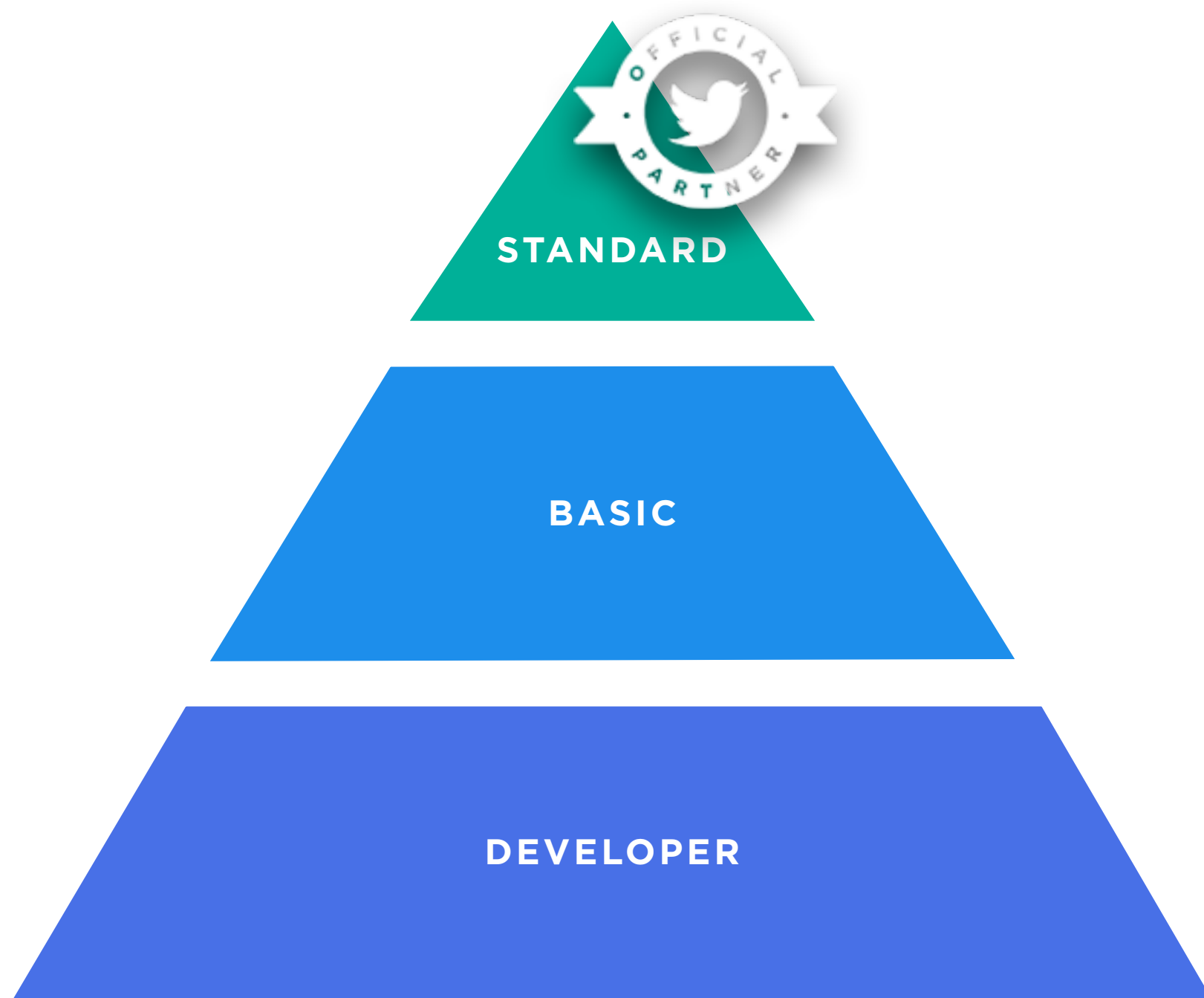


TWITTER ADS API

#GOLIVE

The Ads API program enables businesses to create and manage ad campaigns programmatically on Twitter. We are building an ecosystem of innovative and specialized ad tech partners to meet the needs of Twitter's diverse marketers.

Three phases (Developer, Basic, Standard) structure the program while partners develop and pilot their solutions.



DEVELOPER

The Developer license provides companies access to all Ads API endpoints to develop their tool to completion. Developer-level partners are limited to five OAuth tokens and prohibited from exposing any Ads API functionality to external advertisers.

Moving on: When development is complete, partners can schedule a demo with the Twitter Ads API team at t.co/meeting. We will be looking for a functional, attractive design that meets all terms described in the Ads API Developer Agreement. For partners with write permissions, we will be confirming that the full campaign management workflow (creation, editing, and reporting) is present supporting the products and campaign objectives that are important to the partner's clients. Full API parity is not required.

LEARN



DOCUMENTATION

ASK



DEVELOPER SUPPORT
COMMUNITY

MEET



T.CO/MEETING

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BASIC

Vetted Developer partners will graduate to the Basic phase where partners have 90 days to prove out their design's concept in live pilot campaigns. The OAuth token limit is increased to 15 and the advertiser exposure restrictions are lifted. Partners should privately onboard 5-10 advertisers. Open communication is critical - all account stakeholders (the advertiser, Twitter account teams, agency account managers) must be kept informed about the partner's status in the API program and the progress of the pilot campaigns.

Moving on: When pilot campaigns are complete, the partner is evaluated in two ways. First, partners must submit two campaign case studies that demonstrate their solution's efficacy in achieving KPIs and unique value addition to the Ads API ecosystem. Eligible campaigns have a minimum spend of \$5000 for MMS/DSO advertisers and \$500 for SMB. These case studies will be used to educate Twitter teams about the partner's offering and will not be distributed externally.

The second requirement at this evaluation stage is positive feedback from critical stakeholders. In addition to offering innovative technology, Twitter Ads API partners must also offer high-quality service for our shared customers. We will ask for the contact information of two account stakeholders (from either the advertiser or the Twitter account team) and will reach out to them privately to validate that their experience working with the partner was positive and valuable.

YOUR LIVE CONNECTION TO INFLUENCE

STANDARD

Once a partner graduates to Standard, OAuth token limits are lifted and the partner is able to scale their business. Standard partners can publicly advertise their full integration with Twitter Ads.

Moving on: Standard partners are eligible to apply for the Twitter Official Partner Program. However, the Standard API license does not expire and these partners hold a stable position in the Ads API ecosystem in accordance with the Ads API Developer Agreement.

OFFICIAL PARTNER CERTIFICATION

Twitter Official Partners have been recognized by Twitter because of their exceptional products or expert-level services and proven success on Twitter. Ads API partners can earn the TOP #AdTech certification by leading the ecosystem in revenue generation, product quality, and customer experience. Follow @OfficialPartner for more information.

