

BETCHES

funny DATA

***How your favorite meme account's data culture keeps the
audience laughing & business growing***

**BY,
ryan simone**

over view

- I. Personal Intro
- II. BETCHES Intro
- III. BETCHES Data
- IV. Data Culture

BETCHES



**VICE PRESIDENT,
DATA STRATEGY**
Ryan Simone

VICE MEDIA
GROUP



**PUBLICIS
MEDIA**



connexity
a Taboola company

SOCIAL IS AT THE **EPICENTER OF CULTURE**

**AND AS A BRAND IF YOU WANT TO BE
CULTURALLY RELEVANT YOU NEED TO BE A
PART OF SOCIAL CONVERSATION**

18-34's

**ESTIMATE THAT
THEY SPEND
OVER 7 HOURS ON
SOCIAL MEDIA
PER DAY**

8%

**GROWTH IN
SOCIAL USERS
2023-2024 TO**

5.4 BILLION

A photograph of three women with long brown hair sitting on a dark blue couch. The woman on the left is wearing a light blue shirt and jeans, the woman in the middle is wearing a grey sweater and jeans, and the woman on the right is wearing a grey cardigan and sweatpants. They are all smiling at the camera. A white rounded rectangle with a black border is superimposed over the center of the image, containing the text 'BETCHES' and a description of the brand. The background is a solid light pink color.

BETCHES

**THE MOST INFLUENTIAL & AUTHENTIC
FEMALE-FOCUSED HUMOR BRAND IN
THE MARKET**

AS OF OCTOBER 2023

TWO POWERHOUSE BRANDS

BETCHES

THE EXPERTS AND
AUTHORITIES ON
WOMEN'S CONTENT &
CULTURE



LAD
BIBLE
Group

THE WORLD'S BIGGEST SOCIAL
PUBLISHER ON A MISSION TO
ENERGIZE AND ENTERTAIN
GENERATION SOCIAL

WE HAVE THE **SCALE** AND THE **INFLUENCE** TO EMBED BRANDS INTO SOCIAL CONVERSATION

BETCHES

520M

monthly
video views

15.5M

social
followers

3.7M

monthly podcast
downloads

1.8M

newsletter
subscribers

250M+

cross-platform reach

LAD
BIBLE
Group

4.5 BILLION

monthly
video views

419M

social
followers

17.9M

monthly comments

12.9 BILLION

monthly views on our content

1.1 BILLION+

cross-platform reach

WHY BETCHES?

CONNECTING

the funniest members of your group chat

REACHING WOMEN

when they are looking to take a break from the daily doldrums

ORGANIC BY NATURE

our tactics are rooted in organic engagement

SCARCE BY DESIGN

we limit the number of brand partners to maintain our quality and each partnership's authenticity

OUR NETWORK OF
OBSESSED
BETCHES



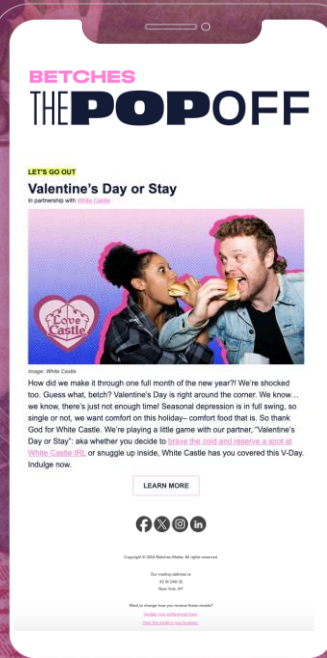
HOW TO PARTNER WITH BETCHES



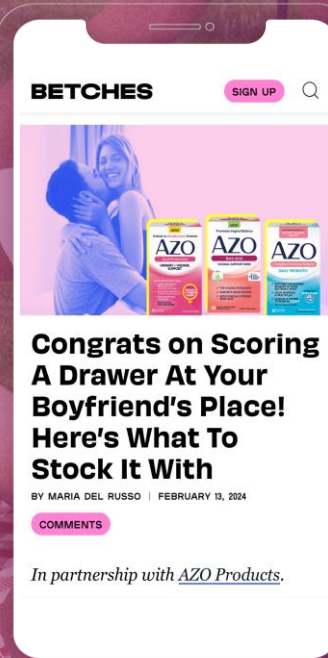
SOCIAL



PODCASTS



NEWSLETTERS



WEBSITE



IRL EVENTS

ENTERTAINMENT

@BETCHES

BRAVO
BY BETCHES

always
on

LIFESTYLE

GOOD AT
SHOPPING

WHEN'S HAPPY HOUR?

every
thing's
fine.

