Video Website Card

Make your videos work harder with the Video Website Card

Captivate your audience

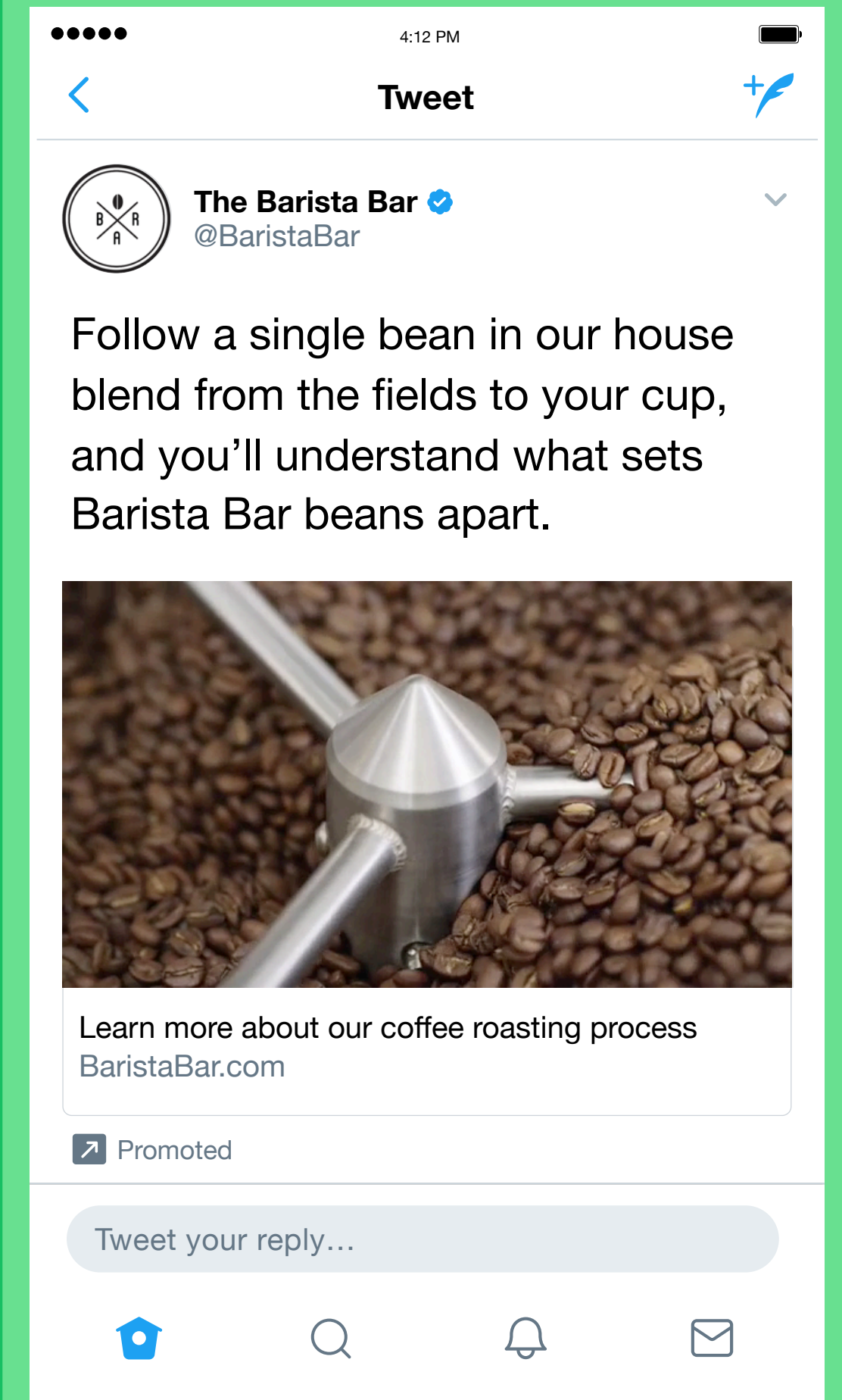with immersive, auto-playing video.

Attract qualified users

by showcasing your brand's value, product or service before a user clicks through.

