



X Brand Surveys

Measure campaigns around the world

X Brand Surveys enable marketers to measure and prove the impact of ads across campaigns — small or large. Use insights from lift reports to fine tune campaign strategy and drive brand goals.

Using a control/exposed methodology, understand the impact of X campaigns at swaying brand metrics such as awareness, favorability, consideration, purchase intent and more.



Global access

Measure campaigns around the world with availability in Canada, Brazil, Japan, United Kingdom, Singapore, India, Philippines, Spain, France, Mexico, United States, Saudi Arabia, United Arab Emirates, Argentina, Chile, Colombia, Peru, and Australia



Low minimum spend

Enable surveys on campaigns with a minimum spend at no additional cost (minimums varies by market - please see page 2 for details)



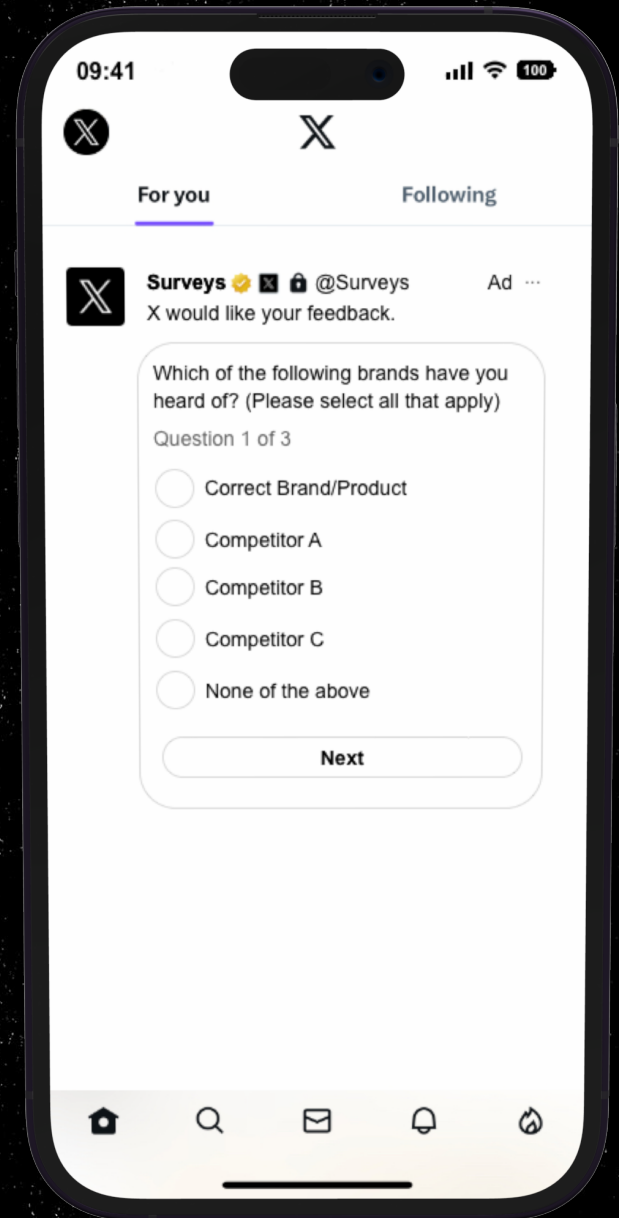
Quick reporting turnaround

Receive insights report within 10 business days after the campaign ends



Creative attribution and actionable insights

Understand which tweet drove the highest and lowest brand lift, along with analysis on topline results, frequency, and more





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Whether you are a local or global brand, X Brand Surveys can help you understand the brand lift of your campaigns in region or around the world.

NA

| Market | Campaign Minimum |
|--------|------------------|
| US | \$100k |
| Canada | \$75k |

EMEA

| Market | Campaign Minimum |
|--------------|------------------|
| UK | \$150k |
| France | \$50k |
| Spain | \$40k |
| Saudi Arabia | \$30K |
| UAE | \$30K |

APAC

| Market | Campaign Minimum |
|-------------|------------------|
| Japan | \$100K |
| India | \$50K |
| Australia | \$50K |
| Singapore | \$30K |
| Phillipines | \$30K |

LATAM

| Market | Campaign Minimum |
|-----------|------------------|
| Brazil | \$50K |
| Argentina | \$30K |
| Chile | \$30K |
| Colombia | \$30K |
| Peru | \$30K |
| Mexico | \$30K |

