
Neustar In Collaboration With Leadtail Releases Social Insights Report On How CMOs Engage On Twitter

Mar 10, 2015

Neustar, Inc., (NYSE: NSR) a trusted, neutral provider of real-time information and analytics, today released a report on the social media behaviors of 1,034 senior marketing leaders in the U.S. and Canada. The report reveals that Chief Marketing Officers (CMOs) are particularly interested in using strategic insights from industry thought leaders, publications, and vendors to manage the explosion of technology and data-driven marketing.

“Marketing leaders are unearthing customer insights and analytics so they can significantly impact the engagement level and reach of their marketing efforts,” said Todd Wilms, VP of Digital at Neustar. “At Neustar, we deliver authoritative data to enable a personalized dialogue and comprehensive view of your customers and prospects.”

Interestingly, the report indicates that marketing executives have taken a greater interest in consuming content traditionally targeted to IT leaders, highlighting the CMO-CIO relationship as increasingly more vital to a brand’s success. The Twitter data analyzed in the report also revealed that location-based ‘check-in’ applications have become significantly less attractive to marketers, with only 5% of marketing leaders sharing Foursquare check-ins compared to 28% in 2012.

“CMOs are the leaders in the C-Suite when it comes to using social media and this report offers actionable insights into their social activities,” said Carter Hostalley, CEO of Leadtail. “It’s a must-have reference for those who want to understand and engage this highly-coveted group of decision makers.”

Data at a Glance

- 1,034 CMOs and marketing executives
- 3,352,099 potential follower reach
- 131,697 public tweets analyzed between September 15th and December 15th, 2014
- 110,107 mentions/replies
- 76,325 links shared in public tweets
- 35,668 retweets
- 21,253 unique hashtags
- 52% B2C marketers, 31% B2B marketers and 17% agency marketers analyzed

The report showed that LinkedIn has garnered significantly more attention from marketers in the last few years, as

cross posting of content from the professional networking platform to Twitter is up 200% compared to 2012. In addition, it was found that CMOs rely heavily on just a few sources to shape their views on industry trends and strategies. The top five publications and brands that CMOs mention in the report were LinkedIn, Forbes, WSJ, YouTube and TechCrunch, reflecting that these brands have successfully captured the mindshare of marketing executives.

Read the full CMO Social Insights Report.

About Neustar

Neustar, Inc. (NYSE:NSR) is the first real-time provider of cloud-based information services and data analytics, enabling marketing and IT security professionals to promote and protect their businesses. With a commitment to privacy and neutrality, Neustar operates complex data registries and uses its expertise to deliver actionable, data-driven insights that help clients make high-value business decisions in real time, one customer interaction at a time. More information is available at <https://www.neustar.biz>.

About Leadtail

Leadtail is a social strategy and insights firm that develops social media strategies for leading business brands and innovative companies such as: Alcatel-Lucent, WageWorks, Adaptive Insights, NetBase, and PunchTab. Using our Social Insights Technology, we also develop social insights reports on C-Suite decision makers. These reports have been featured in online publications including: The Wall St. Journal, Forbes, Business Insider, Adweek, and CMSWire. Learn more at <https://www.leadtail.com> or follow us @Leadtail.