Drive Engagement

Get more people to engage with and talk about your brand.
What’s covered

Overview

Campaign planning
- How to get started
- Where your ads appear
- Engagement Ad formats
- Creative best practices

Campaign implementation
- Audience targeting
- Bids
- Campaign pro tips
- Setting up your campaign

Measuring results
Engagement is all about getting those clicks, likes, replies, and retweets.

People come to Twitter to discover and share. Time to position your brand to get their valuable attention.

**Engagement campaigns** allow you to reach a relevant audience who are likely to engage with your Tweets. That means more likes, Retweets, replies, clicks, etc. You can promote Tweets that are published organically, or create special promoted Tweets for your targeted audience.

You only pay for engagements you receive. Impressions that don’t generate an engagement are not billed.

Research shows that engagement is correlated with brand lift and offline sales.

Ads promoted through Engagements campaigns, aka Promoted Tweets, are like regular Tweets that reach more people. Use them to place your best content in front of an interested audience at the right time.

**Benefits**

**More active posts**
Drive likes, replies, clicks, and Retweets among your core audience.

**Gain insights**
Inform your campaign by asking your audience questions.

**Drive word of mouth**
Encourage people to share your Tweets.

The engagement objective is compatible with all of Twitter’s targeting and ad formats and is the preferred buying model for

- Conversational Cards
- Promoted Polls
- Like for Reminders
Here are all the things you can do with engagements campaigns.

- Announce new product launches or product benefits.
- Connect your brand with events happening in the world around you.
- Create a dialogue between you and your customers.

Want to drive awareness for your business? Here’s how Engagements campaigns can help.

- Expand the reach of your content like blog posts, white papers, and more.
- Connect with influencers and brand advocates by ensuring they see your content.
- Promote awareness around events and product launches.
- Ask for Retweets to gain a broader audience.

Twitter’s cost-per-action pricing means you only pay for the results you’re looking to drive.

In an engagement campaign, you’re only charged for every 1,000 Tweet engagements.

What you pay per engagement depends on your budget, bid, and the targeting you select. As part of this offering, you’ll get real-time bid guidance based on your targeting goals. Want to know more?

Read up on Twitter Ad pricing.
How to get started

Before you start, make a plan. Below are a few simple questions to ask yourself as you set up your first campaign.

Things to consider

Who are you trying to reach?

What is your larger campaign goal?
(eg., drive brand equity, offline sales, total engagements, or start a conversation)

What creative assets do you have?
(image, video, etc.)

What action/engagement do you want those people to take?
(share your content, click to learn more, reply to a prompt)

Do you have a clear call to action?

Does your creative follow Twitter’s best practices?
Where your ads appear

Engagements campaign impressions are served in multiple locations.

Timelines
Your campaign may be visible within a person's timeline if your ad uses audience targeting that is relevant to that person.

Profiles / Tweet detail pages
(Optional) When someone you’ve targeted visits a Twitter profile or Tweet detail page, they may be eligible to see your ad.

👩‍💻 Official Twitter clients
Engagement campaigns from our advertising partners may also be displayed through Twitter's official desktop and mobile clients, including TweetDeck, Twitter for iPhone, and Twitter for Android, and more.

🔍 Top of search results
(Optional) You can opt in to have your campaigns appear at the top of select search result pages on Twitter.com & partner products like Hootsuite.

🎉 Third-Party Twitter clients
We currently syndicate our Twitter Ads suite to some third-party Twitter clients. You can customize where you'd like your Tweets to appear on the "Creatives" tab during campaign setup.
Engagement
ad formats

Here are all the Twitter ad formats that work with the engagement objective.

Twitter ads offers a variety of product options to showcase your content and media in the best format possible.

Although they can be used interchangeably, most map directly to a specific objective and marketing goals to maximize results. Explore some of our most popular ad formats below, and experiment with a few to find the best fit.