Continue the conversation

beyond the end of the video with creative designed to drive users to your site to learn more or take action.
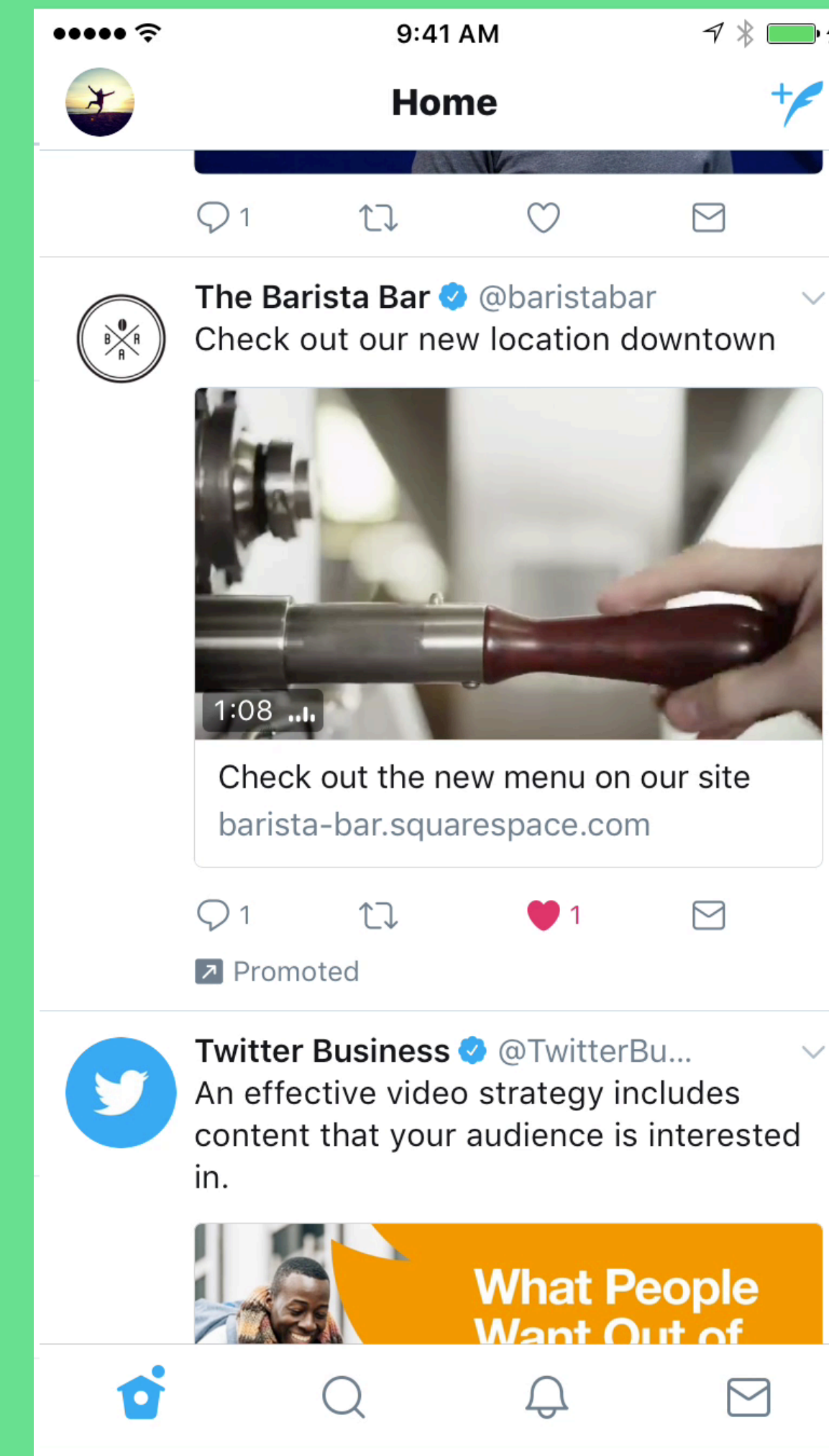
Continue the conversation and deepen brand engagement

beyond the end of the video with creative designed to drive users to your site to learn more or take action.

2x higher CTR

than mobile video ad benchmark

Source: Twitter internal data versus eMarketer video ad CTR benchmark on mobile, Q2 2017

9:41 AM

Home

1

The Barista Bar ✔ @baristabar

Check out our new location downtown

1:08

Check out the new menu on our site
barista-bar.squarespace.com

1   ♥ 1

Promoted

Twitter Business ✔ @TwitterBu...

An effective video strategy includes content that your audience is interested in.

