A GUIDE TO DRIVING PERFORMANCE

Website Conversions Playbook

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MAKE MOBILE ADVERTISING WORK FOR YOUR BUSINESS

In today's mobile-first world, performance advertisers are presented with many challenges: smaller screens, different consumer attention patterns and the difficulty of tracking cross-device conversions. The old marketing methods that worked on desktop don't always work across platforms. We're helping advertisers take a new approach to achieve success with mobile advertising, using these core tenets.
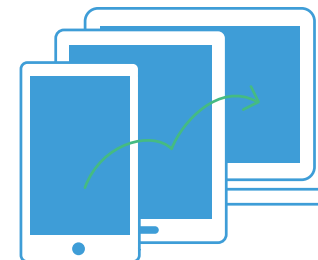
CONNECT IN THE NOW

Reach your audience based on powerful signals, whether you use Twitter's real-time data or your own data. Connect with people in moments when your message is most relevant.

INSPIRE ACTION

Capture attention with native, media-rich ad units, built to drive specific actions. Promoted Tweets are the perfect ad unit for small screens.

CONVERT EVERYWHERE

Reach people in the apps they visit every day. Enable them to convert where they feel most comfortable. Understand and optimise every cross-device conversion path.

TWITTER GIVES YOU A LIVE CONNECTION TO YOUR CUSTOMERS

Every day, your customers send millions of important signals based on what they Tweet, who they follow, and where and how they engage. These signals reveal what users are doing, what they're passionate about, what they want and what they need. Each of these signals represents an opportunity to form a live, authentic connection with your customers, and to drive conversions across all of their devices.

This playbook will help you understand how to harness those contextual signals and combine them with compelling creative to produce campaigns that deliver high-value conversions on your website. We'll start by covering six recommendations that we've found to be most beneficial to advertisers who want to drive website conversions.

We'll then walk you through how you can build and optimise your campaign based on your goals.

Gamelan Resorts
@Gamelanresorts

Our Gamelan Resort in Bali is as magical as the island itself. SAVE up to £95 on bookings for May or June. bit.ly/1KqIIS3

↵ Promoted

Six Plays for Driving Website Conversions

THE SIX PLAYS
### FOR USING TWITTER TO DRIVE CONVERSIONS ON YOUR WEBSITE

Here, we summarise our recommendations for how you can use Twitter to drive converting traffic to your website. We've found that advertisers with the website conversions objective have the most success when they use the products and strategies shown here. We think they're all must-haves for success. You can use the pages ahead to learn more about each of these six plays.
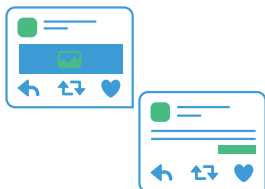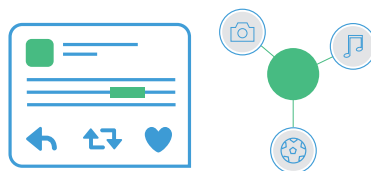
Use the Website Clicks or Conversions objective

Place website tags on your site to track conversions
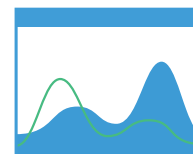
Test mobile and desktop in separate campaigns

Test both image+link and Website Card creatives

Test both interest and keyword targeting

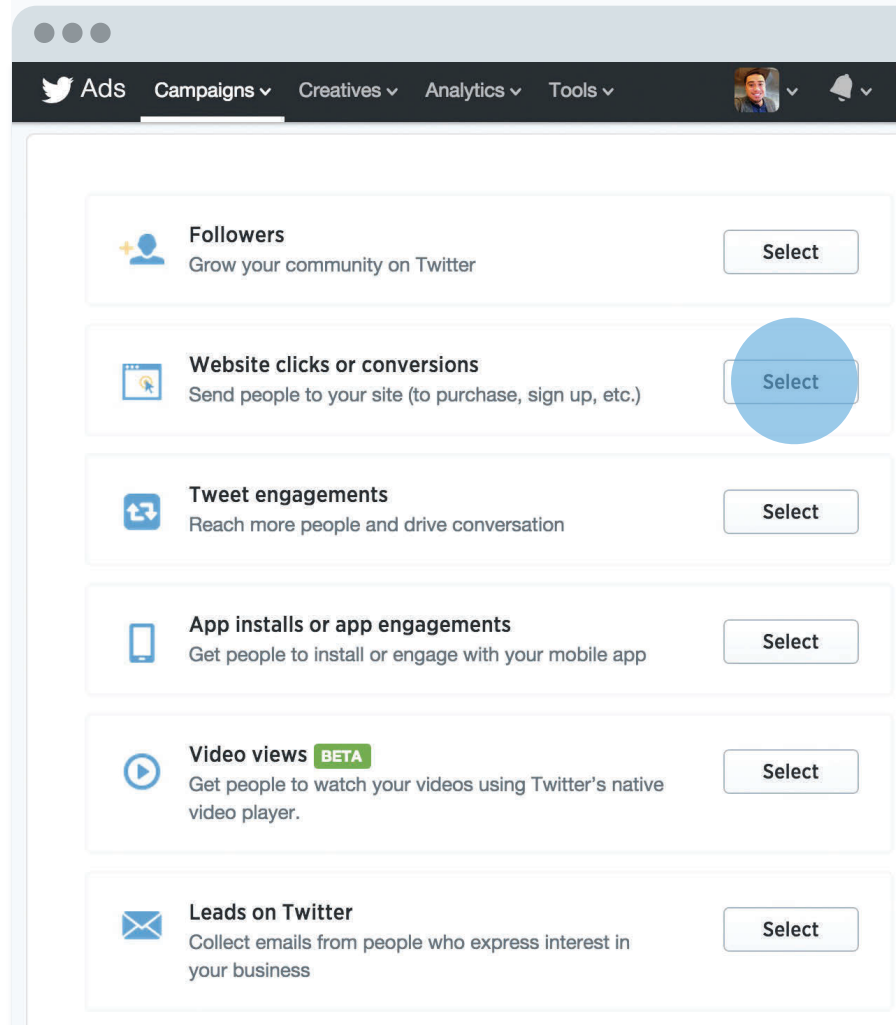Target website visitors and lookalikes of website converters

PLAY 1: USE THE WEBSITE CLICKS OR CONVERSIONS OBJECTIVE

GET A WORKFLOW, ANALYTICS AND PRICING TAILORED TO YOUR CAMPAIGN OBJECTIVE

Advertisers who use objective-based campaigns can choose from several objectives when they create a new campaign. Choose the Website Clicks or Conversions objective to access a workflow designed to help you create campaigns to drive high-converting traffic to your website. In your analytics dashboard, you'll see only the reporting that matters most to you, such as link click metrics, conversion rates and spend. And we'll bill you on a cost per link click (CPLC) basis, so you pay only when users click to visit your website.

PRO TIP:
As with any Promoted Tweets campaign, campaigns using the Website Clicks or Conversions objective enter a second-price auction for each ad impression. With a second-price auction, you'll only pay £0.01 higher than the second-highest bidder.

