



# Agency Playbook

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# Introduction

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Twitter is what's happening. The power of the platform comes straight from our audience — the brave, the bold, the game-changers, and the superfans. They're leaned in, leading the way, and driving the conversation. And this is exactly what makes Twitter so powerful, impactful, and unique as an advertising platform — because it connects you with them.

Twitter is the #1 platform for discovery because our audience is receptive, influential, and engaged. People on Twitter are 15% more likely to inform friends and family about new products and services<sup>1</sup>, and spend 26% more time viewing ads than on other leading social platforms<sup>2</sup>.

If you're looking to #Launch Something New, #Connect with What's Happening, or start a conversation, Twitter is the place to be. #StartWithThem.

But navigating the ever-changing world of digital advertising is tricky. To make sure that your client gets the most out of Twitter, we've compiled this go-to guide as your key resource for everything Twitter. All you need to know to achieve the best results is right here.



<sup>1</sup> Source: Global Web Index Q1 2019: Global

<sup>2</sup> Source: OMG+Twitter, Receptivity with Neuro-Insight, Oct 2018: US, BR, JP

# Where Twitter fits into your client's strategy

Social networks and channels have never been more different from each other, and each deserves its own strategy and approach. But what is Twitter's specific role in a holistic marketing campaign?

Use this information to determine which parts of your omni-channel marketing plan are best suited for Twitter.

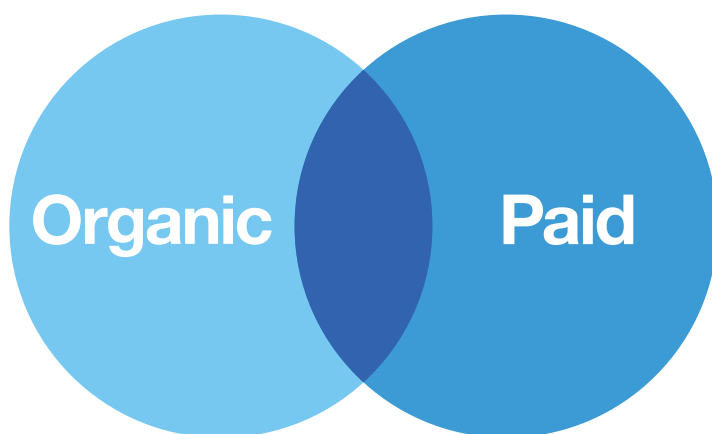
### Organic and paid. Together

On Twitter, there are many successful advertisers who appear to have purely organic success. However, Twitter is no different from other platforms where you have to “pay to play”. The brands who seem to be the most organically successful on Twitter actually have huge Twitter Ads budgets and are creating a healthy, balanced mix of organic and paid content.

By running an always-on followers campaign, for example, you guarantee steady growth and a more lively audience. People organically follow accounts with growing and active audiences. Running a followers campaign attracts more followers, and having more followers attracts even more followers. Organic and paid strategies, when run together, amplify each other. Though, the importance of an organic and paid balance extends to all objectives on Twitter, not just gaining followers.

Simply put, if your client has ambitious goals for Twitter, they have to run paid campaigns to support them. You don't have to put money behind all of your Tweets or necessarily for a long time, but promoting a powerful Tweet can give it the initial momentum it needs to attract a lot of organic attention.

All organic strategies on Twitter should be supported by paid content, while all paid strategies should have complementary organic content. This approach is key to your Twitter success.





## Conversation. Control. And straight-up back talk

Nothing moves faster than Twitter. And people come to Twitter to see what's new and discuss their interests. Therefore, timely campaigns that comment on current trends or events — anything happening now — are a better fit for Twitter than anywhere else.

### Conversation

Use Twitter when you want feedback or back-and-forth. Many companies rely on Twitter as a customer service channel, so people on Twitter are comfortable sharing and weighing in. Polls, clear questions, and asking people to move to Direct Message help focus the conversation so that it can be valuable.

### Control

Use Twitter when you want to control the conversation around a topic. Break your news on Twitter. Launch updates, promos, sneak peaks and, when needed, apologies. A brand's most recent Tweet is their latest news. Loyal customers, fans, and journalists will check a brand's Twitter stream before anywhere else when they want to see if the brand has launched their newest campaign, has service updates, or commented on an issue.

### Back talk

Use Twitter when your campaign has an edge to it. Agencies and brands push themselves to re-invent and evolve. Twitter is the perfect place for that creativity, especially if it has an element of wit or sass. The brands that attract the most engagement on Twitter are often the ones that were willing to take a few risks and prioritize humor, speed, or entertainment over consistency and caution.



## Connect with what's happening

Twitter's superpower is our strong and influential audience. People on our platform are eager to learn, discover, and share.

Twitter also, in turn, influences culture +262% vs. other platforms<sup>1</sup>, and cultural relevance is a key driver in a consumer's purchase decision. It's also correlated with better brand metrics across the funnel. By being active on the platform, you have the power to tap into trending topics, events, and more that will connect you with the right people.

The opportunities for you to connect with what's happening on Twitter are endless. But your best starting touchpoints will be the events dashboard on [analytics.twitter.com](https://analytics.twitter.com), which outlines current, trending events (broken down by verticals) with total reach and impressions. The Twitter marketing calendar can also help you plan your content around key dates and holidays. These can both help you connect with new interests, anticipate upcoming topics, and plan corresponding content.

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## Takeaways:

- ☐ Plan a strategy for organic and paid content. They should balance and strengthen each other.
- ☐ Use the Twitter marketing calendar and events dashboard to optimize your content planning.
- ☐ Break any and all brand news on Twitter to reinforce your timeline.
- ☐ Use the most clever, conversational, and bold version of your brand voice to compose Tweets.

<sup>1</sup> Source: Trendkite Digital PR

# Managing client expectations

Nearly everyone in the world knows what Twitter is. But that doesn't mean they understand it or know what can be expected from advertising on it. When bringing Twitter up to a client, you'll likely hear their opinions of the platform. Use these pointers to steer the conversation in the right direction.

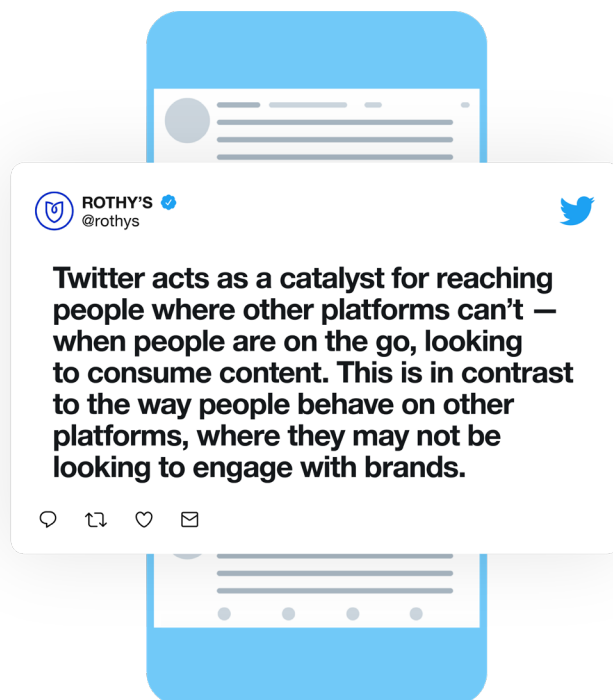
### Expect peer comparisons

Facebook also has “likes”. Google also has “click-throughs”. LinkedIn also has “replies”. And almost every platform has a “follow” option now. So how do you weigh a Twitter apple to another platform's confusingly-similar-sounding orange?