BETCHES
TRAVEL

SEND
HELP

RELATIONSHIPS

BETCHES

BRIDES

BETCHES

MOMS

UP?

NEWS

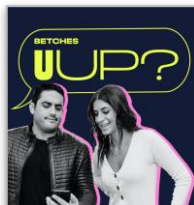
BETCHES
NEWS

**AMERICAN
FEVER
DREAM**

**MORNING
ANNOUNCEMENTS**

BETCHES PODCASTS

Betches podcasts offers 13 unique shows, across a variety of topics. From wedding planning, to becoming a new mom and spilling the tea on all-things Bravo, the Betches Podcast Network has something that will guarantee laughs along the way.



THE NUMBERS

11

ENGAGING
SHOWS

43M

ANNUAL
DOWNLOADS

90%

FEMALE

93%

A18-44

50%

HHI: 100K+

BETCHES DATA



CHALLENGE



How do you get professional comedians and content creators to not only care about data, but have them fuse it into their day-to-day work

SOLUTION

Taking an operations led approach to use analytics as a means to unify creative led processes and business based decisions around a mutual data culture

OBJECTIVE

Walled Garden Algos
New Google Analytics
Google Search Changes
Discoverability shifting
Meta changing KPIs
Increasing Privacy Laws
Maturing Infrastructure

SUBJECTIVE

Diagnose performance
Spur engagement
Adjust Social Platform
Help other accounts
Draw connections
Improve messaging
BE FUNNY!



Analytics Infrastructure

Revenue Generation

Insights &
Strategic Decisioning

Content Engagement +
Audience Growth

Reporting & Analysis

HIGHLY ACTIVE & ENGAGED FEMALE AUDIENCE

92%
FEMALE

MILLENNIAL & GEN Z

11%
18-24 YEARS

28%
35-44 YEARS

50%
25-34 YEARS

94%
21+ YEARS

TIKTOK

35%
18-24 YEARS

AFFLUENT

90%
EMPLOYED

56%
EARN \$100K+

29%
EARN \$50K - \$100K

VARIOUS LIFE STAGES

72%
IN A RELATIONSHIP

25%
SINGLE

30%
HAVE KIDS

HIGHLY ENGAGED

3-5X
DAILY INTERACTIONS

9X
HIGHER ENGAGEMENTS
VS. COMPETITORS

6%
ENGAGEMENT RATE
(VS. 1-2%)

CPG

THE AVERAGE CPG BRAND THAT PARTNERED WITH
BETCHES IN 2023 SAW:



+9829%

More engagements with
Betches' branded content than
their average brand-owned post.

+60%

Increase in brand-owned
post popularity during the
campaign flight.

+155%

Increase in brand-owned
video viewership during the
campaign flight.

+112%

Overall social talkability*
increase throughout the
campaign flight.

+199%

Rise in new follower
growth throughout
the campaign flight.

+154%

Increase in organic
search during the
campaign flight.

RETAIL

THE AVERAGE RETAIL BRAND THAT PARTNERED WITH
BETCHES IN 2023 SAW:



+480%

More engagements with
Betches' branded content than
their average brand-owned post.

+48%

Increase in brand-owned
post popularity during the
campaign flight.

+93%

Increase in brand-owned
video viewership during the
campaign flight.

+60%

Overall social talkability*
increase throughout the
campaign flight.

+32%

Rise in new follower
growth throughout
the campaign flight.

POSITIVE

The sentiment expressed
most frequently within
post commentary.

FINANCE

THE AVERAGE FINANCE BRAND THAT PARTNERED WITH
BETCHES IN 2023 SAW:



+183%

More engagements via Betches' branded content than their average brand-owned posts.



+198%

Increase in brand-owned post popularity during the campaign flight.



POSITIVE

The sentiment expressed most frequently within post commentary.

HIGH AFFINITY

Finance ranked among the Top 3 strongest categories of all Betches' partnership campaigns in 2023.

+160%

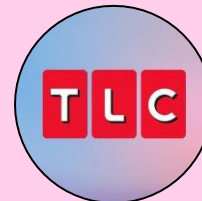
Rise in social talkability as a result of Betches' promotions.

+26%

Rise in new follower growth throughout the campaign flight.

ENTERTAINMENT

THE AVERAGE ENTERTAINMENT BRAND THAT PARTNERED WITH
BETCHES IN 2023 SAW:



+2759%

More engagements with Betches' branded content than their average brand-owned post.

