Agency Playbook

Why you and your clients should invest in Twitter

Twitter means business.

And in our time as a company, we've never had more confidence in our strategy to grow yours. We're continuing to help brands launch new offerings and connect with what's happening through advertiser experiences that only Twitter can deliver.

This playbook walks you through all the basics you need to be successful, and provides you with a high-level overview of why you and your clients should invest in Twitter.

You're also getting all our best practices, top case studies, grab-and-go checklists and worksheets, and much more. Whether you're a full-service or specialized agency, we'll provide you with the tools you need to help your clients, too.

All you need to know to achieve the best results is right here. Let's get started.

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Why Twitter

Maybe you're not convinced that Twitter is right for you, your agency, your clients, or maybe just not right at this time — but read on to learn why it is and how we're actively investing in and expanding our ability to serve advertisers like you every day.

Twitter connects brands with the most valuable audiences, when they're the most receptive.

79%
of people on Twitter follow brands[1]

Valuable Audiences = **Influence, Receptivity & Results**

Leverage Twitter to:

Reach an influential audience

2/3 of Twitter users influence purchases of friends and family[2]

Reach a receptive audience

Twitter users are 53% more likely to be the first to buy new products vs. the online population[3]

Drive business results

+40% higher ROI vs. other media and social channels measured[4]

[1] Source: Kantar TNS Twitter Consumer Deep Dive Survey, November 2017, US
[2] Source: GlobalWedIndex, Q3 2016
[3] Source: Kantar, News Discovery & Influence on Twitter, Global, December 2017. Monthly Twitter Global users (n=17,138), Online Global population (n= 34, 535)
[4] Source: Twitter Brand & Category Marketing Mix Modeling Studies (2014-2019) Global results (n = 176) Multiple Vendors (Analytic Partners, Annalect, AV&Co, Data 2 Decisions, Ipsos, IRI, MarketShare, MediaCom - Business Science, Market Fusion Analytics, Nielsen, ThinkVine) *Average media and average social ROIs calculated from studies where individual channel performance was shared for comparison (n=12)

Twitter's audience is our superpower

Twitter is what's happening and what people are talking about right now. We're the home for breaking news and real-time, public conversation for sports, entertainment, technology, cultural movements, and more.

It's the variety and richness of the conversations that happen on the platform that give Twitter an outsized advantage in helping customers around the world launch new offerings and connect with what's happening.

The people that are having these conversations are key; they're game-changers and superfans. They're leaned in, leading the way, and driving the conversation. They may not always be ideal, but they're real — and they're hungry for information and connection to the world around them. Our audience is culturally-passionate, they're the first to try and buy, and they drive results. This ability to connect brands and businesses to our fast-growing, influential, and passionate audience is what makes Twitter so unique and valuable as an advertising platform.

In our study of how people engage with brands on social media,

Twitter was the #1 platform for brand interaction.

Source: Bovitz, Conversation as a Superpower Study, commissioned by Twitter, 2021, US

More people are turning to Twitter and they're more engaged than ever.

+35%
increase in global ad engagements year-over-year

Source: Twitter Analyst Day 2021, compares 2020 vs. 2019

+52%
of Tweets over the past year came from Gen-Z

Source: Global Web Index, Q1 2020–Q1 2021, Global, Base = Twitter users

Our products

At Twitter, we're making **rapid advancements to our full-funnel solutions and product innovation pipeline** to transform ad efficiency and content relevancy. We're also enabling **better personalization, more precise targeting, and improved measurement** capabilities. This is why now is a better-than-ever time to join the ranks of successful agencies and advertisers on Twitter.

We rebuilt stronger foundations for our ad server and infrastructure, and are investing in a more holistic performance solution to drive better outcomes for our advertisers. Our premium Takeover products, LIVE, Amplify video solutions, and core branded features optimize towards driving greater awareness. Our mobile app and Carousel formats help advertisers reach lower funnel goals across consideration and conversion.

We're also investing in new innovation streams to improve user experience, make it effortless for people to connect, and build signals to help drive advertiser performance.

With Topics, Lists, and the eventual rollout of Communities, we're able to provide more relevant content to people on Twitter and create stronger signals for better ad targeting. We're also building more ways for people and brands to converse on the platform through audio Twitter Spaces, testing new incentives like Subscriptions and TipJar, and actively investing in serving businesses better with Professional Profiles and more.

In a study of brand performance,

Twitter drove higher synergy than TV and Facebook in the marketing mix.

Source: Data2Decisions, commissioned by Twitter,
Twitter as a Catalyst Study, 2020

+33%
synergy vs. the competitive media average

Brand Safety on Twitter

We're doing all of this while keeping utmost importance for the protection and health of the public conversation. We've focused our efforts on developing products such as Conversation Controls for Ads, implemented policies and rules to flag and remove misinformation, and have also committed to all four MRC Audits, partnering with other industry leaders to drive change within the space. For more information, please visit our brand safety hub.

Launch and Connect

So you're probably wondering how our product innovation and audience helps your clients grow? All of this empowers us to help you drive ground-breaking results in two powerful ways – when you need to **launch something new** or **connect with what's happening**.

Helping brands and businesses breakthrough in this competitive market context is where Twitter thrives. Twitter helps drive full-funnel launch goals, from building awareness and interest pre-launch, to converting down the funnel to drive interest and actions.

Research has shown a marketer is

2.3X more likely

to meet their internal KPIs if Twitter is included in their launch plans[1].

This is thanks to that early-adopter, active, and leaned-in audience we described earlier. People on Twitter like to be the first to try new things and are more likely to be the first to buy new products, vs. people online[2].

They also like discovering what's new on Twitter, with people spending **2X** more time viewing launch ads on Twitter and **3.3X** action post-launch ad exposure, vs. launch ads on other platforms[3]. Twitter supports launches of all sizes too, not just major launches of a new service or brand, but also the launch of new product messaging or the announcement of a new sale.

Launches drive results on Twitter.

Comparison is between people who were exposed to the campaigns vs. those who were not

+83%
RECALL

+18%
BRAND AWARENESS

+21%
CAMPAIGN AWARENESS

+15%
MESSAGE ASSOCIATION[4]

The second impactful use case for activating on Twitter is to connect with what's happening. Our unique position as the real-time, public conversation platform means there's no better place to connect with audiences and build cultural relevance through the events, occasions, and trends your clients' customers care about.
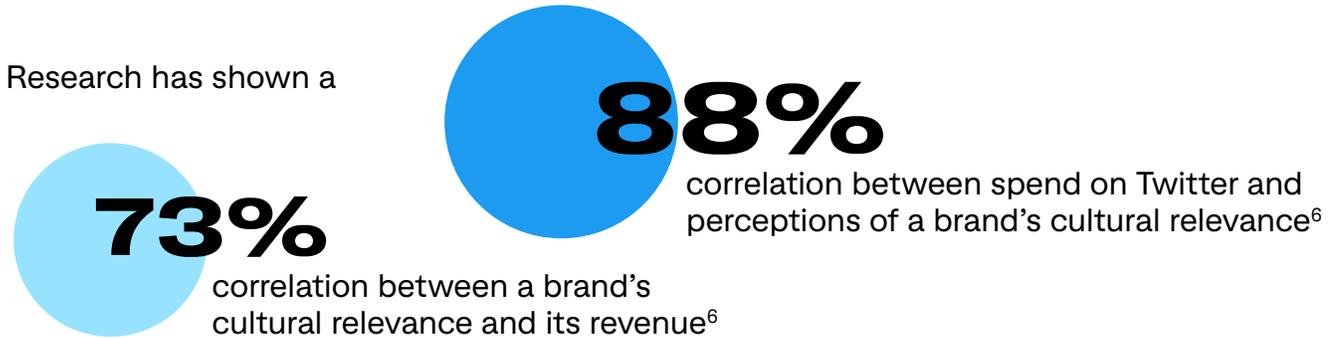
+70%
RECALL

+15%
MESSAGE ASSOCIATION

+11%
BRAND AWARENESS

+7%
BRAND PREFERENCE[5]

Connect campaigns on Twitter drive results.

