

RealLife Social



RealLife Social provides unparalleled visibility into the advertisements and sponsored content that users are exposed to on social media platforms. With social media advertising spend forecast to grow to nearly \$200 billion in the next five years¹, gaining an improved understanding of the efficacy and importance of this advertising spend in driving conversion is more important than ever.

What is it?

RealityMine captures data on the advertisements that have been served to users on Facebook, Instagram and Twitter. As a result, you receive the following data: name of the advertiser, their domain, time on screen that the advertisement was viewed, copy within the ad, and text associated with call to action messaging.

Why use it?

- Develop a deep understanding of the advertisements that panellists were exposed to.
- Build more advanced advertising intelligence products.
- Provide clients with a comprehensive view of the competitive advertising landscape within walled-garden platforms.
- Understand the impact of social media advertising on brand recall, brand preference, and behavioural changes following exposure.
- Close a significant gap in the understanding of the influences that panellists are exposed to in their digital lives.

¹ Statista, www.statista.com/outlook/220/100/social-media-advertising/worldwide

When used in combination with other RealLife data products, you can gain a comprehensive view of the impact of exposure:

- Measure the impact on browsing and search behaviour with RealLife Websites.
- Understand changing app usage habits with RealLife Apps.
- Determine whether purchase intent is positively impacted leveraging RealLife Shopper.
- Understand how SVOD players are leveraging social media to drive viewing behaviour within their own platforms.

Data output

The RealLife Social feed will deliver a consolidated view of the advertisements that panellists have been exposed to. The feed will provide clients with a standardised view of captured data across platforms.

Field name	Facebook	Instagram	Twitter
Client key	5iupmigdg5eoczq6dtzym4y	5iupmigdg5eoczq6dtzym4y	5iupmigdg5eoczq6dtzym4y
Rule name	Facebook sponsored post	Instagram sponsored feed item	Twitter promoted tweet
Event start time	06/08/2019 16:56:47	06/08/2019 14:58:13	06/08/2019 18:03:40
Event end time	06/08/2019 16:56:50	06/08/2019 14:58:14	06/08/2019 18:03:41
Advertiser	Hiplok	mylapydesk	DigitalOcean
Metadata	Hiplok - Sponsored • Shared with: everyone - Is your bike lock designed for an EBike? The E-DX was specifically created with EBikes in mind. Save a huge 25% on our maximum security, Sold Secure GOLD rated lock. Use code "EDX25" at check-out - OUR HIGHEST SECURITY RATING - NOOSE CHAIN AND D LOCK COMBINATION - SHOP NOW - SHOW NOW - 25% OFF OUR MAXIMUM SECURITY LOCK - MULTIPLE L	mylapydesk - Sponsored - 0:43 - Shop Now - 270,654 views - mylapydesk ? Award-Winning Laptop Stand of The Year Is Recommended By MIT Ph.D. Doctors. Designed to prevent postural strain on the neck, shoulders & back. Get 75% Off + A Free Mouse Pad & A Free 5 Year Warranty. SALE Ends in 24Hours. ? NOTE: If You Skip This Ad You Will Never See This Offer Ever Again. Get it here http://bit.ly/2Cu5jlj	Try for Free - digitalocean.com - DigitalOcean @digitalocean... Build your next app on the all-in-one cloud platform developers love.  Link. Image. Try for Free Promoted. jul 08. 2 replies. 5 retweets. 31 likes.

Supported formats

All ad formats across supported social media platforms will be captured. Depending on the format utilised, ads may or may not contain all of the data and text that can be captured during a panellist's browsing session. As a result, RealityMine expect that data capture will—on occasion—appear to be inconsistent. Further improvements in our data capture methodology may allow for the identification of ad format. This will make it easier to identify expected gaps in the capture processes.

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