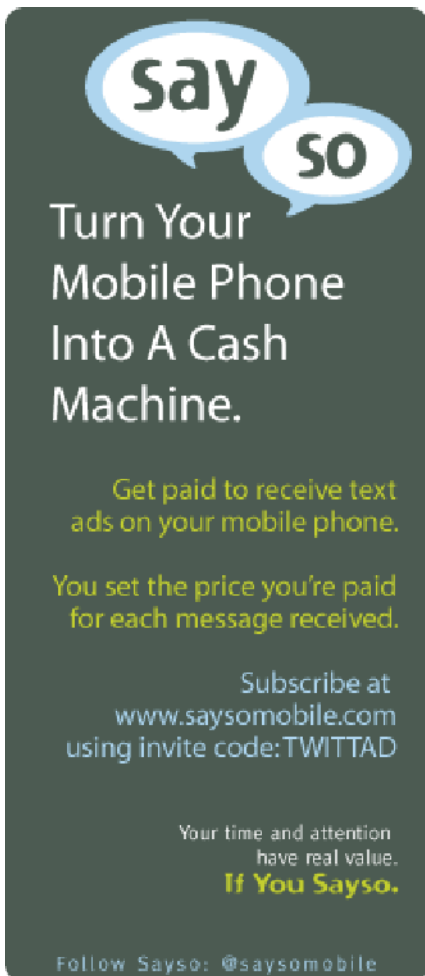


## CASE STUDY:

# Sayso Mobile

### Advertisement:



**say** **so**

Turn Your  
Mobile Phone  
Into A Cash  
Machine.

Get paid to receive text  
ads on your mobile phone.

You set the price you're paid  
for each message received.

Subscribe at  
[www.saysomobile.com](http://www.saysomobile.com)  
using invite code: TWITTAD

Your time and attention  
have real value.  
**If You Sayso.**

Follow Sayso: @saysomobile

### Product

Sayso Mobile is an online advertising service where users get paid for receiving text messages from advertisers. Sayso Mobile used Twittad to promote their mobile advertising network by purchasing profiles and placing an ad on those profiles. Included in the ad was the invite code, "TWITTAD", which enabled Sayso to track traffic to the site and evaluate the effectiveness of their ad campaign on Twitter.

### Campaign Details

**Profiles Purchased:** 8 profiles

**1-Tweet Promotion:** One tweet sent at beginning of ad serve from each profile  
("Hey! My background is sponsored by Sayso, please check out [www.saysomobile.com](http://www.saysomobile.com) Invite Code TWITTAD.")

**Total followers reached:** 10,409 followers

**Average ad duration:** 11 days

**Total Cost:** \$105

**Average cost per follower:** .01 cents

\* Highest profile purchase was for \$45 for 7 days for a Twitter user who had 4,412 followers at the time.

### Campaign Results

**Traffic:** Traffic to [www.saysomobile.com](http://www.saysomobile.com) more than **doubled** during the campaign.

**Signups:** By using Twittad, Sayso Mobile gained 21 new subscribers

*"Twittad dramatically increased traffic and subscriber registration over the course of the campaign. And it couldn't have been easier to implement!"*

Drew Jones, Founder  
Sayso Mobile