- Promoted Video/GIF
- Promoted Image
- Video Website Card
- Image Website Card
- Promoted Moments
- Promoted Text

Fun fact

Tweets with video receive 10x higher engagement than those without video.
**Promoted video**

Promoted Video lets you promote a video from a brand's Twitter account. The video autoplays when shown in a person's timeline. Promoted Video is a proven video ad solution that drives brand metrics and sales. Stick to this tried-and-true ad format, or take it a step further and use additional features to achieve specific goals.

**Promoted image**

Reach a wider group of people or spark engagement from existing followers.

Promoted Images are Tweets that are paid for by our advertisers to reach a wider group of users or to spark engagement from their existing followers. These appear in your Home timeline, at the top of search results on Twitter and elsewhere on the platform, and are clearly marked as "Promoted", but act just like regular Tweets and can be Retweeted, replied to, liked, and more.
Video website card
Capture attention with your best video or image content and drive people to your site or to take an action in the moment.

The Video Website Card enables marketers to promote their website with video creative, creating a rich experience for the user, a continuation of the conversation started in the video, and more qualified site visits. Upon clicking on the video unit, the destination URL loads and the video shifts to the top of the screen and continues to play. The video then scrolls with the page.

Image website card
Showcase your best creative and drive people to your site or to take an action in the moment.

Image Website Cards leverage Twitter’s unique data signals and cross-device identity to reach key audiences and deliver cost-efficient clicks to your website and onsite conversions, across platforms.
Promoted text

Reach a wider group of people or spark engagement from existing followers.

Promoted Tweets are Tweets that are paid for by our advertisers to reach a wider group of users or to spark engagement from their existing followers. These appear in your Home timeline, at the top of search results on Twitter and elsewhere on the platform, and are clearly marked as "Promoted", but act just like regular Tweets and can be Retweeted, replied to, liked, and more.

Promoted moments

Promoted Moments are a collection of Tweets you can place together in a storytelling canvas that's immersive and engaging. The format allows brands to tell a story beyond 280 characters.

Image Website Cards leverage Twitter's unique data signals and cross-device identity to reach key audiences and deliver cost-efficient clicks to your website and onsite conversions, across platforms.
Creative best practices

The engagement objective can work with many of Twitter’s creative formats including images, GIFs, and videos.

So what’s the secret to a good Tweet Ad? It’s quite simple... People respond best to compelling Tweets. As you build your campaign, we recommend you brainstorm creative ways to develop interesting Tweet content and engage your audience. We’ve included three good questions to ask yourself.

A simple formula

1. What do you want consumers to think?
2. What do you want them to do?
3. How do you want them to feel?
Here’s the kind of copy we recommend.

While images and video are responsible for the majority of attention, people actually read on Twitter (more so than other platforms) so it’s important to think through your copy and CTAs. Below are some best practices you can follow.

**Keep it brief**
Even though Twitter allows 280 characters, brevity is key for brands. The sweet spot for driving awareness and favorability are Tweets with 50-100 characters.

**Focus your message**
We know you have a lot to say, but don’t boil the ocean in one Tweet. Try to keep Tweet copy as simple and focused on serving one purpose.

**Strong CTA**
In an Engagement campaign, it is important to tell people exactly what to do (“Click to...”, “Reply with...”). Don’t forget a strong call to action.

**Connect copy + content**
Copy and content go hand-in-hand. Make sure to make a clear connection between the video or image, and the accompanying copy.
Our recommendations for creative.

Ad creative is the #1 factor in driving sales. In fact, according to Nielsen, 47% of sales can be attributed to creative alone.

After reviewing thousands of campaigns, we’ve put together a list of ways you can drive the best return for ads.

<table>
<thead>
<tr>
<th>Keep it short</th>
<th>Grab attention quickly</th>
<th>Persistent branding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aim to keep videos at 15 seconds or less to maximize branding impact. 15 second video ads tend to see 3x higher completion rates over 30 second ads.</td>
<td>Use movement and show talent in the first few seconds of your video. Keep in mind that the video can be skipped after 6 seconds.</td>
<td>Video ads with clear logo placement drive 36% higher brand recall. Clear branding should be included within the first 3 seconds of the ad, but preferably stay on-screen the whole time.</td>
</tr>
</tbody>
</table>

Strong visuals
97% of people focus on visuals on Twitter, so make sure it’s eye-catching and features your product or key message.

