

RADIUMONE™

The Power of Sharing Data

Sharers are 9x more likely to purchase

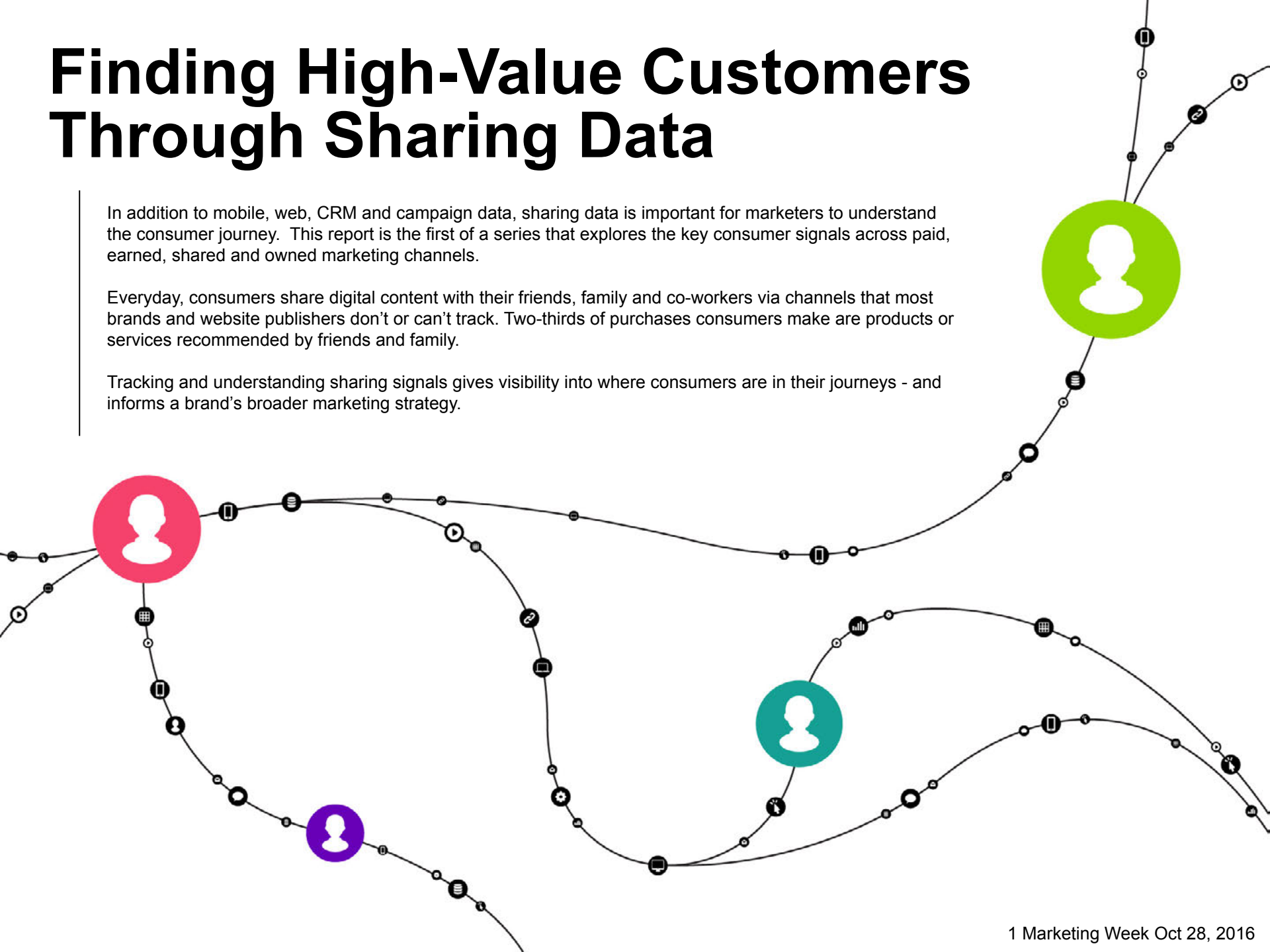


Finding High-Value Customers Through Sharing Data

In addition to mobile, web, CRM and campaign data, sharing data is important for marketers to understand the consumer journey. This report is the first of a series that explores the key consumer signals across paid, earned, shared and owned marketing channels.

Everyday, consumers share digital content with their friends, family and co-workers via channels that most brands and website publishers don't or can't track. Two-thirds of purchases consumers make are products or services recommended by friends and family.

Tracking and understanding sharing signals gives visibility into where consumers are in their journeys - and informs a brand's broader marketing strategy.



Methodology



Data was collected via RadiumOne's Sharing Analytics software



Over 1.5 billion viewed events and over 10.5 million shares and clicks on shares were observed globally over a 30 day period



The analysis tracked sharing behaviors that directly led to conversions (i.e. online purchases, sign-ups, subscriptions, etc.)