Twitter is interest-based. People follow their friends and family, sure. But more often, they follow people who they find interesting — who talk about the topics, trends, news, memes, and events that are relevant to them. Because of this, Twitter doesn't carry the social obligations that can create confusion on other platforms. People don't “like” a Tweet because it is from their aunt or they used to work with the sender. They engage with a Tweet because they are genuinely interested in its topic. That's what sets a Twitter “like” or “Retweet” or “follow” apart from similar gestures on other platforms. When a person follows you on Twitter, they have their attention and interest, not just their association.

Because of this crucial difference, we often find loyalty and stickiness to be some of the biggest selling points of Twitter. Brands see 8% more brand love on Twitter<sup>1</sup>. People on Twitter seem to be paying more attention than they do other places.

It's about reaching the right people — not reaching the most people.



<sup>1</sup> Source: Twitter internal data, 2017

## Benchmarking

First know what your client wants, and how many. “More followers” could mean 100 or 10,000, and those numbers require very different budgets and strategies to achieve.

Once you have a clear idea of your client’s priorities, email [agencyhelp@twitter.com](mailto:agencyhelp@twitter.com) or your Customer Success Account Manager for a performance benchmark. They can tell you what people in your client’s industry normally pay for results, which will help you determine if your client’s budget will be effective.

Benchmarking data will also help you determine if your client should use automatic or custom bidding in their campaign.

## Expectations

Twitter is real time. 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.



## Takeaways:

- ❑ Identify specific detailed metrics with your client, and email [agencyhelp@twitter.com](mailto:agencyhelp@twitter.com) to get information on typical performance benchmarks in the industry.
- ❑ Be patient when it comes to seeing big results. Like any platform, it takes time to build up a strong Twitter presence and following.
- ❑ Capitalize on Twitter’s interest-based strong suit by utilizing our unique targeting capabilities.

## Chapter 3

# Setting up accounts for success

### Fill out every field of your profile

Add your location to provide context and reach local followers. In the website field, put the exact page you want to funnel people to now. (It's probably not your homepage.) Keep your bio simple and clear. It should answer the question: "Why would I follow this account?"

### Create visual consistency

Make sure all images are clear and high-quality.

Think of your header image as the visual representation of what you want people to focus on this quarter (your new campaign, an upcoming release, a picture from your most recent photoshoot that nails your current ~vibe~, etc). Update this each season to keep it fresh and interesting.

### Pin your pitch

Think of your Pinned Tweet as what you want your audience to focus on this month. It's OK if you have the same focus for several months in a row (e.g., if you're raising money for a benefit over a six month period, then the same Tweet will do) but you should check in each month and ask yourself if there's a more pressing message. Think of your Pinned Tweet as the answer to someone asking your account "what's new?"

For businesses and brands, the keys to an account often changes hands a few times. Because of this, we often see experienced and savvy advertisers who have set-up-related snags that can stall their Twitter campaigns. We don't want anything to slow you down.

Double-check that the accounts you work on are up to your high standards and learn some tweaks that will save you time.





## Backend boosts

You can't see everything a successful account is doing to keep their momentum going. Here are some of the behind-the-scenes moves your competition is planning.

### Credit limits and insertion orders

When a Twitter Ads credit limit is reached, the campaign stalls. Often, advertisers don't realize this and see declining engagement, not realizing that their ads have stopped serving. There are two solutions you can set up before you even launch your campaign:

- If you plan to spend over \$2,000 (or local currency equivalent), email [agencyhelp@twitter.com](mailto:agencyhelp@twitter.com) to have your credit limit raised.
- If you plan to spend a minimum of \$5,000 (or local currency equivalent), email [lorequest@twitter.com](mailto:lorequest@twitter.com) to apply for an insertion order.

### Multiple logins

You're probably managing multiple Twitter accounts for one client. You probably have multiple clients. You may be keeping all of those passwords on a Post-it in your desk drawer. None of this is ideal.

First, download a password protection software. Second, email [agencyhelp@twitter.com](mailto:agencyhelp@twitter.com) and ask about multi-user login. They will make a duplicate of your client accounts so that everyone can be on the same account at one time and you can easily switch between all the clients you manage.

### Policy and approvals

**Accounts:** A Twitter Ads account is separate from an organic Twitter account. Ads accounts go through extra approvals before they can be used to advertise. (This is one of the many ways we fight spam and abuse.) Remember to open new Twitter Ads accounts a few weeks before you plan to advertise with them, to make sure it will be approved in time.

**Ads:** Ads can be suspended (or will never launch) if they violate our ads policies. Healthcare, finance, and pharmaceutical companies are usually the most affected by our policy guidelines. Review our [ads policy guidelines](#) before creating ads for one of these clients and if you notice an ad isn't serving — it's likely being evaluated.

## Be a good follower

Too many people focus on who is following them without evaluating their own timelines. Twitter is about conversation and curation. It's vital to find your corner of that conversation by following the right people.

You need to absorb good content to create good content. Find accounts who are in your clients' area of interest and that you think are "good at Twitter". Use the Twitter search bar to filter for local accounts or people discussing hashtags relevant to your client. Follow them. Be liberal. Take an entire afternoon to follow new, unfollow stagnant, and find interesting accounts.

Investing in your timeline gives you a healthy feed of content to Retweet. Sure, publishing good Tweets fills your account with quality content, but so does Retweeting. And Retweeting is easier.

- Retweeting is a safer step for brands who want to make a point but don't want to be the ones to officially say it.
- Retweeting well is valuable for your followers. Some people have a large following because they are good Tweet curators. It gives your followers more than just your voice.
- Retweeting saves time. Why push yourself to create an original Tweet about something another account has already said better?
- Retweeting other accounts creates a positive relationship with them.

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## Takeaways:

- ☐ Refresh your profile's header image and Pinned Tweet every quarter to match your current goals and focus.
- ☐ Open a Twitter Ads account a few weeks before you need to run ads.
- ☐ Email [agencyhelp@twitter.com](mailto:agencyhelp@twitter.com) to set up multi-user login and an insertion order.

## Chapter 4

# What makes a good Tweet?

### Video

The impact of video is still increasing and successfully attracting huge engagement. Remember to add subtitles for sound-off viewers and show your branding/logo within the first three seconds so that even brief viewers get the message.

Get creative and experiment with new video ad formats, including First View and Sponsorships, to expand your reach and influence. Contact your Account Manager for more details.

### Images

The single simplest thing you can do to get more attention to your Tweets is to add an image or GIF. Grab a GIF from the in-Tweet GIF search and remember to keep your images high-quality.

### Tweet length

Tweets can now contain 280 characters. But being concise is in Twitter's DNA and it's good for marketing. Can you condense your message to 140 characters? How about 70? 35?