Comparison is between people who were exposed to the campaigns vs. those who were not

Research has shown a

73%
correlation between a brand's cultural relevance and its revenue[6]

88%
correlation between spend on Twitter and perceptions of a brand's cultural relevance[6]

To find and connect with this year's top events, visit our global marketing calendar.

[1] Source: Nielsen Brand Effect (US/UK/JP/CA), Q3 2015 - Q3 2018 Launch campaigns, n= 340 studies. Percentages refer to % uplifts (not deltas or percentage point difference) | Bain & Company, 2019 Launch Marketer Survey, US, n=650.

[2] Source: Source: Kantar, "News Discovery & Influence on Twitter", Global, December 2017. Monthly Twitter Global users (n=17,138), Online Global population (n= 34, 535). | How we know: Kantar News, Discovery & Influence on Twitter ; December 2017 ; US ; 787 Monthly Twitter US users & 1503 Online US population Source : Kantar Millward Brown, 2017

[3] Source: Start With Them: Ad Receptivity Study; commissioned by Twitter and conducted by Neurons, Inc in the US in 2019, n=94

[4] Source: Source: Nielsen Brand Effect (US/UK/JP/CA), Q3 2015 - Q3 2020 Launch campaigns. Control vs Exposed. Percentages refer to % uplifts (not deltas or percentage point difference).

[5] Source: Source: Nielsen Brand Effect (US/UK/JP/CA), Q3 2015 - Q3 2020 Connect campaigns, Control vs Exposed. Percentages refer to % uplifts (not deltas or percentage point difference).

[6] Source: Kantar & Twitter Brand Cultural Relevance Research, commissioned by Twitter, US, Nationally representative sample, 100 US brands tested, Dec 2019. Methodology: Twitter ran a correlation analysis to look at the relationship between the relative movement of spend on Twitter and cultural relevance (as scored by our survey). The model included the 100 brands tested. The output of that model was the correlation coefficient (which is a measure of strength of the relationship between the two sets of variables) of .73 (or 73%) and .88 (or 88%), respectively. The possible value ranges for a correlation coefficient are between -1.0 and 1.0.

Expectations

Lastly, we wanted to provide some final details about what you and your clients can realistically expect to achieve when getting started with advertising on Twitter.

Twitter is real time, but advertising success on Twitter is not. Just like every other channel, Twitter Ads take time for a business to grow and develop an effective advertising strategy. But because Twitter itself moves so quickly, many advertisers are confused or disappointed by the need to optimize and experiment over time.

The time is well-spent. Your followers are genuinely interested in what you have to say and will show their loyalty with views, clicks, and purchases. But it's valuable to temper your client's expectations with the same length of time it took them to develop a strategy for other digital ad placements.

Once you have a clear idea of your client's priorities, contact our sales team for a performance benchmark and more personalized support in leveraging our audience and products to reach your goals.

"What I think makes Twitter unique in comparison to other social platforms is the opportunity to engage with your brand's following in a much more organic manner. Twitter is very conversational-based, as opposed to visual-based, which allows brands to add depth and personality to their social media."

— Maddie Marten, Media Manager, Paid Social at Hawke Media

Write good Tweets

Don't you mean 'write good ads'? Yes and no. The Twitter Ads you create appear on Twitter as Tweets, and most best practices are the same for both organic and paid content. Everything on Twitter centers around the Tweet, and when advertisers can't nail the right format or tone, they're losing valuable engagement and ROI. If you're a creative agency or hungry for our best practices, continue reading to ensure you're making the most out of your 280 characters.

Keep it short

Tweet copy should be concise and straight to the point. The best performing Tweets are 50-100 characters. Find the key hook in your message and hone in on it.

hims
@wearehims

**we sell skincare.
it's really good.
you can get it at @target.
that's the tweet.**

Use hashtags, but not too many

Hashtags are especially effective when you're connecting with an event or occasion. But once Tweeted, they become clickable links and can distract your audience away from your content, so be careful to not include more than one or two.

Add urgency and a strong CTA

Twitter moves fast, and so should your content. Your Tweets should have a clear follow-through action — for example if you want people to follow you, say "follow us", or "sign up for our webinar today", or whatever your intended action is. Where relevant, add urgency to your message too like "five seats left" or "one-day only sale".

If your desired action is having people visit your website or your app, use **Website Buttons** and **App Buttons** for a seamless experience.

Tiger Balm U.S.
@Tiger_Balm_US

Made from a blend of herbal ingredients, Tiger Balm delivers safe, fast, effective pill-free pain relief that is trusted by millions worldwide.

Follow us for product giveaways, health tips, and more! 🐯
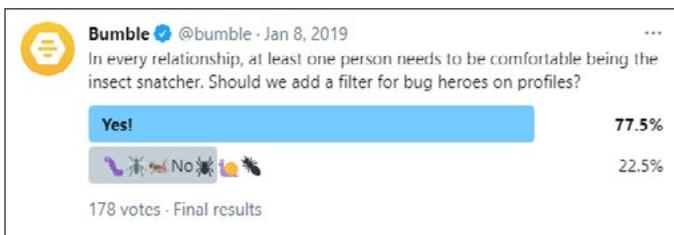
Test your voice

Tweets that avoid caps and stay light and conversational in tone resonate well. Many brands use Twitter to feature a wittier, faster, or more current version of their voice. Don't be afraid to urge your clients to alter their brand guidelines to create a more bold and human-sounding Twitter.

Try Tweeting a few silly, snarky versus formal-sounding Tweets and see how your audience reacts. You can also try experimenting with emojis to consolidate your character count and convey celebrations 🎉, emphasis ❗, appreciation 👏, value 🤑, gratitude 💖, and more.

> **Nature's Eats**
> @natureseats
>
> **life is short. eat the whole batch of cookies. feel a little guilty. remember you made them with nut flour. feel much better. bake another batch. eat that one too.🍪**

Ask questions

Twitter is the engagement platform and people go there for dialogue. Start your own by Tweeting questions and polls to get your audience talking.

> **Bumble** ✔ @bumble · Jan 8, 2019
> In every relationship, at least one person needs to be comfortable being the insect snatcher. Should we add a filter for bug heroes on profiles?
>
> Yes!   77.5%
>
> 🐍🎋🐀No🕷🐛🕸   22.5%
>
> 178 votes · Final results

Be timely

Twitter moves fast and the right timing can mean everything. Trends change daily, sometimes even hourly, so ensuring that your Tweet hits when the topic is still hot can make or break its success. Keep your eye on the Trends list and Explore tab to find the perfect sweet spot to join in and Tweet.

Consider your cadence

Tweeting regularly is important to sustain your presence and traction with your followers. We recommend 2-3 Tweets per day for organic posts, and 3-5 Tweets per week for paid campaigns for a healthy start.

Purple Carrot
@PurpleCarrotXO

Your goal is to eat more plants. Purple Carrot meal kits are your hassle-free solution!
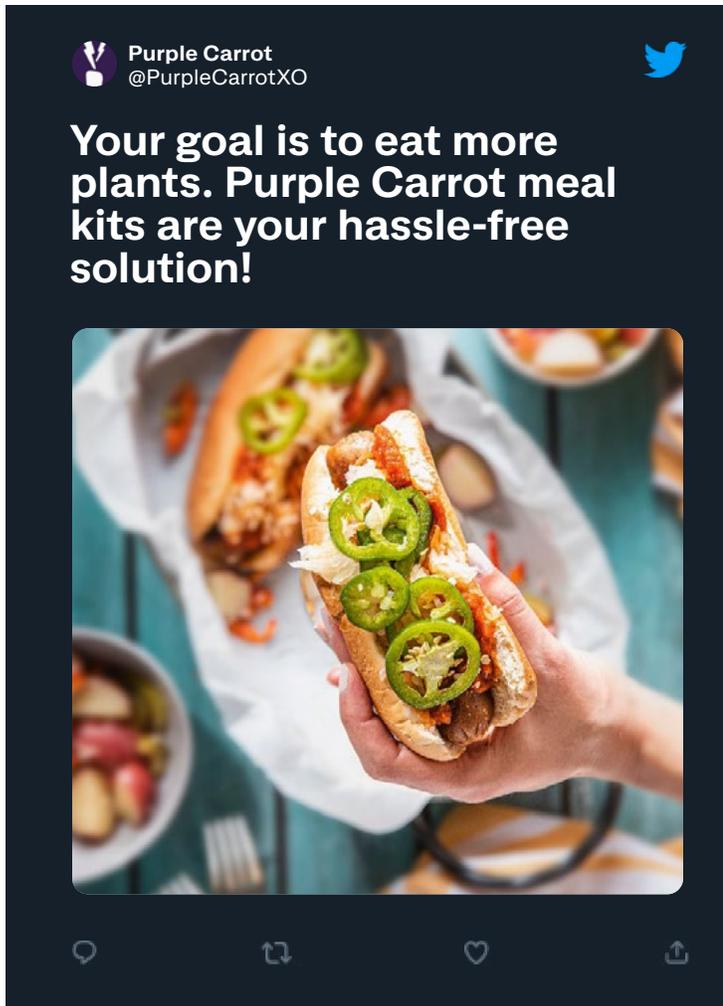
Use strong visuals

