

Mobile Hashtag Survey



March 2013 | RadiumOne

Hashtags and User Intent

Unlike other forms of social sharing tools, hashtags implicitly reflect consumer sentiment. That is to say, hashtags provide a direct feedback mechanism between consumers and advertisers. Through the hashtag communication channel, consumers are able to vocalize their tastes and preferences more readily, and advertisers can better manage their brands by responding to the needs and wants of its client base.

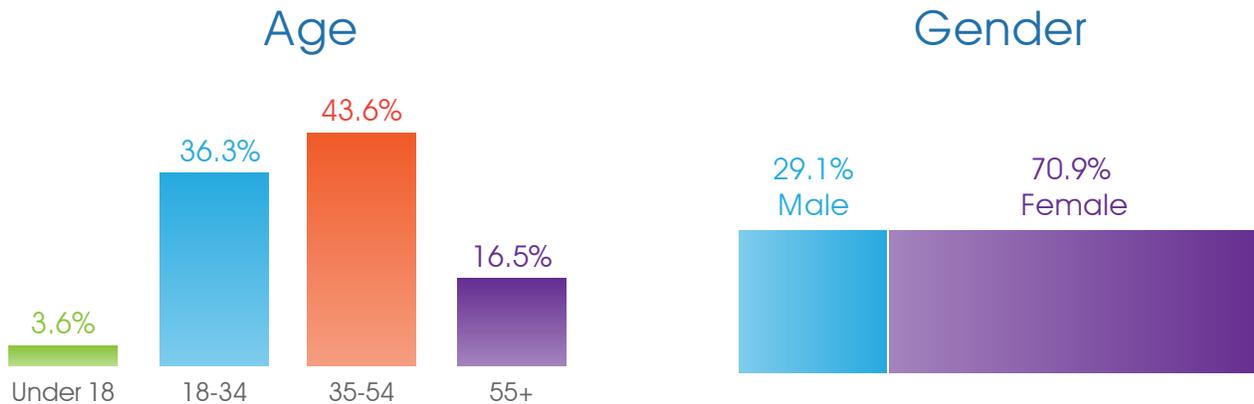
With this in mind, our latest study evaluates how consumers perceive, value, and use hashtags so that advertisers may better strategize and plan for future mobile campaigns.

We conclude our survey by providing advertisers with several key best practices.

Survey Objective

To evaluate how consumers use, value, and perceive hashtags.

Audience Demographics



Key Points

- Hashtags are mobile dominant.
- Hashtags are used primarily for identifying trends and content discovery.
- Consumers identify with hashtags as a form of personal branding and self-expression.
- Mobile users would be more likely to become a brand ambassador if advertisers offered incentivized discounts for sharing brand-related hashtags.

Learning Outcome

Consumers use hashtags as a central rallying point for idea promotion. Users are open to becoming brand evangelists through the use of hashtag distribution.

Hashtag Usage

Over half of the survey sample uses hashtags when posting or interacting with online content. Of those that answered “yes”, 70% said they use hashtags while using mobile devices. This means the average hashtag user can interact with hashtags on the go, which brings the hashtag into the open world.

Do you use hashtags?



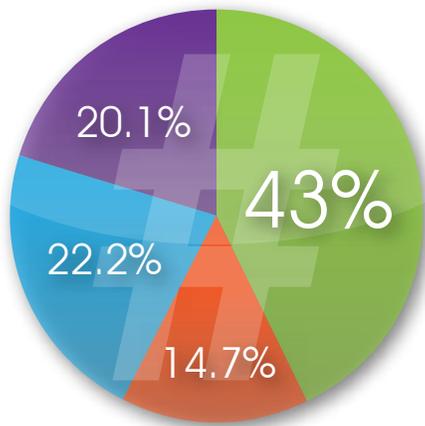
When do you use hashtags?