Making your ideas or pitch fit into a Tweet is an effective exercise to find the true hook of your campaign. Once you've discovered your hook, writing longer descriptions for other platforms will be even easier.

### Emojis

Does your business speak emoji? Millions use this symbolic language of faces 😊, flags 🇺🇸, and everything in between to express themselves in fun, creative ways on Twitter. They're perfect for celebratory messages 🎉, consolidating your character count, emphasizing a point !!, showing appreciation 🙌, communicating value 💰, and much more. Play around with the emoji keyboard to see how you can connect your brand and message with this trendy medium.

The Twitter Ads you create appear on Twitter as Tweets. The Periscope you cross-post — also becomes a Tweet. Videos, polls, website links, and shower thoughts — Tweet, Tweet, Tweet.

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. Use these best practices to ensure you're making the most out of your 280 characters.

### Hashtags

Only add a hashtag if you're linking your Tweet to a broader conversation, event, or movement. Think of it as if you're having a conversation and a third person walks up. The hashtag is you saying, "Oh, hello, we're just talking about \_\_\_\_".

Remember that, once Tweeted, hashtags become clickable links. So don't use more than two and if you want viewers to click somewhere else (a button, an image, or your own link), it's best to not include them at all.

### Voice

Many brands use Twitter to feature a wittier, faster, or current version of their voice. Don't be afraid to alter your usual brand guidelines to create a more bold and human-sounding Twitter. And remember that singular Tweets are the perfect method for testing your tone. Does your audience like formality, silliness, snarkiness, puns, or dad jokes? Tweet a few of each and let the engagement be your guide.



## Timeliness

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. Tap into the events dashboard on [analytics.twitter.com](https://analytics.twitter.com) to plan your content around key dates and holidays, and to find that perfect sweet spot to Tweet.

## Emphasize urgency

“Today only!”, “start now”, “only a few seats left!” — Twitter moves quickly, so this language resonates well.

## Discount by %, not number, especially if your items are less than \$100 (or local currency equivalent)

“15% off” sounds more compelling than “\$5 (or local currency equivalent) off”.

## Calls-to-action

If you want people to sign up, say “sign up today”. If you want people to follow you, tell them what you plan to Tweet about along with “follow us”. Make your reader’s next steps clear.

## Check up and tweak

Don’t just let your campaigns run their course and then see how they’re doing. Check on a newly launched campaign every few days. If it’s struggling, delete the creatives that are under-performing and add fresh ones or readjust your targeting. If it’s thriving, try to figure out which creatives your audience are responding to so well and consider adding more budget.

## Ask questions

Twitter is the engagement platform. People go there for dialogue. Start your own by Tweeting questions and getting your audience talking.



## Be open

Try a few targeting options and interests that seem a bit outside your client’s focus. Advertisers are often surprised by who their message resonates with. Let a few test campaigns show you where possible new audiences could be.

## Targeting

Your targeting possibilities are limitless. But we find follower targeting to be the easiest type for many businesses to start out with because all they have to do is think of who their ideal customer would be following. For more specific targeting help, email [agencyhelp@twitter.com](mailto:agencyhelp@twitter.com).

## Flash the logo

Remember to use your brand colors or logo so that media is distinctly yours. If you’re creating a video, adding your logo in the first three seconds means that people will see it even before you’ve had to pay for a view.

## Takeaways:

- ☐ Keep your Tweet copy clear, concise, and bold.
- ☐ Add rich media, especially short videos (15 seconds or less), to your Tweets whenever possible.
- ☐ Consider who your client follows, and build a timeline that will inspire better Tweets.



# Choosing the most effective campaign type

Each campaign type has an objective. That objective determines what a campaign will do and how an advertiser is charged. We do not charge for non-objective benefits — even though running a campaign to boost one metric often helps other metrics as well.

Learn the in's and out's of our campaign types to make sure you're choosing the right one every time.

**Followers campaigns** grow an engaged audience.

What you pay for: New followers who converted through your ads. You're not charged for clients who found and followed your account organically.

**Website clicks or conversions campaigns** bring people to your website.

What you pay for: The number of link clicks on your ads. You're not charged for organic traffic from logged-in Twitter users.

**Awareness campaigns** put your Tweets in front of as many people as possible.

What you pay for: Every thousand impressions (CPM). An "impression" is when a Tweet fully loads on someone's timeline and they see it. If 9,999 people see your Promoted Tweet, then you would be charged nine times, not 10. You're not charged for any interactions with the Tweet (likes, Retweets, detail expands).

**App installs campaigns** get new people to download your app.

What you pay for: App installs. You're not charged for organic app activity from logged-in Twitter users.

**App re-engagement campaigns** get returning users to open or update your app.

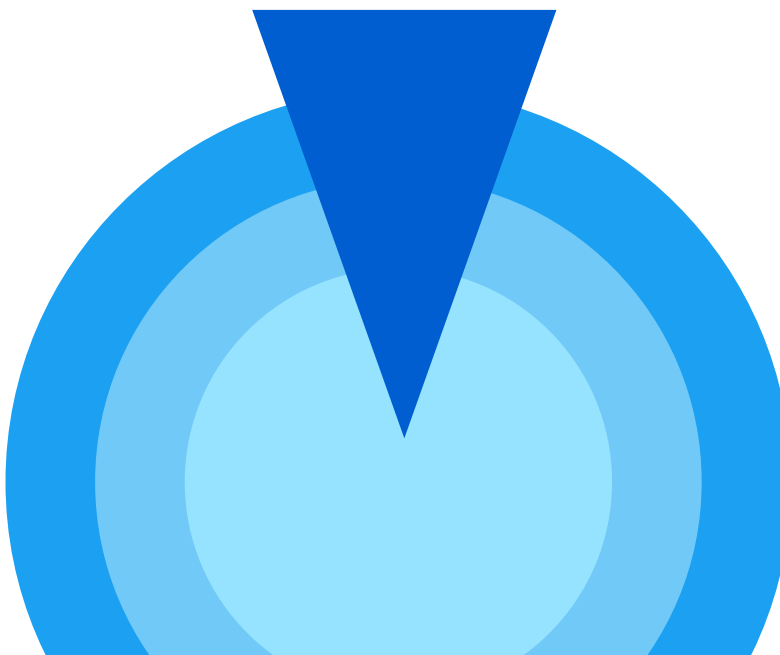
What you pay for: App link clicks. You're not charged for organic app activity from logged-in Twitter users.

**Tweet engagements campaigns** start conversations and attract more engagement.

What you pay for: Initial engagements (replies, likes, Retweets, and Retweets with comment) on Promoted Tweets. You're not charged for the organic engagements that follow. (So don't be shy on replying to customers as much as you want.) You're not charged for engagement on your non-Promoted Tweets.

**Video views campaigns** get a larger audience to see your video.

What you pay for: The number of views on your Promoted Videos. You're not charged for organic video views or any click-throughs. Pre-roll video campaigns are also available. Many advertisers find that our video products yield their most successful campaigns.





# What are you paying for?

	Followers	Website clicks or conversions	Awareness	App installs	App re-engagements	Tweet engagements	Video views
Followers	✓						
Click-throughs		✓		✓	✓		
Tweet impressions			✓				
Tweet engagements			✓			✓	
Video views							✓

## Differentiate and specify

Most advertisers want their accounts to grow in multiple ways — more Retweets AND more followers, or more website clicks AND more video views. This is a healthy way to approach Twitter. But advertisers must concurrently run several different campaign objectives to achieve those different goals. If they aren't willing to invest in multiple campaigns, then they need to de-prioritize one of their growth goals.