97% of people focus on visuals on Twitter[1], so it's important that yours is eye-catching and highlights your product or key message. Use images (but avoid those with heavy text overlay), GIFs, or videos (15 seconds or less, with a sound-off strategy and clear branding) to accompany your message. Make sure to add alt text to your media too for accessibility.

Keep experimenting

You can have a great Tweet that breaks one, or some, of these best practices, or a Tweet that follows all of these but flops. Every agency and client is different so it's important to test different Tweets and see what performs best for you — and your audience. If your campaign is struggling, delete your under-performing Tweets and add iterations of your best-performing ones. Be open and let the engagement be your guide.

97%
of people focus on **visuals** on Twitter[1]

[1] Source: "Why Twitter" Competitive Research, Kantar Millward Brown, 2017

Ready to create your standout Tweets? Navigate to your Tweet Composer to get started.
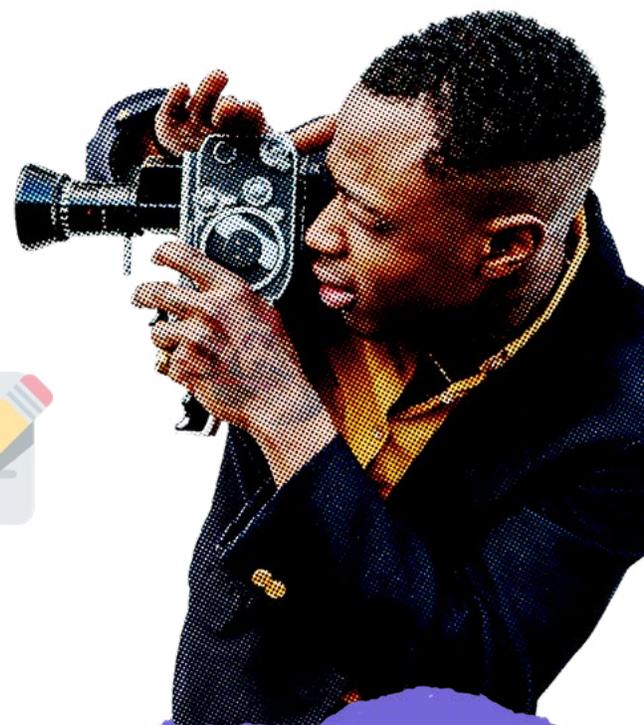
Build your campaign

Now it's time to take a deep dive into our campaign and product offerings. Here, we'll give you all the details you need to know to choose the right campaign based on your client's goals, pair it with optimized bid types and ad formats, get the specs and our best practices, and learn how to navigate our ads platform. Let's get started.

Here's a high-level glance at our eight campaign objectives:

Awareness	Reach
Consideration	Engagements, Followers, Video views, Amplify, Website clicks, App installs
Conversion	App re-engagements

Reach

campaigns put your Tweets in front of as many people as possible

🏦 **Recommended bid type:**

Auto bid. You're only charged for every 1,000 Tweet impressions

👈 **Recommended formats:**

Image Ads, Video Ads, Video Ads with Website Buttons, Carousel Ads, Moment Ads, and Takeover placements
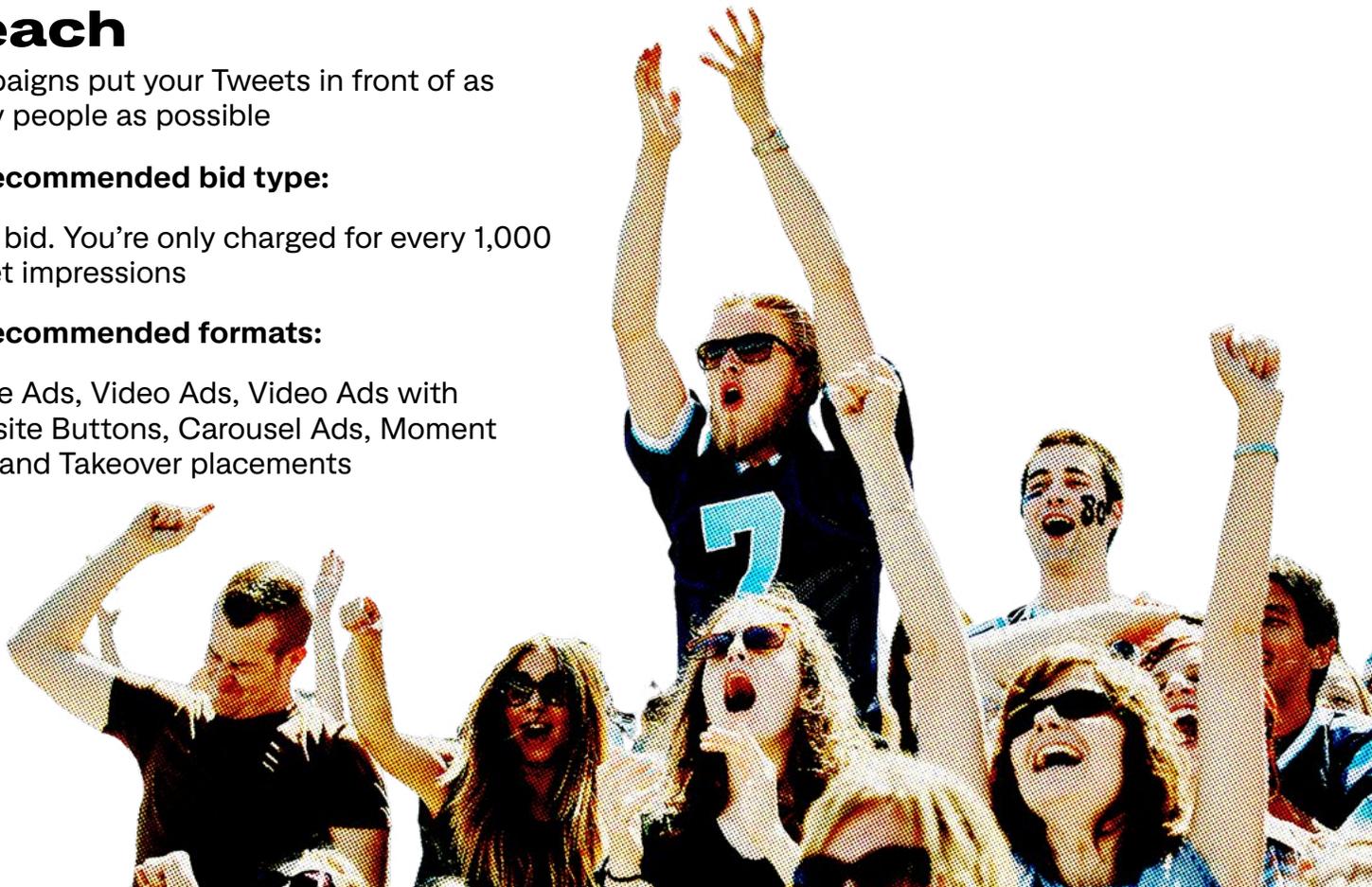
Engagement

campaigns get more people to like, Retweet, and interact with your Tweets and videos

🏛 **Recommended bid type:**

Auto bid. You're only charged per Tweet engagement, which includes likes, Retweets, replies, profile clicks, detail expands, and link clicks