What People Want Out of

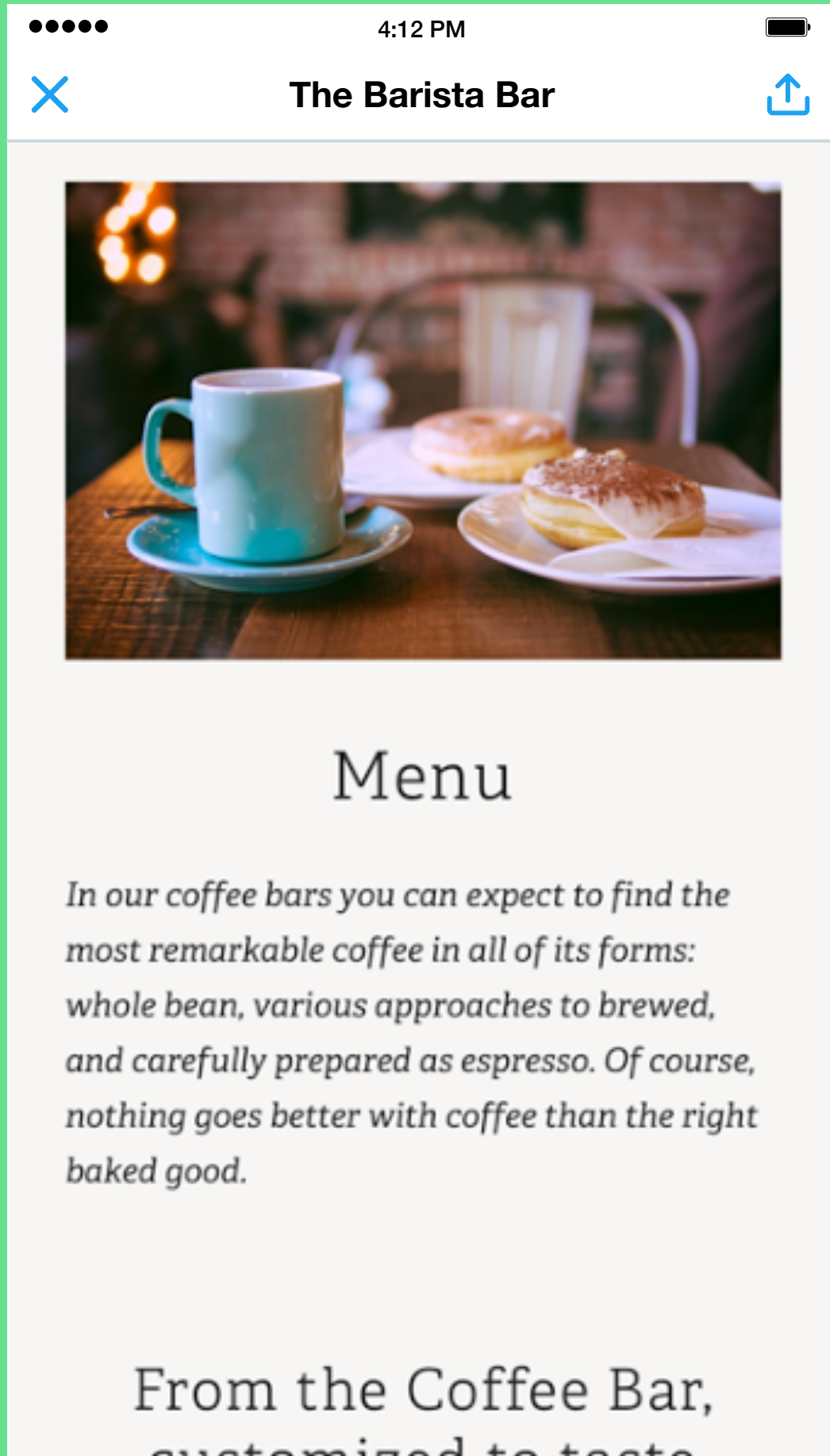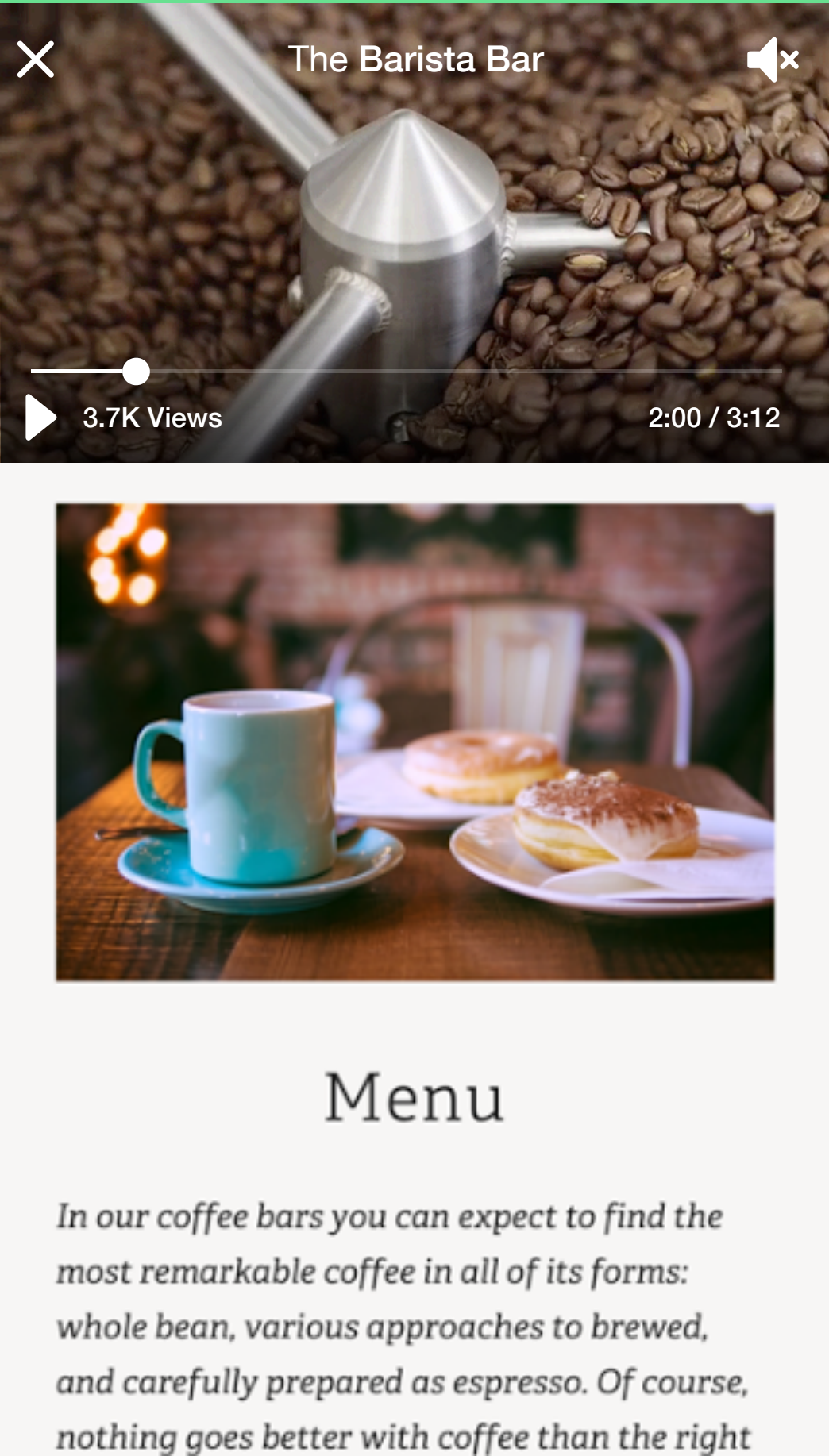