Captions + sound off
Include captions or text-overlay so that your message comes through without sound. Closed captions and text overlays create 28% longer view times on Twitter and Average ROI is 1.8x higher for videos that don’t require sound to be understood.

Remember, there are no technical limitations on the type of Tweets you can use in the engagements objective. Check out our Specs Page to see all available Tweet types, which will also be covered in the next section.

Remember, no matter what type of Tweet you use, you'll only be billed for engagements, which includes Retweets, replies, likes, poll votes, and hashtag clicks.
Getting seen by your target audience is great. Getting them to take action can be even better.

Take advantage of Twitter’s extensive targeting options to reach the audience your content is best suited for. Then monitor your Tweet activity dashboard to learn what your audience best responds to.

People come to Twitter to discover what’s happening in the world, to share information instantly, and to connect with people and businesses around the globe. Twitter is where hundreds of millions of people post more than 500 million Tweets every day. This gives us a window into people’s lives, interests, wants, and what they’re doing right now.

With the engagements objective, you get access to Twitter’s industry-leading targeting features. Configure accordingly and you’re all set to go.

Here are 3 groups we target:

**Core audience**
People targeted based on factors like demographics, location, interests, and keywords.

**Existing connections**
Reach people who are already familiar with and have expressed interest in your brand on or off Twitter.

**Look-alikes**
Discover brand new people with habits, interests, and backgrounds similar to your existing followers or customers.
Core audience targeting

Looking to reach the right people at scale? Start here. Core Audience targeting allows you to set parameters to find your ideal audience.

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Location</th>
<th>Keywords</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set preferences on age, gender, language, device, and more.</td>
<td>Make selections based on country, state, region, metro area, or zip code.</td>
<td>Target or exclude people who searched for, tweeted, or engaged with Tweets containing keywords.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Conversations</th>
<th>Followers</th>
<th>Look-alikes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Find people talking about your brand (or relevant topics) in real time to drive conversation across Twitter.</td>
<td>Reach people who follow your brand on Twitter.</td>
<td>Connect with people based on the types of handles they follow and interact with.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Interests</th>
<th>Movies + TV</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choose based on what they’re into: hobbies, sports, movies, and more.</td>
<td>Target people who Tweet about or engage with movies and shows in a specific market.</td>
<td>See who’s interested in select festivals, concerts, holidays, etc.</td>
</tr>
</tbody>
</table>

**Pro Tip #1**

While it’s always smart to target by location and device, we advise using only one type of audience targeting with each campaign. In other words, choose whether to target by keyword, interest, followers, behavior, and so on. This makes it much easier to track what works and optimize accordingly.

All of our Demographic Audience Targeting tactics including Age, Gender, Location, Device, Language, and Carrier will apply to every person targeted in your campaign. For our Interest and Action based targeting tactics, including Keywords, Interests, Follower Look-alikes, and Conversations, a person can only be targeted by your campaign based on a single parameter, not multiple.
**Existing connections targeting**

Yes, Core Audience Targeting is a big help in finding a large and relevant audience. But maybe you’re looking for a more specific group of people? Here’s where you find people who have already shown interest in your brand.

<table>
<thead>
<tr>
<th>People who’ve visited your website</th>
<th>People who’ve seen or engaged with past Tweets</th>
<th>People or customers you already know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target individuals who have already visited your website. All you have to do is install Twitter’s pixel.</td>
<td>Now you can retarget anyone who’s watched your video, liked a Tweet, or engaged with your organic/promoted content within a certain timeframe.</td>
<td>These are the people you already know are interested. Identify them based on emails, Twitter IDs, or mobile advertising IDs. You can also work through an Audience Partner to import existing customer audiences directly into your Ads account. Reconnect with them or exclude them to focus on new acquisition.</td>
</tr>
</tbody>
</table>

For detailed instructions on how to do this, visit our Custom Audiences for Web page that has step-by-step instructions.