GET THE CONVERSION DATA YOU NEED TO EFFECTIVELY OPTIMISE YOUR CAMPAIGNS

Without a clear conversion signal, you're optimising in the dark. Using our conversion tracking for web, you can measure the number of users who convert on your website after viewing or engaging with your Promoted Tweets within your specified attribution window. To enable conversion tracking for web, create a Twitter website tag from your Twitter Ads account, then place the code snippet across your entire website. Once installed, you can add the conversion events you wish to track—such as purchases, site visits and downloads—as well as view the revenue your campaigns are driving right from the Twitter Ads dashboard.

PRO TIP:
Twitter's website tag doesn't just report on conversions. It also allows you to remarket to recent visitors to your website, and lookalikes of those visitors, through tailored audiences campaigns. Learn how @Betabrand reduced their CPA by 63% with tailored audiences.

```
<body>
INSERT TAG CODE
HERE
</body>
```

2
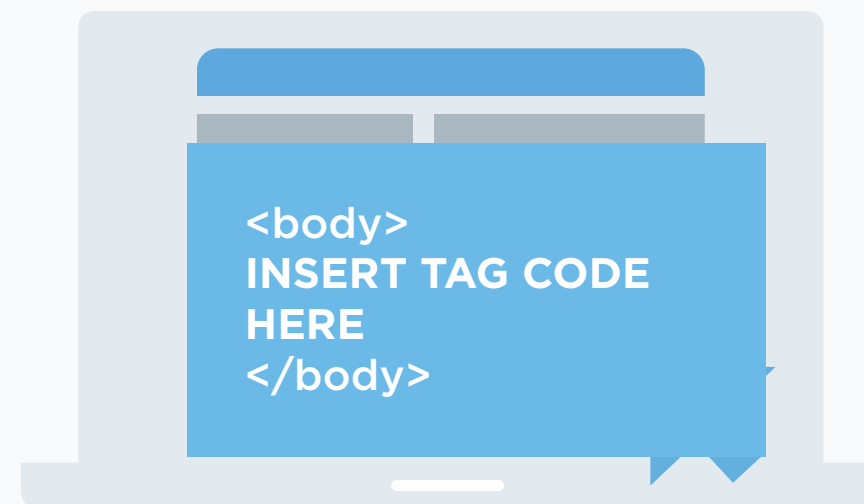
GIVE YOURSELF THE FLEXIBILITY TO ADJUST BID, BUDGET AND CREATIVE IN EACH MEDIUM

Approximately 80% of users access Twitter on mobile. Mobile is a fundamentally different medium than desktop, characterised by frequent quick sessions and spur-of-the-moment spikes in purchase intent. And conversion rates may differ on mobile vs. desktop. Because of these differences, we recommend running separate campaigns on mobile and desktop. This strategy will let you test and learn the nuanced user behaviours in each medium, with full ability to make campaign changes specific to each medium, such as creative or bid changes. Mobile vs. desktop should be your first split in all of your split tests. You may want to further break out mobile to phone vs. tablet. And don't forget: A mobile-optimised landing page is a must.

PRO TIP:
You can use the same rich in-Tweet imagery on both mobile and desktop. **Learn how @NespressoUSA drove 3x the conversions** from Twitter-sourced leads while running separate campaigns on mobile and desktop, while including compelling photos of Nespresso coffee.

PLAY 4: TEST BOTH IMAGE+LINK AND WEBSITE CARD CREATIVES

SPLIT-TEST WITH IDENTICAL MESSAGING TO LEARN WHICH CREATIVE TYPE RESONATES BEST WITH YOUR TARGET AUDIENCE

When setting up your Website Clicks or Conversions campaign, you'll notice that we offer two options for your ad creatives:

• One option we call image+link. Catch the user's eye with an in-Tweet image, and prompt users to click a URL in the Tweet copy.

• The other option is our Website Card. Use our purpose-built layout to show a compact image with a description of your website.

Among the thousands of advertisers we've worked with, some find the eye-catching imagery of image+link performs best for them, while others find that the Website Card's layout with website description is most effective for them. Test both creative types to see what works best for you.

PRO TIP:
Whichever creative type works best for you, your Tweet copy and imagery is highly important. Learn how @Pingometer found the best Tweet copy through a systematic experimentation process, and drove a 22% conversion rate via Twitter versus other marketing channels.

The Barista Bar
@baristabar

Love full-bodied intense coffee? Visit our site to pick up a bag of our Parisian Roast for £2 off. baristabar.co/special-deals

The Barista Bar
@baristabar

Love full-bodied intense coffee? Visit our site to pick up a bag of our Parisian Roast for £2 off.

Check us out
barista-bar.square-space.com

Website Card

FIND THE RIGHT BALANCE OF REACH AND PRECISION BY TARGETING USING TWO KEY SIGNALS OF INTENT

Twitter users share their interests through the accounts they follow and the things they Tweet. You can target based on both these signals.

- Use interest targeting (@username targeting in particular) to reach users similar to the followers of the Twitter accounts you specify.
- Use keyword targeting to reach users based on keywords in their recent Tweets, Tweets they recently engaged with, and their searches.

Interest targeting may bring you the highest campaign volume, while keyword targeting may maximise your precision, or be best suited to your campaigns around real-time events. Many advertisers we work with use both. Test both these targeting types to learn which one best suits you.

PRO TIP:
If you've done search engine marketing, you'll see similar features with Twitter's keyword targeting, such as broad match, phrase match and keyword suggestions. Try testing your high-performing keywords from search, but don't forget: Users don't always Tweet the way they search.

Add interests   Remove interest targeting

Interest categories increase potential reach. We will target users interested in **any** of the categories you enter, addition to any @usernames you enter above.

Search for interest categories   or   Browse categories

Target users interested in…

✕ Hobbies and interests   ✕ Shopping

+ Add tailore

+ Add TV tar

+ Add behav

Customize w

☑ Users' time

Add keywords   Remove keyword targeting

Target searches or users who tweet with words you enter. More about keyword matching

Recent global daily volume of Tweets containing each keyword

• < 1,000   • 1,000–10K   • 10K–100K   • 100K–1M

Enter a keyword or phrase   or   Import mul

✕ Match   • shopping ▾   • black friday ▾

New: Use the + symbol to match precise keywords; remove the + to expand to broad

Expand your reach by adding recommended keywords like **shoppin, blackfriday, and**

Add at least one keyword to get recommendations.

Matching options

+ Add followers

PLAY 6: TARGET WEBSITE VISITORS AND LOOKALIKES OF WEBSITE CONVERTERS

ENHANCE PERFORMANCE BY TARGETING TWITTER USERS WHO ARE SIMILAR TO THOSE WHO HAVE ALREADY CONVERTED

To complement your interest-targeted and keyword-targeted campaigns, create audiences of Twitter users who have visited and converted on your website. Place website tags in pages of your site that correspond to visits and conversions. As you're building a new campaign and selecting a tailored audience, you can choose to expand its reach to target similar users. For your audience of website converters, you can choose to exclude that same tailored audience, after having expanded it. That way, you'll target only users similar to your website converters, without re-messaging your website converters.

