ADS BY WHOM? ADS ABOUT WHAT?
EXPLORING USER INFLUENCE AND CONTENTS
IN SOCIAL ADVERTISING

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SOCIAL MEDIA ADVERTISING

• A form of online advertising that focuses on social networking sites
  • Large group of target users
  • Low cost in operation and maintenance
  • Peer influence
SOCIAL MEDIA ADVERTISING “PLATFORM”

- connect businesses, or advertisers, with OSNS users who can act as social advertisement publishers
- **AdbyMe** (Korean), MyLikes, Adly, Sponsored Tweets
PROBLEM DEFINITION

What are the characteristics of the social advertisements that drive large number of clicks?

• Content-Related factors
• User-Related factors
WHY CLICKS?

• The AIDA Marketing Model

Capture a Customer’s Attention

Create a Desire for Product/Service

Stimulate his/her Interest in Product/Service

Encourage Action, to Purchase Product/Service
DATA DESCRIPTION

• AdbyMe Advertisement Data
  • entire set of data generated through AdbyMe in 2012
  • consists of three main parts:
    • advertisement request data: advertiser info, title and description of the requested ad, original webpage address
    • user data: social publisher info, main OSNS, OSNS id
    • publication data: advertisement id, user id, slogan, post date, total number of clicks on published ad
  • Data for 3,468 Twitter users engaging in 606,707 ad publications using 79,767 different slogans on 844 advertisement requests

• Twitter Data
  • Twitter timeline of AdbyMe users
  • all the tweets written in 2012 (98% of the users)
FEATURE DESCRIPTION

User-Related

the publisher

Content-Related

“Come and join the excitement!”
http://www.COSN2013.org

the slogan

the publisher
FEATURE DESCRIPTION

• Content-Related Features (regarding slogans)
  • sweepstakes and prize giveaways
    • Ex: “Free camera case for those who purchase Sony Alpha 65!”
  • celebrity endorsement
    • Ex: “Gatorade – Be like Mike (Michael Jordan)”
  • sexual appeals
    • Ex: “Check out the new collection by Victoria’s secret: Sexy little things!”
  • curiosity components
    • Ex: “How in the world...!” (Movie ad)
FEATURE DESCRIPTION

- User-Related Features (regarding publishers)
  - indegree
    - number of Twitter followers
  - post count
    - number of tweets a user has written in 2012
  - retweet likelihood
    - portion of total tweets originally written by a user that have spawned further retweets by other users
ANALYSIS & FINDINGS

• Overall Click Distribution of Slogans & Users
**ANALYSIS & FINDINGS**

- Characterizing the Top Advertisements - Top 10 Slogans

<table>
<thead>
<tr>
<th>Rank</th>
<th>No. of Clicks</th>
<th>Slogan (Translated)</th>
<th>SP</th>
<th>CE</th>
<th>SA</th>
<th>CC</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>9,800</td>
<td>Everyone’s talking about him on the messenger these days!</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>Y</td>
</tr>
<tr>
<td>2</td>
<td>5,804</td>
<td>A hot girl on the street told me to try “Clinical Pro-plex” - I asked her what it is, and this is what she showed me! lol</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>Y</td>
</tr>
<tr>
<td>3</td>
<td>5,572</td>
<td>A secret that only Korea wasn’t aware of... Gives me chills!</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>Y</td>
</tr>
<tr>
<td>4</td>
<td>5,286</td>
<td>Wow! Vega Racer2 is insane! hope iPhone5 is as good as this...</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>5</td>
<td>5,101</td>
<td>Shocking! A European secret that only South Korea didn’t know for 30 years..</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>Y</td>
</tr>
<tr>
<td>6</td>
<td>4,981</td>
<td>never imagined this would be a true story.. brilliant!</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>Y</td>
</tr>
<tr>
<td>7</td>
<td>4,947</td>
<td>Recommended by my friends - ”Sometimes Sane”... Really enjoyed this book :)</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>8</td>
<td>4,941</td>
<td>Sora Kang is gorgeous even when she’s eating Tacos! :)</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>9</td>
<td>4,900</td>
<td>Vega was waiting for the right moment to compete against iPad3(New iPad)! Amazing spec!!</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>Y</td>
</tr>
<tr>
<td>10</td>
<td>4,661</td>
<td>How can this sexy dancing queen be the wife of a Seoul city mayor?! I envy her style!</td>
<td>N</td>
<td>N</td>
<td>Y</td>
<td>Y</td>
</tr>
</tbody>
</table>

- contradicts a common belief that adding prize promotions and celebrities to an advertisement are effective
- curiosity component feature is predominant followed by sexual-appeal feature
- more than half of the top 10 slogans never actually mention the name of the product
ANALYSIS & FINDINGS

