

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

The screenshot shows the AdbyMe website interface. At the top, there is a blue header with the AdbyMe logo and navigation links for 'Publisher' and 'Advertiser'. Below the header, there is a sidebar on the left with links for 'Ads', 'My Slogans', 'My Publishes', 'Earnings History', 'How to Participate', and 'FAQ'. The main content area is titled 'Ads – Pick an advertisement to publish!' and displays three advertisement options: 'COSN 2013', 'The Great Gatsby', and 'Diablo III'. Below the advertisement options, there is a section for a 'Twitter User @twitteruser' with a profile picture of an egg, a bio, and a tweet that says 'Come join the excitement @COSN'13! Early registration by Aug 28th, 2013! adby.me/QbEr54'. The tweet has 5m likes and an 'Expand' button.

The screenshot shows the AdbyMe website interface for creating a slogan. The page is titled 'Write and Spread your Slogan!' and has a 'List' button in the top right corner. Below the title, there is a section for 'ACM CONFERENCE ON ONLINE SOCIAL NETWORKS (COSN'13)'. The section includes a thumbnail image of the conference logo and a text description: 'With well over a billion people as members, today's online social networks (OSN) pervade all aspects of our daily lives. Study and research in OSNs is highly interdisciplinary, and participants include researchers from networking and systems, databases and data mining, security and privacy, and modeling and analysis. Our goal is to provide a premier publication venue that features high quality research from academia and industry across multiple disciplines focused around the study of OSNs.' Below the text, there is a URL 'http://adby.me/QbEr54' and a 'Like' button with a count of 121. The 'Copywriting' section contains a text input field with the text 'Come join the excitement @COSN'13! Early registration by Aug 28th, 2013!'. At the bottom, there are two buttons: 'Publish Now' and 'Write a Slogan'.

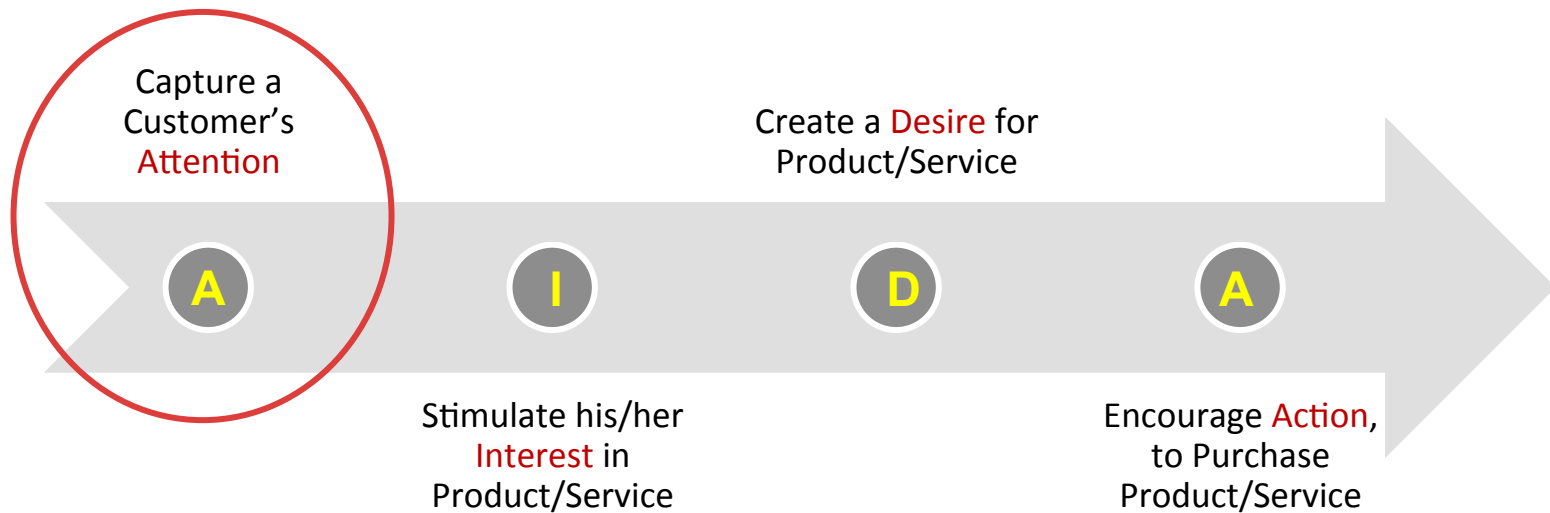
PROBLEM DEFINITION

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



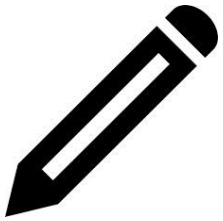
DATA DESCRIPTION

- 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



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)