PRO TIP:
There many ways to segment your tailored audiences. Learn how @HostGator created a tailored audience of users who had visited their site but had not yet signed up for a hosting subscription. The result was a **46% decrease in cost per conversion,** compared with program benchmarks.

MATCHED AUDIENCES

PEOPLE ON TWITTER

RECENT WEBSITE VISITORS

6
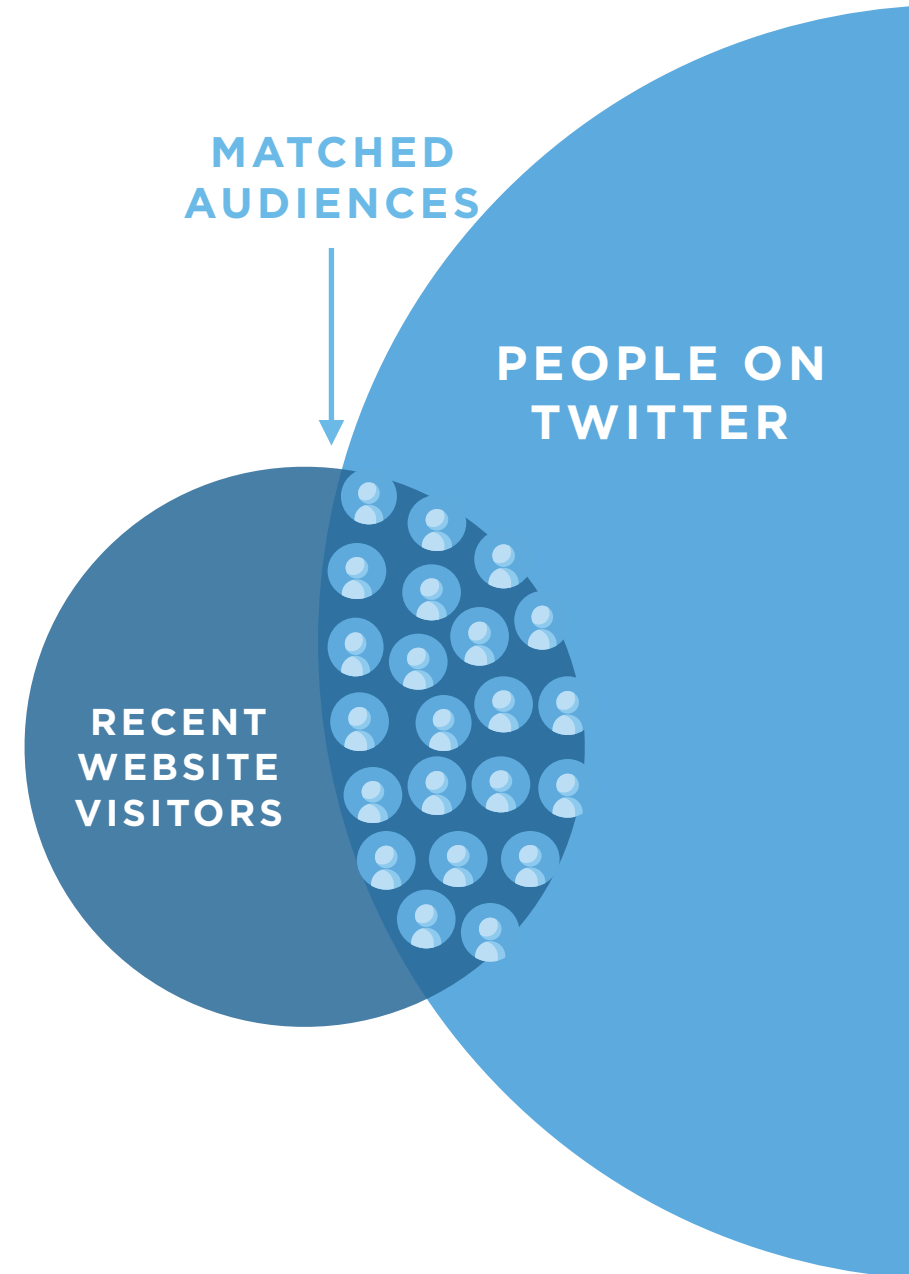
Planning Your Campaign

PLAN YOUR CAMPAIGN FOR SUCCESS

When you build a new Twitter Ads campaign, you'll start by selecting an objective. The objective we recommend for your needs is Website Clicks or Conversions. By selecting this objective, you'll benefit from a campaign workflow, analytics and pricing tailored to your needs.

- **Define key performance indicators (KPIs).** Identify the metrics that will determine whether the campaign is successful.

- **Use those KPIs to calculate your bid.** Use your landing page conversion rates to back into your cost per link click (CPLC) bids for both desktop and mobile campaigns.

- **Set campaigns up for auction success.** Auction performance is determined by two variables: bid and predicted engagement rate. In addition to setting a competitive bid, think about the ad message and the creative you're using. Can you do anything to make it more engaging?

- **Create a testing framework with multiple campaigns.** Create several campaigns so you can quickly see which targeting and creative variables drive conversions. Use this data to scale or pause campaigns.

2ND-PRICE AUCTION
Winner pays only £0.01 more than the second-place bidder.

£1.40

£1.01

£1.00

WIN

£0.90

BID   BID   BID
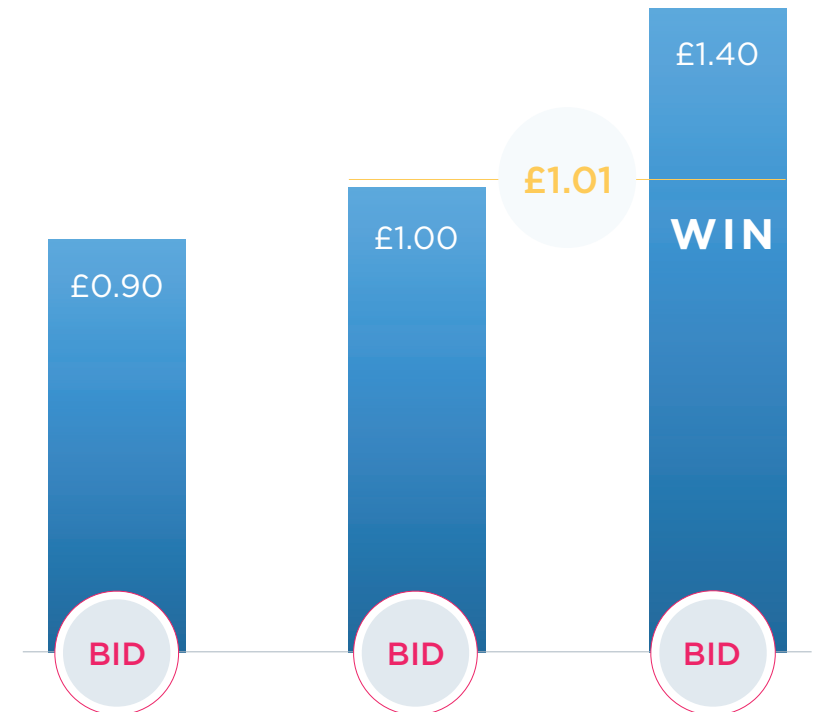
CREATE AD GROUPS TO TEST CAMPAIGN PARAMETERS

Within your campaign you can also set up ad groups to help simplify how you organise, optimise and measure your campaigns. Organise your campaigns into different set promotion schedules, test different audiences, measure results and identify which Tweets work best.

