
Neustar MarketShare Research Reveals Twitter Advertising Increases Domestic Movie Ticket Sales

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Twitter Ads Contribute to Nearly 1 in 10 Movie Ticket Sales Domestically, According to Neustar MarketShare Study

[Neustar](#), Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services, today revealed the results of a Marketing Mix Modeling (MMM) study for film releases. The study, commissioned by [Twitter](#), shows the effectiveness of Twitter advertising on movie ticket sales.

The analysis, which gathered nearly four years of paid theatrical data from December 2011 to 2015, revealed that TV campaigns supported by Twitter advertising see a 16 percent increase in return on investment (ROI). Astonishingly, when movie studios add Twitter advertising to their marketing mix, they can expect to receive a 24 percent increase in ROI for comedies and an 11 percent increase in ROI for action movies.

“Advertisers have a deluge of incredibly rich data at their fingertips, yet they often struggle with pinpointing exactly which advertising methods deliver the highest ROI,” said Steven Wolfe Pereira, Chief Marketing and Communications Officer, Neustar. “Neustar MarketShare helps marketers discover the effectiveness of their marketing investments and shines a spotlight on those that boost the highest sales. Twitter is at the forefront of employing a new wave of advanced analytics to corroborate the effectiveness of their advertising solutions to major brands around the world,” he added.

[Neustar MarketShare](#) also looked at the return on advertising spending (ROAS) for paid Twitter campaigns and found that Twitter yields a higher ROAS by a factor of two to three times, depending on country and movie genre. Compared to the average of all other forms of advertising, including radio, print, online display, paid search, out of home (OOH) and TV, Twitter’s ROAS is 3.5 times more efficient at driving domestic (refers to films released simultaneously in the United States and Canada) movie ticket sales.

During the four-year period examined, both paid and earned Twitter activity contributed to a total of 8.9 percent of domestic movie tickets sales, which amounts to nearly 1 in 10 tickets purchased. Additionally, the analysis uncovered a \$4.73 ROAS for every dollar spent on [Promoted Trends](#). Twitter’s Promoted Trends were 5.6 times more efficient at driving box office sales than the average of all other media channels domestically.

About Neustar

Every day, the world generates roughly 2.5 quadrillion bits of data. Neustar (NYSE: NSR) isolates certain elements and analyzes, simplifies and edits them to make precise and valuable decisions that drive results. As one of the few companies capable of knowing with certainty who is on the other end of every interaction, we're trusted by the world's great brands to make critical decisions some 20 billion times a day. We help marketers send timely and relevant messages to the right people. Because we can authoritatively tell a client exactly who is calling or connecting with them, we make critical realtime responses possible. And the same comprehensive information that enables our clients to direct and manage orders also stops attackers. We know when someone isn't who they claim to be, which helps stop fraud and denial of service before they're a problem. Because we're also an experienced manager of some of the world's most complex databases, we help clients control their online identity, registering and protecting their domain name, and routing traffic to the correct network address. By linking the most essential information with the people who depend on it, we provide more than 12,000 clients worldwide with decisions—not just data. More information is available at <https://www.neustar.biz>