User Preferences

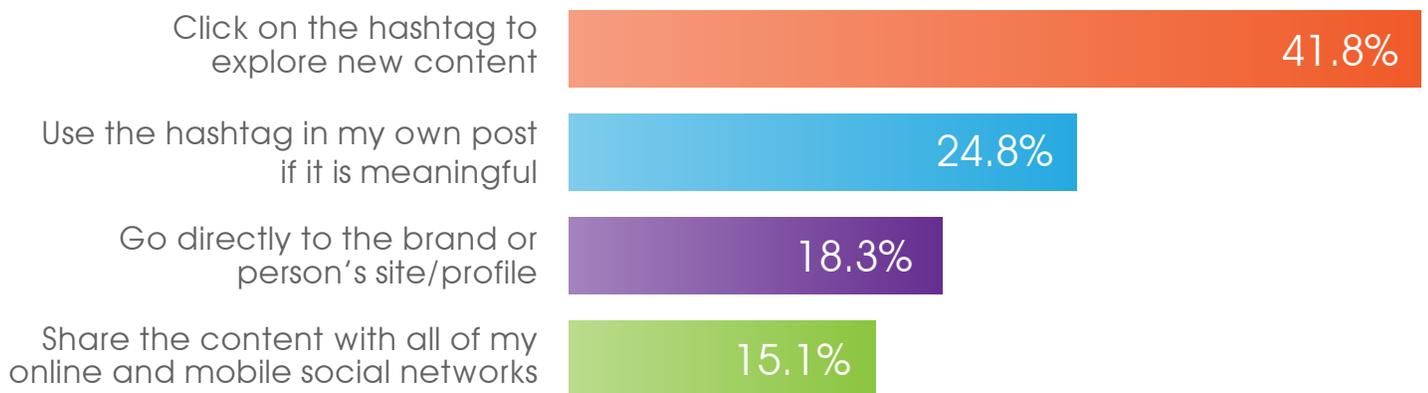
We know that hashtags are being used frequently, but what are they being used for and how are people reacting to them? We asked our survey respondents how they perceive and interact with hashtags.

I think hashtags are:



- Useful
- Annoying
- They have little impact on my user experience
- I don't notice hashtags

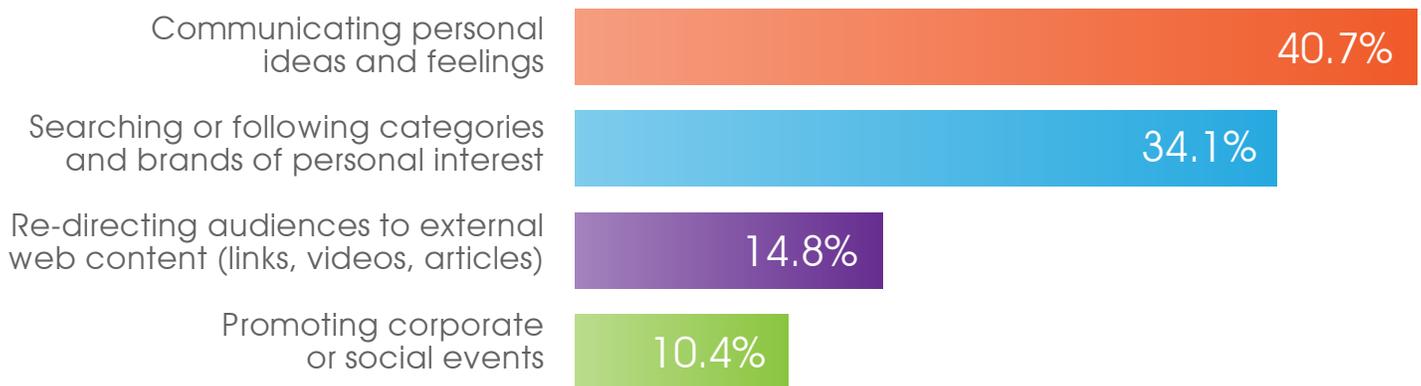
When I see a hashtag on a social post I usually:



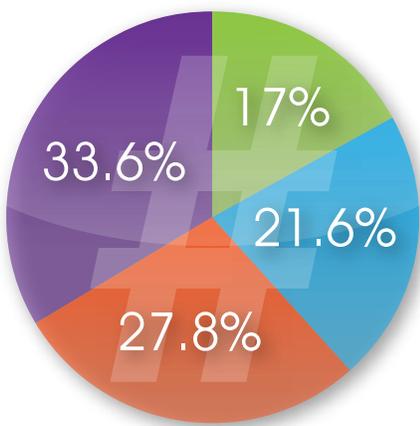
Hashtag Utility

Hashtags add functionality and categorization to social media content that directly reflects the users' intent. So how are people taking advantage of the hashtag?