- Characterizing the Top Advertisements - Top 10 Users

<table>
<thead>
<tr>
<th>Rank</th>
<th>No. of Clicks</th>
<th>Indegree</th>
<th>Post Count</th>
<th>Retweet Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>204,324</td>
<td>284,484 (99.68%)</td>
<td>3,530 (77.67%)</td>
<td>4.84 (63.59%)</td>
</tr>
<tr>
<td>2</td>
<td>182,246</td>
<td>331,711 (99.79%)</td>
<td>8,268 (91.22%)</td>
<td>53.60 (97.38%)</td>
</tr>
<tr>
<td>3</td>
<td>102,498</td>
<td>243,122 (99.25%)</td>
<td>3,687 (78.83%)</td>
<td>60.19 (98.12%)</td>
</tr>
<tr>
<td>4</td>
<td>83,847</td>
<td>145,485 (97.98%)</td>
<td>83,328 (98.94%)</td>
<td>21.10 (87.53)</td>
</tr>
<tr>
<td>5</td>
<td>76,447</td>
<td>268,508 (99.47%)</td>
<td>2,880 (71.53%)</td>
<td>31.05 (92.14%)</td>
</tr>
<tr>
<td>6</td>
<td>68,317</td>
<td>215,309 (99.04%)</td>
<td>4,404 (83.60%)</td>
<td>41.65 (96.00%)</td>
</tr>
<tr>
<td>7</td>
<td>65,896</td>
<td>16,264 (82.85%)</td>
<td>5,566 (87.20%)</td>
<td>4.69 (61.97%)</td>
</tr>
<tr>
<td>8</td>
<td>65,652</td>
<td>35,970 (91.16%)</td>
<td>13,128 (94.39%)</td>
<td>62.20 (98.37%)</td>
</tr>
<tr>
<td>9</td>
<td>62,052</td>
<td>37,788 (91.91%)</td>
<td>9,252 (92.17%)</td>
<td>79.59 (99.00%)</td>
</tr>
<tr>
<td>10</td>
<td>41,395</td>
<td>18,247 (83.49%)</td>
<td>3,500 (77.46%)</td>
<td>1.82 (36.28%)</td>
</tr>
</tbody>
</table>

- Half out of the top 10 was placed within the top 1% of the indegree percentile rank
- Relatively high post counts – nearly half are placed within top 10% post count percentail rank
- A high variability in terms of retweet likelihood
ANALYSIS & FINDINGS

- Click Distribution of Slogans with respect to Content-related Feature

- Poorer!

- No dramatic effect
ANALYSIS & FINDINGS

• Click Distribution of Users with respect to User-related Features

having a larger audience lead to a larger response in the social advertising setting

no noticeable ascending pattern up until the 80th percentile

how actively they are engaged on OSNS is a strong indicator of their success as social publishers
ANALYSIS & FINDINGS

- Overlap between Top Slogans & Top Users

<table>
<thead>
<tr>
<th>Slogan Click Percentile</th>
<th>Slogan Count</th>
<th>Slogan by Top 1% Users</th>
<th>Slogan by Top 10% Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-10%</td>
<td>67,851</td>
<td>5,111 (7.53%)</td>
<td>22,351 (32.94%)</td>
</tr>
<tr>
<td>10-20%</td>
<td>2,364</td>
<td>694 (29.35%)</td>
<td>1,580 (66.83%)</td>
</tr>
<tr>
<td>20-30%</td>
<td>888</td>
<td>270 (30.40%)</td>
<td>569 (64.07%)</td>
</tr>
<tr>
<td>30-40%</td>
<td>470</td>
<td>162 (34.46%)</td>
<td>299 (63.61%)</td>
</tr>
<tr>
<td>40-50%</td>
<td>305</td>
<td>124 (40.65%)</td>
<td>202 (66.22%)</td>
</tr>
<tr>
<td>50-60%</td>
<td>233</td>
<td>102 (43.77%)</td>
<td>162 (69.52%)</td>
</tr>
<tr>
<td>60-70%</td>
<td>196</td>
<td>84 (42.85%)</td>
<td>127 (64.79%)</td>
</tr>
<tr>
<td>70-80%</td>
<td>158</td>
<td>73 (46.20%)</td>
<td>107 (67.72%)</td>
</tr>
<tr>
<td>80-90%</td>
<td>139</td>
<td>69 (49.64%)</td>
<td>96 (69.06%)</td>
</tr>
<tr>
<td>90-100%</td>
<td>133</td>
<td>87 (65.41%)</td>
<td>102 (76.69%)</td>
</tr>
</tbody>
</table>

- the higher the percentile rank of slogan clicks, the higher the degree of top user involvement
- more distinct growing pattern for the top 1% users
DISCUSSION & CONCLUSION

• Not all the promotional techniques widely used in traditional advertising media were found to be effective.

• Social advertising performance is also influenced by the characteristic of its publisher.

• Need to consider both the advertised contents and the influence of advertising publishers!
FUTURE WORK

• Cross-Cultural Studies
• Categorical Analysis
• Ad Performance Prediction
THANK YOU