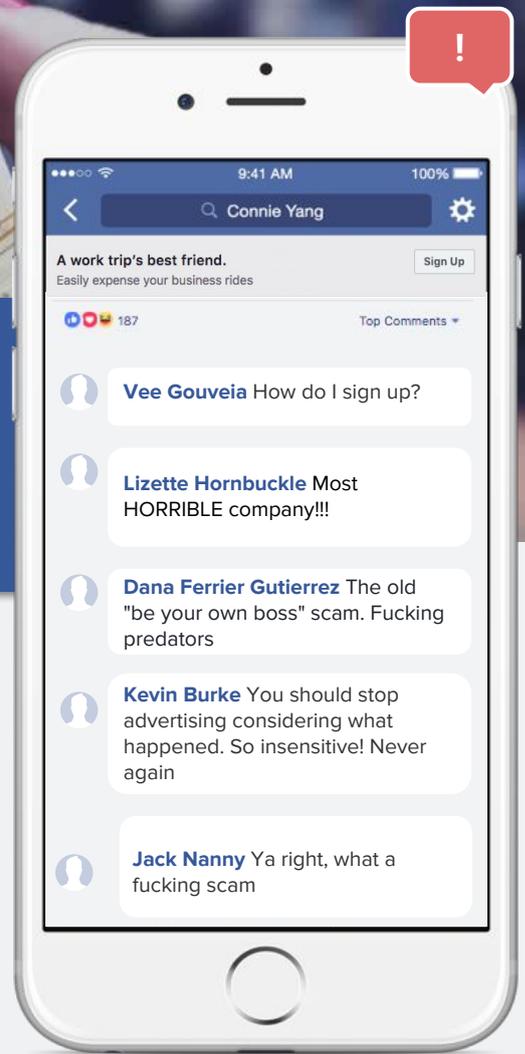


Key Insights for Transportation Apps Advertising on Social Media

Millions of comments are posted each day across brand ads and accounts in volumes too high for in-house teams to handle. This impacts the effectiveness of ad spend because of:

- Spam and scam
- Brand attacks and competitor promotions
- Fake news and false claims
- Unanswered customer inquiries and unheard feedback
- PR crisis

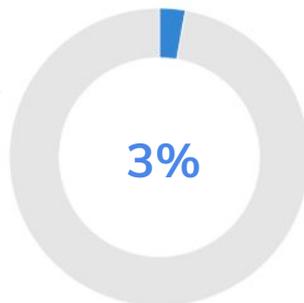


ANALYSIS: BrandBastion looked at more than 100,000 comments received on Facebook and Instagram ads of a **large transport app** between **January - August 2018** to get insights into user engagement, harmful comments and inquiries.

Ads targeted toward drivers

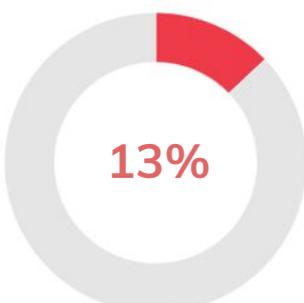


On a monthly basis, ads targeted at drivers receive on avg. 12%* harmful comments. These comments include competitor promotions, spam and violent or offensive language.

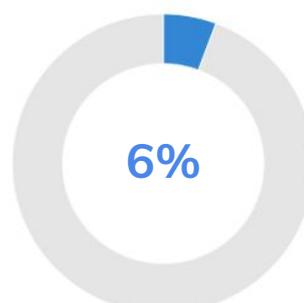


On a monthly basis, ads targeted at drivers receive on avg. 3%* user inquiries, sales opportunities and customer complaints.

Ads targeted toward users



On a monthly basis, ads targeted at users receive on avg. 13%* harmful comments. These comments include competitor promotions, spam and violent or offensive language.



On a monthly basis, ads targeted at users receive on avg. 6%* user inquiries, sales opportunities and customer complaints.



Did you know?

- Drivers are more likely to post negative comments about the brand, compared to users.
- Users tend to post a higher percentage of comments promoting competitors, compared to drivers.
- Spam and scams make the highest percentage of harmful comments on both drivers and user ads.

*out of total engagement on ads.

See how we can help. Book a call