



# Video on Twitter







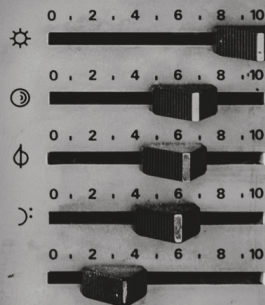
# Fast, mobile, live. The future of video.

Mobile video is changing everything. We've gone from passively consuming video to interacting with it in deeper, more personal ways.

Twitter is where people come to see what's happening. We've always been mobile, and we've always been live. That's why we've seen video take off on the platform - creating a new world of opportunities for brands.

This booklet will walk you through video advertising on Twitter. We'll look at how you can target the right consumers, and really engage them in your brand content.

# Video consumption is changing



**1/4**

minutes with media  
are spent on mobile

**620M**

consumers  
are blocking  
ads globally

**33%**

of paid TV subs  
plan to cut the  
cord in next  
12 months

Today video is  
**Personal,  
interactive,  
& anywhere**



# Video is happening on Twitter

A black and white photograph of two people sitting on concrete stairs. The person on the left is wearing a dark jacket and is looking down at a smartphone held in their hands. The person on the right is wearing a dark hoodie and is also looking down at a smartphone held in their hands. The background shows the texture of the stairs and some shadows.

Source — Twitter Internal Data, July 2016; Media Hamburg School, Twitter Video Perception Study, 2016

# 220X

growth  
in video  
views

in the past year

# 93%

of video views  
on Twitter are mobile

People respond  
to video on Twitter

# 2X

emotional peaks  
vs. text/photo  
in GSR measurement

The most shared  
media type on Twitter

# 6X



more than photos

A black and white photograph of two young men looking at a smartphone together. The man on the left is a Black man with short hair, wearing a dark jacket over a light-colored sweater. The man on the right is a white man with long, wavy hair, wearing a dark jacket over a t-shirt with a graphic. They are both smiling and looking down at the phone held by the man on the right. The background is a dark, textured wall with some numbers visible, including '19' in the top right corner.

**Drive  
brand  
impact  
with video**





**+116% Brand Recall**

**+18% Ad Recall**

**+9% Favorability**

**+29% Message  
Association**



A black and white photograph of a person's hand holding a smartphone. The phone's screen shows a social media feed with various images and text. In the background, a white disposable coffee cup with a black lid is visible. The overall scene suggests a person using a mobile device to engage with social media.

**Live  
connection  
to your  
audience**

# Reach 800M+ users

with our unique set of data signals



Demographics



Live events



Interests



Keywords



TV audiences



CRM data

## An environment you can trust

**99.6%** of Twitter ads are viewed  
by human beings

**Now  
playing:  
your  
brand  
objectives**



# Put your story in the spotlight

Your Promoted Video features in highly curated, relevant feeds







**Porsche Newsroom**   
@PorscheNewsroom



World premiere of the new [#Porsche #Panamera](#)! All details: <https://goo.gl/6qE0IW>

