Promoted Trend Spotlight

Take over Twitter’s Explore tab, where people go to see What’s Happening

Overview

The Promoted Trend Spotlight enables brands to leverage the undeniable stopping power of video paired with the premium real-estate of the Explore tab, where people on Twitter go to see What’s Happening.

Spotlight Creative Swapping allows you to swap your creative on the day you’re running your Spotlight. This feature gives you the flexibility to extend your message and further tell your story.

Capture attention

With immersive, full-width creative, Promoted Trend Spotlight captures attention and reinforces your message. Promoted Trend Spotlight supports a 6-second video, GIF, or static image that runs edge-to-edge on mobile devices within the Twitter app.

Differentiate your brand

Sitting atop the Explore tab, Promoted Trend Spotlight differentiates your brand from other placements on Twitter by appearing next to highly-curated editorial content.

Surface conversation

Tying together the prominent placement and expansive coverage that sits atop Twitter’s explore tab, brands have the opportunity to generate conversation and invite discussion.

Spotlight Details

- Spotlight is an upgrade to Twitter’s Promoted Trend placement
- The media-forward Spotlight will appear at the top of the Explore tab for a user’s first two (2x) visits in a day before returning to the regular Promoted Trend position for the remainder of the day
- For pricing and availability, please contact your Twitter Client Partner

Creative Specifications

Media: 6-second looping GIF, MP4 or static image
Aspect Ratio: 16:9 (for image, GIF or Video)
File size: 5MB for image, 15MB for GIF/Video
PTr Hashtag: Max 16 characters
PTr Description: Max 30 characters

Creative must be delivered to Twitter via a dark Tweet, with media (either GIF, MP4 or image) only. Media in card formats cannot be accepted.

*Source: EyeSee New Ad Products Research, 2018. Which of the following brands do you recall seeing a Tweet for? Q. How favorable is your view of [brand]? Q. What was your overall reaction to the ad? Q. How likely are you to consider [brand] next time you look for [product]?