Campaign

A campaign corresponds to a single advertising objective, such as Website Clicks or Conversions.

CAMPAIGN
- Start & end date
- Total & daily budget
- Campaign objective & status

Ad group

You can set scheduling, budget and targeting for each of your ad groups. An ad group may contain one or more Tweets.

AD GROUP 1
- Start & end date
- Total budget
- Ad group status
- Placement
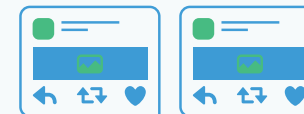- **Targeting**
- **Bid**

AD GROUP 2
- Start & end date
- Total budget
- Ad group status
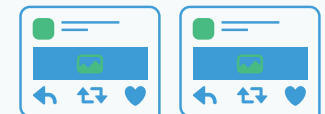- Placement
- **Targeting**
- **Bid**

Creatives

Tweets are included at the ad group level. You can have multiple Promoted Tweets in a single ad group, and our system will optimise to the best-performing creative.

CREATIVE

CREATIVE

CONVERSION PLAYBOOK

Understanding Your Bidding Options

CHOOSE YOUR PREFERRED BALANCE OF FLEXIBILITY AND CONTROL

Each ad impression on Twitter is run as a second-price auction, in which the winning advertiser pays only one cent more than the runner-up. When you run a Website Clicks or Conversions campaign, you're billed for each link click on your Promoted Tweets. You can choose one of three options for the way you'll bid on link clicks: automatic bidding, target bidding or max bidding. Your choice reflects your desire to be able to flexibly change your bid to win competitive auctions to reach high-value users, versus your preference to place strict limits on how much you'll pay for each link click.

FLEXIBILITY

AUTOMATIC

Get the most link clicks at the lowest price

| Automatic bid ▾ | £ | per website click |

TARGET

Drive link clicks while staying at or near your target cost per link click

| Target bid ▾ | £ | per website click |

MAXIMUM

Drive link clicks while setting a cap on your cost per link click

| Maximum bid ▾ | £ | per website click |

CONTROL

HIGHER-PERFORMANCE ADVERTISERS PAY LESS

An ad with high engagement (such as a high rate of link clicks) is advantaged in the auction. With this advantage, the ad can potentially beat ads that have higher bids.

BID HIGHER WHEN CHOOSING NARROWER OBJECTIVES

Performance advertisers who value a specific type of Tweet engagement (such as link clicks) need to bid substantially higher than brand advertisers who want to drive all kinds of engagements.

TARGET BIDDING CAN OFTEN DRIVE THE BEST PERFORMANCE

The choice of target bidding gives you the flexibility to bid on competitive auctions to reach high-value users who have a high likelihood of converting on your site, while retaining the control to ensure that you stay at or near your desired average cost per link click.

AD SCORE IS DYNAMIC

Ad score determines which campaign wins a given auction to show an ad to a user.

Each of your ads has a separate score, which is recalculated at each auction. Ad score is calculated as your ad's probability of engagement times your bid.

$$S = pE \times BID$$

Score — Probability of engagement — Max bid

WHERE E IS AN ENGAGEMENT THAT FITS WITH YOUR OBJECTIVE

Predicting pE involves consideration of all users' prior engagement with the ad, this user's past engagement patterns, and your account and campaign history.

Measuring & Optimising Performance With Your Website Tag

TRACK CONVERSIONS ACROSS DEVICES

While users are spending more time on mobile than ever before, the majority of conversions still take place on desktop. We're able to track users who are exposed to your Promoted Tweets on mobile devices and then convert on desktop.

OPTIMISE FOR CONVERSIONS

When you install a website tag, you'll see new functionality in your Twitter Ads account, letting you auto-optimise your campaign to drive conversions.

GET MORE GRANULAR REPORTING

Advertisers with our website tag can see impressions, engagements, and conversions from one device to another, and can view conversions and sales driven at a tag level.

BUILD AUDIENCES FOR TARGETING

Remarket on Twitter mobile and desktop to users who visited sections of your website where your website tags are placed.
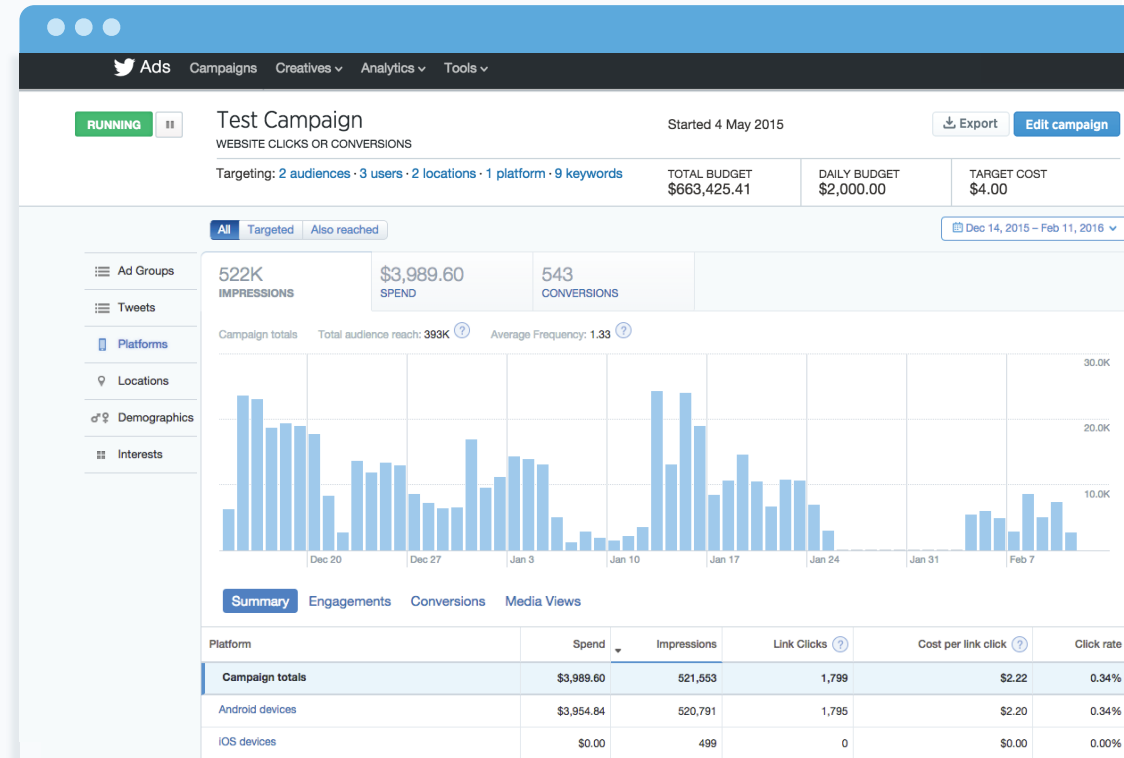
The cross-device conversion analytics in your Twitter Ads dashboard provides a detailed view of, for example, users who were exposed to your ads on Android devices and then converted on the same device, or users who were exposed on iOS and then converted on desktop web.