**Look-alikes targeting**

Expand the audience you’ve created using Core Audiences and Existing Connections using Look-alikes. These are brand new people that like, act, and engage the way your existing customers do. This is the best way to scale your campaigns.

Efficient CPEs

If you’re using the target cost bidding model, you can lower your bid to decrease your CPE. Look at your targeting and see what is driving efficient (aka, low) CPEs. Add in similar targeting. On the flip side, if you have targeting that’s driving high CPEs, make sure you remove that. Look at your creative, too. Some creatives can driver higher CPEs than others. Review your creative, bid/budget, and targeting over time to further refine your campaign and achieve the results you’re looking for.

**Pro Tip #2**

Have more questions about targeting? Visit our detailed Q&As on: Device targeting | Geo, gender, and language targeting | Interest and follower targeting | Keyword targeting | Custom Audiences
Other targeting tips to optimize your campaign

**Target with focus**
Creating campaigns with focused, relevant targeting means you have a higher chance to serve to audiences who are interested and likely to engage with your ad. Too large an audience will decrease the chances of the ad being relevant to users. That being said, targeting too small an audience will limit the users who are eligible to see your ad. Use the campaign forecaster tool within the campaign setup form to see if your targeting parameters are focused but not limited.

**Increase your reach**
Target people who are similar to your followers, who are Tweeting with specific keywords, and who have visited your website.

**Vary targeting between campaigns**
If you have more than one campaign targeting very similar audiences, your performance can suffer since your campaigns are essentially competing between each other for serve.

**Align Tweet copy with targeting**
For example, if you have one Tweet copy targeting males, and one targeting females, make sure the copy you use aligns with the different targeting parameters.

**Break out mobile vs. desktop targeting**
Mobile is a fundamentally different medium than desktop, characterized by frequent quick sessions and spur-of-the-moment spikes in purchase intent. Because of this, we recommend running separate campaigns each targeting mobile and desktop separately. This lets you test and learn the nuanced behaviors for each.

**Play around!**
One of the most important things you can do to drive continued campaign performance is to test what works for you and your campaigns. While it makes sense to run always-on campaigns, you’ll want to continually refresh and optimize your campaigns, given Twitter’s ever-changing, real-time nature. Remove low performing keywords, interests, and handles, and replace them with ones that are similar to the high performing ones.
Bids

Let’s talk campaign bidding

When setting up your engagements campaign, you can select between automatic or maximum bidding as your bid type. We recommend the automatic bid option since this automatically bids on your behalf, maximizing your campaign's chance to serve.

If you choose a maximum bid when you set up your campaign and input your bid, think of your max bid as how much you're willing to pay per engagement. Remember, an engagement counts as all clicks on your Tweet, including Retweets, replies, likes, poll votes, and hashtag clicks.

When entering your bid, it's important to think carefully about the value each engagement brings to your business. We provide a recommended bid (informed by past successful campaigns and auction dynamics) which indicates the amount that will best help you reach your goal. You will never be charged more than your bid and advertisers are often charged less. However, if your bid is not competitive relative to other advertisers, your campaign may not serve. In addition to controlling the amount you pay per action, you can also control the daily budget you’re willing to spend on each campaign. Once your daily budget has been reached, the campaign will stop serving until the following day (or until the daily budget is increased). You can also set a total budget for the campaign.

You’re encouraged to test your objective with a CPE bid in the suggested range. This range varies based on your optimization preferences. It may also be higher during heavy traffic events (like Holidays), where there are more brands competing for the attention of your audience.

A higher bid means you are more likely to win the auction, which will then lead to more engagement.
Campaign Pro Tips

The best way to know if your campaign’s working? Try things out. Start a few campaigns, one for each marketing initiative, so you can get a sense of what works best. Test, iterate, win.

Below are some insider tips for maximizing your campaign’s performance.

Auto-bid
Start with auto-bid to see how ads perform in the auction.

Include a video
And don’t forget to follow creative best practices.

Try things out
Vary the creative (3-5 pieces) and copy, headlines, and calls-to-action to see what’s working.