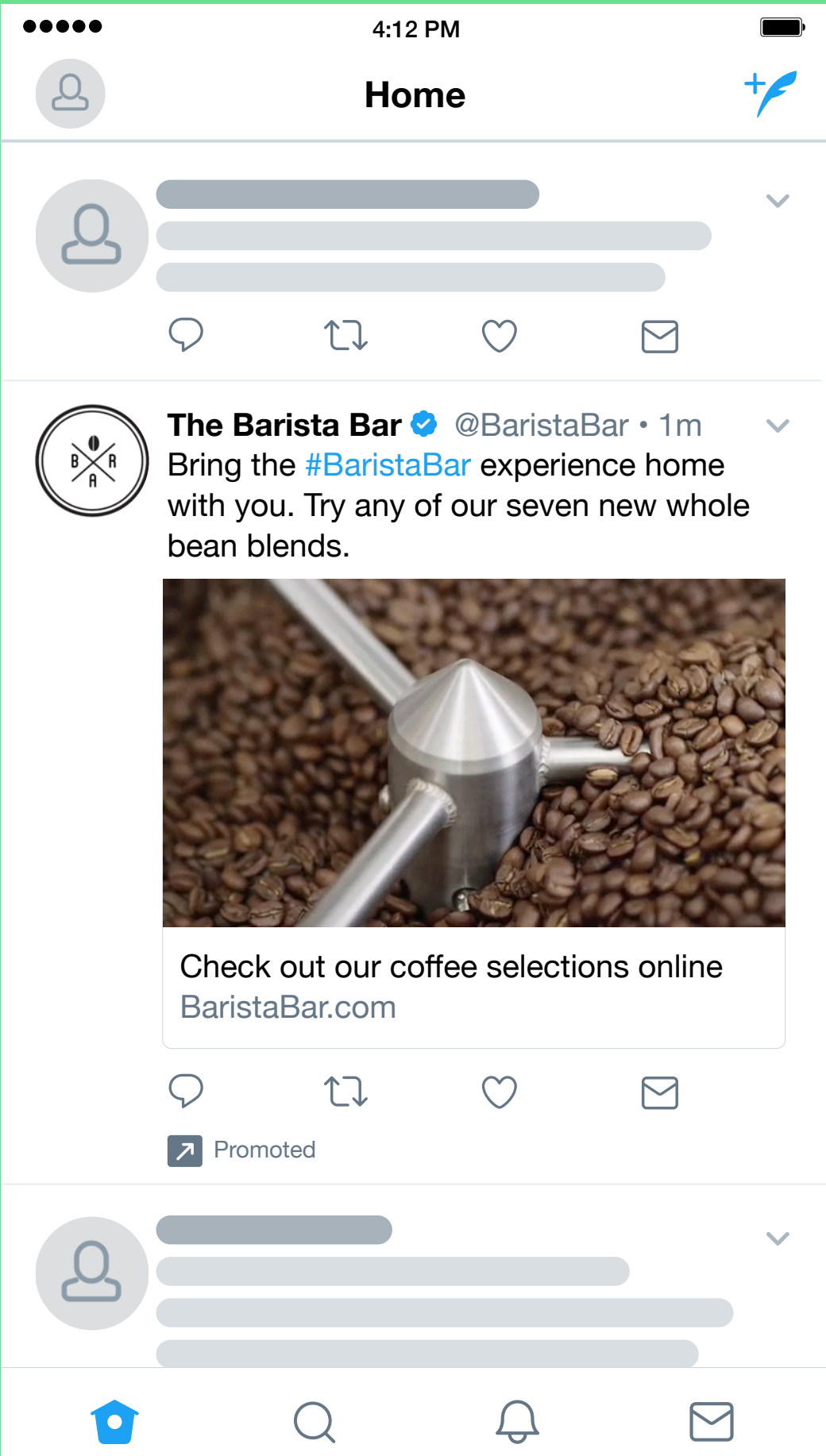# Keep consumers' attention as they move down the funnel

