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Interview Deeper Insights Days 2024 with Matthias Rothensee, eye square

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How to prove the sales power of social media

Social media advertising has become an essential component of the marketing mix for contemporary campaigns. While many marketers focus on short-term performance metrics like clicks and traffic, or even brand building, the activation of sales often receives less attention. During the Deeper Insights Day with eye square on November 19, Dr. Matthias Rothensee will explore this overlooked aspect and present findings from three studies that demonstrate the effectiveness of social media in driving sales. We had the opportunity to interview him in advance about this topic.

Can social media contacts genuinely stimulate purchases?

Matthias Rothensee: We have demonstrated in three studies—partly conducted in-house and partly through published client research—that social media advertising indeed has significant sales effects, and they are quite substantial.

How do you approach measuring this?

Matthias Rothensee: In these studies, we focus on purchase behavior as the primary dependent variable, utilizing simulated Amazon and Walmart stores created with our "InContext Toolset" for online research. This approach allows us to analyze not only explicit purchases but also implicit behaviors that may lead to a purchase, such as the duration of viewing product lists or the frequency of visits to product detail pages. Thus, the analysis encompasses more than just the simulated purchase itself.



How are social media advertising contacts generated?

Matthias Rothensee: Our tool, the Digital Experience Sandbox, includes simulation environments for all major social media platforms. This allows us to seamlessly deploy fully authentic-looking social media campaigns into public feeds for online studies. The viewing behavior of video ads is provided as a parameter, complemented by real user behavior through surveys. We employ traditional metrics such as ad recall, brand perception, and purchase intent. This combined toolkit enables the creation of complex study setups.

What can participants learn at the Deeper Insights Day on November 19?

Matthias Rothensee: We will present our three studies as examples. In one, we conducted a detailed examination of the Snapchat platform. The second study, in collaboration with the American Advertising Research Foundation (ARF), explored the long-term effects of social media advertising. In the third study, we aimed to understand how attention varies across different advertising formats. The findings indicate that social media interactions drive sales. However, questions remain: What more can we learn about these effects? How quickly do they dissipate? What conclusions should we draw from the results? We will address these questions at the Deeper Insights Day on November 19.

About Matthias Rothensee, Chief Scientific Officer & Partner



Dr. Matthias Rothensee leads the methods and innovation development at eye square. His research focuses on the implicit effects of marketing, emotions, and visual perception. An expert in multivariate statistics, he also develops eye square's media benchmarks. His additional skills include digital marketing, advertising effectiveness research, and implicit methods. He frequently speaks at industry conferences and publishes in academic journals. In addition to his role at eye square, he serves as a guest lecturer at universities, teaching advertising psychology and research methods.