BEST PRACTICES FOR TAG INSTALLATION

CONSIDER YOUR SALES CYCLE

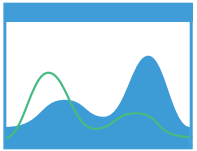If you're marketing a high-consideration product, consider selecting longer attribution windows than the default settings for post-view and post-engagement.

IF A USER CAN CONVERT, TAG THE PAGE

Tagging all pages where conversions may take place allows you full view into Twitter's contribution to your purchase funnel.

DON'T FORGET YOUR MOBILE PAGES

80% of Twitter users are mobile, so the majority of your traffic is likely to be mobile. Tagging your mobile pages captures that traffic, and helps you monitor all conversion paths.

SPEED THINGS UP WITH A CONTAINER

If you're concerned about site load time, you can copy the image snippet of the website tag and place it into a tag container or a tag management system of your choice.

CONSIDER HOW YOU WANT TO REMARKET

The Twitter website tag can also be used to build audiences for remarketing, so as you create and place tags, think about the audiences you'll want to have available. Place a tag on your home page to generate the largest audience of people expressing interest in your product or service.

DRIVE PERFORMANCE WITH YOUR WEBSITE TAG

Using a website tag opens access to a special functionality in your Twitter Ads Campaign UI: the choice to optimise for link clicks, or for website conversions. If you're like most performance advertisers and you want to drive website conversions at the best possible price with the highest return on investment, we recommend that you choose to optimise for website conversions. By doing so, you'll maximise the number of link clicks you receive from high-value users with an especially high likelihood to convert on your site, which will increase your conversion rates and your ROI.

1 Create new campaign ▼

Website clicks or conversions
2 Select and continue ▼

Link Clicks
Maximise the number of link clicks
3 Optimise for link clicks ⬍

– or –

Website Conversions
Maximise the number of link clicks with high likelihood to convert on your website
Optimise for web conversions ⬍

Increase Conversion Rate
Increase ROI

Website Conversions Are Recommended

FACTS AND TIPS WHEN CHOOSING HOW TO OPTIMISE

Use a key conversion tag. However you choose to optimise, it always makes sense to specify a key conversion tag when you set up a new campaign. Your key conversion tag is the website tag that represents the particular type of conversion you want to drive with a given campaign. For example, if you're an apparel retailer with three website tags that correspond to the shirts, jeans and shorts part of your site, specify the jeans tag as your key conversion tag for your "5% off jeans" promo campaign. By specifying a key conversion tag, your optimisation will be even more effective, and you'll get distilled analytics for the conversion type you care about most.

Bid higher when you choose to optimise for website conversions. When you optimise for website conversions, the Twitter Ads platform uses prediction to increase the proportion of auctions you enter for especially high-value users with a high likelihood to convert. The auction competition for these users and their link clicks is higher, so you'll need to ensure that you have a competitive bid.

Expected results and recommended actions after choosing to optimise for conversions

Increase bid to maintain link click volume

1 After Choosing

Link Clicks

Cost Per Link Click

Conversion Rate

2 Days Following

Return on Investment

Writing Creative That Drives Converting Traffic

PROMOTING HIGH-PERFORMING TWEETS

Tweet Copy Best Practices

Inspire action and drive results with Promoted Tweets by following these Tweet copy best practices:

Include a link and explain. Send users to a destination where they can take action. Avoid misclicks by managing users' expectations: Will the link lead to a place where they can browse products? Read an article? Shop your sale?

Minimise distractions. Focus the user on the desired action by avoiding @handles, hashtags or competing calls to action.

Convey a sense of urgency. Why should people visit your site right now? Is your offer available for a limited time? Give people a reason to take immediate action. Tweets that convey a sense of urgency have a 10% lower cost per link click and a 10% higher link click rate.

Deliver an offer. Discounts and special offers often serve as the hook users need to interrupt their content browsing experience and take action. Can you offer your customers free shipping? A special discount?

Gamelan Resorts
@Gamelanresorts

Our Gamelan Resort in Bali is as magical as the island itself. Take advantage of 5% off all bookings for May or June. bit.ly/1KqIIS3

Gamelan Resorts
5% Off

Promoted

Experiment with symbols and numbers. Does "20% off" drive better conversions than "£10 savings"? How does "Free shipping!!!" compare with "FREE shipping" and "FREE SHIPPING"?

Test different calls to action (CTAs). Test more aggressive calls to action (e.g., "Get a Quote," 'Book Tickets," or "Shop our Sale") against softer CTAs (e.g., "Learn More").

Check your landing page. 80% of Twitter users access Twitter from a mobile device. Use mobile-specific landing pages that load quickly and contain key information above the fold. Wherever possible, make the messaging in your Tweet copy reflect that in your landing page.

Develop a cadence of refreshing with new Tweets. Keep users' interest by keeping your campaigns fresh. For your always-on campaigns, consider using a calendar with regular reminders to introduce fresh Tweet copy.

Highlight new items or services. Get customers excited about your newest products or offerings by highlighting those items in your Tweet copy. Tweets that talk about "new" products or services have a 23% higher link click rate and a 26% lower cost per link click.

Gamelan Resorts
@Gamelanresorts

Our Gamelan Resort in Bali is as magical as the island itself. SAVE up to £95 on bookings for May or June. bit.ly/1KqIlS3

Promoted

This creative experiments with a copy variation that names a dollar savings amount instead of a percentage.
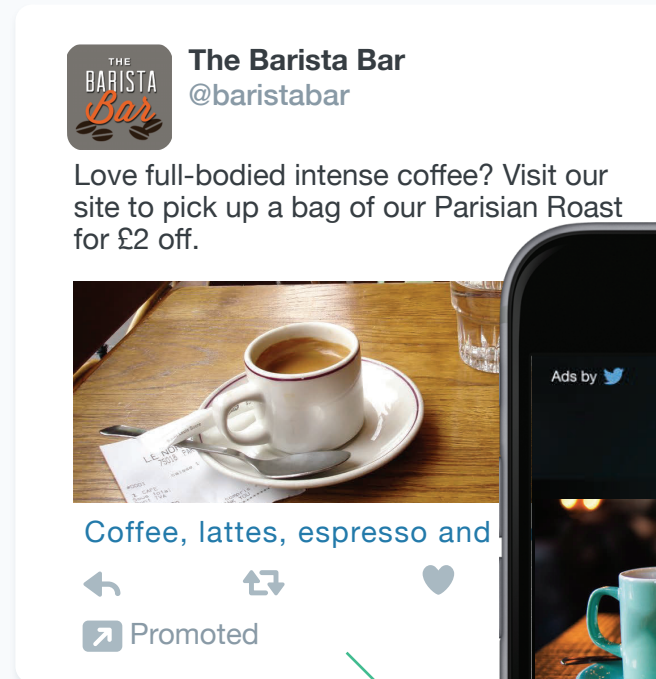
Drive More Scale by Extending Your Campaign

