that sends more than 500 million tweets per day.

We tracked more than 3 million tweets sent from our platform in 2013 to present you with a clear portrait of how Twitter messages are currently performing for brands.

BY THE NUMBERS



Twitter offers a wealth of ways for brands and customers to connect, and here's the data on what's working best.

Photos incite higher rates of Twitter engagement, and each industry is unique in engagement performance. The bottom line: whether it's providing retweetable content or quick replies, fill the exact niche your customers need.

Twitter Engagement Rates per Tweet by Industry

	CPG	Media and Entertainment	Financial Services	Retail and E-Commerce	Education and Non-Profit	Tech and Manufacturing	Travel and Hospitality
Total Tweets	39k	199k	94k	303k	47k	269k	287k
Average Replies	2.2	7.7	1.7	3.0	2.8	1.9	1.8
Average Retweets	8.8	23.6	17.1	11.5	15.3	4.0	5.6

Includes paid and organic posts

CLOUD TIP

Tweets with photos tend to perform better than text-only tweets in terms of both replies and retweets.



Twitter Engagement Rates: Photo vs. Text Tweets

	Photo Retweets	Text Retweets	Photo Replies	Text Replies
CPG	10.8	8.3	3.3	2.0
Media and Entertainment	56.8	19.9	11.6	7.2
Financial Services	46.7	13.6	4.8	1.5
Retail and E-Commerce	26.4	8.5	8.0	2.5
Education and Non-Profit	18.9	14.8	3.8	2.7
Tech and Manufacturing	6.4	3.7	2.9	1.8
Travel and Hospitality	9.0	5.0	3.3	1.7

Includes paid and organic posts



Want to see more industry-specific data, charts, and recommendations? The *Social Engagement Benchmark Report* has all the metrics you need to deliver exceptional customer journeys on Twitter. Download it at exacttarget.com/benchmark-2014/social-engagement-tw.

Sources: All data is via the ExactTarget Marketing Cloud.