POSITIVE

The sentiment expressed most frequently within post commentary.

2X

More average engagements earned than any other Betches' Partner category.

+83%

Rise in new social follower growth compared to partner's owned norms.

>432%

More impressions/post than the average M&E post in 2023

+107%

Search volume increase throughout the campaign flight. To note, this metric is highly correlated with intent to view

Tips For Building A Data Driven Organization



CASE STUDY WEDNESDAY

CONTENT PERFORMANCE

Asset I:

1.7 M

Impressions

42.1 K

Engagements

Wednesday Performance

Asset II:

2.1 M

Impressions

94 K

Engagements

Asset III:

3.5 M

Impressions

206 K

Engagements

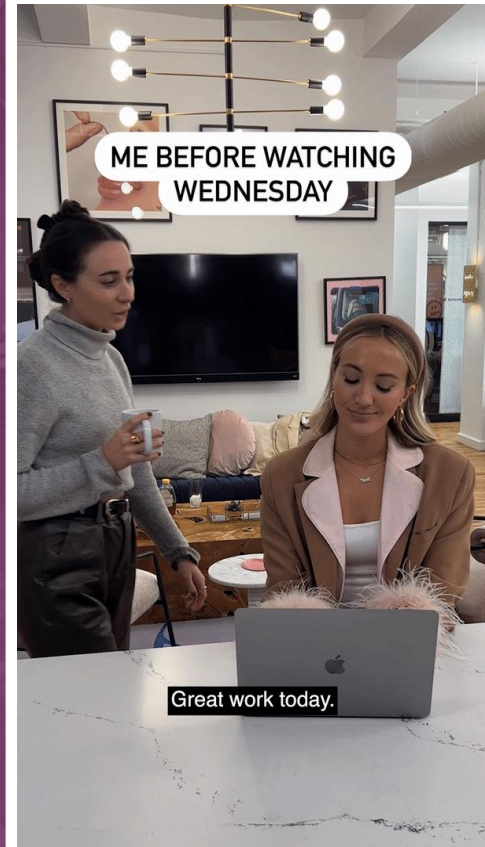
Branded Performance Averages

5 M

Impressions

334 K

Engagements



#1 - Stakeholder Involvement



trash jones
@jzux

coworker: hey circling back on that thing we talked about in december

me: stop living in the past

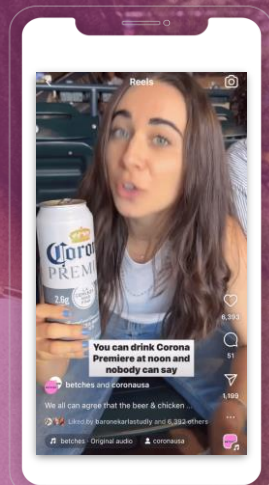
- **CONTENT AND SOCIAL media come WITH many DATA LIMITATIONS.**
- **METRIC availability changes constantly, and new KPIs are released often.**
- **AS SOCIAL media became LESS DATA-FRIENDLY, we USED THIS as an OPPORTUNITY TO SLOW DOWN and ENGAGE STAKEHOLDERS**
- **SHIFTING Teams OUT OF 100% SELF-SERVE mode HELPED THEM understand the nuances OF SOCIAL media.**
- **THIS APPROACH BUILT Greater TRUST and ACCEPTANCE OF FUTURE CHANGES.**

#2 Lead with Purpose

- CATEGORIZING CONTENT BY PURPOSE IS VITAL FOR DATA LEADERS ACROSS ALL INDUSTRIES.
- UNDERSTANDING THE "WHY" REQUIRES BUILDING THE RIGHT BACKEND, NOT JUST CHECKING A BOX.
- WITHOUT CATEGORIZATION, DATA CAN BE MISLEADING AND INCOMPLETE.
- OUR FOUR PURPOSE BUCKETS REPRESENT MORE THAN GOALS—THEY EMBODY OUR MISSION.
- DIFFERENT TEAMS MAY HAVE DIFFERENT GOALS, BUT A SHARED MISSION IS KEY TO BUILDING A STRONG DATA CULTURE.