🏷 **Recommended formats:**

Text Ads, Image Ads, Image Ads with Website Buttons, Video Ads, Video Ads with Website Buttons, Carousel Ads, and Moment Ads

Video view

campaigns extend the reach of your videos and help drive awareness with efficient, quality views

🏛 **Recommended bid type:**

Auto bid for 15-second views. You can also choose from the standard video view (2s/50%), 6s/50%, or the 3s/100% bid type

🏷 **Recommended formats:**

Video Ads, Video Ads with Website Buttons, Video Ads with Conversation Buttons, Video Ads with Polls, and Carousel Ads

Follower

campaigns help you attract new followers and grow your audience on Twitter

🏛 **Recommended bid type:**

Target bid. You're only charged for the followers you acquire

🏷 **Recommended formats:**

Text Ads only. Tweets chosen for this campaign will automatically render as a Follower Ad, and images and videos will not render

Amplify

campaigns pair your short video as pre-roll alongside premium publisher content. Using Twitter Amplify drives **+68% campaign awareness** and **+24% message association**[1]

🏛 **Recommended bid type:**

Pre-roll view is default and auto bid is recommended. You can choose between the standard pre-roll view bid unit (50% in view for 2 seconds), 3s/100% view, 6s/50% view, or the 15s view bid unit, which optimizes for 15s or completed views (whichever comes first)

🏷 **Recommended formats:**

Amplify Pre-roll or Amplify Sponsorships. Pre-roll allows you to select the content categories of the videos that your ad will be served on from 15+ categories, and Sponsorships give you a 1:1 pairing with a single publisher during a moment of your choice and Tweet-level control for the duration of the campaign

[1] Source: Nielsen Brand Effect 2018, US/UK/JP/CA

Website click

campaigns increase traffic to your website and generate more conversions

🏦 **Recommended bid type:**

Target bid. You only pay when people click on your link

🏷️ **Recommended formats:**

Image Ads with Website Buttons, Video Ads with Website Buttons, and Carousel Ads

People on Twitter are
38% more likely
to download an app directly from an ad online[1]

App install

campaigns get more people to download your app

🏦 **Recommended bid type:**

Maximum bid if your goal is app installs, or target cost if your goal is simply app clicks. You can also choose between cost-per-app-click bidding (CPAC) if you're looking to achieve scale quickly with a narrowly-targeted audience, or optimized action bidding (OAB) if you're trying to refine campaign performance with a broadly-targeted audience

🏷️ **Recommended formats:**

Image Ads with App Buttons, Video Ads with App Buttons, and Carousel Ads

App re-engagement

campaigns drive people to open, update, or take a specific action in your app. They're a great direct-response solution for Twitter's mobile-first audience

🏦 **Recommended bid type:**

Target cost on a cost-per-app-click bidding (CPAC) system

🏷️ **Recommended formats:**

Image Ads with App Buttons, Video Ads with App Buttons, and Carousel Ads

[1] Source: Twitter Insiders US and Sparkler. MAP Phase 2 Survey, Sept — Oct 2020. Q17 Have you ever installed an app directly from an ad online? That is, when you clicked the ad it brought you directly to the app store to download the app. Base: Twitter Users (n=541), Non-Users (n=453)

To see some successful campaigns in action, please visit our catalog of case studies.

After you choose your campaign objective, it's time to add your Tweets. Campaigns can support multiple ad formats and we recommended the best-performing ones for each above, but here's a high-level look at all of our ad format offerings:

Promoted Ads are our standard format that can be used in multiple ways across each stage of the marketing funnel. They can support a variety of media formats through the following sub-categories, and can be paired with additional ad features for more functionality:

- Text Ads

- Image Ads

- Video Ads

- Carousel Ads: host up to six horizontally-swipeable images or videos

- Moment Ads: curate a collection of Tweets to tell an immersive story

Follower Ads are a unique ad format that highlights an account's profile and can only be used in follower campaigns.

Quick Promote

Serving small clients with limited budgets?

Try **Quick Promote** — a fast and easy way to promote your top-performing Tweets before committing to a full campaign. With recent product upgrades including new targeting and budget capabilities, and more accurate bidding, reach, and CPM guidance, this is a great proof-of-concept solution for your clients who are on the fence about investing in Twitter Ads. There's no minimum spend required, and you'll always have complete control over how much you want your campaigns to spend.

Twitter Amplify allows advertisers to align their video content with premium media from the most relevant publishers. These offerings are available as Amplify Pre-roll and Amplify Sponsorship formats, as described earlier.

Twitter Ad Features are a collection of add-on standard and branded features that can be applied across the other five format categories. These include:

- Polls

- Conversation Buttons, which add customizable hashtags and call-to-action buttons

- Website Buttons, which make images and videos clickable to a specific URL

- App Buttons, which make images and videos clickable to a specific app store page

- Branded Notifications, which are an opt-in auto-response product offering

- Branded Hashtags

- Branded Likes

The Sandwich Bar ✔ @TheSandwic... ⌄
Love sandwiches? We've partnered with local farms to bring you the best flavors in San Francisco.

Video will play after ad

The Barista Bar

Ad · 0:15   3

💬 85   ⟳ 480   ♡ 2,812   ↑

↗ Promoted

Twitter Live is a promoted livestream format that enables advertisers to broadcast their biggest moments, allow audiences to join in real-time, and drive conversation.

Get the creative specs for each format here.

Twitter Takeover offerings are the most premium, mass-reach placements that drive results across the funnel by exclusively taking over the Timeline and Explore tabs on desktop and mobile. You can choose from one of these subcategories or combine them for a greater effect:

- **Timeline Takeover** puts your immersive, autoplay video ad at the top of people's timeline for a 24-hour period. When added to campaigns, Timeline Takeover drives **3X** more effective ad recall and campaign awareness[1]

- **Trend Takeover / Trend Takeover+** puts your ad alongside what's trending by featuring your content at the top of the Explore tab. Trend Takeover+ adds an additional immersive video creative element to this premium placement and, when added to campaigns, drives **3X** more effective message association and **9X** more effective favorability metrics[2]

Ready to set up your campaign?

Start by navigating to your Twitter Ads Manager at ads.twitter.com. This is where you can create, manage, and optimize your campaigns — and here's how to use it:
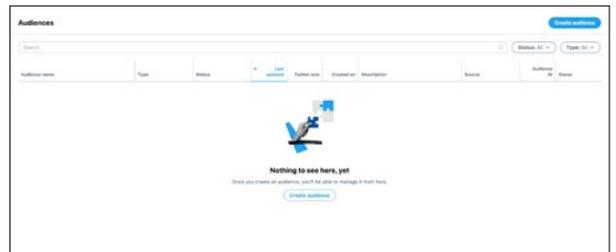
- Under Creatives > Tweet Composer, you can draft your Tweets, add media, and change your ad formats
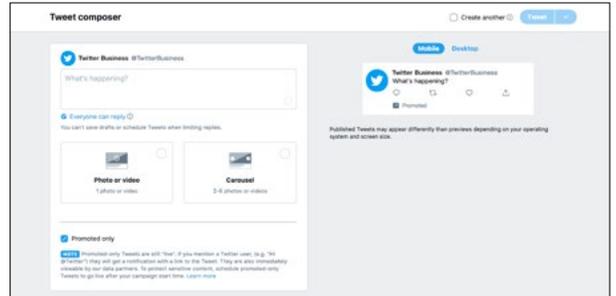
- Under Tools > Ads editor, you can download, make bulk changes, and reupload campaign data and information
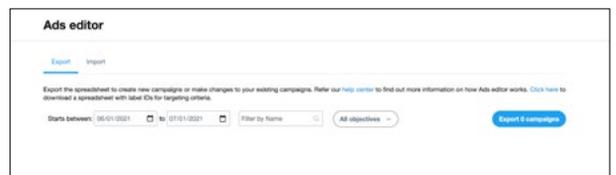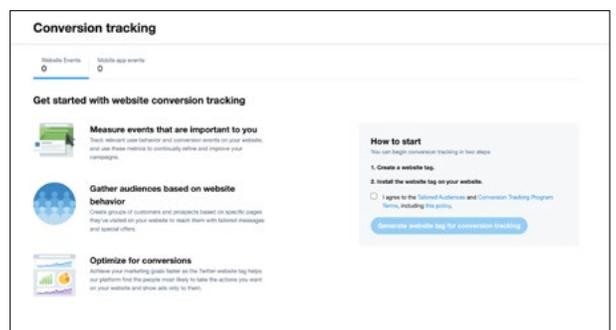