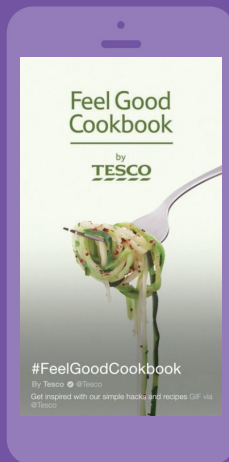


 Promoted

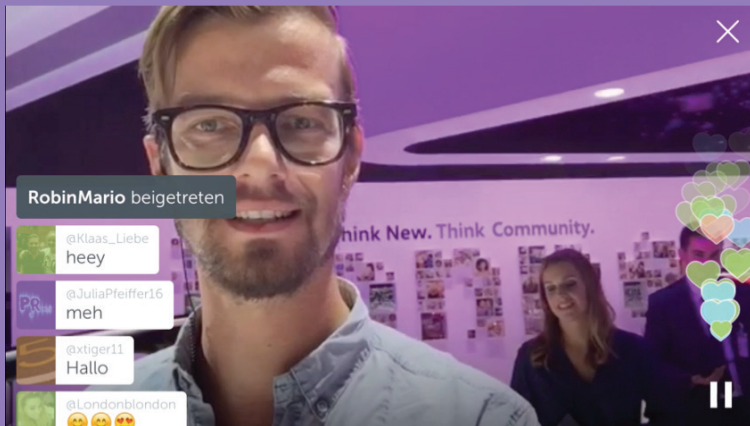


# Tell your story

Moments are a great way to bring a collection of Tweets together, in an instant







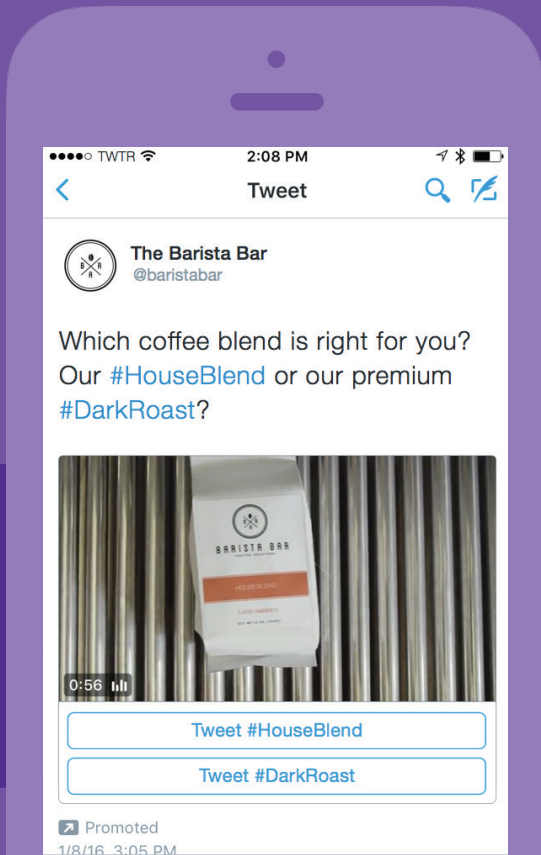
# Connect at the speed of

Go live on big brand days with Periscope

# Spark conversations

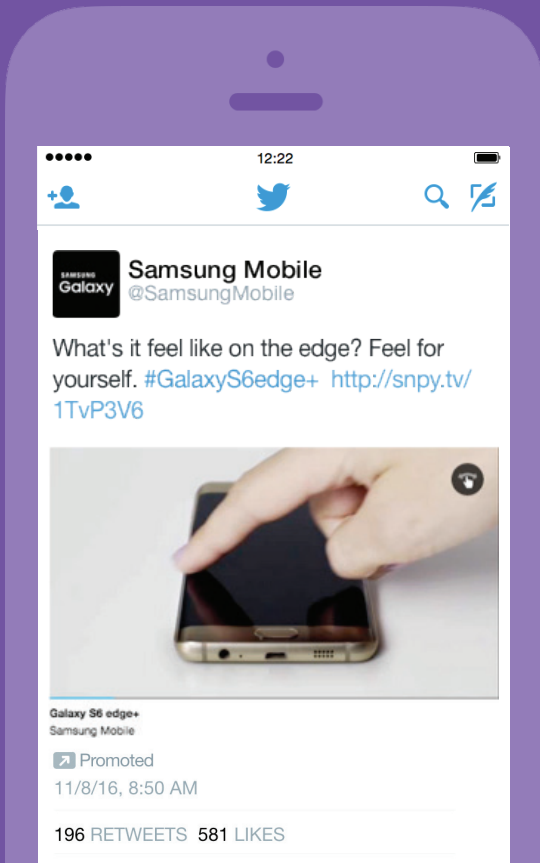
Get people  
Tweeting about  
your brand with  
**Conversational  
Video**

Encourage them  
to share exclusive  
content with  
**Instant Unlock**



# Get hands-on

Your creatives  
come to life in  
users' hands with  
**ScratchReel**, a  
swipeable GIF  
exclusive to  
Twitter



A black and white photograph of a young man and woman sitting in the front seats of a car. Both are wearing sunglasses and smiling. The woman is holding a smartphone, and they appear to be looking at the screen together. The background shows a view out of the car window, including a road and some distant hills. The text "Set up for success" is overlaid in large white letters across the center of the image.

**Set up for  
success**

# Make the most out of your video campaign

**1** Create an intriguing hook in the first few seconds

**4** Focus on people to drive retention

**2** Cut, edit and innovate your existing assets to resonate with a fast-paced mobile audience

**5** Consider a sound-off strategy and use captions

**3** Use branding elements early to drive recall

**6** Plan a resolution to drive completion

# Learn more about our solutions on [business.twitter.com](https://business.twitter.com)







@TwitterBusiness

