

2014

Engage, Keep & Grow

twitter 

Tweets with image links get **2X** the engagement rate of those without.

Twitter engagement for brands is **17%** higher on weekends.

Tweets with hashtags get **2X** more engagement.

Tweets with less than **100** characters get **17%** more engagement.

37% of Twitter users will purchase from a brand they follow.

80% follow a brand to get exclusive content.

12X higher chance of being retweeted if you ask for it.

Tweets that include links are **86%** more likely to be retweeted.

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