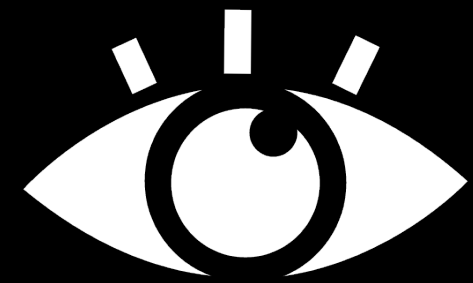# Apple Education
Twitter Takeover Recap

Mexico

Overall Results

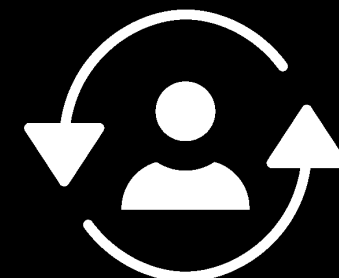**13.4M**
Impressions

1.6M
Video Views

74.4K
Engagements

.56%
Engagement Rate

Search 28%

💬 7 ⟳ ♡ 120 ⬆

Apple Education ✔ @AppleEDU ⋯
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A través del **diseño de apps,**

0:06

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💬 1 ⟳ 1 ♡ 30 ⬆

 Overall Sentiment

Apple Edu
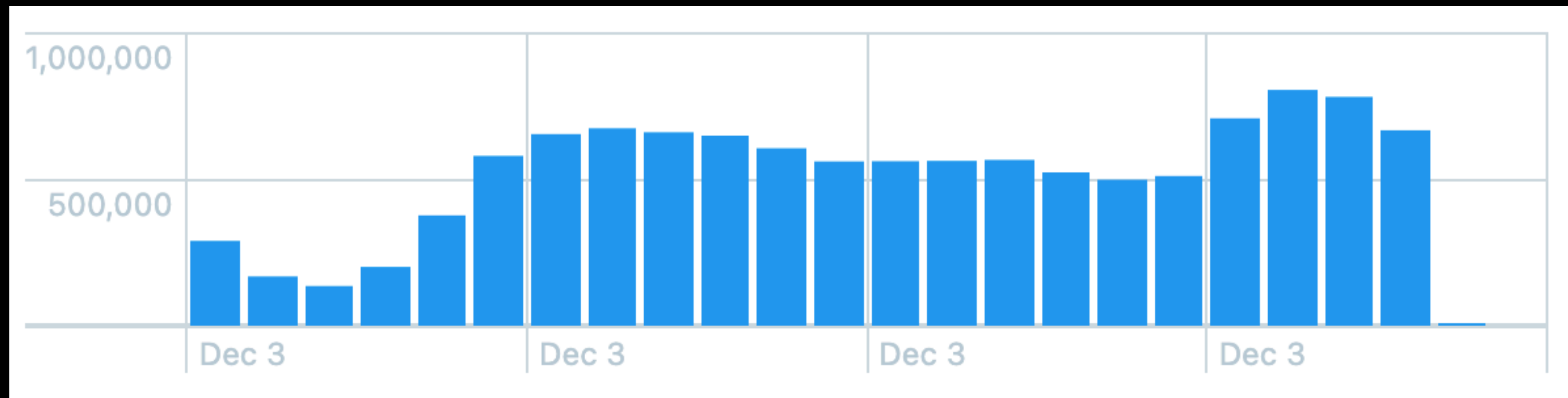Takeover Day

Apple Edu
Average

3%

27%

70%

3%

27%

70%
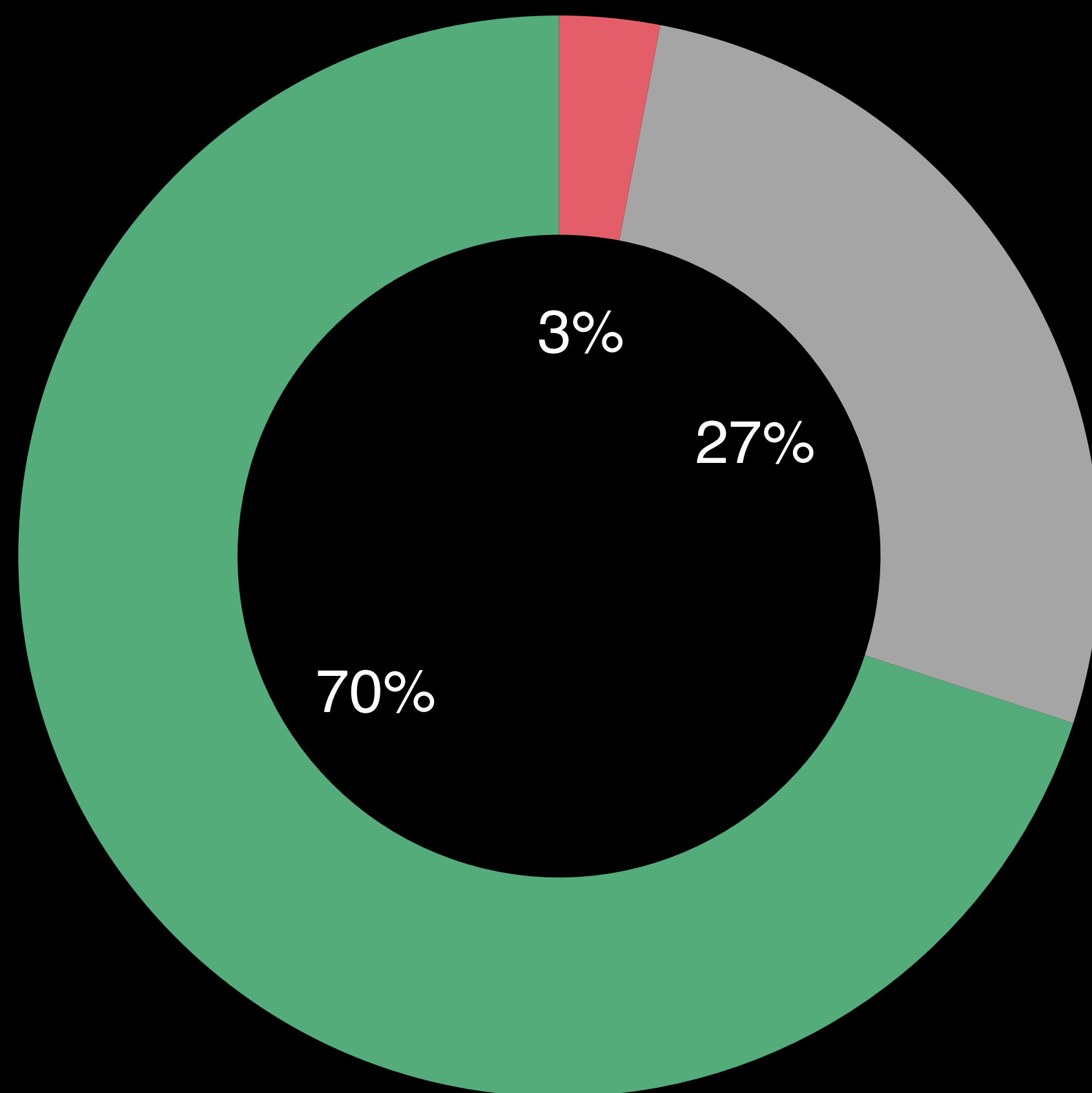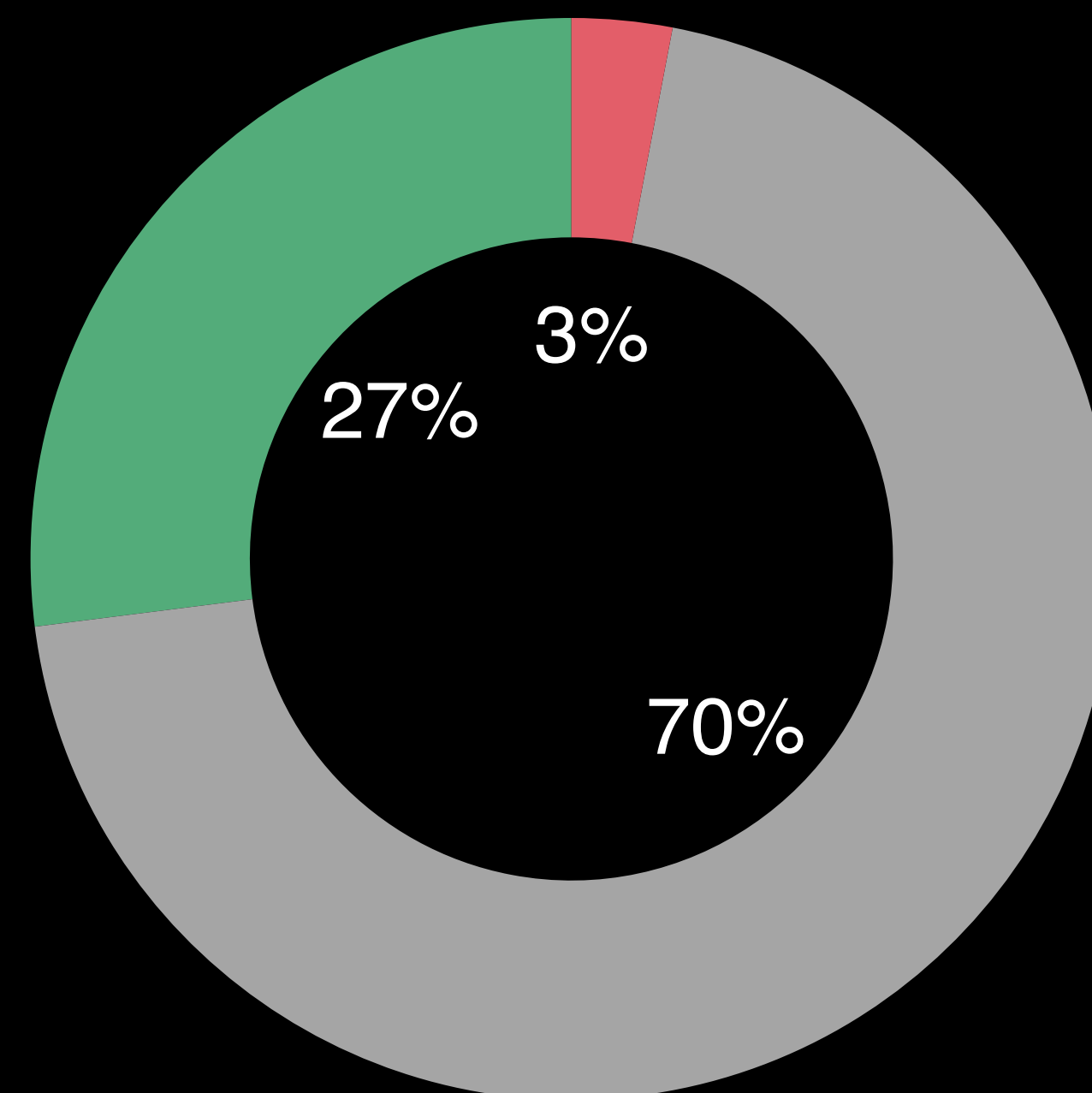
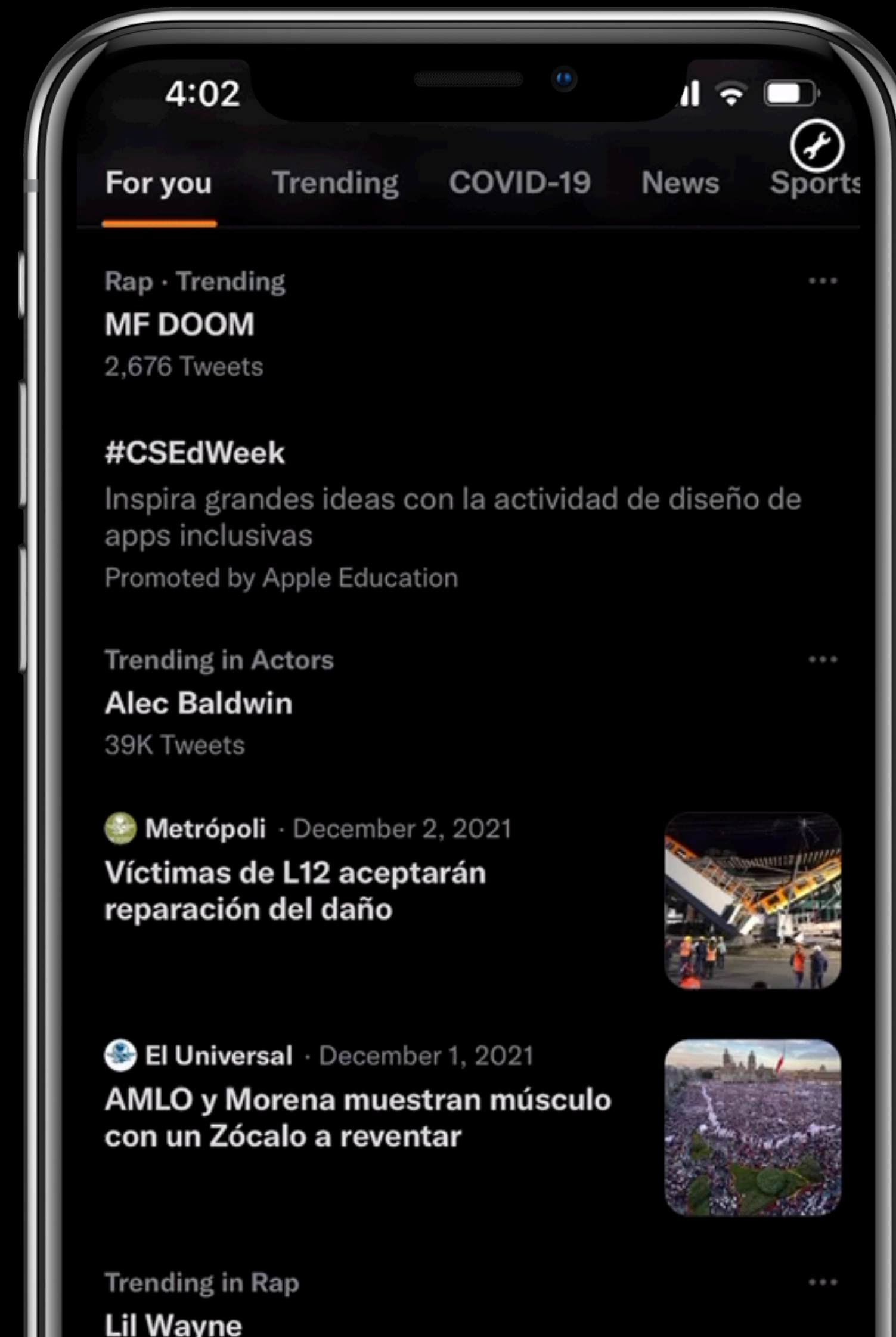● Negative   ● Neutral   ● Positive

