Trend Takeover
Trend Takeover+

The ad placed alongside what’s trending.
Trend Takeover puts your ad alongside what’s trending. Trend Takeover+ adds immersive creative to your message. Displayed alongside what’s trending, Trend Takeover puts your message where the conversations starts—the Explore tab. The Explore tab puts what’s trending on Twitter in one spot. Don’t just be a part of what’s happening, be what’s happening with Trend Takeovers. Trend Takeover+ delivers 84M+ impressions across Timeline and Explore.

When added to campaigns Trend Takeover+ drives

3x
MORE UNIQUE USERS LIFTED IN MESSAGE

3x
INCREASE IN TRENDS ENGAGEMENT

9x
MORE UNIQUE USERS LIFTED IN FAVORABILITY

From our research, we know that there is an

88%
correlation between spend on Twitter and perception of a brand’s cultural relevance.

Source: Kantar MillwardBrown & Twitter, Cultural Relevance Research, Total Population, 100 US Brands Test, 2019.

Source: Twitter Nielsen Brand Effect Studies, 2020, N = 14 US Campaigns w/Trend Takeover+ activations; N = 144 US Campaigns without Spotlight activations. EyeSee New Ad Product Research, 2018. 3x and 9x ratios refer to the number of unique individuals shifted for campaigns w/Trend Takeover+ vs. number of unique individuals w/o Trend Takeover+.