original



branded



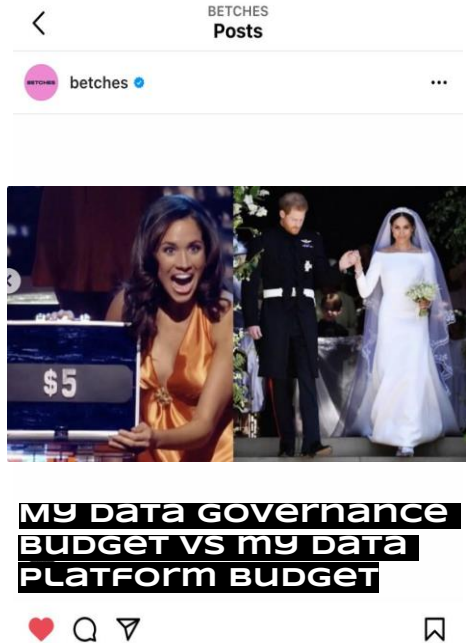
promo



curated

#3 DATA GOVERNANCE > DATA PLATFORM

- **EXPENSIVE PLATFORMS ALONE CANNOT SOLVE COMPLEX CHALLENGES.**
- **AUDIT CURRENT GOVERNANCE BEFORE ADDING TOOLS.**
- **SIMPLE SOLUTIONS ARE NOT ENOUGH FOR COMPLEX DATA NEEDS.**
- **NEW TOOLS SHOULD INCREASE EFFICIENCY OR PROVIDE GENUINELY NEW INSIGHTS.**
- **NO TOOL CAN MAKE DISORGANIZED DATA USEFUL; DATA CLEANLINESS IS ESSENTIAL.**
- **POOR DATA QUALITY LEADS TO BAD DECISIONS, DUPLICATION, AND ERODES DATA CULTURE OVER TIME.**



#4 Dashboards for collaboration



kayyorkcity
@kayyorkcity

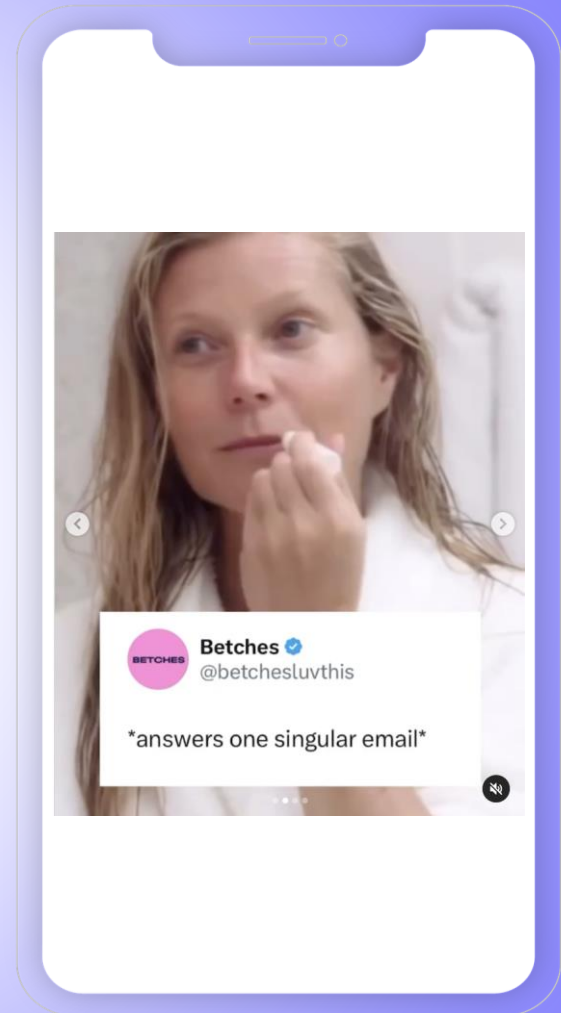
Me and my work bestie debriefing
after a company meeting
[#PumpRules](#)



- **DASHBOARDS** are often seen just as **SELF-SERVE TOOLS**.
- **IT'S ALSO IMPORTANT THEY BRING PEOPLE TOGETHER FOR DISCUSSION.**
- **WE DESIGNED DASHBOARDS** around **MEETING FLOW**, so all info is in one place
- **GROUP reviews HELP** team members read data consistently.
- **THIS reduces BACK-AND-FORTH** and **BUILDS ON THE SPEED OF TRUST.**

#5 Contextualize

- USING DATA TO UNCOVER THE FULL STORY requires context to avoid misleading numbers.
- CONTEXT BEGINS BY PARTITIONING CONTENT BASED ON PURPOSE TO UNDERSTAND THE "WHY."
- content creators need custom categorization—not out-of-the-box solutions.
- our custom categorizations capture unique brand themes, like nostalgia, tummy aches, TTPD, to trending moments.
- categorization helps diagnose content performance across different formats (e.g., tweets vs. reels).
- quality insights depend on quality categorization



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Branded Performance Averages

~~5M~~

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