- Under Tools > Audiences, you can upload, create, and save Custom Audiences, including lists, website activity, and app activity audiences

- Under Tools > App manager, you link your app with Twitter to run app install and app re-engagement campaigns
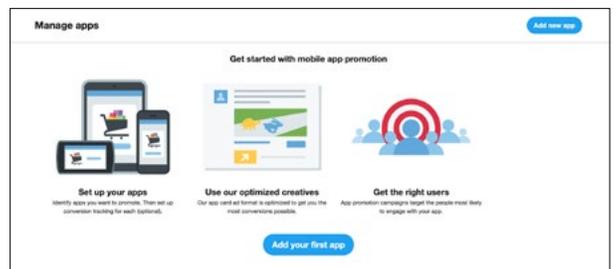
- Under Tools > Conversion tracking, you can set up your Twitter Website Tag for measurement, optimization, and retargeting

Beyond the basics

Agencies and advertisers can also leverage the following teams and services to customize, personalize, and uplevel their campaigns. Please reach out to your Account Manager or contact our sales team for availability and more information.

- The **Audience Insights** team helps brands understand and tap into what people are talking about on Twitter by providing custom research insights into cultural topics and conversations

- The **Twitter Next** team partners with brands to create human-centric campaigns, creative tactics, and content strategy workshops

- The **ArtHouse content production** team helps brands design content for communities, conversations, and culture with a team of video experts and artists; and helps connect brands with on-platform creators

- **Twitter Marketing Partners** help connect brands with world-class tech companies that provide enhanced audience targeting, creative and ad experiences (including video personalization, custom landing pages, and digital carting), campaign measurement and media buying, and advertising analytical services

- The **Global Advertising Performance** team helps drive optimal outcomes for performance campaigns across Amplify, MAP, and website clicks by assisting with campaign monitoring and optimizing

- The **Developer Platform** team owns the Official Partner Program where invited developers put insights into actions for marketers and brands by monitoring social trends (including mentions and competitors), measuring social efforts and campaign performance, listening for consumer insights, and managing customer care and social presence

Campaign best practices

- Most advertisers have complex goals, and one campaign won't be able to fully address them all. **Experiment with different and concurrent campaigns** to find the right mix for your client's objectives

- **Use multiple ad formats in each campaign.** Using 3 or more ad formats has shown to increase campaign awareness by 20% and purchase intent by 7%, compared to using 1 format alone[1]

- For higher budgets and more advanced strategies, **consider investing in Twitter Amplify and Twitter Takeover** products for greater impact

- **Cap video ads at 15 seconds.** Grab attention quickly with movement or talent in the first few seconds, and include captions or another sound-off strategy. Videos optimized for Twitter using these strategies have driven an increase of +33% in emotional engagement [2]. Video ads with clear logo placement also drive 36% higher brand recall[3]. Clear branding should be included within the first three seconds of the ad, but preferably stay on screen the whole time

- **Set up conversion tracking** for web and app campaigns to monitor the actions people take after they see your ads and gain additional insight into their customer journey. This will also help you measure a more accurate ROI

- **Avoid making changes in the first five days** of app campaigns to allow the system to efficiently calibrate your ads — this is known as the Learning Period. Make sure you've also integrated with a Mobile Measurement Partner and Apple's SKAdNetwork

- To **optimize active campaigns**, make sure you refresh your creatives often and always have multiple Tweets running for each campaign. Replace any under-performing Tweets and targeting with fresh alternatives, pause or delete campaigns that are under-performing, and modify bids for campaigns that are doing well and merit a higher spend

[1] Source: Nielsen Brand Effect (US/UK/JP/CA), Q3 2015 - Q3 2018 Connect campaigns.
[2] Source: GroupM + Twitter, EyeSee, TVCs vs Optimized Ads on Twitter, December 2018. Increase in 33% is versus non-optimized TVCs.
[3] Source: Nielsen Catalina Solutions, 5 Keys to Advertising Effectiveness, Oct 2017

Target your audience

You've heard us say over and over again that the power of Twitter lies in **our audience**. But now you may be wondering just exactly how to find and connect with **your audience**? We'll show you.

With a full suite of targeting and audience products, Twitter enables you to tailor your campaign's audience to align with your content and marketing goals — ensuring that your brand's message reaches the right people when they're most receptive.

Here's how you can target and find your audience on Twitter:

Demographics

Gender: Target by all genders, males, or females

Age: Target all ages or select from a variety of broad (e.g. 18+) and narrow (e.g. 18-24) age buckets

Language: Target all languages or segment people based on the primary language they use on the app and the language of the Tweets they engage with

Location: Reach people in specific countries, regions/states, DMA/metros, cities, and zip/postal codes around the world

Device, platform, & wifi: Target based on specific operating systems, phone models, and carriers. You also have the option to only reach people who are connected to wifi and/or those who have used Twitter on a new device or carrier within the past six months

Audience features

Keywords: Target or exclude people who search for, Tweet about, or engage with specific keywords

Follower look-alikes: Target specific accounts to reach people who behave similarly or have interests similar to that account's followers

Interests: Reach people based on demonstrated areas of interests. Choose from pre-set options across 25 interest categories and 350+ sub-topics

Movies & TV shows: Reach people who Tweet about or engage with specific movies and/or TV shows. Choose from a pre-set selection of both global and regional options

Events: Reach people based on their engagement with the biggest online and offline events in the world. Choose from a pre-set, seasonal selection of both global and regional events

Conversation topics: Reach people based on the content of the conversations they're having every day on the platform. Choose from pre-set options across 25+ categories and 10,000+ topics

Tweet Engager: Remarket to people who have seen or engaged with your previous Tweets and videos. Further define this audience by focusing in on organic content, specific campaigns, and/or types of engagement (e.g. video starts, 50% completions, or 100% completions)

Your audiences

Your followers: Add the followers of your account to your targeted audience

Custom Audiences: Reach your existing customers on Twitter by creating Custom Audiences that can be used for retargeting, exclusion, and/or expansion. Audiences can be created via uploaded user lists or data gathered through website tags and mobile app conversion tracking

Expand your audience

Custom Audience look-alikes: Increase the size of your Custom Audience(s) by including people who are similar to those in the selected audiences

Audience expansion: Intelligently grow your campaign's overall targetable audience by finding similar people that may not be reached by standard targeting alone. Choose from defined, expanded, or broad expansion

Targeting tips

With the variety of options available, you may have to make some tweaks and refinements as you go along — but here are some tips to help you get started:

- **Limit the use of demographic/device targeting & exclusion keywords** as these layers will shrink your audience and can unintentionally limit your overall reach

- **Use follower look-alike targeting** to reach followers of your competitors and other like-minded companies when you're first getting started

- **Create cohesive audiences** by selecting distinct audience features that fit together. This will help avoid overlap across campaigns and create well-defined segments

- **Connect with what's happening.** People come to Twitter to discuss what's happening in the world. Our exclusive event targeting and conversation topic targeting products are built to work at the speed of Twitter, and offer a dynamic way to reach these connected audiences

- **Adopt a Twitter mindset.** Each community on Twitter has their own language, influencers, and subcultures. Tap into these rich audiences by targeting keywords, hashtags, and accounts that are authentic to these communities and the conversations that they're having on the platform

- **Find the keyword balance.** For most campaigns utilizing keyword targeting, we recommend you add a mix of 25-50 relevant keywords to your campaign

- **Remarket to drive action.** Leverage Tweet Engager and Custom Audiences to reach people who have already expressed interest in your brand and demonstrated engagement with your content

- **Break out mobile vs. desktop campaigns.** Mobile is a fundamentally-different medium than desktop. To get the most out of your campaigns, we recommend running separate campaigns that are optimized for each platform

- **Create relevancy** by aligning your targeting and content strategy. You have the power to tailor your campaigns to fit diverse audiences around the globe — enabling your brand to deliver messages that are engaging and culturally relevant

Need targeting support?