the video continues to play while the website loads below it— keeping users focused and increasing their patience.

60% higher user retention

while mobile site loads

Video Website Card

Keep consumers' attention as they move down the funnel

Optimize and pay for the action that you care about most

Video Views

Website clicks

Awareness

Examples

Sample Use Cases & Case Studies

@heyamine drives digital steams

Challenge

Republic Records (@RepublicRecords) wanted to drive digital streams of hip-hop artist Aminé's (@heyamine) debut album "Good For You"

Solution

@RepublicRecords partnered with Gupta Media (@guptamedia) to drive cost efficient streams of the new album. By utilizing Twitter's Video Website Card they were able to leverage eye-catching, impactful clips from the artist's music video to stand out in user timelines, grab their attention and link them directly to Spotify where they could listen to the full track.

Results

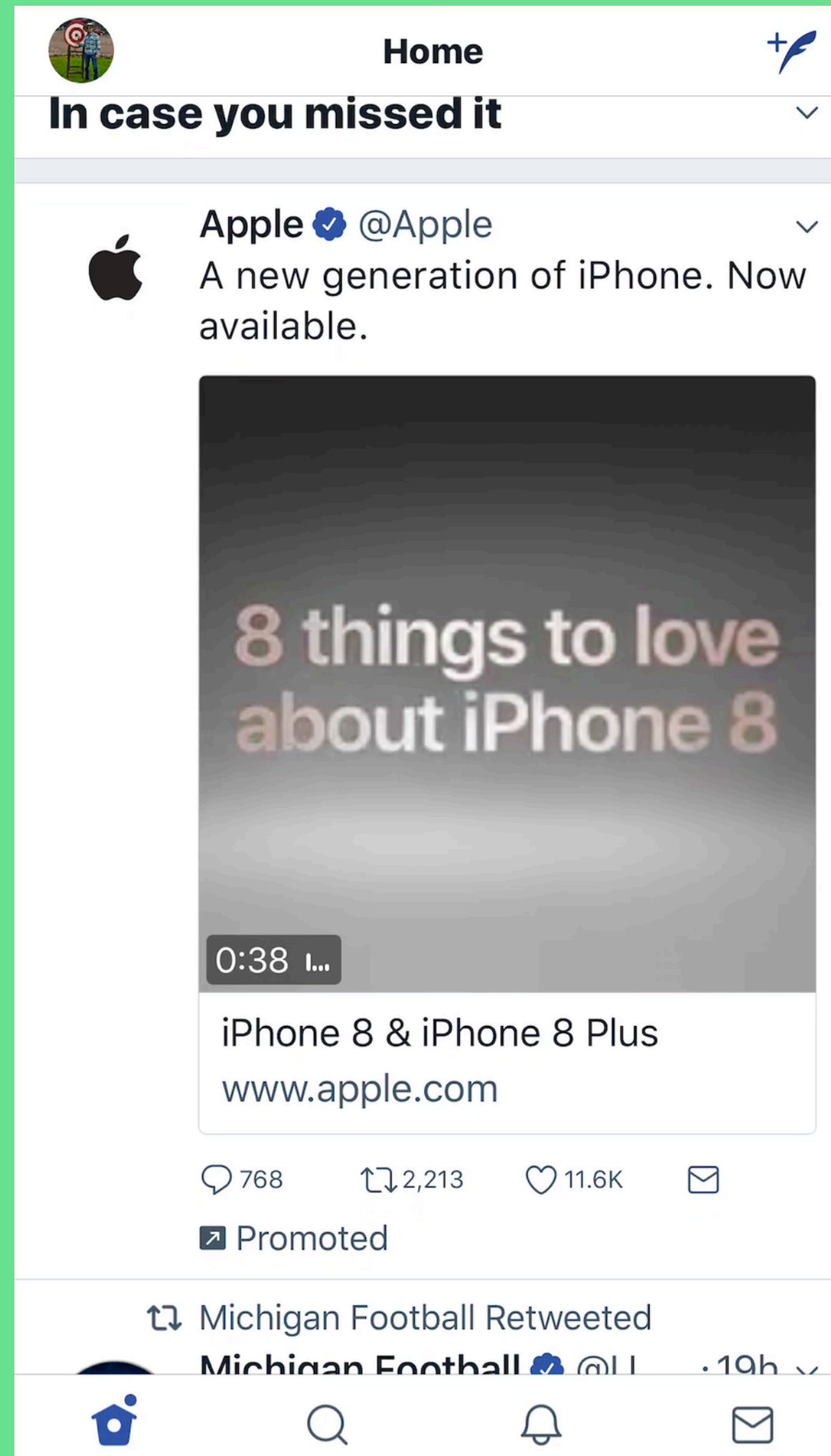| **5.6%**	click through rate	**$0.04**	cost per click
303K	video views	**$0.007**	cost per video view

