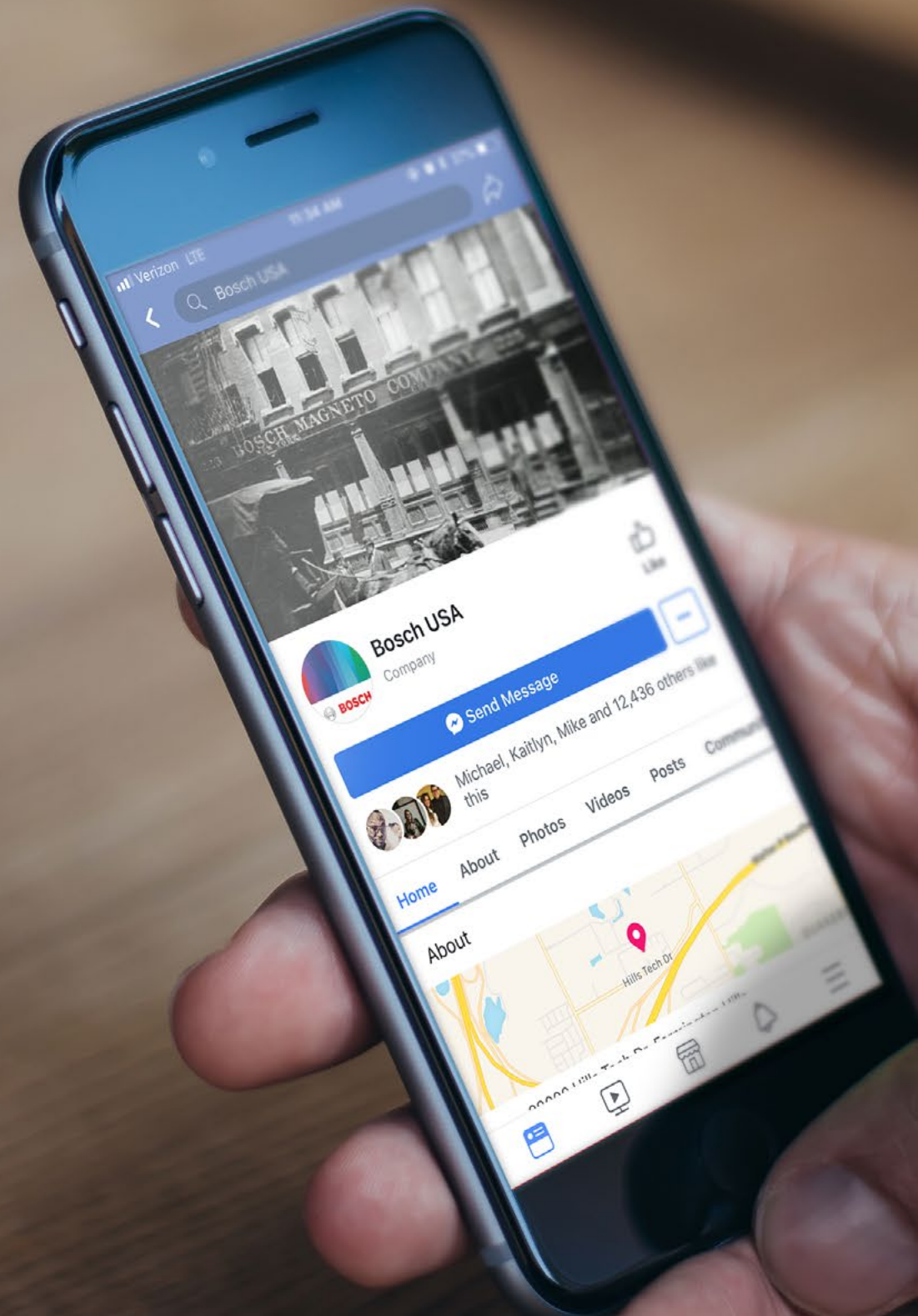
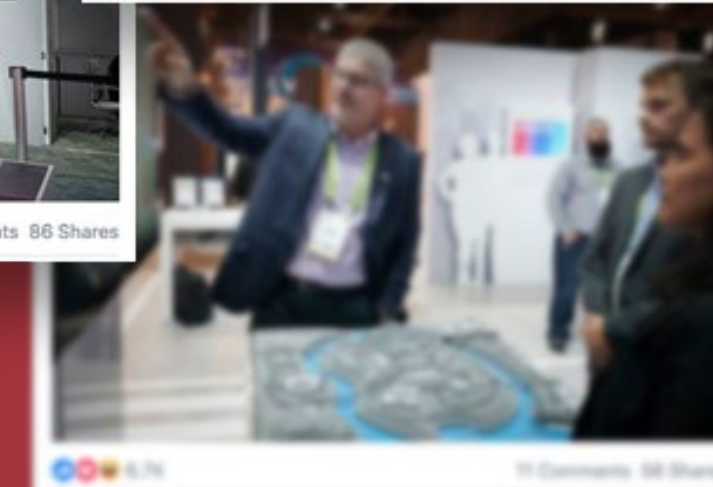