Contact our sales team for more personalized targeting advice, including information on Custom Targeting Packs

Download our targeting worksheet to get started and help with brainstorming

Analyze your performance

Your work doesn't stop once your ad is up and running — that's just the beginning. Twitter Ads analytics provide useful data and insights to show you what's working and what's not, and how you can improve your future campaigns. Visit analytics.twitter.com to access your dashboards and track your results.

These are the four main dashboards you need to know:

Account home

This dashboard provides a high-level monthly summary of your activity on the platform. You'll see your top stats (Tweet impressions, profile visits, new followers, and mentions), along with month-over-month improvements. We'll highlight your top-performing Tweets and introduce you to the top influencers in your network. This information can help you set achievable goals for your clients' success over time, as well as open opportunities to connect with influencers in your network.
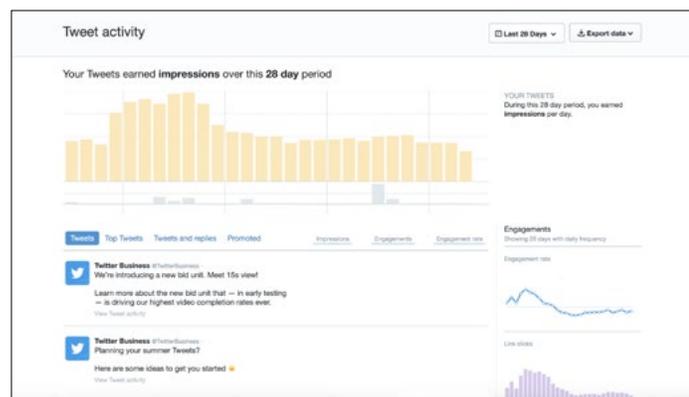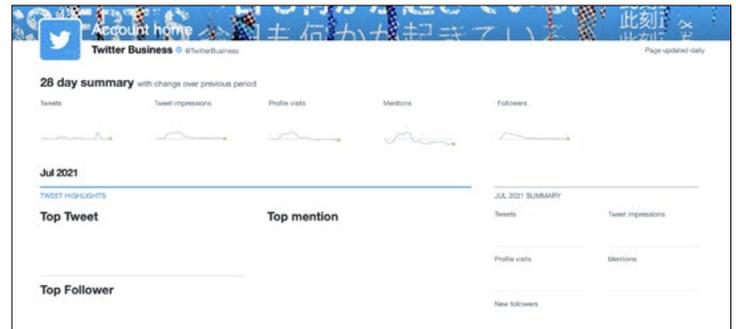
Tweet activity dashboard

This dashboard drills down into detailed metrics on every single Tweet. You'll know exactly how many times people have seen, Retweeted, liked, and replied to each Tweet. The dashboard displays impressions and engagements for all of your organic Tweets and Promoted Ads, but you can also filter by Promoted-only Tweets and adjust by date range. This helps you understand what type of content resonates best with your client's audience, so you can continue to improve on those verticals.

Video activity dashboard

Similar to the previous dashboard, your video activity dashboard takes a deep dive into the performance of your videos. This dashboard displays retention, view rate, and completion rate for all of your videos on Twitter. You can also filter by promoted views on videos, adjust the date range, and export the data as a .CSV file.
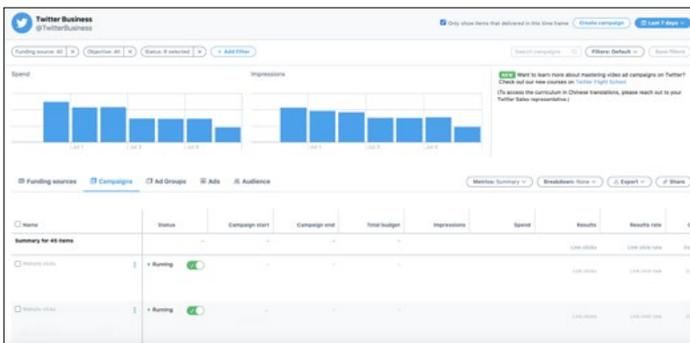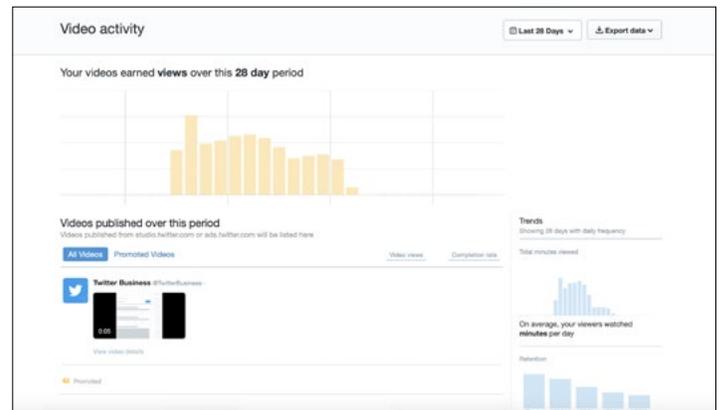
Campaign dashboard

Your campaign dashboard focuses on your paid activity and provides data-driven insights into your ad performance. Your impressions, results, engagement rate, and cost-per-result are displayed here. The results will be directly based on what type of campaign objective you selected — for example, if you're running a website clicks campaign, the results tracked will be link clicks.

Outside of those internal dashboards, Twitter also provides transparency into campaign performance through measurement solutions and third-party studies based on your objectives to help you understand how your campaigns achieve your broader marketing and business goals.

- **Audience measurement** provides a demographic breakdown (age, gender, location, gross ratings points metrics, and more) of your Twitter Ads campaigns, so you can be confident you're reaching your target audience

- **Incremental reach** provides a detailed look at how much additional reach your campaigns are delivering, in addition to your TV ad buys, by analyzing cost per reach point and more

- **Viewability** finds out if your ad was seen and provides stats on measured ads, in-view ads, fraud rate, and more

- **Brand lift** leverages the power of Twitter Brand Surveys to see how your ads sway awareness, favorability, consideration, purchase intent, and more. These survey insights can also help you pivot your strategy to drive better brand goals

- **Website attribution** includes and improves upon the work of Twitter's universal website tag to compare performance across platforms and measure link clicks, site visits, conversion events, and more

- **Mobile app measurement** looks at app installs, in-app purchases, and other key in-app events. Mobile marketers can use this to see how their Twitter Ads spend leads to conversion and use those insights to create more cost-efficient, optimized campaigns. You can also opt-in to Advanced Mobile Measurement to receive more expanded and advanced device-level data

- **Location measurement** quantifies the impact of Twitter Ads in driving in-store foot traffic by looking at the number of incremental store visits, visit rates, and more

- **Buy-through rate** understands how exposure to Twitter Ads correlates with car sales, and uses those insights to adjust your marketing spend towards the most effective channel(s)

- **TV tune-in** finds correlations between Twitter engagement and tune-ins across primetime broadcasts, cable programming, streaming series, and more

- **Sales impact** measures the impact of Twitter Ads campaigns on driving lift in online or offline sales, and penetration across various targeting and creative strategies by analyzing lift in sales per household, return on ad spend, and more

- **Marketing mix modeling** quantifies the impact of several marketing inputs on sales and market share to help you effectively allocate your budget across channels

These solutions are robust and will provide you (and your clients) with a wealth of data that speak to your on-platform performance and overall ROI. They will identify and highlight your best-performing content, most receptive audience groups, and impact on lower-funnel goals and your ultimate bottom-line. Continue testing similar creative and copy of your best-performing ads to optimize your future campaigns, and contact our sales team for personalized support.

Checklist

We know we just gave you a bunch of deep and detailed information, and you're likely not going to remember it all. Even though everything from the previous chapters is all important, here's a rundown of the top takeaways you need to remember. Use this page as a grab-and-go one-sheeter and resource for all things Twitter Ads.