Vary ad formats
Using 3-5 different ad formats drives the best brand lift. Remember, the same creative from a standard Tweet can be turned into a website card.

Go broad
Target as broad as possible, utilizing look-alikes, keywords, interests, conversation topics, retargeting, and expand your audience features.

Don’t over optimize
Resist temptation to over-optimize. After edits, wait 2-3 days to allow learnings to progress.

Pro Tip #1
Higher bids receive more unique reach.

Pro Tip #2
Lower bids have less unique reach and a higher frequency rate (average number of times a person sees your ad).

We’ve got your back.
Our systems will automatically serve your best performing ads to the people you want to see them. Plus, we’re here to talk campaign strategy and effective ways to reach your key demo.
Launching an Engagement campaign

O1
Log into your Twitter Ads account.

O2
Click "Create campaign" in the top right corner of your Ads Manager.
03

Select the “Engagements” objective when creating a new campaign.

04

You'll be brought to the "Details" tab the Campaign Setup form. Here you will name your campaign, choose your funding source, and set campaign dates and budget. Create a campaign name. This won’t be public. We recommend you use a descriptive name for ease in reporting, ie: audience targeted, creative, etc.

05

Choose the proper Funding Source and input your Daily and Total campaign budgets. Set start date and (optional) end date.

- We recommend longer flights to achieve greater CPM efficiencies.

Set parameters for your ad group(s).

- Ensure to only select “Accelerated Pacing” if you have a very short flight with more flexible cost ranges.
Set up measurement tracking if applicable. (Check with your local Twitter sales rep to see what measurement tracking is available in your area)
07

Select the audience you’d like your ads to be served to in the "Targeting" tab.

Learn more about our targeting options.

08

Choose the Tweets you’d like in your campaign. You can also customize the Twitter locations you’d like your Tweets to serve.
Review your final campaign setup on the "Review & Complete" tab. If you'd like to add additional ad groups to your campaign, you can do that here.

### Campaign

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective</td>
<td>Engagements</td>
</tr>
<tr>
<td>Start</td>
<td>Oct 16, 2020, 12:00 AM PDT</td>
</tr>
<tr>
<td>End</td>
<td>Oct 26, 2020, 10:00 AM PDT</td>
</tr>
<tr>
<td>Daily budget</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Total budget</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>Funding source</td>
<td>Product Testing (PT - Audience Manager v2 Test - IO $600) (T1542478)</td>
</tr>
<tr>
<td>Pacing</td>
<td>Standard</td>
</tr>
</tbody>
</table>

Launch your Engagement campaign!
Measuring results

Metrics in ads manager

Get real-time results any time by visiting the Ads Manager. There you can explore metrics like total spend, results, cost per result, and result rate. Keep in mind an impression is any time your ad is shown on Twitter.

Discover all the things you can do in our Ad Manager.

Other metrics to track

- Cost Per Engagement
- Engagement Rate
- Total Impressions
- Total Engagements
- Total Spend
- Total Audience Reach

Key metrics to track

- Likes
- Replies
- Retweets

Ad level:

What Tweets are performing best? Are there any common themes around creative and/or copy? If so, consider creating more Tweets like these to add to the campaign.

What Tweets are underperforming? Consider turning these off.

Ad group level:

Is there an ad group performing better than others? Why is that?

Audience level:

What audiences are your Tweets resonating with most?

Measurement studies:

Additionally, you can run measurement studies* depending on your goals. Here are examples of deeper measurements we have run for Engagements campaigns.

Audience Verification helps you understand the demographics of the audience you have reached. In these reports, you can access key metrics like age and gender.

Brand Surveys help you understand if your campaign is driving brand lift across a variety of metrics, such as brand awareness, message association, consideration, or more. This will help you understand the brand lift between those who have seen your ad and those who have not.

Offline or Online Sales Studies help you determine the impact of your Twitter ads in sales across different targeting and creative strategies.

*You can find all of Twitter’s measurement solutions here. Study feasibility and availability of solutions and partners vary by market. Please connect with your Twitter Client Partner for more details.

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