"Not only did the video website card allow us to utilize existing assets from Aminé's music video to help drive Spotify streams, but we also saw really strong video metrics as an added value. Based on the success from campaigns like this one, we expect to incorporate these ads into our strategy whenever possible going forward."

Aaron Bogucki
VP of Digital Media, Republic Records

●●●●● Verizon 📶   3:19 PM   📍 ✳ 🔋

Tweet

Aminé ✓
@heyamine

GOOD FOR YOU, MY DEBUT ALBUM! OUT NOW!!!!

0:15

Listen to 'Good For You' on Spotify.

amine.lnk.to

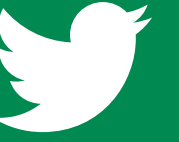7/28/17, 12:28 PM

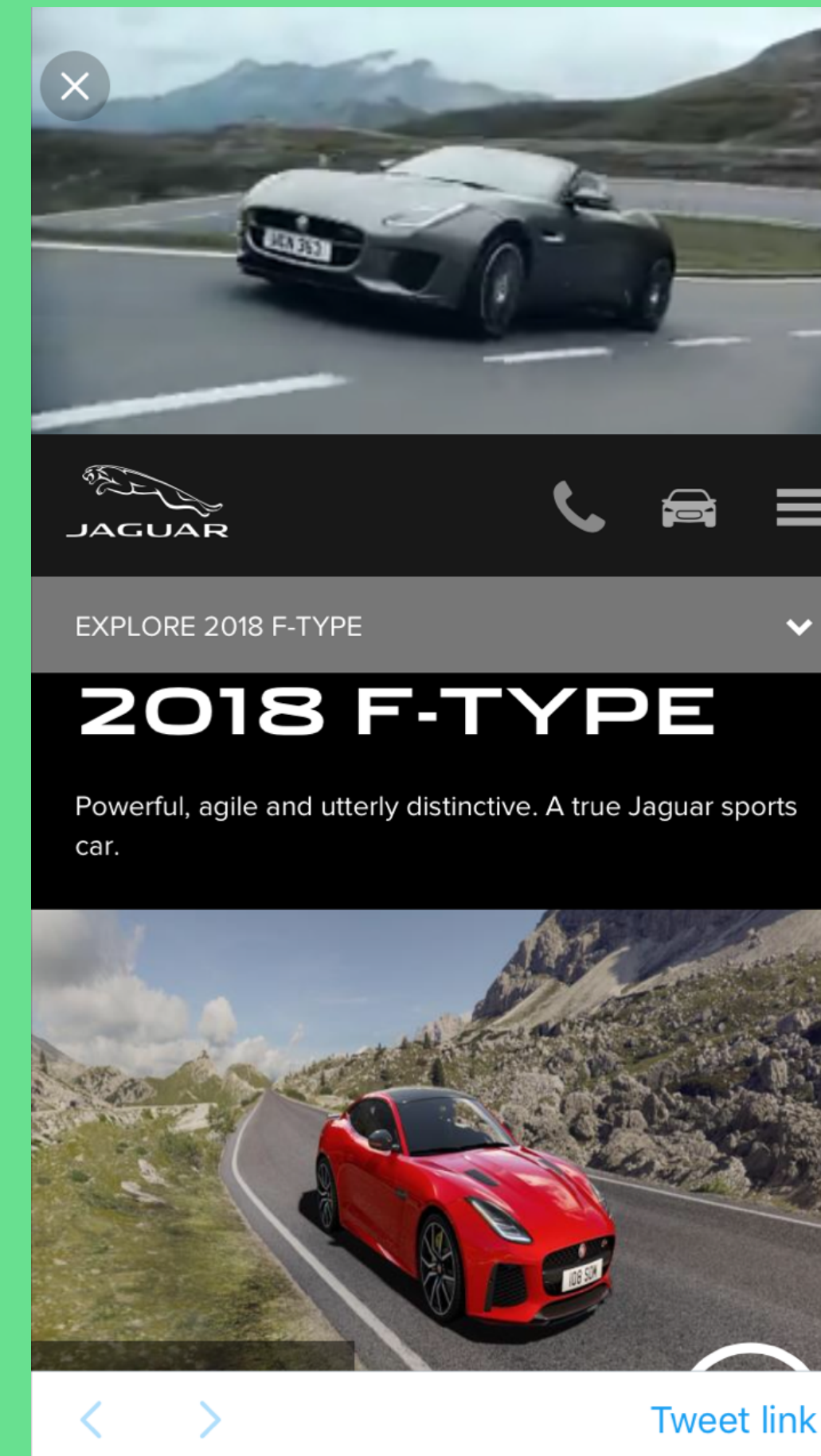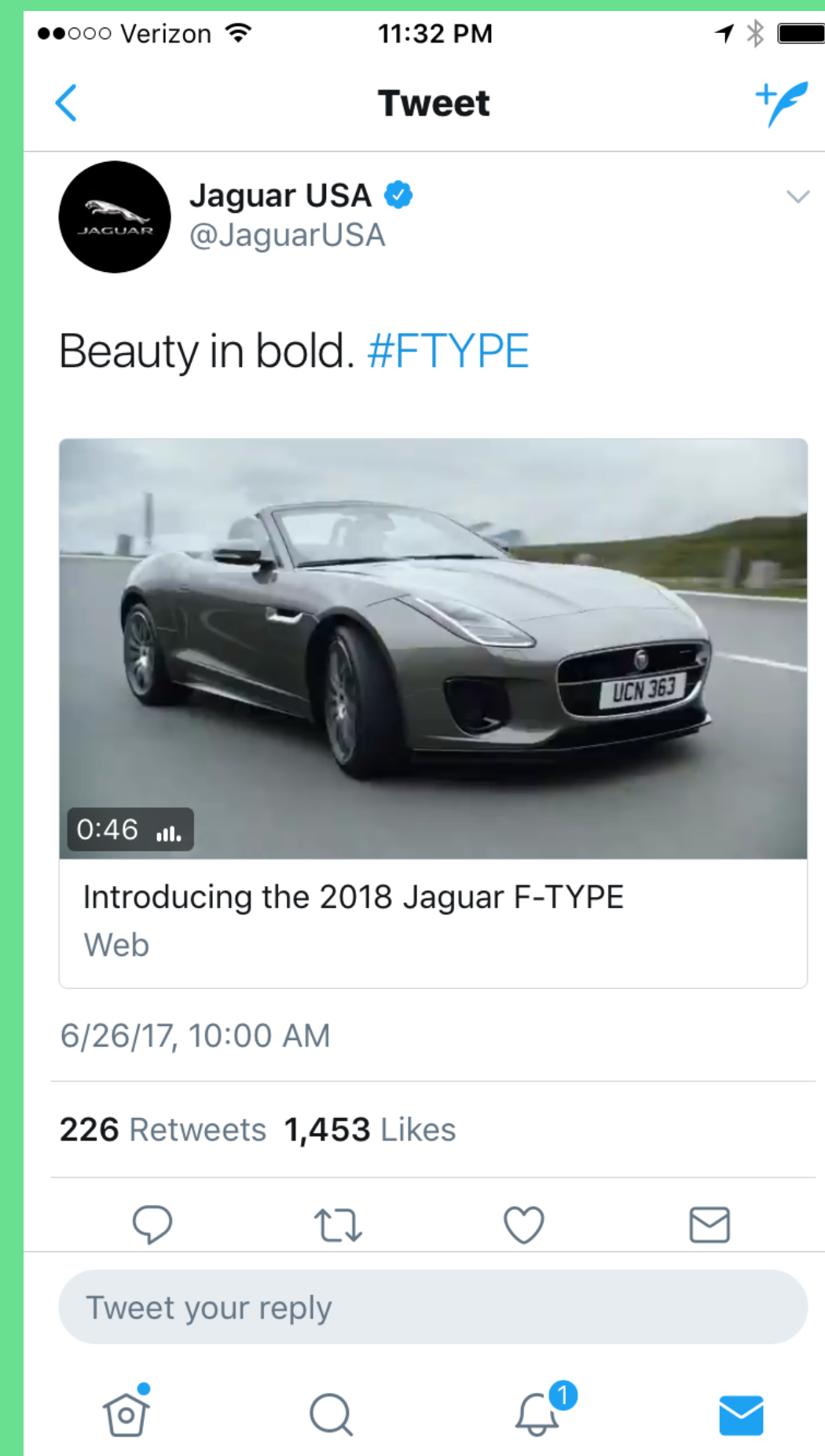**1,609** Retweets   **5,830** Likes

Launch a product

Pair the video website card with high reach, high awareness placements like Promoted Trends or First View to make a big splash during a product launch or key event.

Drive consideration

Use the video to catch user's attention about a new product, feature, or offering and encourage them to go back to your site to learn more.

Jaguar USA ✔
@JaguarUSA

Beauty in bold. #FTYPE

Introducing the 2018 Jaguar F-TYPE
Web

6/26/17, 10:00 AM

226 **Retweets** 1,453 **Likes**

Tweet your reply

EXPLORE 2018 F-TYPE

2018 F-TYPE

Powerful, agile and utterly distinctive. A true Jaguar sports car.

Tweet link

The video website card allowed us to visually showcase the new 2018 Jaguar F-TYPE and also direct consumers to the site to explore it's features and start to build their own. The experience of allowing the user to continue to watch the video while the site loaded was sleek and drove 25% more efficient traffic to our website compared to using a static image."