- ☐ Use Twitter to elevate your next product or feature launch, and to connect with current events and conversations

- ☐ Identify your client's specific goals and metrics, and contact our sales team to get personalized information on performance industry benchmarks

- ☐ Apply for an insertion order if you're planning to spend over $5,000 (or local currency equivalent)

- ☐ Set up multi-user login to ensure you have all the right access to your clients' ad accounts. We recommend clients to select "Account Administrator" and check the "Can compose Promotable Tweets" option for agencies to access all the right information

- ☐ Open your Twitter Ads account a few weeks before you need to run ads to allow time for approval, and review our ad policies for industry-specific rules and guidance

- ☐ Keep your Tweets clear and concise, with 1-2 hashtags if relevant and a strong CTA

- ☐ Add rich media, especially short videos (15 seconds or less with a sound-off strategy) whenever possible

- ☐ Consider investing in premium products (Twitter Amplify and Twitter Takeover) for greater impact

- ☐ Set up conversion tracking and mobile measurement partners (if applicable), and learn how to navigate the different tools in Twitter Ads Manager

- ☐ Review our targeting options, and choose which ones are right for you to reach your audience

- ☐ Understand the metrics and data available to you on analytics.twitter.com and through advanced measurement studies

Case studies

Throughout this playbook, we've outlined all the keys to success and why your client should use Twitter. Now let's see it in practice. Here's a look at how other agencies, clients, and brands have seen success on the platform.

SiriusXM Canada

SiriusXM Canada, an audio entertainment company, worked with agencies SOCIETY@ME, Media Experts' social media arm, and Conflict to create awareness for their new streaming program that allowed people at home to stream the service for free. They used Twitter's remarketing capabilities to reach people who've previously engaged with their content and made a splash with Twitter's Takeover products.

8.9M
Trend impressions

2.15M
Tweet impressions

"Twitter's Trend Takeover plus Timeline Takeover tactic delivers scale, reach, frequency, and engagement rates that other platforms haven't been able to reach."

— Dylan Draper, Supervisor of Paid Social at SOCIETY@ME, Media Experts

Getty Museum

Getty, a global arts organization, co-produced a virtual, family-friendly video mini-series and worked with marketing agency Hawke Media to promote it on Twitter. They ran multiple engagement campaigns using Video Ads to raise awareness and drive traffic to their YouTube channel. They used keyword, interest, look-alike, and Tweet Engager targeting and set up multiple ad groups to schedule out content and tell a story.

460K+
Trend impressions

65K+
Tweet impressions

14.25%
engagement rate

$0.04
cost-per-engagement (CPE)

Getty ✔ @GettyMuseum · Jul 31, 2020
The ODDyssey hilariously chronicles Homer's epic tale in five whimsical webisodes. Binge available episodes now: gty.art/oddyssey @thetroubies #latheater

"We use Twitter as a publishing channel to talk about art and Getty work, and also use it to connect with those deeper in the field to nerd out around those topics."

— Sarah Waldorf, Social Media Lead at J. Paul Getty Trust

got milk?

got milk? works to promote the benefits of dairy milk on behalf of the California Milk Processor Board. They partnered with agency Gallegos United to launch a 'Milk Grams' campaign on #NationalMilkDay (on January 11th) to promote messages of positivity and boost brand sentiment on Twitter. They drove video views and leveraged multiple different formats including Polls, Moments, and Quote Tweeting or Retweeting influencers to drive engagement.

+35%

positive sentiment

compared to the previous year's #NationalMilkDay

6.8M

Tweet impressions

on paid #NationalMilkDay Tweets

"Twitter is a place where cultures, trends, and ideas are all happening and forming at the same time. We feel like Twitter helps keep brands relevant by opening doors of opportunity for us to connect with our target audience and other interesting adjacent communities."

— Daniel Martinez, Sr. Social Media Manager at GALLEGOS United

HOKA

HOKA, a performance footwear and apparel brand, worked with their digital partner Jellyfish to create a campaign on Twitter celebrating healthcare workers during the COVID-19 pandemic. They leveraged conversation, follower, and keyword targeting to drive consideration and insert their brand into culturally-relevant conversations happening on the platform.

hokaoneone @HOKAONEONE · Aug 23, 2020

HOKA footwear is designed with maximal cushion – it's no wonder they're increasingly popular with professionals who spend long days on their feet. Learn more and shop below. It's Time to Fly™.

If care was a sport, nurses would be **the ultimate endurance athletes.**

Time to Fly™ with @hokaoneone

hokaoneone.com

4.5M
Tweet impressions

98%
new user rate

"When HOKA came to Jellyfish with an opportunity to honor nurses, during arguably one of their most difficult years, we knew Twitter would be most effective to engage with the community and join conversations around healthcare workers and their incredible contribution to society. Taking an audience-first approach, by leveraging Twitter's niche targeting tactics, we were able to reach the desired audience with personalized messaging to drive awareness at scale."

— Olivia Spagnola, Senior Paid
Social Manager at Jellyfish

UNHCR

The UN Refugee Agency worked with creative agency Blue State to run a campaign on Twitter, aimed at combating misinformation around refugees and COVID-19 during the global pandemic. They also wanted to raise awareness of how they help protect refugees, and ran concurrent video view and website click campaigns on Twitter to achieve these goals. They used keyword, interest, and follower targeting, partnered with influencers, and diversified their creatives for this campaign.

25M
Tweet impressions
across 28 countries globally

8.6M
video views

56%
view rate

6K
link clicks

"Although fundraising wasn't our main objective, we got a sustainable number of donations via the creatives that included a website link."

— Natalia Lazareva, Paid Media,
Digital Marketing Team at UNHCR HQ

goPuff

Everyday essentials delivery app goPuff came to Twitter in search of an engaging ad format to help them drive app downloads and acquire new customers. Through multiple app install campaigns, image and video Carousel Ads, and specific geo-targeted ad groups, they achieved their goals. goPuff used Carousels to showcase the diversity of their products, and paired them with strong copy and creatives to reach their target audience.

15-30%

average higher click-through rate (CTR)

1.5-2X

higher purchase rate
compared to standard Promoted Ad and App Button formats

Gopuff ✔
@gopuff

Delivery is never surged. Always just $1.95.

Get $5 off your first two orders using code TWX.

$10 OFF
$5 Off Your First 2 Orders
Code: TWX

Gopuff—Alcohol & Food Delivery
Food & Drink

Install

"**Through testing multiple Carousel [Ad] concepts, the marketing team found that those focused on the product diversity generally converted at a higher rate.**"

— Liz Romaine, goPuff spokesperson

Ahrefs

Singapore-based software company Ahrefs develops SEO tools and free education materials for marketing professionals. They came to Twitter to build awareness ahead of and around the launch of a new product, and leveraged Twitter Ads to drive engagement and leads. Using follower look-alike targeting, they were able to reach industry professionals and influencers, who helped further amplify their success.
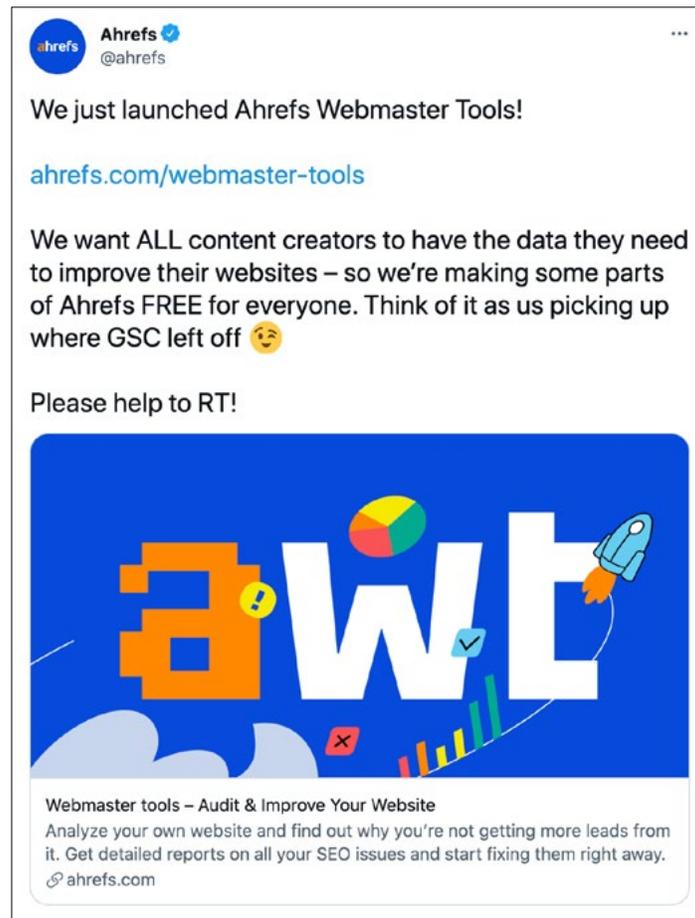
15K
sign-ups

in the first 48 hours of their launch news

150%
of their sign-up target

"**Twitter is a great way to get exposure in front of your targeted audience.**"

— Tim Soulo, CMO of Ahrefs

Yemeksepeti

Yemeksepeti is an online food delivery service based in Turkey that operates in over 60 cities. They came to Twitter to find new ways to attract first-time customers to place an order, and ran app install campaigns using Carousel Ads to showcase their food offerings in a unique way. They targeted both existing customers and new prospects, and tested different creatives to drive higher conversions.