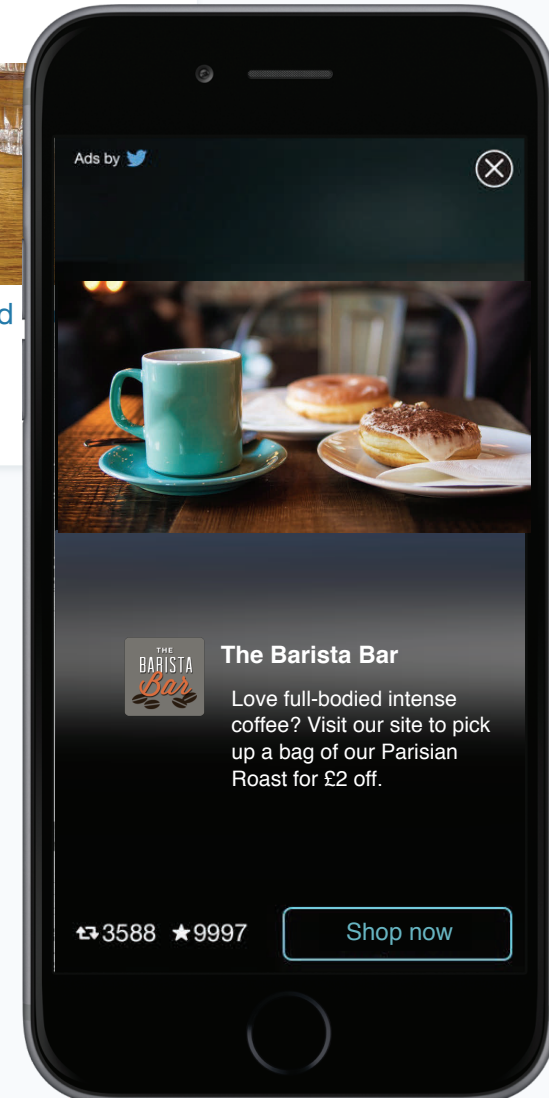## REACH MORE THAN 700M PEOPLE WITH THE TWITTER AUDIENCE PLATFORM

Extend your campaign to the Twitter Audience Platform to drive greater scale and performance for your Website Clicks or Conversions campaign. By selecting the option to extend your campaign, you'll reach your audience both on Twitter and on the mobile apps and websites that they visit every day.

Leverage Twitter's powerful first-party data signals along with your own data to granularly target the audience you want to reach, both on and off Twitter. You'll reach your audience wherever they are and drive conversions wherever they want to convert.

With the Twitter Audience Platform, you'll have access to the same cross-device reporting capabilities that you have on Twitter, so you can understand and optimise across every cross-device conversion path.

The Barista Bar
@baristabar

Love full-bodied intense coffee? Visit our site to pick up a bag of our Parisian Roast for £2 off.

Coffee, lattes, espresso and

Promoted

Extend your campaign to thousands of mobile apps

Ads by

The Barista Bar

Love full-bodied intense coffee? Visit our site to pick up a bag of our Parisian Roast for £2 off.

3588 9997   Shop now

Targeting & Bidding at Each Stage of the Funnel

OPTIMISE YOUR STRATEGY BASED ON THE GOALS OF YOUR CAMPAIGN

In your Twitter Ads account you'll find targeting tools that let you reach Twitter users at the right moment, in the right context, when they're most likely to take action after seeing your message. Target based on real-time keyword and interest data, apply your own data to create tailored audiences, and layer on targeting by geography, gender, device or language.

Think of your targeting options on Twitter as being on a spectrum between high reach and high precision. The further up the conversion funnel your target audience is, the better it is to rely on high-reach tools.
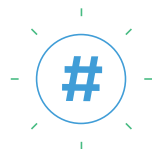
Based on your campaign goals, you'll also want to adjust your creative and bids to drive performance for your campaign.

@USERNAME TARGETING

Target lookalikes of users who follow @usernames you specify. A great way to ensure relevance and drive scale.

KEYWORD TARGETING

Target users who recently Tweeted or engaged with your chosen keywords. Particularly effective for high-volume hashtags (e.g., #Dreamforce or #edtech).

TAILORED AUDIENCES LOOKALIKES

Let us model your best prospects and customers (website visitors, email subscribers or custom) and find similar users for you to target on Twitter.

TAILORED AUDIENCES

Create audiences based on your own data, and target those audiences or exclude them from your campaigns. Target recent website visitors or email subscribers, define your own audience based on Twitter IDs, or leverage third-party lists to reach your targets.

FOLLOWER TARGETING

Users who are following your brand are already in your conversion funnel. Move them to conversion using Promoted Tweets with compelling offers.

V

## BRING USERS THROUGH THE UPPER FUNNEL

Targeting

Find users similar to those who are already visiting your landing page. Select tailored audiences and opt for audience expansion to find users similar to your existing website visitors. Then exclude your existing website visitors if you want to avoid marketing to users already in your conversion funnel.

Your followers have already expressed interest in your brand, but they might not have recently visited your website. Target those followers to re-engage them and direct their attention back to your site. You can also target users like your followers if you're looking for even more volume.

@Username targeting, a form of interest targeting, helps you bring your messages to large audiences. Some examples for getting started with @usernames:

- @usernames of your competitors

- @usernames of other companies marketing in the same category as you
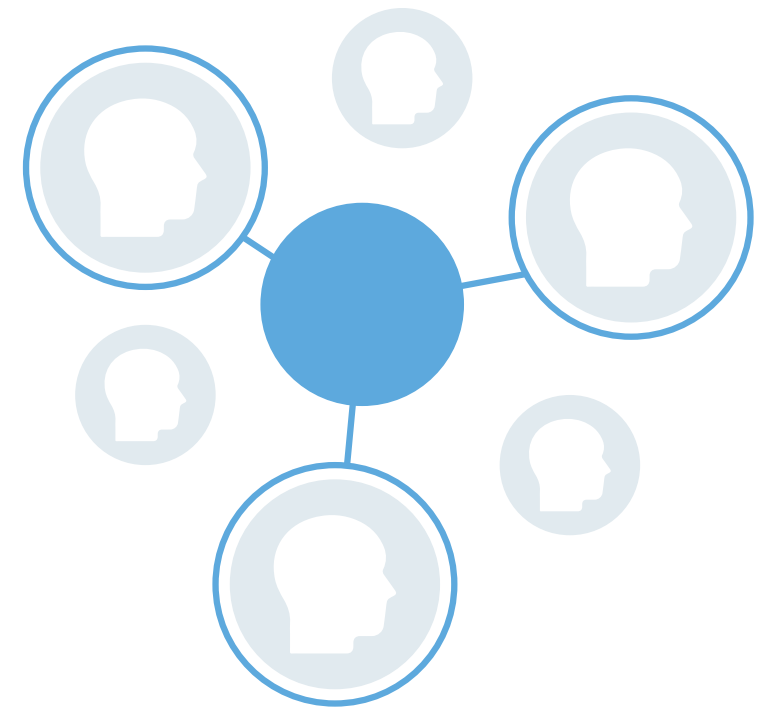
PRO TIP:
To bring your message to large and highly relevant audiences, use @username targeting, a form of interest targeting.

