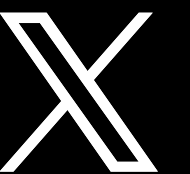


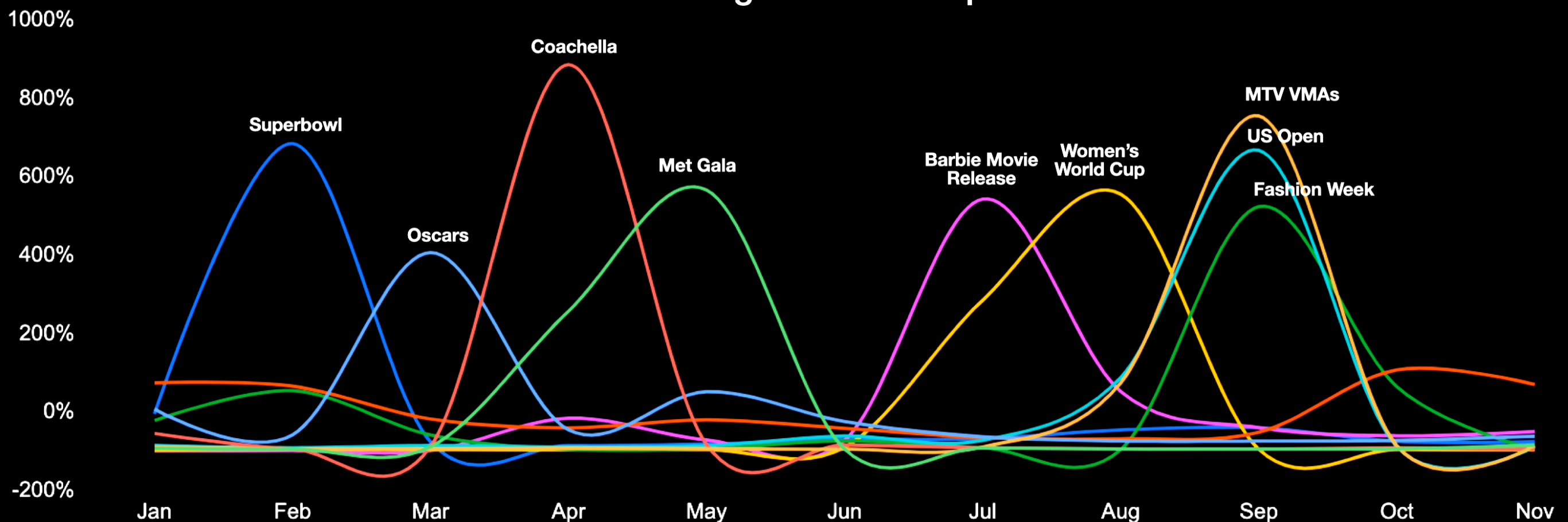
# Connect with culture on X



X is where people turn in real-time moments that matter

Every time something significant happens in the world - or around people's specific interests - the conversation surges on X. During these surges, users are more engaged and receptive to your brand's message. Activating relevant campaigns during these moments can lead to increased sales and results for your business.

Conversation surges for 2023 top moments



Source: X Internal.

## Build cultural relevance to drive purchases

88%

CORRELATION BETWEEN SPEND ON X AND PERCEPTIONS OF A BRAND'S CULTURAL RELEVANCE<sup>1</sup>

94%

CORRELATION BETWEEN A BRAND'S CULTURAL RELEVANCE PERCEPTIONS AND PURCHASE INTENT<sup>1</sup>

+22%

GROWTH IN USERS POSTING ABOUT SHOPPING YOY<sup>2</sup>

Source 1: Kantar & X Brand Cultural Relevance Research, commissioned by X, US. Nationally representative sample, 100 US brands tested, Dec 2019. Methodology: Correlation analysis, which shows the strength of the relationship between two variables/metrics.

Source 2: X Internal, Shopping conversations from 01/01/2022 - 12/31/2022 vs 01/01/2023 - 12/31/2023. Global.

## Moments for your brand to connect with

[Get the full list of moments](#)

Apr 25  
NFL Draft

May 6  
Met Gala

May 13  
PGA  
Championship

May 27  
Memorial  
Day

Jun 14  
UEFA  
Euro '24

Jul 1  
Wimbledon

Jul 26  
Paris  
Olympics

May 3  
Formula 1  
Miami

May 12  
Mother's  
Day

May 14  
Cannes Film  
Festival

Jun 6  
NBA  
Finals

Jun 16  
Father's  
Day

Jul 4  
Independence  
Day

Sep 2  
Labor  
Day