67%
increase
in click-through rate (CTR)

33%
increase
in installs per impression

-4%
decrease
in cost-per-click (CPC)

Yemeksepeti ✔
@yemeksepeti

Söz konusu pideyse birlikte geçirdiğiniz anlar uzayıp gitsin istersin. 😊
Translate Tweet

Yemeksepeti: Yemek & Market
Food & Drink

Order

"We have built our strategy mostly on promotional assets on Twitter since 2016. Since we have lots of promotions at the same time, we need a creative that will act as a showcase. Carousel product was the perfect fit for us, and the results were amazing."

— Kıvanç Ezer, Senior Digital
Marketing Executive at Yemeksepeti

If you're looking for stories on a specific industry or vertical, please contact our sales team or visit our resource page for more.

Resources

Thank you for considering Twitter in your digital marketing strategy. For more information, please visit our agency resources page or contact our sales team.
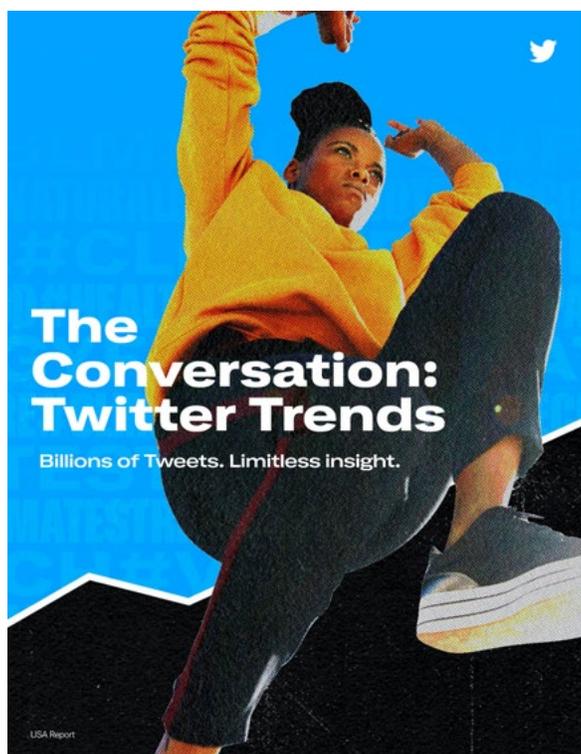
For additional resources and learning, download the Twitter Trends Report to discover insights behind the biggest trends on Twitter and take courses with Twitter Flight School to help you master advertising on the platform.

Finally, we've included a couple of helpful templates and worksheets on the next few pages to help you start brainstorming your Tweets and campaigns. We know you'll do great.

Blank Tweets

@ _____

@ _____

@ _____

@ _____

@ _____

@ _____

@ _____

@ _____

Video Tweets

@ _____

@ _____

@ _____

@ _____
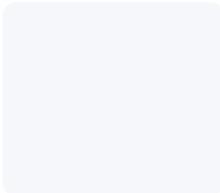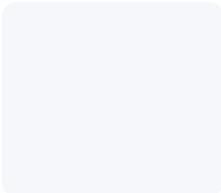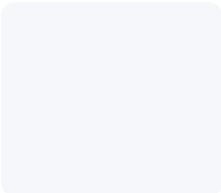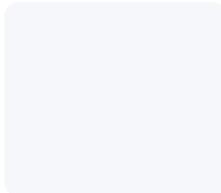
A Month of Tweets

We've outlined some ideas to get you started – use the extra space to add your notes.

Monday	Tuesday	Wednesday	Thursday	Friday
FAQ	Retweet	Pro-tip	Retweet with comment	Behind-the-scenes pic
MotivationMonday	Key piece of content	GIF	Statistic	Meme
Twitter poll	Ask a question	WednesdayWisdom	Successful past Tweet	Shout out
Positive brand news	UGC	Video	Go live!	One-liner
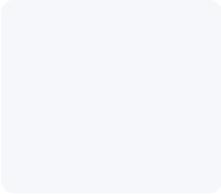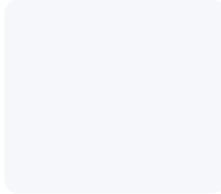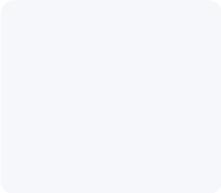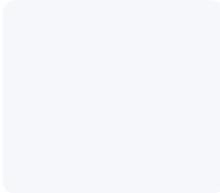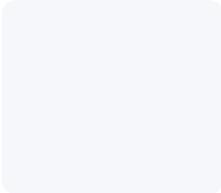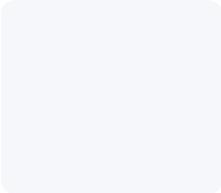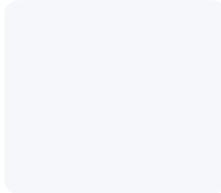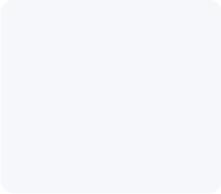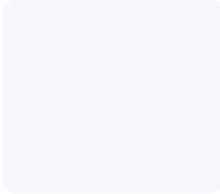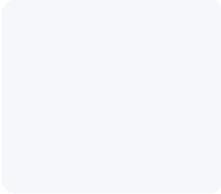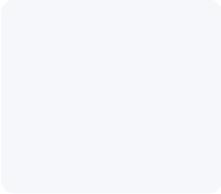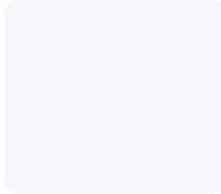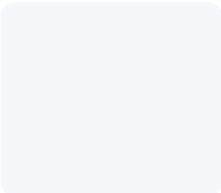
Campaign Objective Reference Guide

	Objective	Creative	Measurement	Bidding
AWARENESS	Reach	Image Ads Carousel Ads Moment Ads Twitter Live Conversation Buttons Polls Branded Hashtags Branded Notifications	Campaign Analytics	CPM CPE
CONSIDERATION	Video views	Video Ads Twitter Live	Campaign Analytics Completion Rate Breakdowns Tweet Activity Dashboard	CPV CPE
	Pre-roll views	Amplify Pre-roll Amplify Sponsorship		CPV 3s/100% in View, or 2s/50% in View, or 6s
	App Installs	Image Ads Video Ads Carousel Ads MAP TAP		CPC
	Website Clicks	Image Ads Video Ads Carousel Ads DR TAP		CPM CPV CPC
	Engagements	Image Ads Video Ads Moment Ads Carousel Ads Text Ads Conversation Buttons Polls Branded Hashtags	Campaign Analytics Tweet Activity Dashboard	CPV CPE CPM CPC CPF
	Followers	Follower Ads	Campaign Analytics Audience Insights Tweet Activity Dashboard	CPF
CONVERSION	App Re-engagements	Image Ads Video Ads Carousel Ads MAP TAP	Campaign Analytics Lifetime Value Reporting	CPC CPV