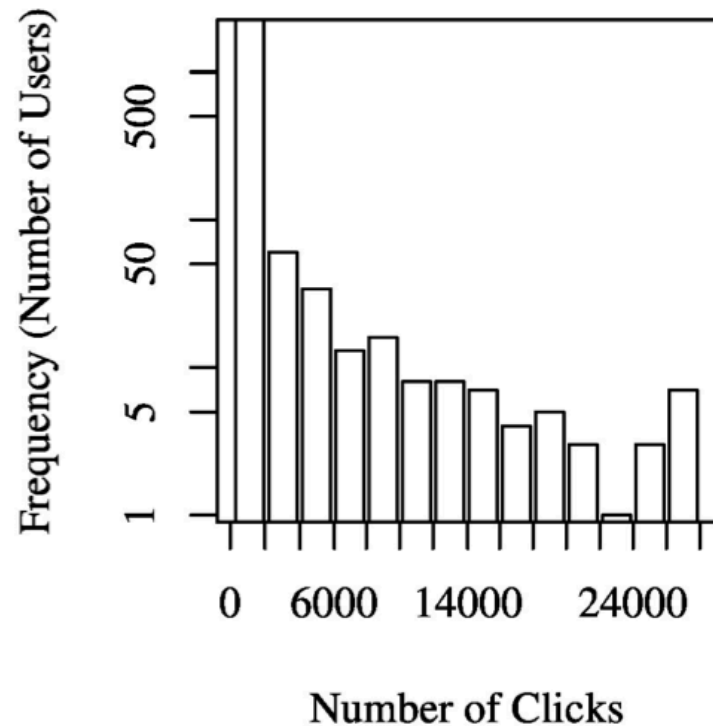
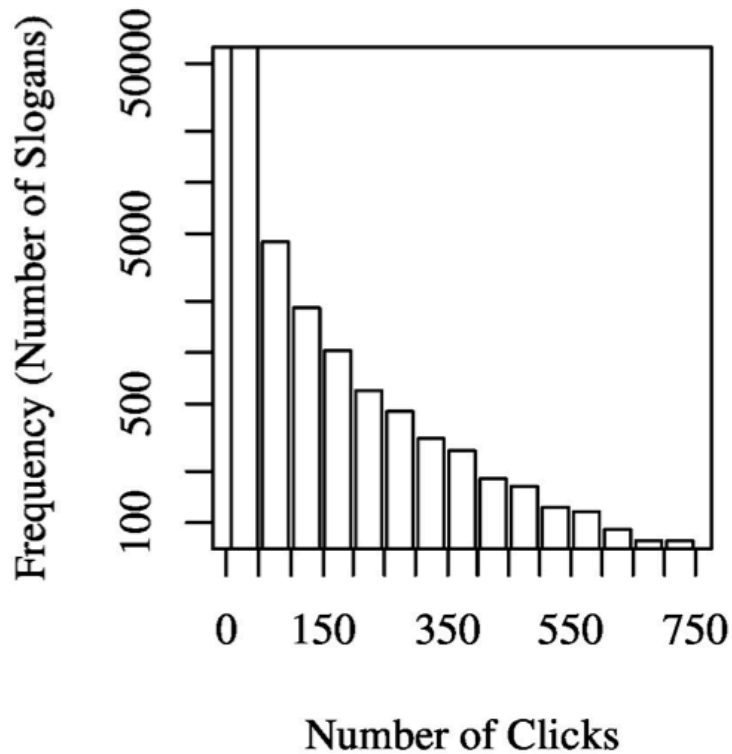
FEATURE DESCRIPTION



- 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

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

SP: Sweepstakes & Prize Giveaways CE: Celebrity Endorsement CC: Curiosity Components SA: Sexual Appeal

- 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

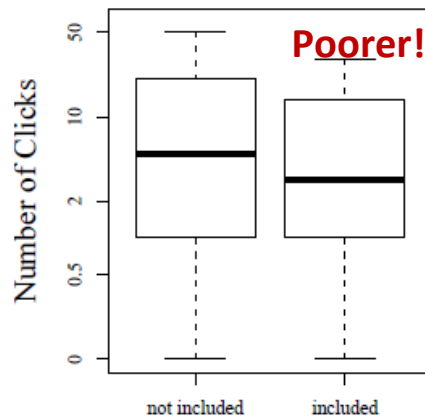
- Characterizing the Top Advertisements - Top 10 **Users**

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

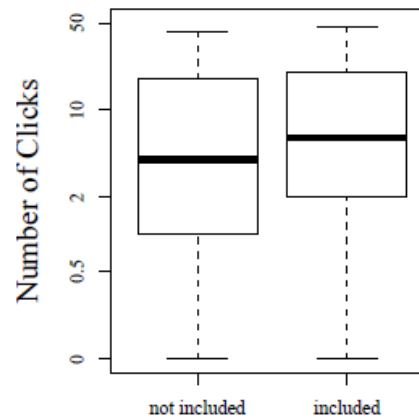
- half out of the top 10 was placed within the top 1% of the indegree percentile rank
- relatively high post counts – nearly half are placed within top 10% post count percentail rank
- a high variability in terms of retweet likelihood

