



CASE STUDY

MULTINATIONAL
SCIENCE & TECH CO.
**INCREASES FACEBOOK
ENGAGEMENT +30%**



Pluralitytics' AI Lookback analysis of the client's Facebook posts over 12 months matching **KPIs** and **language patterns** allowed our experts to determine the highest performing language to **set as a benchmark in** our ValuesFinder platform.



Client's Social Media team used ValuesFinder to **score** thousands of Facebook posts and use our patented AI to **rewrite** captions to **align to the performance benchmark.**



Pluralitytics optimized posts delivered **35% improvement on CTR** and **30% on Engagement Rates** compared to post performance average.

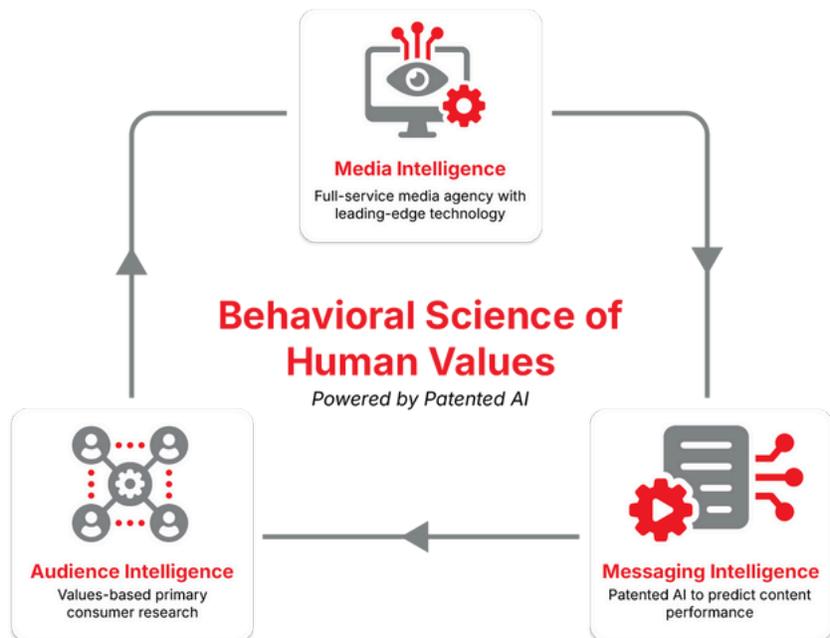
WANT TO BOOST YOUR MARKETING PERFORMANCE?



OPTIMIZED FACEBOOK POSTS DELIVERED **35% HIGHER CTR** + **30% HIGHER ENGAGEMENT.**

IN A/B MESSAGE TESTS OUR **VALUES-OPTIMIZED COPY** IS
PREFERRED **2.3 TO 1** OVER CONTROLS.

Connecting our **Pluralytics Audience + Messaging
Intelligence** ensures the **strongest connection** between your
content and your target audience - boosting engagement!



**LIFT OCCURRED ACROSS KEY SECTORS: INSURANCE,
FINANCIAL SERVICES, & CPG**

Our AI-powered platform quickly analyzes & suggests precisely
tailored messaging crafted for your custom audience - proven
to **boost performance for all** of our samples.