I use hashtags primarily for:



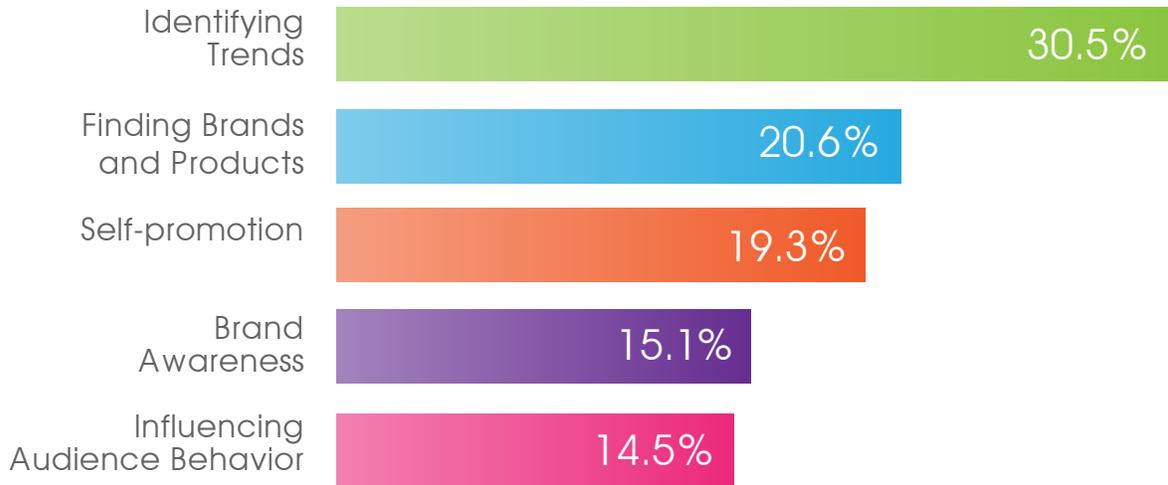
I think hashtags are:



- A good method for conducting polls and consumer surveys
- Useful for product research
- Good for attracting specific audiences to view my content
- Great for rallying interest around a specific cause

Hashtag Utility

Hashtags are good for:



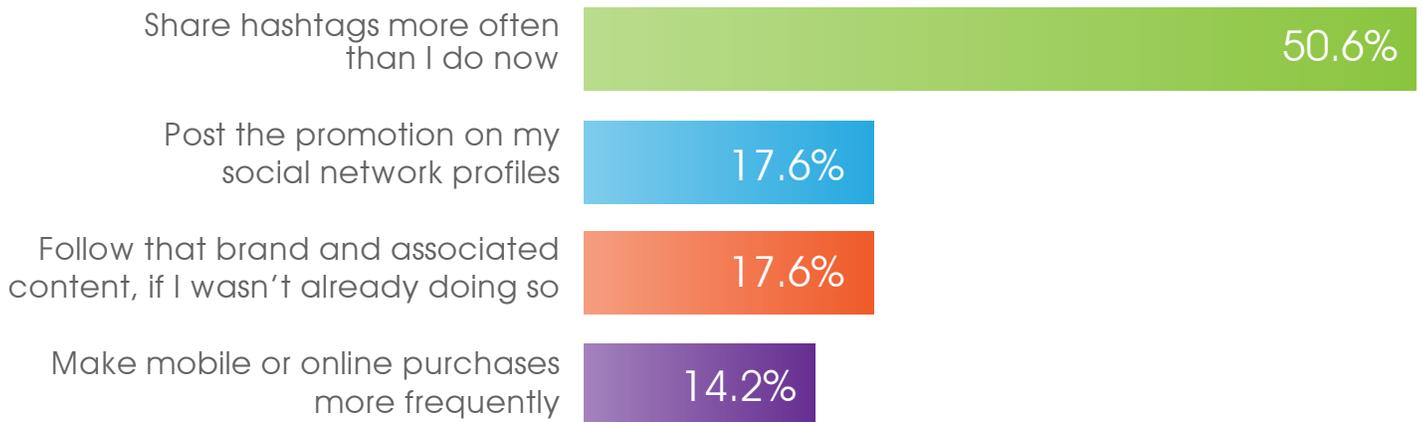
What's the takeaway?