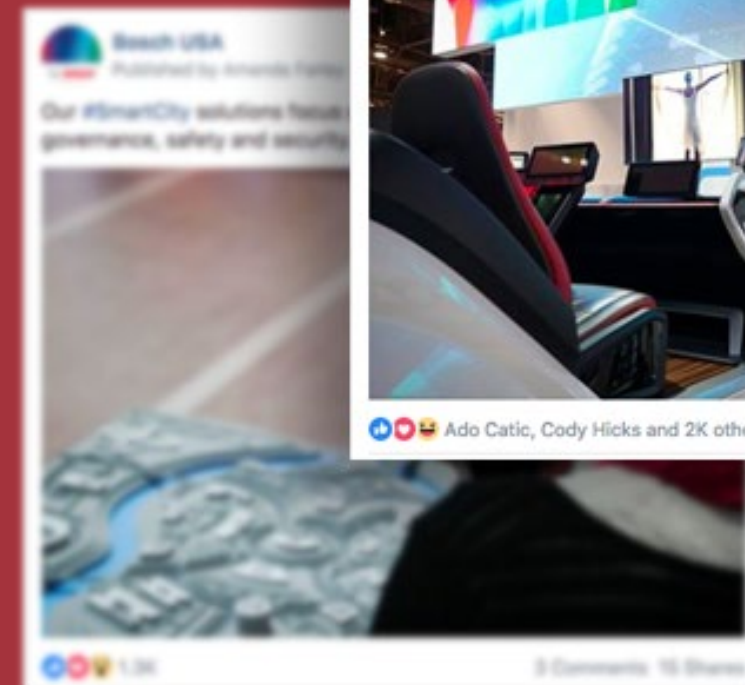
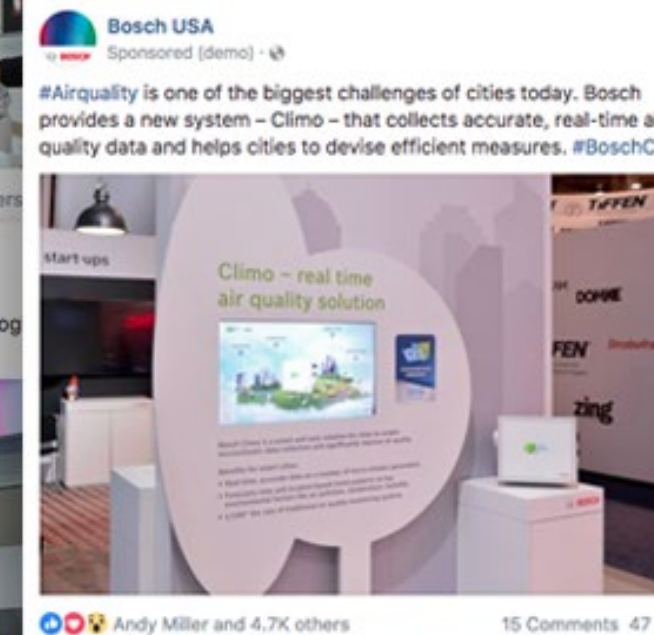