Hourly Performance

Overall, Apple Edu saw a peak in impressions performance at 9:00AM and from 8:00PM - 12:00AM CST on Trend Day

Looking at Trend Day holistically, this graph outlines the overall pattern of impressions throughout the day.

Key Wins

1 Overall sentiment throughout the campaign was 70% positive, outperforming Apple Edu's positive sentiment in the region by 159%.

2 Overall impressions throughout the campaign exceeded Twitter's First View + Promoted Trend forecast of 11.8M impressions by 14%.

3 Brand mentions spiked to 118 tweets in a single day — an almost 9X increase from average daily mentions. Apple Edu's share of voice also was 51X higher than competitors on Trend day.

Companion Tweets
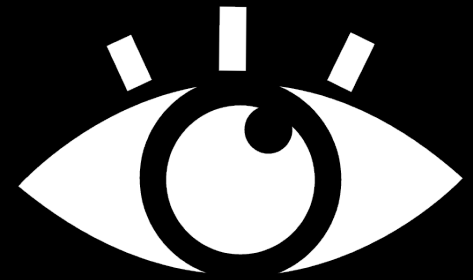
4.9M
Impressions

49K
Link Clicks
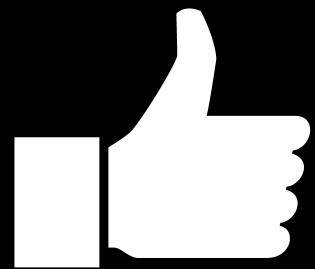
61K
Engagements

1.24%
Engagement Rate

Search Twitter

Log in   Sign up

Apple Education ✓
@AppleEDU

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¿Cómo se crea una app?

Companion Tweets: Creative Comparison

1.7M
Impressions

5K
Link Clicks

20.6K
Engagements

1.25%
Engagement Rate

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1.7M
Impressions

4.8K
Link Clicks

21K
Engagements

1.27%
Engagement Rate

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0:08

1.6M
Impressions

4.8K
Link Clicks

19.8K
Engagements

1.20%
Engagement Rate

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Companion Tweets: Highlights

1 On average, the companion tweet videos met the region's 1.23% Engagement Rate benchmarks when comparing to performance in the region this quarter (Q1'22)

2 Video creative featured in the campaign drove the highest View Rate in the region for the entire year with 31.5% — delivering over 3X higher results than regional benchmarks.

3 The eight second video drove 62% more total video completions than the longer twelve second video, highlighting the need for shorter, more impactful creative to compete with attention spans.

Key Takeaways

1 We recommend leveraging Apple Edu branded hashtags for future promoted trends in order to clearly assess the impact the takeover had on brand-specific conversation and SOV, since we cannot attribute all posts under #CSEdWeek to Apple Edu.

2 Consider utilizing more generic content, such as Teachers' Day in the region, for future Takeovers to make it more accessible to the masses. This placement is geared toward a broad audience that might not be as familiar with the CSEW or Apple Edu.

3 The audience gathered throughout the campaign will be used for retargeting moving forward to capitalize on the impact of the Takeover and expand our qualified user reach in future campaigns.

Search

7   120

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1   1   30