



Twitter Amplify



Twitter Amplify

Connect with what's happening through alignment with premium video content from the top, most relevant publishers that your target audience is already watching.



Twitter Amplify:



Amplify Pre-roll

Align your brand with content your audience cares about via always-on content from top publishers



Amplify Sponsorships

Customize your partnership with a single publisher and sponsor a significant cultural moment



Amplify Pre-roll



Campaign use case



Ad-to-publisher pairing



Eligible ad slots



Primary value props

Amplify Pre-roll
Run of publishers

Always-on,
scalable inventory

1: many

Full available
inventory, with
ability to exclude
handles/categories

Awareness &
reach

Amplify Pre-roll
Category targeted

Specific seasonal
or topical need

1: few

Set list of only
top, related
publishers

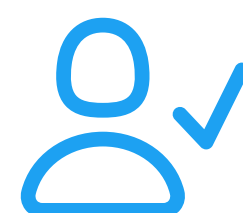
Contextual
alignment &
control



Fine tune your audience to meet specific targeting criteria



Location



Demo



Device



Language

With additional behavioral targeting criteria available:



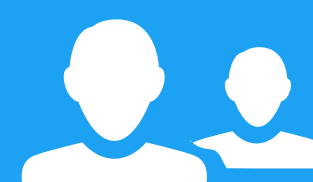
Keywords



Search



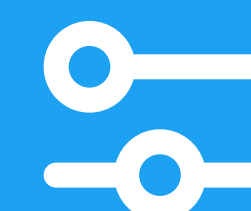
Followers



Look-a-likes



Interests



Tailored
Audiences



TV



Amplify Pre-roll

Run of publishers

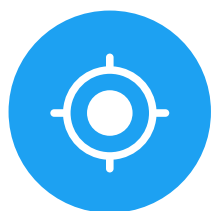


Connect with always-on, premium content

Run your pre-roll against a set content category to reach an already invested audience and maximize the impact of your message



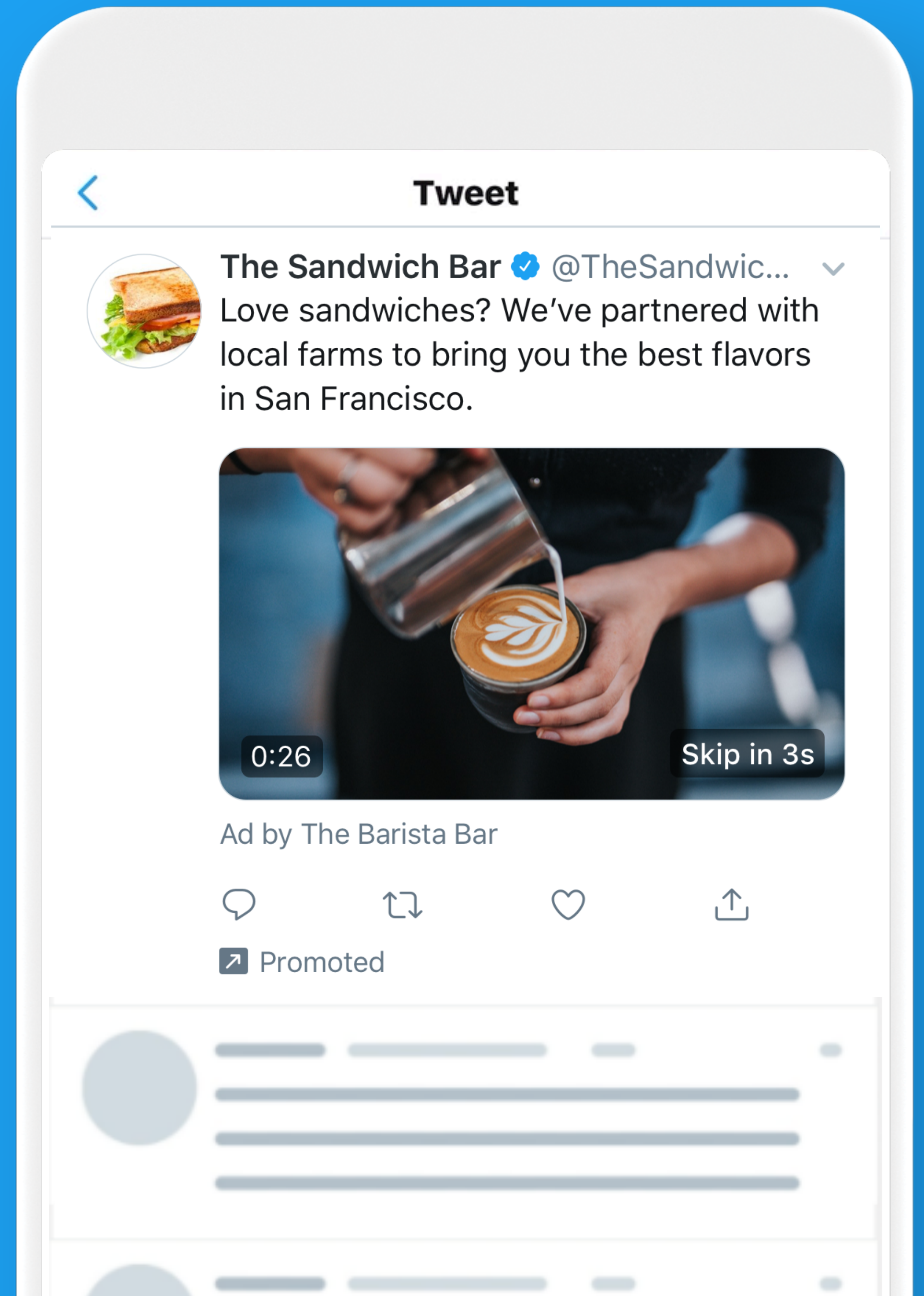
Maximize your reach and tap into our full publisher pool



Curate your campaign's audience with specific targeting criteria



Take advantage of flexible flight times and develop an always-on strategy





Amplify Pre-roll

Category targeted

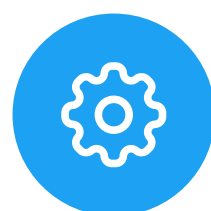


Connect with niche audience passions & interests

Run your pre-roll against a set content category to reach an already invested audience and maximize the impact of your message



Associate your brand with relevant publishers & create a seamless viewing experience



Tighten your control and visibility into where your ad is being surfaced



Choose from our 15 IAB-approved categories or try a curated Twitter category



Amplify Pre-roll content categories:



IAB Categories

Automotive

(Cars, Trucks, Racing)

Comedy

Digital Creators

Entertainment & Pop
Culture

Financial & Business News

Food & Drink

Lifestyle

(Beauty, Fashion, Travel, Health &
Wellness)

Music

News & Current Events

Politics

Science & Education

Sports

Television

Technology

eSports & Video Games



Twitter Curated Categories

Football

Basketball

Soccer

Women's Lifestyle

Men's Lifestyle

Light-hearted Content

Gaming Personalities

& more to come

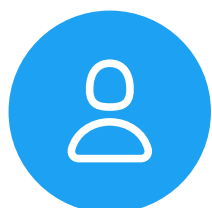


Amplify Sponsorships



Connect with the content & publisher of your choice

Sponsorships are a 1:1 pairing of your brand and premium content, and offer the tightest control over when and where your ad will appear



Sponsor specific content from a single publisher



Partner with publishers to find ways to creatively integrate your brand



Content promoted to a receptive audience