ANALYSIS & FINDINGS

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

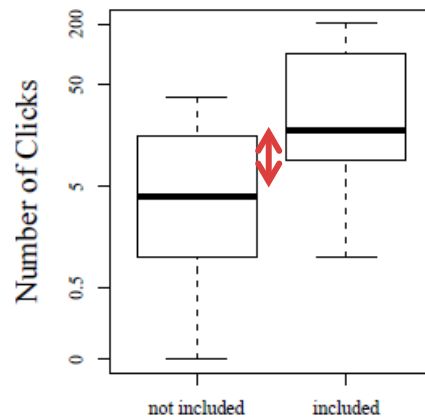


Sweepstakes and Prize Giveaways

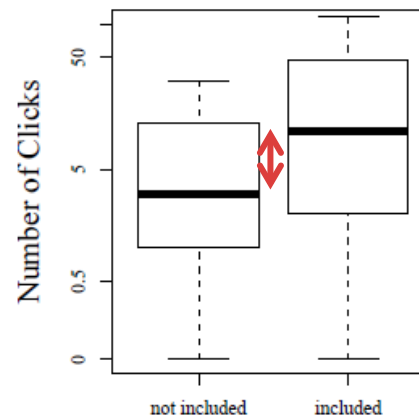


Celebrity Endorsement

No dramatic effect



Sexual Appeal

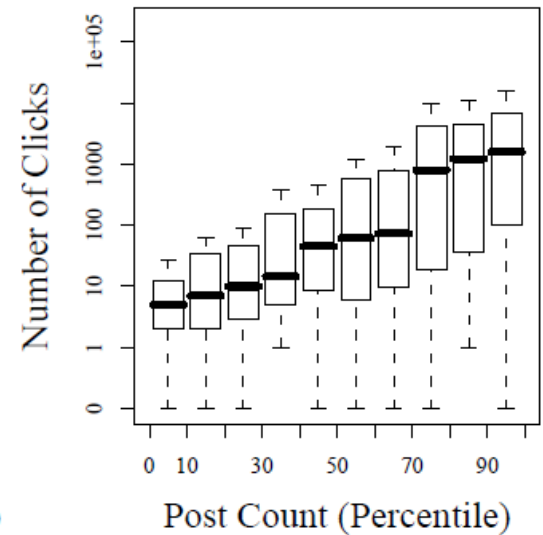
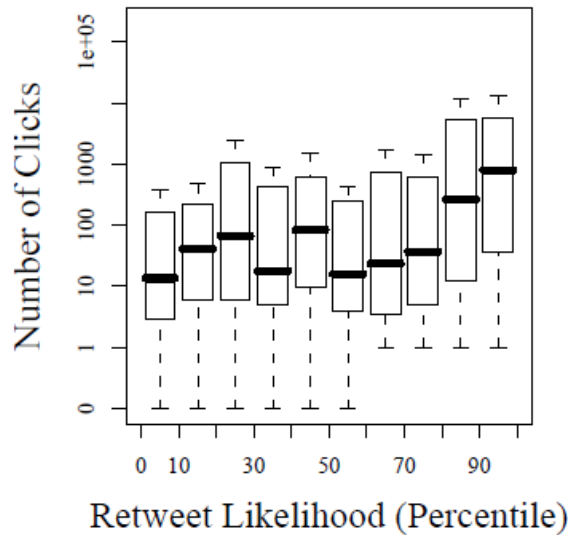
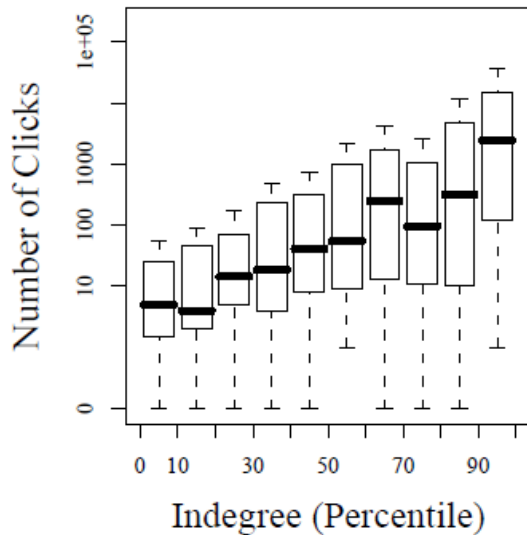


Curiosity Component

ANALYSIS & FINDINGS

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

no noticeable ascending pattern
up until the 80th percentile



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

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

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

- 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