Executive Summary

Sharers buy

Users who actively share convert 9x more than non-sharers

Dark Social accounts for the majority of consumer sharing

Dark Social; sharing that occurs via email, text and copy/paste, accounts for over 75% of all sharing activity

Bots don't share

Sharing activity is far less likely to lead to fraudulent traffic as it requires the completion of multiple human steps, including filling out forms and providing contact info

Tracking sharing activity is an untapped resource for discovering, understanding and targeting new high-value customers



Sharers are 9x more likely to convert

Understanding sharing behavior can help identify more high-value customers to target for advertising campaigns

Data shows that consumers who share content are 9x more likely to convert than people who don't share

Being able to identify consumers who share is a powerful and efficient tool across all marketing activities

Signal Strength (Conversion Rate Lift)

Non-Sharer

(baseline comparison)



1X

Sharer



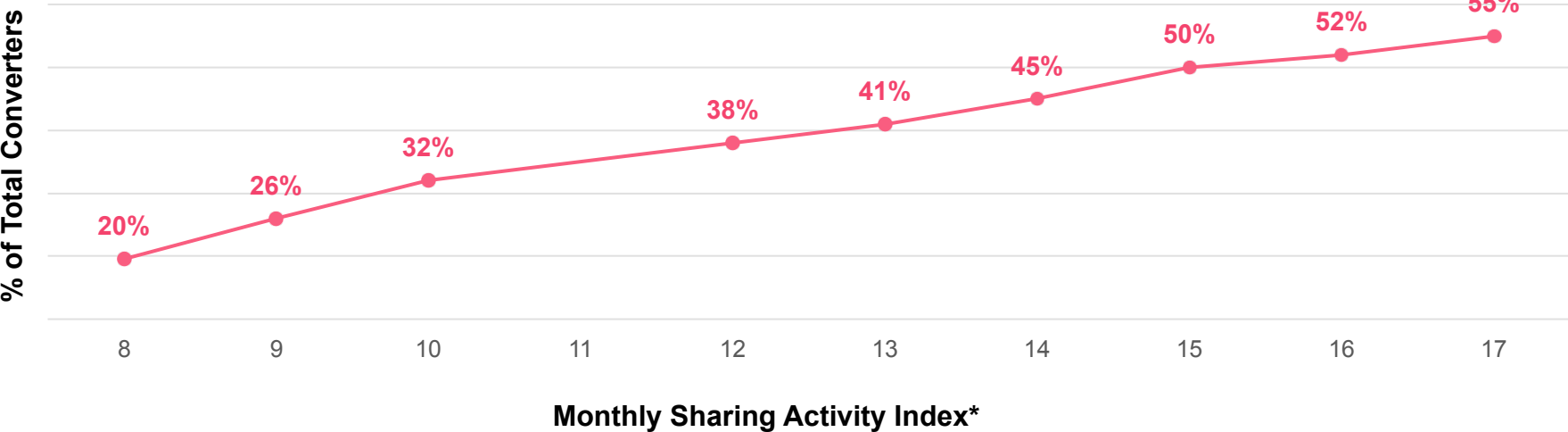
9X

Increased sharing & clickbacks lead to greater conversions

The more content an individual shares and interacts (clicks back on) with, the more likely they are to convert

Analytics tools which can identify frequent sharers and clickers provide a key opportunity for identifying high-value customers and consumers

Sharing Converter Coverage



* Defined via normalized monthly sharing user activity

Dark Social accounts for over 75% of converted sharers & clickers

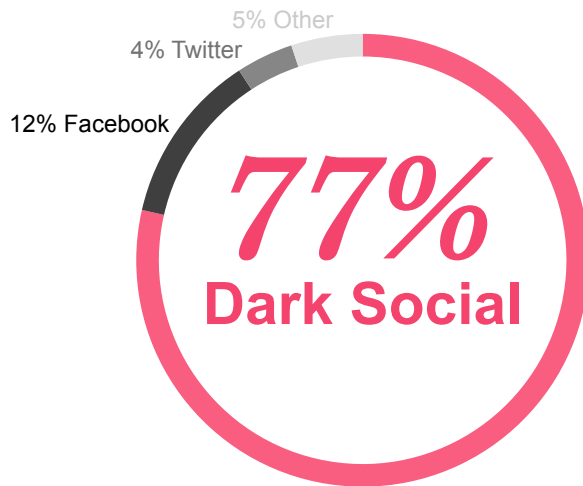
In most instances, sharing is meant for a specific people, rather than an entire social community

As a result, most sharing takes place outside of public social networks and their analytics tools