DRIVE WEBSITE TRAFFIC

- @usernames of media outlets or major industry thought leaders

- @usernames that correspond to a demographic target. For example, if your audience is "moms," try targeting mommy blogs or parenting magazines.

Keyword targeting allows you to reach users who recently Tweeted or engaged with your keywords. It's particularly effective when targeting high-volume hashtags, for example:

- Hashtags related to regular on-platform conversations around your industry; e.g., #edtech or #CIO

- Hashtags of large conferences where your target audience is attending; e.g., #Dreamforce or #SXSW14

- Branded hashtags that you've already seeded with users. For example, TGIFriday's seeded #endlessapps
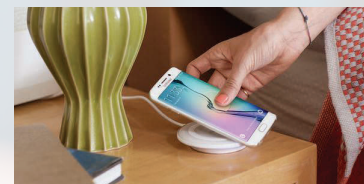
Ryan Brown @brownday
Headed over to #Dreamforce in San Francisco. Excited to see what's new!

Web2Web Conferencing @web2..
Our web conferencing software is second to none. Don't believe it? Start a free trial:
web2web.com/trial

BRING USERS THROUGH THE UPPER FUNNEL

Creative

Website Cards are purpose-built for driving site traffic. Test Tweets with Website Cards against Tweets that contain just copy and a link. Experiment with different imagery (product vs. lifestyle, for example) in your Website Cards.

Think continuity: Are you driving users to an article? Try teasing the content in the Tweet copy and telling users why they want to read the full story. Promoting a product page? Try delivering product imagery that prompts users to learn more.

Tailor copy to your target audience. For example, what might resonate most with an audience of outdoor explorers and travellers? How might this copy be different from a message for users who care more about health and fitness?

Pay attention to your CTAs: How does "read more" compare with "visit site"? What about "check it out" vs. "shop our collection"? When the goal is driving site traffic, testing soft and aggressive CTAs is important. Different CTAs might resonate differently, depending on the audience.
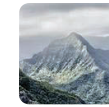
Outdoor Apparel
@OutdoorApparel

Whether you're hiking in Colorado or Colombia, the fabric in our new Tough Tee won't tear or collect burrs. Buy it: bit.ly/1M9BqC2

Tear & burr resistant

Pro...
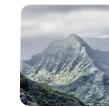
Outdoor Apparel
@OutdoorApparel

The underarms in our new Tough Tee wick moisture & odor away as you push through that last bench press. bit.ly/1KqIlS3

Sweat-wicking underarms

Promoted
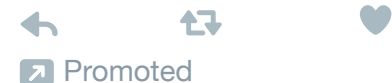
BRING USERS THROUGH THE UPPER FUNNEL

Bids

As you specify your bid, consider some of the downstream assumptions you're baking into your desired cost per link click (CPLC), such as your assumed conversion rates and whether those conversion rates will be different on mobile vs. desktop. Use optimisation as an opportunity to make bid changes.

For example:

- You're willing to pay £50 for a purchase, but you know you need to fill your marketing funnel and want to focus on driving site traffic.

- From your display campaigns, you know that:

- 2% of desktop visitors purchase your product.

- 1% of mobile visitors purchase your product.

- Based on these metrics, you need a website visit to cost you around £1.00 on desktop, and £0.50 on mobile.

- Consider additional variables such as quality of website traffic and average purchase value for Twitter users. Set a bid that makes sense given these KPIs.

£50

2%

1%

£1.00

£0.50

Desktop Visit Cost

Mobile Visit Cost
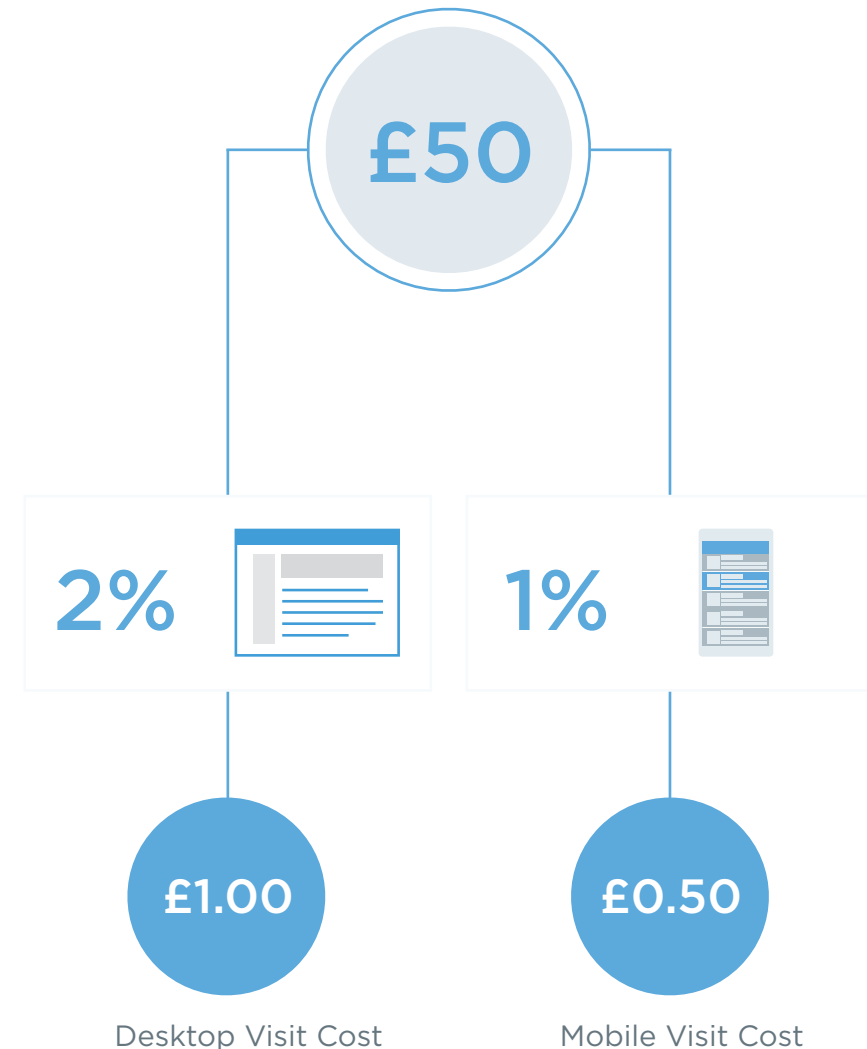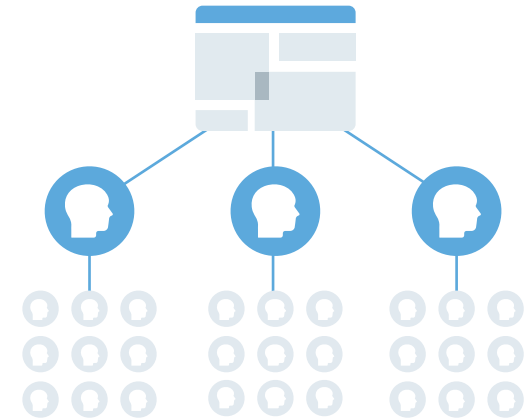
BRING USERS INTO THE LOWER FUNNEL

Targeting

Remarket to users already in your conversion funnel using tailored audiences. For example, target people who recently visited your website by placing our website tag on pages of your site. Or target customers who shared their emails with you by uploading a list of emails to your Twitter Ads account.