Remember to break down each result with the corresponding campaign so that clients are clear on what could be improved and how. You don't want them to think they need to produce a new series of video ads to get more followers, when all they have to do is add a little more budget to their followers campaign, and just let that thriving video views campaign be.

## Takeaways:

- Identify what action you or your client is trying to achieve through Twitter Ads, and match it with the corresponding campaign objective.
- Experiment with different campaigns to find the right mix for your goal. It typically takes multiple campaigns running simultaneously to have the strongest and best effect.

# The specs of ad creative

Twitter is a highly visual platform, and compelling graphics are key to attracting attention. To ensure that your creative doesn't appear warped or blurry, and is running at its optimal performance, all the ad formats and specifications you need to know, along with some of our recommendations, are below.

## Promoted Tweet

### Text-only Tweet

**Tweet copy:** 280 characters (Note: Each link used reduces character count by 23 characters, so for example, using one link would leave 257 characters for Tweet copy).

### Image and GIF

**Tweet copy:** 280 characters (Note: Each link used reduces character count by 23 characters, so for example, using one link would leave 257 characters for Tweet copy).

**Image width/height:** Recommended minimum width of 600 pixels, although larger images (e.g., 1200-pixel images) will be better optimized for when people click to expand images. Any height is acceptable, although if the height exceeds the width, it will crop to 1:1.

**Aspect ratio:** Any aspect between 2:1 and 1:1 is acceptable (desktop). For example, 1200x600 (2:1), 1200x800 (3:2), or 1200x1200 (1:1). After 16:9 aspect ratio (for example, 1200x1400) it will crop to a 16:9 aspect ratio.

**GIF file size:** Max 5MB



## Promoted Video

**Tweet copy:** 280 characters (Note: Each link used reduces character count by 23 characters, so for example, using one link would leave 257 characters for Tweet copy).

**File size:** Max 1GB

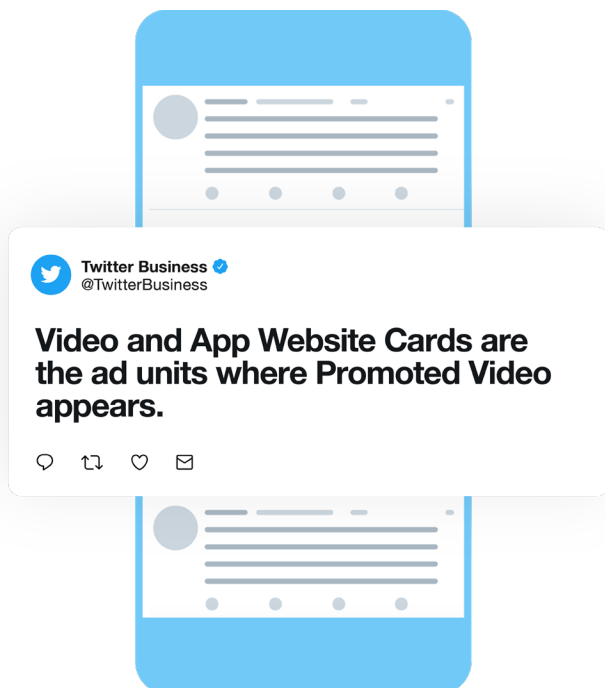
**Video length:** Recommended: 15 seconds or less. Max: 2 minutes and 20 seconds. Videos will loop if they're under 60 seconds.

**File types:** MP4 or MOV

**Frame rate:** 29.97fps or 30fps. Higher is acceptable. If the available video has a lower frame rate, don't try to "unsample" it.

**Recommended size:** 1200x1200 (minimum for 1:1 is 600x600). Any height is acceptable, but if height exceeds the width, the video will be cropped to 1:1 in the feed. If not a 1:1 aspect ratio, 640x360 minimum.

**Thumbnail:** PNG or JPEG. Aspect ratio: recommend matching sizing of the video. Minimum size: 640x360 pixels. Max 5MB.



## In-Stream Video Ads & Sponsorships

**Video length:** 6 seconds or less

**File types:** MP4 or MOV

**Aspect ratio:** 16:9 or 1:1

**URL:** Must begin with http:// or https://

**File size:** Max 1GB

**Frame rate:** 29.97fps or 30fps

These same specs also apply to First View. Contact your Account Manager for more details on this engaging new ad format.



## Website Card

### Video Website Card

**Tweet copy:** 280 characters (Note: Each link used reduces character count by 23 characters, so for example, using one link would leave 257 characters for Tweet copy).

**Website title length:** 70 characters. Please note — depending on device and app settings this description may truncate. Although not guaranteed, limiting the description to 50 characters should ensure that truncation won't occur across most devices.

**File size:** For optimal performance, keep files under 30MB. The max file size recommended is under 1GB.

**Video length:** 15 seconds or less

**File types:** MP4 or MOV

**Frame rate:** 29.97fps or 30fps. Higher is acceptable. If the available video has a lower frame rate, don't try to "unsample" it.

**Aspect ratio:** 1:1 is recommended as it will always render as square on desktop and mobile, timeline and profile. This and 9:16 (vertical) will take up the same amount of real estate — which is more than 16:9.

**Recommended size:** 1200x1200 (minimum for 1:1 is 600x600). Any height is acceptable, but if height exceeds the width, the video will be cropped to 1:1 in the feed. If not a 1:1 aspect ratio, 640x360 minimum.

**Pro tip:** After creating a card, you need to attach it to a Tweet before it can be used in a campaign. They are not complete ad units on their own.

### Image Website Card

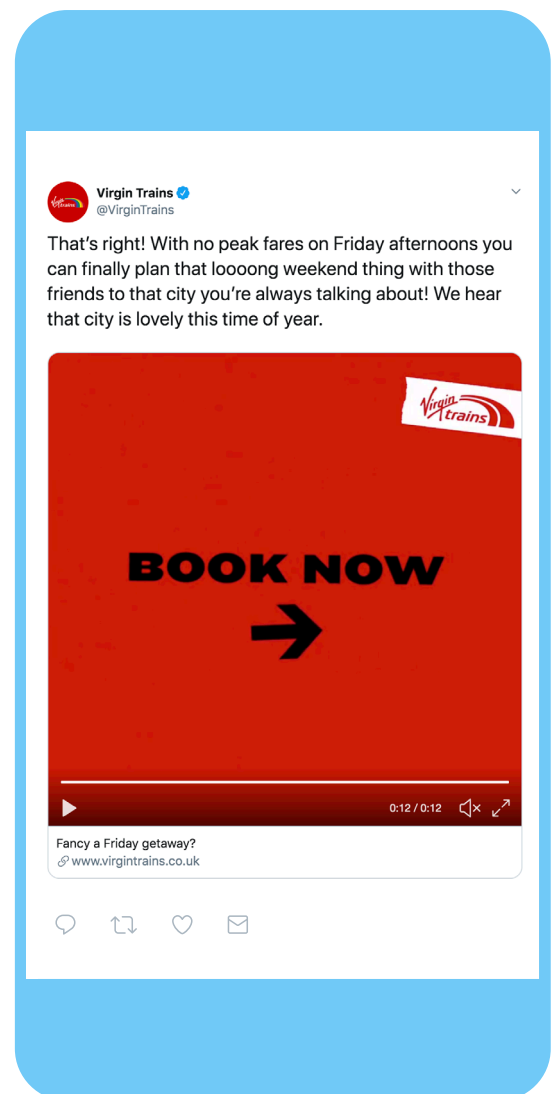
**Tweet copy:** 280 characters (Note: Each link used reduces character count by 23 characters, so for example, using one link would leave 257 characters for Tweet copy).