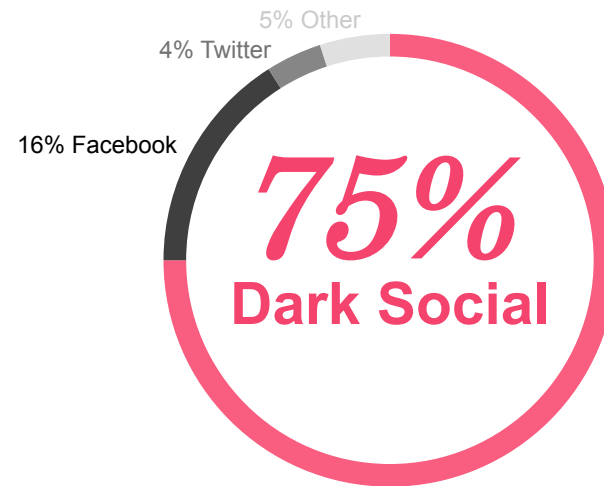
Dark Social channels make up over 75% of all converters

Having the ability to track this activity is key for targeting users most likely to convert

Converted Sharers



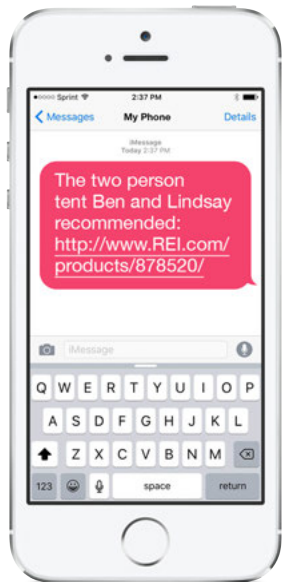
Converted Clickers



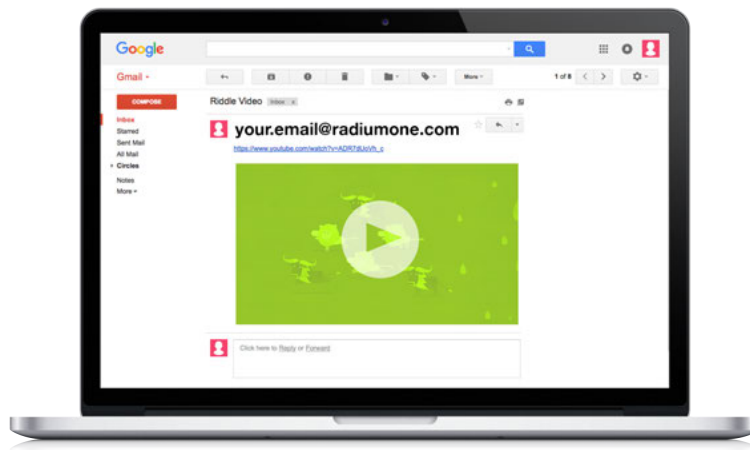
Self-sharers are a new opportunity

Sharing isn't always from one person to another, many times people share to themselves. Self-sharers have a **16x lift in conversion rate** and are key consumers to target.

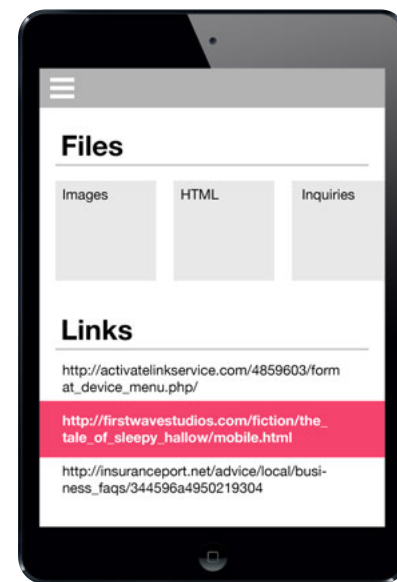
Types of Self-Sharing



Texting oneself content or a link to an item they want to purchase at a later time



