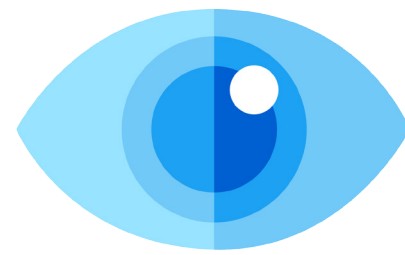# Awareness objective

The Awareness Objective helps advertisers
reach more of their customers and drive awareness for their brand.

KEY BENEFITS

Cost Control

A cost effective way to raise awareness of your brand's message.

CPM Pricing

Brands will now able to bid and transact on a pure CPM basis.

Secondary Optimization

You will be able to optimize for maximum reach or reach with engagements.

FAQ'S

How is this different than Reach & Frequency?

Reach and Frequency delivery is guaranteed at a fixed CPM and supports frequency caps. It also only currently supports demo and interest targeting.

The Awareness Objective supports all native Twitter targeting, but provides less predictability against unique reach and average frequency.

What CPM should my advertiser be bidding?

Advertisers are encouraged to start testing this objective with a CPM bid in the suggested bid range, as noted in the campaign form. This range will vary depending on the optimization preference selected.

Bid levels are directly correlated to the unique reach a campaign can deliver. As bids increase, the greater the unique reach that can be achieved.

What are the targeting and creative capabilities?

The Awareness Objective supports all targeting types and creative formats. However, advertisers running video creative should expect to see video view rates lower than they'd achieve via the Video Views objective. The Awareness Objective will optimize primarily for reach and impressions.

Set your budget STEP 3 OF 4

? Set a daily maximum (required).

$ Required   per day

? Set a total budget (optional).

$ None

Choose campaign optimization.

● Optimize for maximum reach
Reach the most amount of people in your target audience

○ Optimize for reach with engagement
Reach more of your target audience while preserving engagements

Choose pricing.

Target cost $ Required   per 1K impressions

Learn more

Pacing options