—Brady Fain
Social Media Specialist
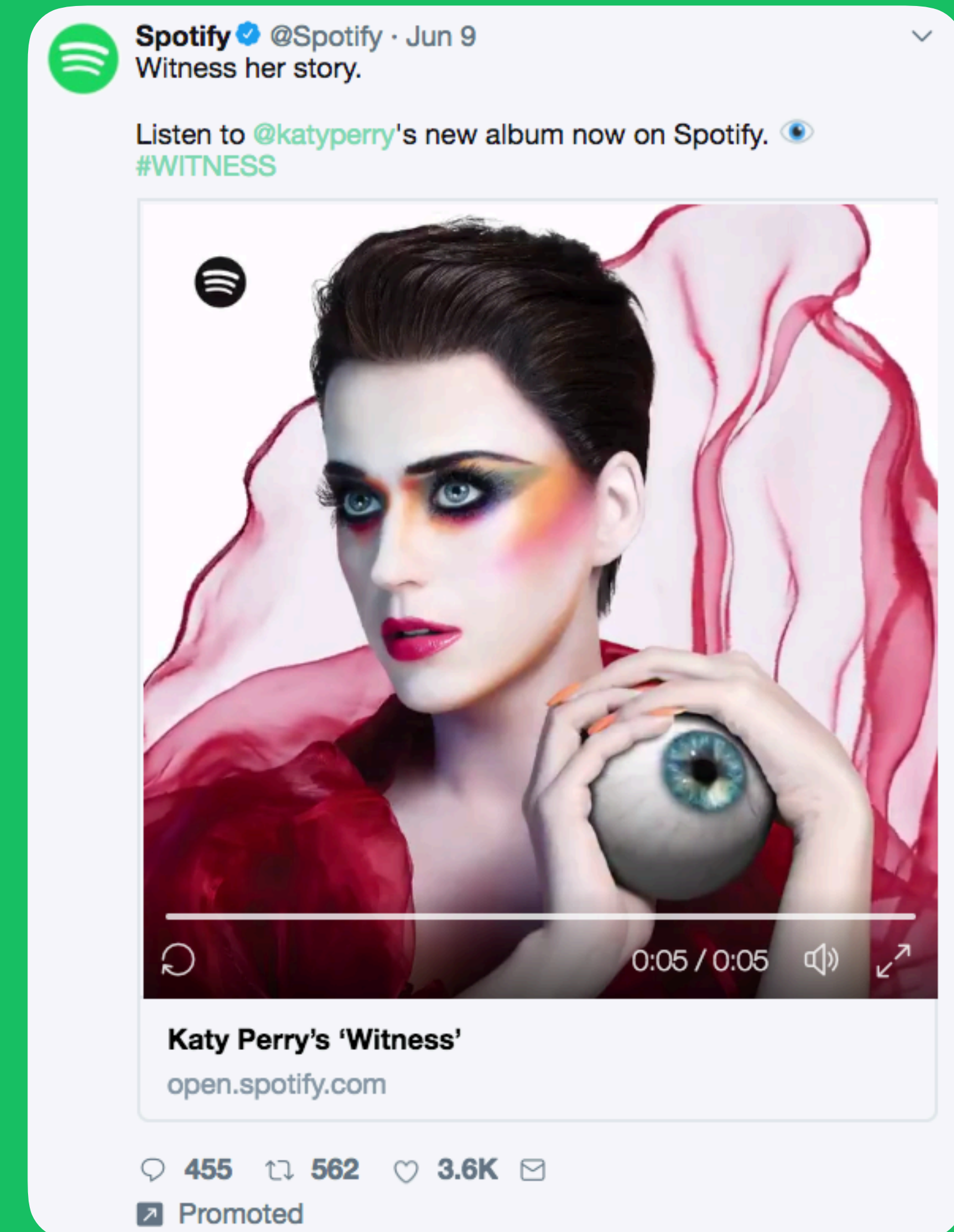*Jaguar Land Rover North America*