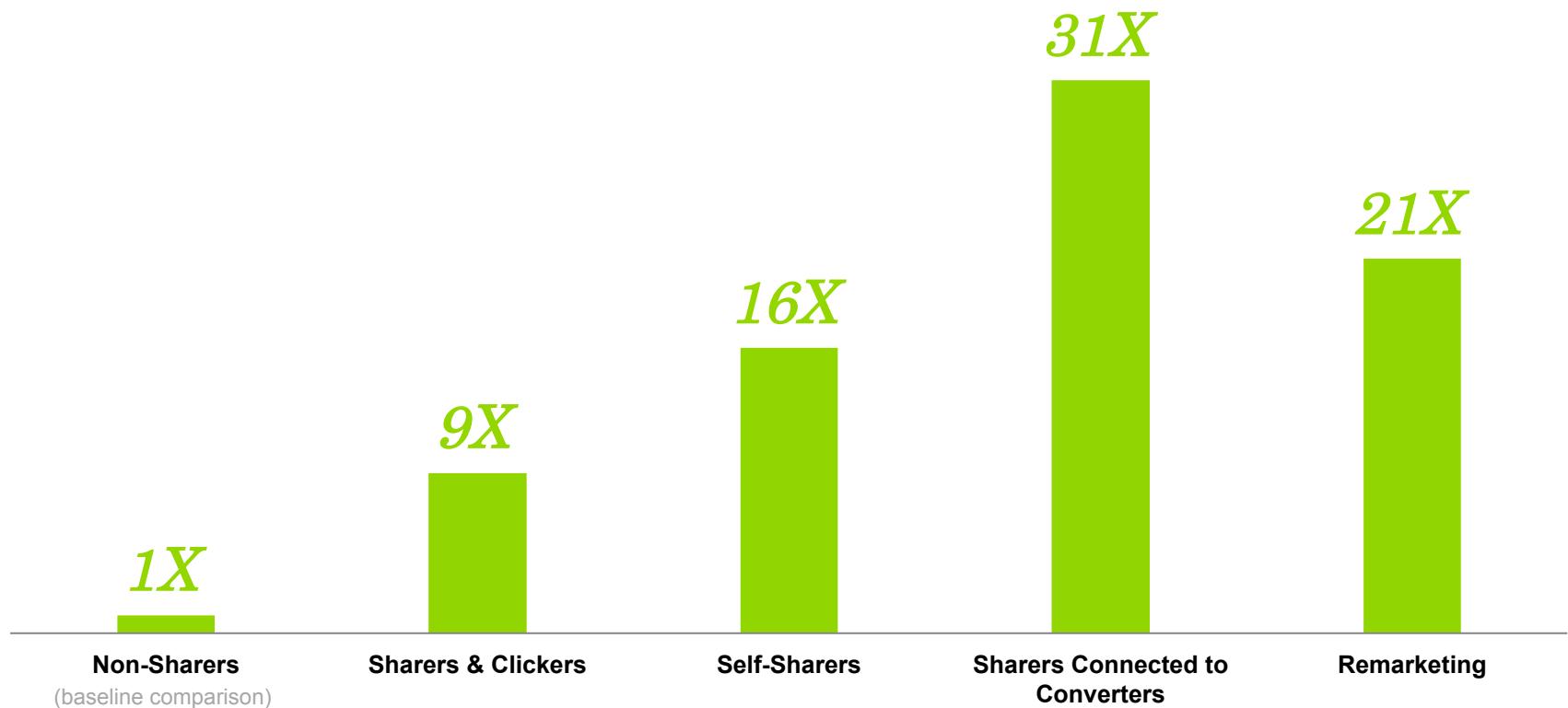
Emailing oneself a video that they want to watch at home



Copying specific content or a link that can be accessed on another device

Sharers are the most valuable consumers in a brand's ecosystem

Conversion Rate Lift Over a Non-Sharer



Sharing is less prone to fraudulent traffic – Bots Don't Share

Digital advertising can be prone to fraudulent views and clicks due to bots and malware. This results in inaccurate data and paid media inefficiencies

Sharing Analytics metrics are more reliable since there is no monetary reward for generating fraudulent sharing signals

Implementing Sharing Analytics also allows for a cost-effective way to track and value behavior; strategies typically do not encompass a "cost per share"

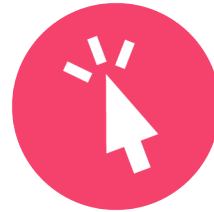


Sharing Analytics delivers meaningful insights into sharing behavior



User Behavior

Gain insight into how users are behaving across paid, earned, shared and owned channels



Content Engagement

Understand what content drives user engagement and encourages them to share it with their friends, family and others connected to them



High-Value Users

Use the insight data and feed it into predictive models and accurately target the most valuable users (and those close to them) in digital marketing campaigns

Key Takeaways

1

Ensure that all content you create and distribute across your paid, owned, earned and owned channels is trackable and actionable

2

Ensure that you are tracking content that is sharable across Dark Social channels as this is the primary sharing channel your customers and prospective customers are using

3

Offer incentives to your most active sharers to entice them to continue to share instead of remarketing to them

4

Integrate Sharing Analytics tools across all of your marketing channels to allow easy and accurate targeting of high-value customers and prospects

RADIUMONE™ Sharing Analytics

Gain comprehensive and actionable insights on how your users share content across your paid, earned, shared and owned channels - across all devices.

Works in tandem with event-based pixels to enhance data for insights, branding and customer acquisition activity.

**Contact us to learn more about
RadiumOne Sharing Analytics:**

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