**Website title length:** 70 characters. Please note — depending on device and app settings this description may truncate. Although not guaranteed, limiting the description to 50 characters should ensure that truncation won't occur across most devices.

**Image size:** 840x418 pixels for 1.91:1 aspect ratio (max 3MB). 800x800 pixels for 1:1 aspect ratio (max 3MB).

**File types:** PNG or JPEG (no BMP or TIFF files)

**Custom header and CTA:** Enter your own customized header and call-to-action button to tell people what you want them to do when they see your ad.





## App Card

### Video App Card

**Tweet copy:** 280 characters (Note: Each link used reduces character count by 23 characters, so for example, using one link would leave 257 characters for Tweet copy).

**Title length:** 70 characters. Please note — depending on device and app settings this description may truncate. Although not guaranteed, limiting the description to 50 characters should ensure that truncation won't occur across most devices.

**Description length:** Truncated at 200 characters.

**Video length:** 15 seconds or less

**Video ratio:** 16x9: 640x360px. 1x1: 360x360px.

**File types:** MP4 or MOV

**File size:** For optimal performance, keep files under 30MB. The max file size recommended is under 1GB.

**Frame rate:** 29.97fps or 30fps. Higher is acceptable. If the available video has a lower frame rate, don't try to "unsample" it.

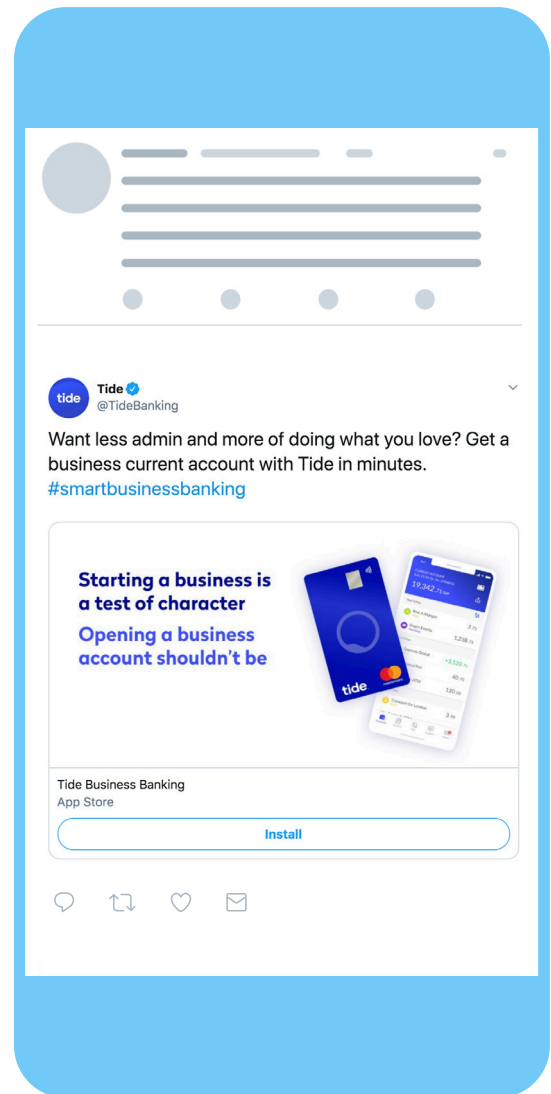
### Image App Card

**Tweet copy:** 280 characters (Note: Each link used reduces character count by 23 characters, so for example, using one link would leave 257 characters for Tweet copy).

**Image ratio:** 1.91:1 Image app card: 800x418px (max 3MB).  
1:1 Image app card: 800x800px (max 3MB).

**File types:** PNG or JPEG (no BMP or TIFF files, GIFs uploaded will render as a static image)

**Calls to action:** Install (default if app is not installed), "Open" (default if app is installed), "Play", "Shop", "Book", "Connect", and "Order"



## Takeaways:

- ☐ Choose what type of ad format works best for your content and goal.
- ☐ Re-size your creative to match the specs listed above for optimal performance.
- ☐ Make sure your videos are between 6-15 seconds long.

# Getting your message to the right audience

If a tree falls in the forest and no one is around to hear it, did it make a noise? Similarly, if your ads aren't reaching the right audience, are they making an impact? The simple answer is no. But Twitter offers advanced and highly-specific targeting tools to make sure your content receives optimal exposure to the right audience, when they're most receptive.

Define your target audience through a combination of demographic and behavioral characteristics.



### Demographics

Target by gender, age range, language, geo-location, or device. For iOS and Android devices, specific model targeting is also available. You can also target people who first used Twitter on a new device or carrier within the past 6 months, or target devices connected to Wi-Fi only.

**Pro tip:** Avoid age and gender targeting unless your product/service is age-restricted or gender-specific, because these fields can unnecessarily limit your overall reach.

### Audience features

Further refine your audience by including or excluding the following features:

**Keyword targeting** selects people who searched for, Tweeted with, or engaged with Tweets containing your selected words within the past 7 days. Target your direct followers or users with interests similar to another account's followers with **followers and follower look-alikes targeting**. **Interest targeting** narrows in on users who are interested in a variety of 350+ pre-set interests across 25 categories. Interest signals include who users follow and the content of the Tweets they engage with.

Target people who Tweet about, engage with, or dwell on Tweets about **movies or TV shows** in specific markets across the past 7 days. TV targeting is updated dynamically. **Event targeting** reaches people interested in global or regional events. A full list of upcoming events can be found in the analytics menu of Twitter Ads Manager. Events are targetable starting 30 days prior and expire 2-4 weeks after the event's completion.