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Build excitement

For your product of service by catching users attention with rich visuals and inviting them to click through to learn more and convert.
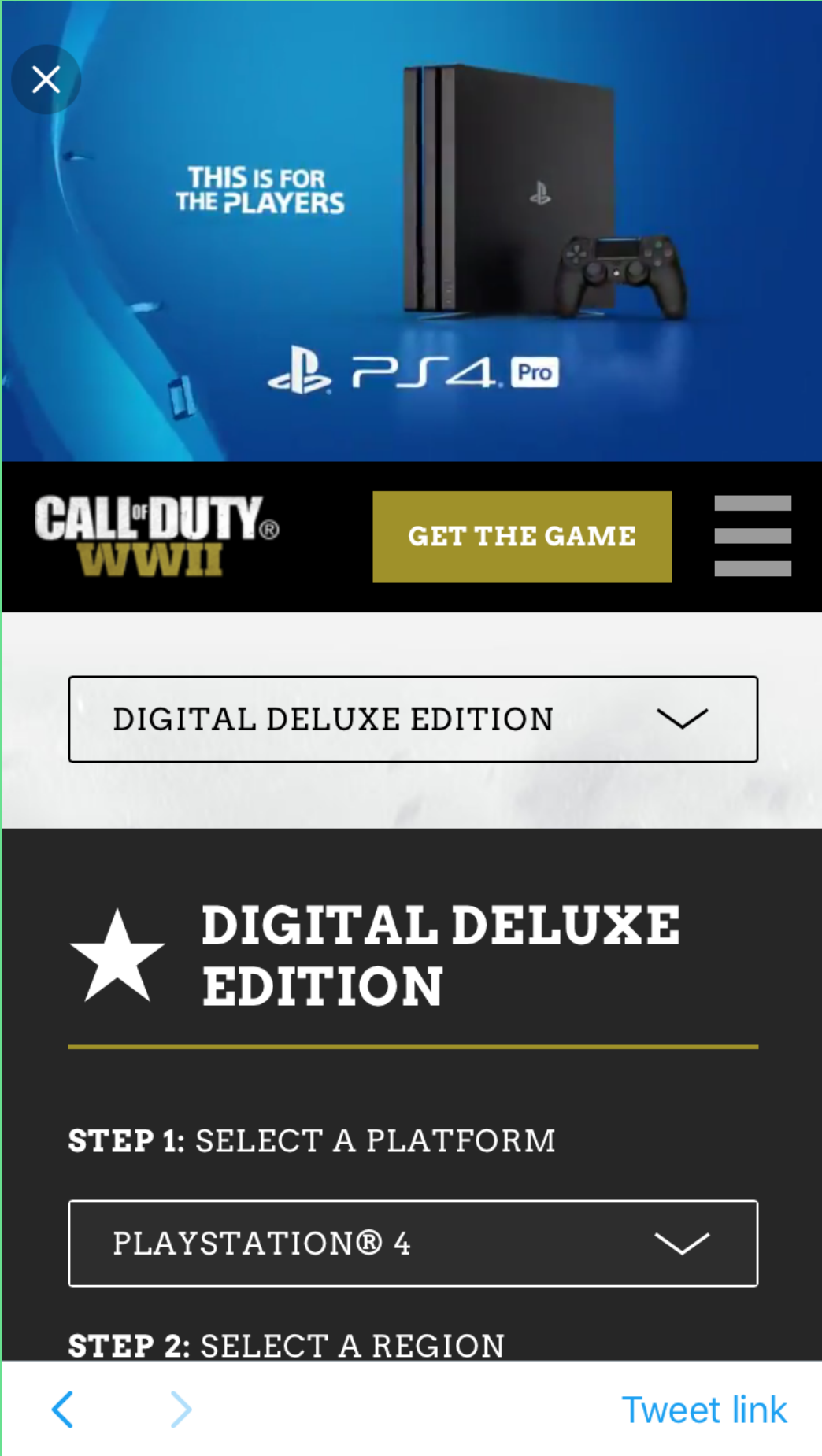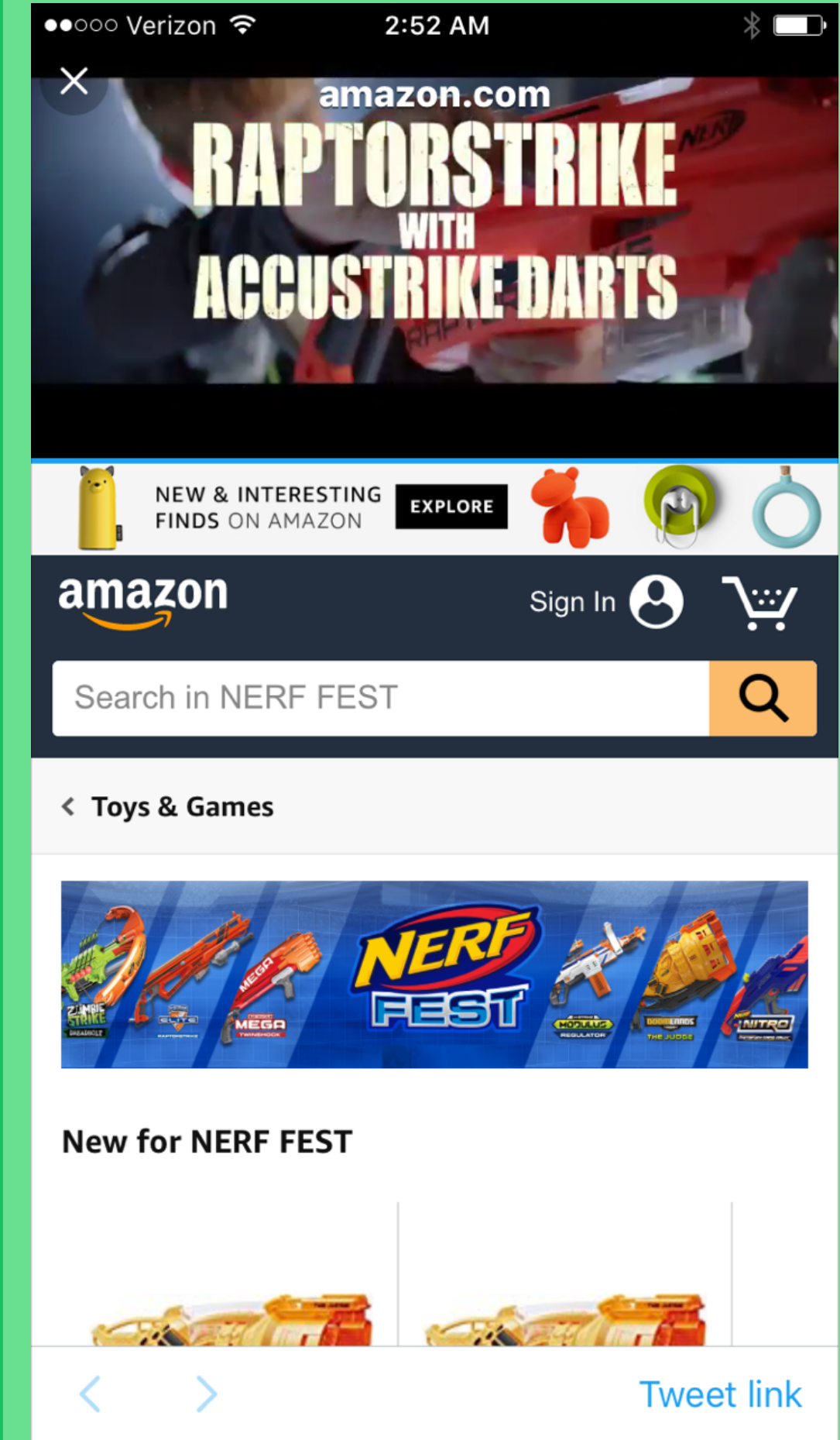
Encourage content consumption

By giving users a preview and driving them to longer-form video, audio or live content.

Remove friction

for users on their path to purchase. With the video website card you can remove friction for the consumer to engage, learn, or convert at their own rate.

Thank You