Users view hashtags primarily as a form of self-expression and a tool for content discovery.

Advertiser Best Practices

Consumers are incentivized by promotions. Increase brand lift by leveraging hashtags as a communicative tool for driving product awareness.

If advertisers awarded discounts for sharing product based hashtags, I would:



Survey Findings

- More than half (57%) of the surveyed audience stated that they use hashtags.
- Hashtags are primarily used to identify trends and communicate personal views about a brand or product.

We can infer then that consumers respond to bi-lateral communication. They want to be able to provide direct feedback to brands to help direct what they would like to see, not see, include, exclude, with respect to services and products rendered by the advertiser.

The use of hashtags also enables content discovery. 41% of the audience stated that they click on a hashtag when they are interested in learning more about that brand or product.

- Using hashtags as a channel enables user-generated commentary to easily facilitate & enhance the consumer's participation with the brand. This immediate social feedback could provide valuable insight into the way brands should shift their strategies to enhance their consumer's brand perception.
- 50.6% of the consumers stated they would share a brand's products within their social networks, if advertisers awarded discounts.

This method has already been successfully employed by American Express through their "Sync with Twitter" program, where consumers get special offers for tweeting special hashtags.

Recommendations

Use Hashtags to:

- Build stronger social presence. Think of hashtags as your social taglines.
- Rally consumers around a specific advertiser sponsored cause or event.
- Increase brand exposure that goes beyond keywords.
- Help consumers follow your brand's trends and new products.

Use hashtags as a part of your overall advertising campaign, to keep consumers abreast of the company's latest products, services and offers. Use hashtags in online and offline messaging.

- Create meaningful conversations with your customers

Almost 25% of our survey respondents indicated they would re-post a hashtag if they found a tag to be personally relevant.

- Drive more customers to your brands.

When asked whether consumers would be encouraged to share hashtags more frequently, if incentivized by product discounts, our surveyed audience responded favorably.

Use hashtags to drive more foot traffic or even purchases by rewarding loyal brand ambassadors, to promote your brand across their social networks.

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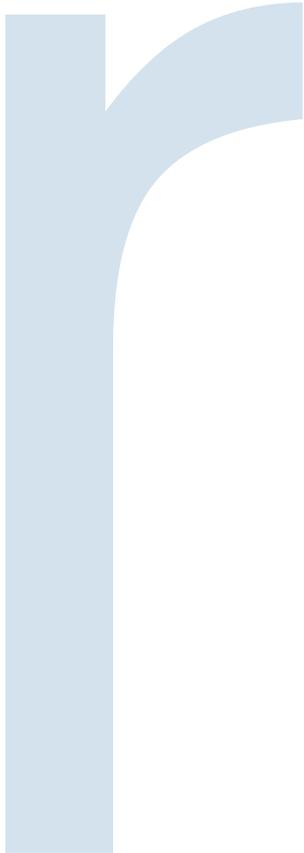
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Each month, we engage directly with 700 million unique consumers and
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Within milliseconds, we can filter this data through our **ShareGraph™**
intelligence layer, **build real-time audiences for our brands,** and **target ads**
across the more than 25 billion real-time impressions we see each day.
Spanning the **Web and Mobile,** we offer advertisers the ability to reach the
right consumer at the right time, no matter where they might be.