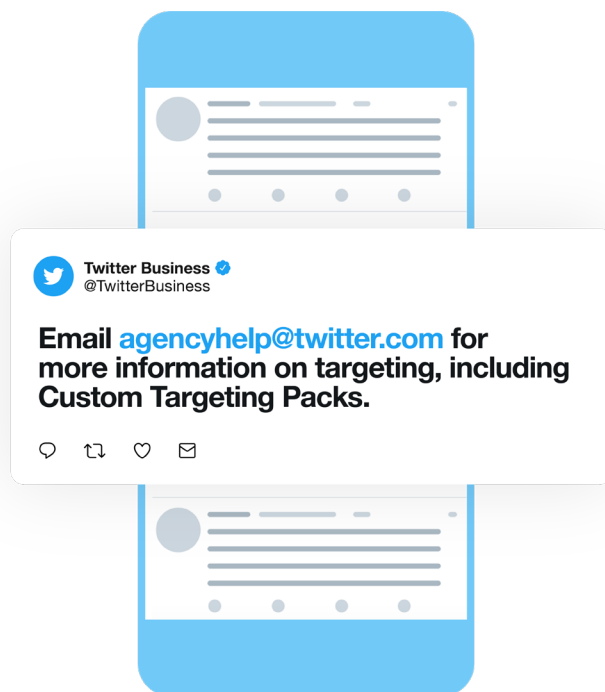
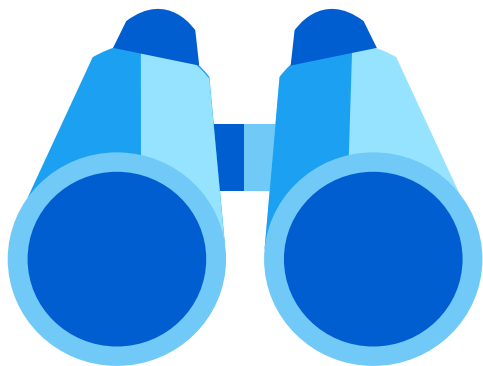


**Conversation targeting** reaches audiences based on the content of everyday conversations they take part in across 25+ categories and 10,000+ topics. These people have Tweeted about, engaged with, or dwelled on Tweets about the selected topic(s).

**Tweet engager** offers a unique re-targeting capability by showing your ad(s) to people who have already seen or previously engaged with your past Tweets. You can specifically re-target your videos, filtering by video starts, 50% completions, or 100% completions. Select organic videos from the past 45 days or Promoted Videos from the past 90 days.

Create your own **tailored audiences** of 500+ active Twitter users to target or exclude. These audiences can be created from uploaded lists (of emails, phone numbers, Twitter IDs, or mobile advertising IDs), from the web (a list of visitors to a specific website, generated through Twitter's Universal Website Tag), or from mobile apps (a list of your app's users, generated through Twitter's mobile app conversion tracking).

Twitter's **conversion tracking** helps you understand the performance of your ads by measuring the number of users who perform a desired action on your website after interacting with your Promoted Tweet(s). You can view performance reports in your Tweet Activity Dashboard and apply the information to help guide your future campaigns.



## Takeaways:

- ☐ Understand the different demographic and audience feature targeting options.
- ☐ Brainstorm how you can use Twitter's unique features to reach your audience, including conversation targeting and Tweet engager targeting.
- ☐ Create your tailored audiences list to specifically target certain individuals.

# Power stats to help you pitch Twitter

Twitter is growing, and our ads have become cheaper to run and more effective. But we know that people love hard numbers. So here are some of our most surprising and most frequently asked-for data points below, so that you can have them on hand in your next client meeting.

### How do you know a Tweet will do well?<sup>1</sup>

We surveyed 3.7 million accounts that Tweet a lot and condensed their behaviors into the following four points to help guide your campaigns.



Tweets published between noon and 10pm local time gain more engagement than Tweets outside of that window. More Tweets are published during the week than the weekend, and Monday is the most popular day to Tweet.



Tweets with hashtags gained 100% more engagements than Tweets without. Including 1-2 hashtags works the best — more than that and engagement begins to decline again.



Only 2% of Tweets have a GIF, but Tweets with a GIF gained 55% more engagement than Tweets without.



Tweets with video attracted 10X more engagements than Tweets without. And Promoted Tweets with videos save more than 50% on cost-per-engagement. Simply put — using video in your campaigns can make them cheaper.

### Why advertise on Twitter?<sup>2</sup>

Our earnings call reported that Twitter has continued to grow and our ads have become more cost-effective. The following three points explain Twitter's current state.

- Average monetizable daily active users was 139 million, up 14% year-over-year and the 10th quarter of solid year-over-year growth. We're delivering more value to advertisers through a larger engaged audience and better performing products. Our improving ad metrics reflect ongoing strong ROI for advertisers.
- Total ad engagements increased 20%, resulting from increased usage and improved click-through rates across most ad formats.
- Cost-per-ad-engagement was flat year-over-year, reflecting a mix shift toward higher value ad formats offset by improved click-through rates across most ad formats and, to a lesser extent, mix shift toward video ad formats.



Tweets with video attracted

# 10X more

engagement than Tweets without video



<sup>1</sup>Source: Twitter internal data, Q1 2018

<sup>2</sup>Source: Twitter internal data, Q2 2019



### Additional strong stats

93% of video views happen on mobile. So prepare your content accordingly, add captions for sound-off viewers, and make sure your videos look good on mobile.

— Twitter internal data

2 billion video views per day, which is 66% year-over-year growth in 12 months.

— Twitter internal data, 2019

Video ad campaigns on Twitter are 31% more emotionally stimulating and 22% more memorable than on other leading social media platforms.

— Neuro-Insight, OMG + Twitter Receptivity (US/JA/BR), 2018

Twitter drives 28% incremental reach to TV for viewers aged 18 to 24.

— Nielsen Total Ad Ratings (TAR), 2019

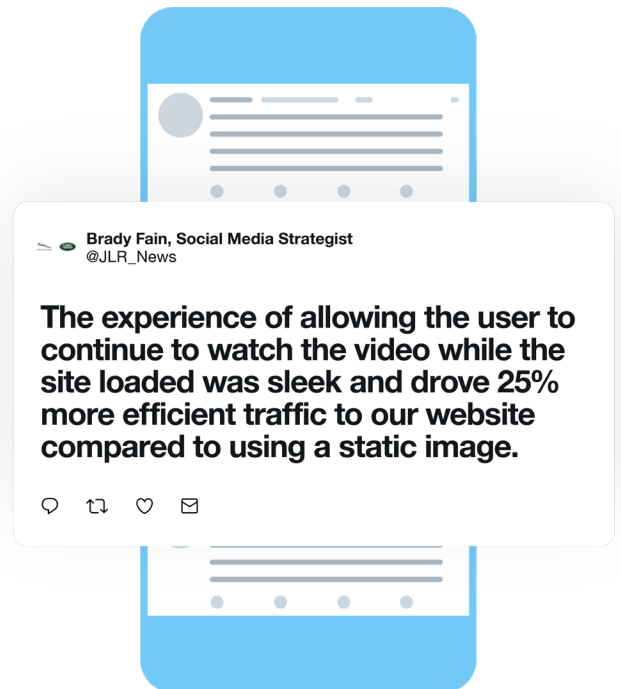
90% of people read the copy on Twitter, higher than other leading social media platforms.

— “Why Twitter” Competitive Research, Kantar Millward Brown, 2017

84.8% of Twitter users made an online purchase in the past month, compared to 74.5% of non-Twitter users. And 31.3% of Twitter users made a mobile purchase in the past month, compared to 12.2% of non-Twitter users.

— Global web index, 2018

If you would like specific data for your client about an event’s impact on Twitter (The Oscars, back to school, the World Cup, etc), visit the events calendar on [ads.twitter.com](https://ads.twitter.com).



