

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.

Supported Social Media



Facebook



Instagram



Twitter



TikTok

Key Data Points

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	TikTok
Advertiser name	✓	✓	✓	✓
Advertisement Metadata	✓	✓	✓	*
Event Start Time	✓	✓	✓	✓
Event End time	✓	✓	✓	✓
Event Duration	✓	✓	✓	✓

* TikTok Metadata capture is currently in development

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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