Followers have already raised their hands to receive your updates. Mobilise them to purchase by targeting them with an exclusive and limited-time offer.

Competitor @usernames can help you drive more lower-funnel actions from users with high intent. Closely monitor your conversion results for these campaigns.

Target people who are already talking about your brand favourably, by using keyword targeting to target your brand terms with a positive sentiment filter.

Create audiences of people who have visited particular sections of your site.
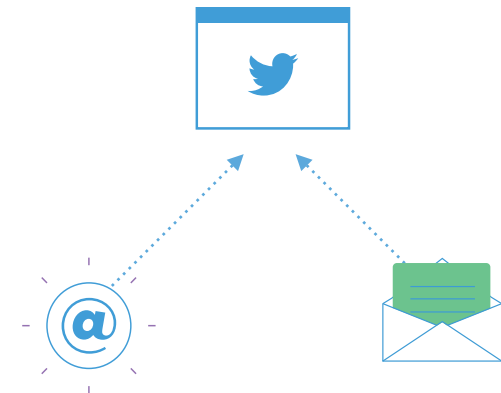
Upload your own list of people to create your own audience.

BRING USERS INTO THE LOWER FUNNEL

Creative

Avoid paying for user engagements that don't convert by managing user expectations with your Tweet copy and call to action. For example, "Shop now" manages expectations more effectively than "Check it out."

Discounts and special offers often serve as the hook users need to interrupt their content browsing experience and take action. Can you offer your customers free shipping? A special discount? Be sure to communicate that in the Tweet.

Why do people need to visit your site right now? Is your offer available for a limited time? Is the supply limited? Consider the real-time nature of the Twitter platform and give people a need to take immediate action.

Does "20% off" drive better conversions than "£10 savings"? How does "Free shipping!!!" compare with "FREE shipping" and "FREE SHIPPING"?

Test more aggressive and explicit calls to action (e.g., "Get a Quote," "Book Tickets," or "Shop Our Sale" against softer CTAs such as "Learn More" or "Check it Out").

Gamelan Resorts
@Gamelanresorts

The snow is still falling in Park City! Spend the weekend at our slope-side Glade Ski Resort and experience perfect Utah powder.

Explore Glade's amenities

More weeken

Promoted

Gamelan Resorts
@Gamelanresorts

The snow is still falling in Park City! Spend the weekend at our slope-side Glade Ski Resort and experience perfect Utah powder.

Book the last available rooms at Glade
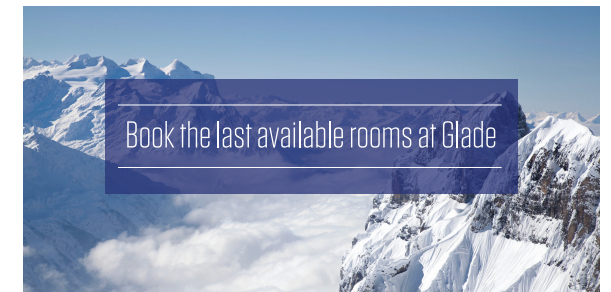
More weekend getaway packages

Promoted

BRING USERS INTO THE LOWER FUNNEL

Measurement

Conversion tracking for web will help you understand not only the volume of conversions, but also the value of each additional order. Update your website tag to enable sales data to be passed back to your Twitter Ads account, and get full visibility into your campaign-level return on ad spend.

Bids

Back into the bids that make sense for your business by looking carefully at conversion rates by device. If users typically convert at a 4x higher rate on desktop than on mobile, consider bidding 4x higher for your desktop campaigns.

Bear in mind that user drop-off might occur between the link click and the actual landing page arrival, and factor this into your bids accordingly.

PROMOTED TWEET DRIVES CONVERSION

A user views or engages with your Promoted Tweet, and is influenced to make a purchase on your site.
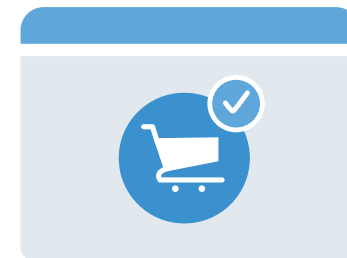
PURCHASE DATA IS PASSED INTO CAMPAIGN ANALYTICS

Sales amount and order quantity are passed into your Twitter Ads account. Your campaign analytics display the total number of items your campaign drove users to purchase and the total revenue from the campaign.
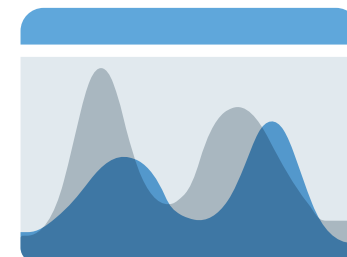
BRING USERS INTO THE LOWER FUNNEL

Optimisation

Campaign optimisation is crucial. While it makes sense to run always-on campaigns, you'll want to continually refresh and optimise your campaigns, given Twitter's ever-changing, real-time nature. Use your campaigns to identify winners and under performers, and:

- Pause campaigns that are significantly under performing.
- Modify bids for campaigns close to but not quite meeting your goals.
- Increase bids for campaigns that are driving performance and could benefit from scale.
- Use keyword-level reporting to identify which keywords are performing best. Remove low-performing keywords and replace them with similar new "challengers."
- Analyse conversions by targeting types: Are there any @usernames or keywords that are driving spend but not driving conversions? Remove those from campaigns.
- Look at Tweet-level conversions and increase bids for Tweets that are driving conversions. Decrease bids or remove any Tweets that are performing poorly.
- Look at device-specific conversion data and adjust your bids accordingly.
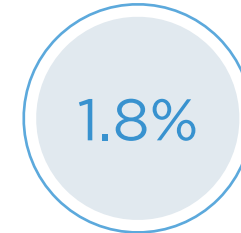
1.8%
Campaign
Conversion Rate
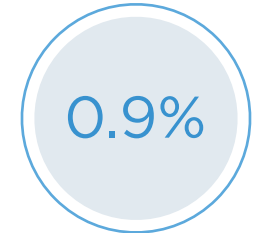
0.9%
Chosen
Benchmark

Keyword	Impressions	Conversion Rates
coffee	490,097	1.5%
latte	272,777	2.3%
mocha	119,033	0.4%
espresso	27,339	2.1%
chai	9,376	0.3%
cappuccino	27,093	2.0%
"french roast"	4,036	2.2%

Getting Started

READY TO START MAKING MOBILE ADS WORK FOR YOUR BUSINESS?

Now that you know the best practices and recommendations to drive Website Clicks or Conversions, you are ready to get started.

When planning and setting up your campaigns, be sure to refer back to this guide for helpful tips and reminders. You have the ability to customise your campaigns for your unique business goals. Test and learn what works for your business and start making mobile ads work for your business.

Visit ads.twitter.com to get started today!