**2 billion**  
video views per day



**84.8%**  
of Twitter users make  
online purchases per month

### Takeaways:

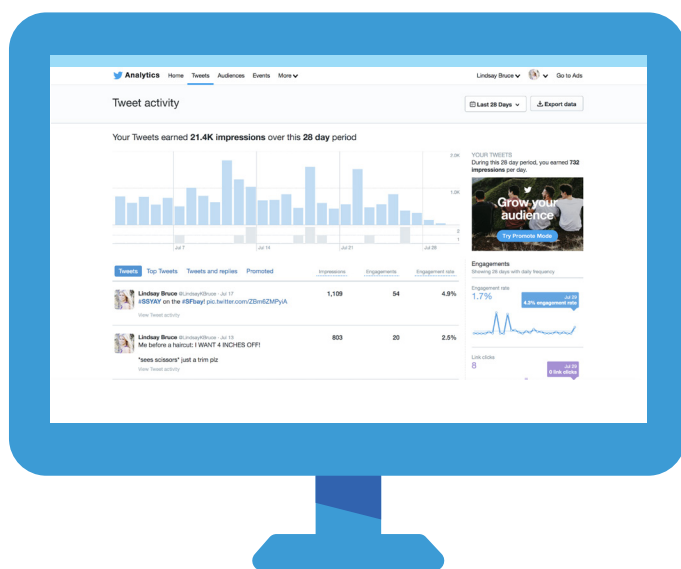
- Schedule Tweets during prime time: Mondays between noon and 10pm local time.
- Use 1-2 hashtags, GIFs, or short videos for higher engagement rates.

# After the ad: Understanding your analytics

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. Go to [ads.twitter.com](https://ads.twitter.com) or [analytics.twitter.com](https://analytics.twitter.com) to access these dashboards and measure your results.

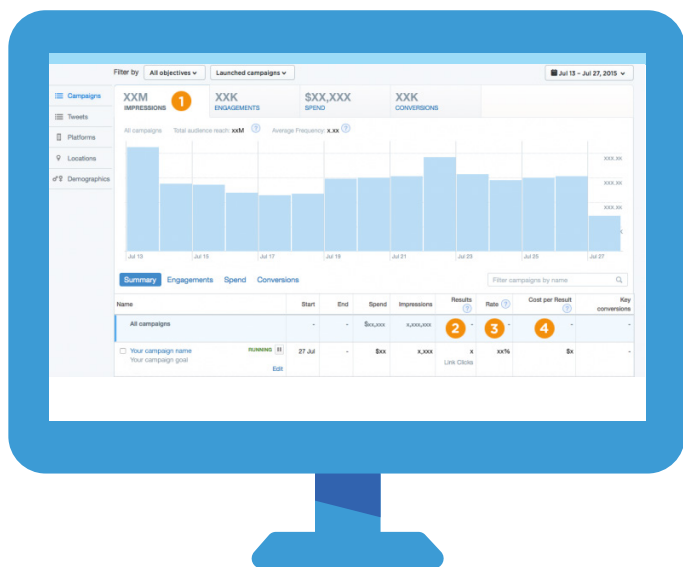
## Tweet Activity Dashboard

The Tweet Activity Dashboard displays impressions and engagements on all of your organic and Promoted Tweets, as well as charts that outline month-to-month performance. You can see the performance of a single Tweet by clicking on it, which breaks down the metrics by Retweets, likes, replies, and more. Here, you can see what types of content resonate best with your clients' audience and continue to run and improve on those verticals.



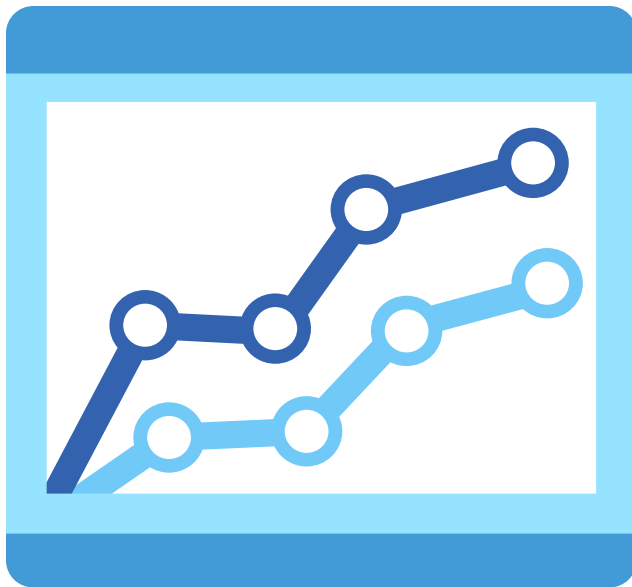
## Campaign dashboard

Lastly, the campaign dashboard shows you everything you need to know about how your paid ads are performing. Tracking your results in a timely and accurate manner is crucial to getting the best results, and this dashboard makes getting all of that information easy. 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 and conversions campaign, the results tracked are link clicks.



## Account home page

Account home offers a high-level summary of your activity and highlights across the past month. The number of Tweet impressions, profile visits, new followers, and mentions are displayed here, along with how those numbers compare to the previous month. Your top-performing Tweets and your top followers will also be shown. These details help you set achievable goals and map for your clients' success over time, as well as open opportunities to connect with influencers in your network.



## Takeaways:

- ☐ Visit [analytics.twitter.com](https://analytics.twitter.com) to access and familiarize yourself with these three dashboards.
- ☐ Note what content is performing best, what audience(s) you're reaching, and how your ad campaigns are performing.
- ☐ Continue testing similar creative and copy of your best-performing ads to optimize future campaigns.

# Top takeaways

This one-sheeter is your grab-and-go resource for all things Twitter Ads — how to run and analyze your campaigns, pitching to and working with clients, and everything in-between. Reference the relevant chapters for more detailed information.

## Chapter 1: Where Twitter fits into your client's strategy

- ☐ Plan a strategy for organic and paid content. They should balance and strengthen each other.
- ☐ Use the Twitter marketing calendar and events dashboard to optimize your content planning.
- ☐ Break any and all brand news on Twitter to reinforce your timeline.
- ☐ Use the most clever, conversational, and bold version of your brand voice to compose Tweets.

## Chapter 2: Managing client expectations

- ☐ Identify specific detailed metrics with your client, and email [agencyhelp@twitter.com](mailto:agencyhelp@twitter.com) to get information on typical performance benchmarks in the industry.
- ☐ Be patient when it comes to seeing big results. Like any platform, it takes time to build up a strong Twitter presence and following.
- ☐ Capitalize on Twitter's interest-based strong suit by utilizing our unique targeting capabilities.

## Chapter 3: Setting up accounts for success

- ☐ Refresh your profile's header image and Pinned Tweet every quarter to match your current goals and focus.
- ☐ Open a Twitter Ads account a few weeks before you need to run ads.
- ☐ Email [agencyhelp@twitter.com](mailto:agencyhelp@twitter.com) to set up multi-user login and an insertion order.

## Chapter 4: What makes a good Tweet?

- ☐ Keep your Tweet copy clear, concise, and bold.
- ☐ Add rich media, especially short videos (15 seconds or less), to your Tweets whenever possible.
- ☐ Consider who your client follows, and build them a timeline that will inspire better Tweets.

## Chapter 5: Choosing the most effective campaign type

- ☐ Identify what action you're trying to achieve through Twitter Ads, and match it with the corresponding campaign objective.
- ☐ Experiment with different campaigns to find the right mix for your goal. It typically takes multiple campaigns running simultaneously to have the strongest and best effect.

