



## Oprah Winfrey Network Mobile Community

The Oprah Winfrey Network needed to evaluate a new series, Ambitions, with their social audience throughout the promotion to launch phase.

Thousands of subscribers were recruited off social media to participate in providing feedback after during each episode in the 1st season.



**5,676**  
Fans recruited  
exclusively via social  
media



**76%**  
Response rates in just one  
day, leveraging text-based  
invites

