

Digital Benchmarks

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# Twitter

To Tweet or  
not to Tweet?



# Quick reminder...

**Organic posts** rely on the interest of your existing audience



**Sponsored posts** (=paid) reach an audience that you define



**Sponsored posts usually reach a bigger audience than organic posts**



# Benchmarks **organic posts**

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Health & Beauty

Engagement per post:

**0.033%**

Note: Non-industry specific engagement rate is a little higher at **0.05%**

# Benchmarks **paid posts**

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Non industry specific

CTR: 0.86%

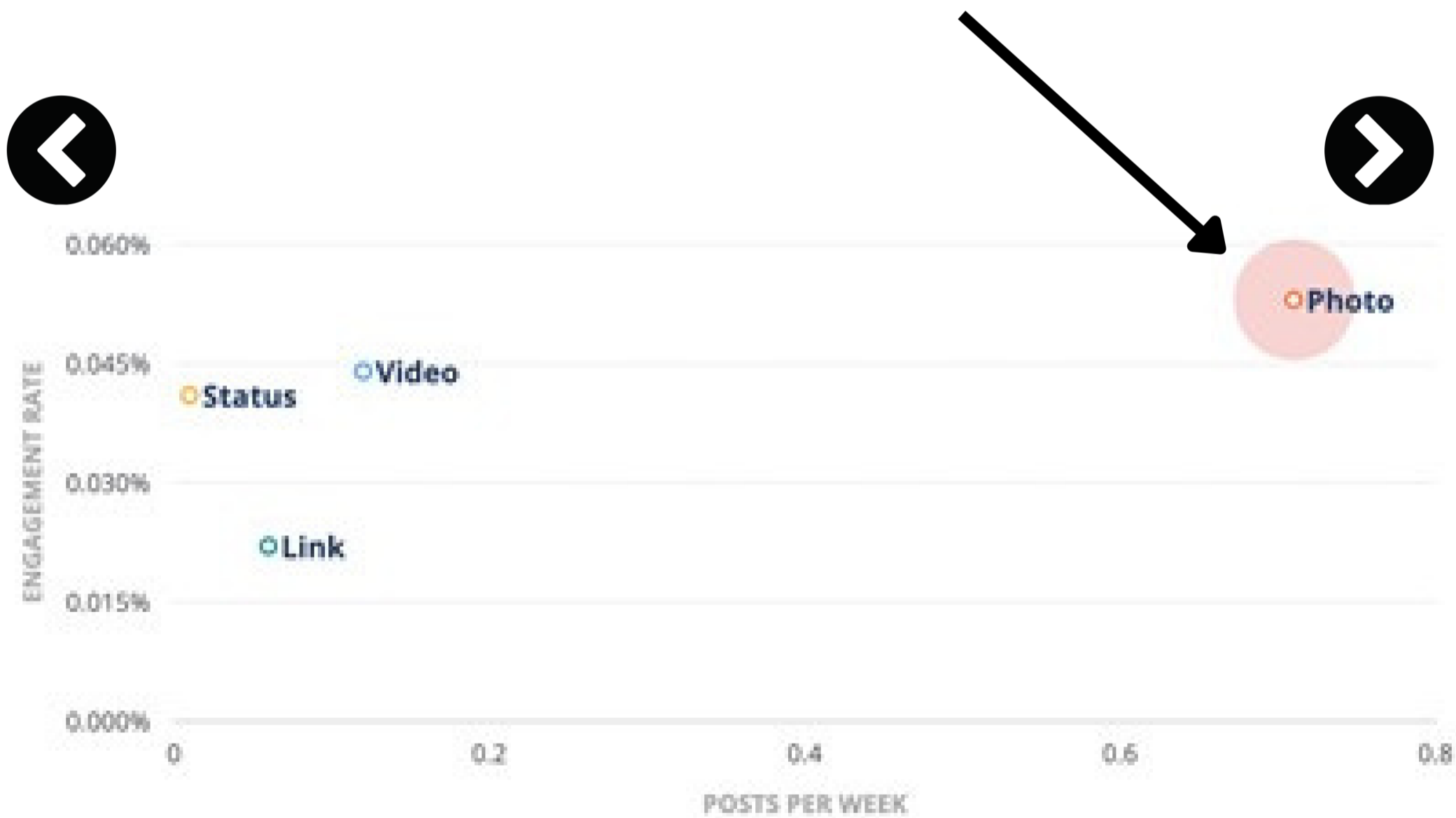
CPC: 0.58\$

CPM: 5\$



# The post format makes a significant difference

Posts with **photos** have the highest engagement rate on Twitter



[Source](#)



# That's a wrap!



Our Digital Wingmen work as your extended team to lead your pharma organisation to excellence

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