## Chapter 6: The specs of ad creative

- ☐ Choose what type of ad format works best for your content and goal.
- ☐ Re-size your creative to match the specs listed above for optimal performance.
- ☐ Make sure your videos are between 6-15 seconds long.

## Chapter 7: Getting your message to the right audience

- ☐ Understand the different demographic and audience feature targeting options.
- ☐ Brainstorm how you can use Twitter's unique features to reach your audience, including conversation targeting and Tweet engager targeting.
- ☐ Create your tailored audiences list to specifically target certain individuals.

## Chapter 8: Power stats to help you pitch Twitter

- ☐ Schedule Tweets during prime time: Mondays between noon and 10pm local time.
- ☐ Use 1-2 hashtags, GIFs, or short videos for higher engagement rates.

## Chapter 9: After the ad: Understanding your analytics

- ☐ Visit [analytics.twitter.com](https://analytics.twitter.com) to access and familiarize yourself with the data dashboards.
- ☐ Note what content is performing best, what audience(s) you're reaching, and how your ad campaigns are performing.
- ☐ Continue testing similar creative and copy of your best performing ads to optimize future campaigns.

# Twitter pro tips

Who better to ask for Twitter tips than the people who live and breathe it every day? Here, we've compiled the top takeaways and recommendations from the people at Twitter who help advertisers every day.



**Dave Pepper**  
Senior Marketing Manager, EMEA

**Don't be afraid to experiment with combinations of copy and content. 3 slightly different sets of copy and 3 images equals 9 potential top-performing Tweets. Then optimize.**



**Chloe Mier**  
Account Manager, US

**Don't be afraid to try new things and to refresh your creative. Test things out, see what works, and just don't be afraid to test what images or Tweet copy works.**



**Ashli Dompier**  
Account Manager, US

**The simpler the better — one hashtag, straight to the point.**



**Anna Giménez Casanovas**  
Account Manager, EMEA

**Refresh your content frequently to maintain a high-quality score in auctions, ideally every 2 weeks.**



**Kevin Dolezal**  
Senior Manager, Americas

**Start campaigns by running 2-3 versions of each Tweet. The engagement will tell you which messaging your audience responds to the most.**



**Samuel Hawks**  
Account Manager, US

**Try to let the initial launch of your campaign serve for 3-4 days before making changes. This time allows the system to surface enough data to base your decisions off of.**



**Lindsay Bruce**  
Social Media Coordinator, US

**Website Cards aren't only for campaigns — you can use them for organic Tweets. It's a great way to make your links more clickable and keep your timeline clean.**



**Shona O'Dwyer**  
Account Manager, EMEA

**If you are targeting multiple countries, make sure that each country has its own ad group. This way you can analyze the results from each market more easily and apply it to your next campaign.**



# Success stories


Hear directly from advertisers and agencies just like you who have found enormous success on the platform. You can also tune into our original Character Count podcast to hear longer interviews and insights from ground-breaking businesses, brands, and agencies.

## From agencies:

 **Mariam Ibrahim, Digital Marketing Manager**  
@8pointmedia

**With interactive advertising on Twitter, we've been able to strengthen our relationship with our followers and encourage them to engage with our posts.**



 **Joey Kovac, Account Lead**  
@3QDigital


**Twitter's core demographics fall right in line with our target audience. We also usually find more success when we can get our product's image in front of our customer. Since Twitter Ads are very visual, this really benefitted us.**



 **Ria Dunlop, Digital Media Planner**  
@thelaneagency


**Tapping into trending hashtags is a really powerful way to engage with a wider audience.**



 **Mary Kate Byrne, Senior Account Manager**  
**Kaitlyn Vicente, Social Content Strategist**  
@NailProvidence

**We use Twitter to speak to various audiences and build our persona through content strategies and community management. We've used Twitter Ads to reach people based on keywords and behaviors. That strategy helped us effectively build and reach specific audiences that relate to certain product categories.**



 **Cindy Irene, Community Manager**  
@klixdigital

**Twitter Ads has helped us gain 10,000+ engaged followers that are interested in our products. Through optimizing our campaigns, we managed to drive down costs while creating a community of brand advocates.**





## From brands:

 **Kevin Giordano, Corporate Communications Lead** #Health  
@spark\_tx

**We ran a disease awareness initiative for the inherited retinal disease community, and Twitter is the primary traffic driver to the website. Our Twitter campaigns for this initiative are also very cost-effective, consistently resulting in a cost-per-click of around \$0.22.**



 **Whitney Terrell, Social Media Manager** #CPG  
@Patron

**The Direct Message Card successfully drove awareness of the Bot-Tender. We exceeded our goal for the number of recipes served by more than 2X and increased Direct Messages by 40X per week, on average.**



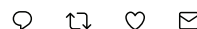
 **Mirvat Ellawand, Webmaster & Digital Marketer** #Education  
@fbsuniversity

**Twitter Ads allowed us to get 52% more potential students to sign up. It was a huge success compared to other social media channels we have used.**



 **Robbie Orr, Digital Marketing Manager** #Sports  
@globalrugbynet

**Twitter was noticeably strong for raising brand awareness, reaching almost 10X the number of people and generating almost 20X the number of clicks as other platforms.**



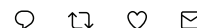
 **Chiara Radini, Head of Brand Marketing** #Tech  
@TeamKano

**We use Twitter to show the potential of our products way after the launch time, to welcome feedback, [and to] demystify the hard questions. But the priority for us is just keeping this channel of communication open. There was an amazing campaign that was probably one of our best-performing Twitter Ads in terms of direct conversion, appealing to our core loyalty audiences, and [we rewarded] them with a specific discount code.**



 **Steven Bedford, Director of Marketing** #Books  
@simonschuster

**The Twitter Ads functionality has really evolved so much and really become a powerful tool in our toolbox for advertising campaigns. We do quite a few political and current events books where so much discourse happens on Twitter, so it's been really a great tool for us.**



 **Patrick Webster, Social Media Content Creator** #NonProfit  
@MontereyAq

**We started getting more and more traction on Twitter as we spent more time just answering people's questions, the back and forth — by really spending a lot of time talking to people on Twitter... this is powerful and the best part. I think [our meme got] 44,000 Retweets and 127,000 likes.**



# Additional resources

## Looking for help?

Email [agencyhelp@twitter.com](mailto:agencyhelp@twitter.com) to get in touch with our dedicated Customer Success team for more tips, data, and answers.

## Looking for inspiration?

Our public agency resources and marketing content are available at [business.twitter.com](https://business.twitter.com) and are updated regularly.

Subscribe to our original podcast, [Character Count](#), to hear from some of the most creative and effective advertisers on Twitter. Available on Apple Podcasts, Google Podcasts, Spotify, and more.



About [@TwitterBusiness](#):

Twitter Business is the arm of Twitter that focuses on advertising solutions and assistance for the agencies, businesses, and influencers who advertise on Twitter with small to medium-sized budgets and campaigns.

Follow us for tips and tools that will help you market and be successful on Twitter.

*This Playbook was written and published in 2019 by the Twitter Business team as an update and addition to the previous version.*

# Notes and Tweet ideas

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