#BoschCES Campaign

An omni-channel social campaign strategy that incorporated on-site and back-end support, paid social campaigns, content creation, video and creative support.



Campaign Objective

- + Increase awareness of Bosch's involvement in CES 2018 by posting and tweeting content with the hashtag, #BoschCES
- + Increase overall following and engagement on the Bosch USA Facebook and Twitter pages through promoting content to qualified audiences
- + Increase awareness of Bosch's involvement in the IoT (Internet of Things) industry through engaging posts on social media



Campaign Results



+ 11,000%

increase in new page likes

+ 11,300%

increase in new page follows

+ 220%

increase in organic reach

+ 270%

increase in paid reach

+ 155%

increase in video views

+ 410%

increase in page views



+ 2,400%

increase in impressions

+ 226%

increase in profile visits

+ 69%

increase in mentions

+ 106

increase in followers

Promoted Results

Total

25,314

total clicks

764,436

total impressions

3.31%

click through rate

\$0.68

cost per click

\$22.41

cost per 1,000

impressions

f

437,923

total reach

1.75

avg. frequency

155,991

page engagement

150,956

post engagement

5,035

page likes

🐦

742

tweet engagements

19

increase in profile visits

Facebook Promoted Static Posts

17,963

clicks

9.31%

click through rate

22,076

post engagement

262

shares

53

comments

\$0.29

cost per click

\$27.21

cost per 1,000

impressions



Facebook Promoted Video Posts

229,117
impressions

128,871
post engagement

\$8.73
cost per 1,000
impressions

128,835
3s views

76,748
10s views

14.50%
avg. video % watched

5,238
complete views (100%)



Facebook Page Promotion

100,139
impressions

4,874
page likes

74,232
reach

\$37.49
cost per 1,000
impressions

1.71
freq.

The image is a screenshot of a Facebook interface. At the top, there is a search bar and navigation links for 'Home', a profile icon, and a notification icon. Below the search bar, there are three options: 'Make Post', 'Photo/Video Album', and 'Live Video'. On the left side, there is a navigation menu with categories: 'News Feed', 'Messenger', 'Watch', 'Marketplace', 'Shortcuts' (listing 'Northview Class O...' and 'SSDM Harmony'), and 'Explore' (listing 'Events', 'Pages', 'Groups', 'Jobs', 'Memories', 'Fundraisers', 'Friend Lists', 'Pages Feed', 'Games', and 'Photos'). The main content area shows a post from 'Bosch USA' (Sponsored). The post text reads: 'Bosch is committed to improving your quality of life with IoT technologies like connected...'. Below the text is a photo of a group of people at a conference, with a purple overlay that says 'Simply.Connected. #BoschCES'. Underneath the photo, it says 'Bosch USA Company' and '11986 people like this', with a 'Liked' button. Below this is another sponsored post from 'Bosch USA' with the text 'Like BoschUSA to stay up-to-date on #CES2018 and all things IoT.' and a photo of a city at night with 'planet hollywood' signs. On the right side, there is a 'Stories' section with 'Add to Your Story' and two story thumbnails for 'Ryan Miller' and 'Taryn Daimler'. Below that is 'Today's Games' showing 'DET' vs 'TB' at 7:10pm. At the bottom right, there is a 'Shows From Facebook' section with thumbnails for 'Seulmates' and 'Crusoe'.

Facebook Page Insights

01/01 - 01/07

45

page likes

44

page follows

3,334

organic reach

5,024

page likes

5,048

page follows

10,809

organic reach

% Change

+11,064.44%

+11,372.73%

+224.21%

01/08 - 01/14

98,146

paid reach

52,469

video views

460

page views

369,220

paid reach

133,967

video views

2,350

page views

% Change

+276.19%

+155.33%

+410.87%

Twitter Impressions

0.40%
click through rate

\$1.21
costs per click

734
tweet engagement

53
comments

\$4.81
cost per 1,000
impressions



Top Tweets

Educate followers about Bosch's brand leadership role in topics including Mobility (automated, connected, electrified) and Connected Cities.

52

top tweets

+ 79.3%

750k

tweet impressions

+ 2,454.2%

3,868

profile views

+ 226.4%

100

mentions

+ 69.5%



"This was by far the best CES yet for BoschUSA digital, and I owe you huge props for your help."

I'm looking forward to working through all the data to determine how we can make it even better next year – or for any next event. Thank you for going with us on short notice and for being a step ahead of me when I urgently needed support.

I sincerely appreciate you and everyone back at SSDM who supported this event!

– Kevin T.

**Corporate Digital
Communications Manager**