



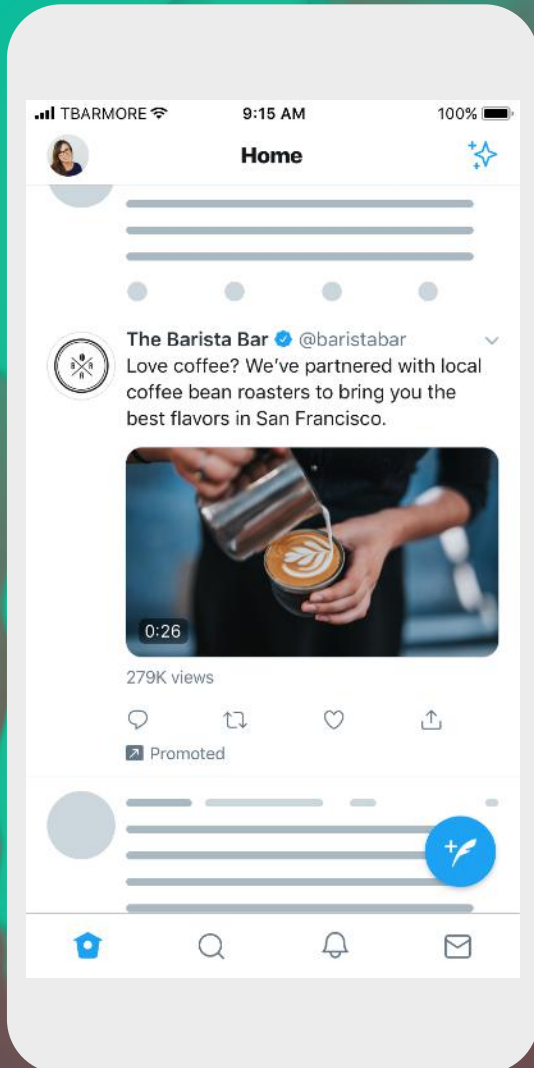
# Drive Engagement

Get more people to engage with and talk about your brand.





# What's covered



Overview	03
Campaign planning	
How to get started	05
Where your ads appear	06
Engagement Ad formats	07
Creative best practices	11
Campaign implementation	
Audience targeting	14
Bids	18
Campaign pro tips	19
Setting up your campaign	20
Measuring results	25



# Overview

**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.

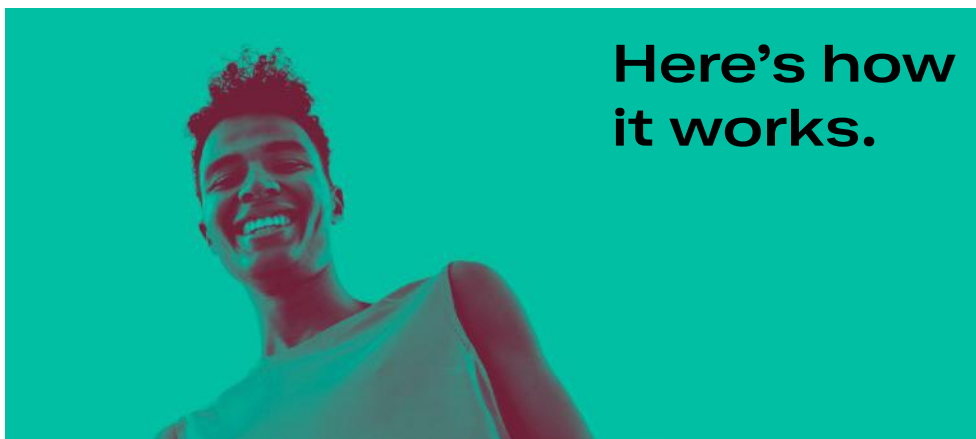
Want to drive awareness for your business?  
Here's how Engagements campaigns can help.

- 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.



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



For the engagement objective this means you'll only be charged when someone clicks on your Tweet, including Reweets, replies, likes, poll votes, and hashtag clicks.

Trying to get the most reach instead? Try using the reach objective instead.

### 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

## Things to consider

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



**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?**

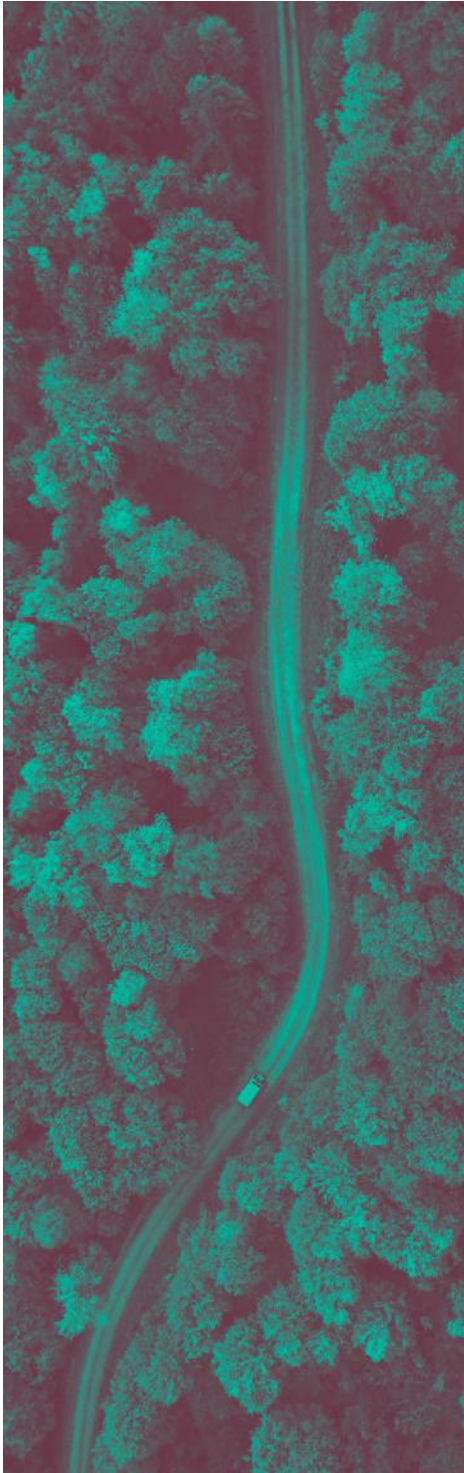
(share your content, click to learn more, reply to a prompt)



**Do you have a clear call to action?**



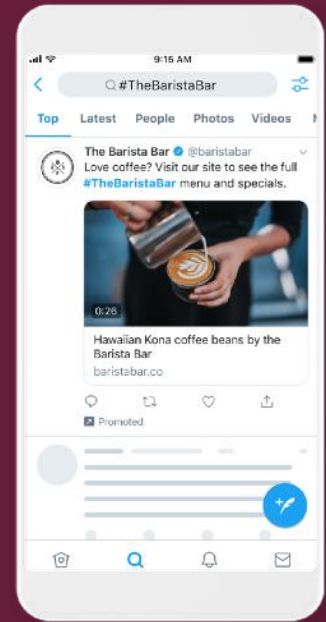
**Does your creative follow Twitter's best practices?**





# 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



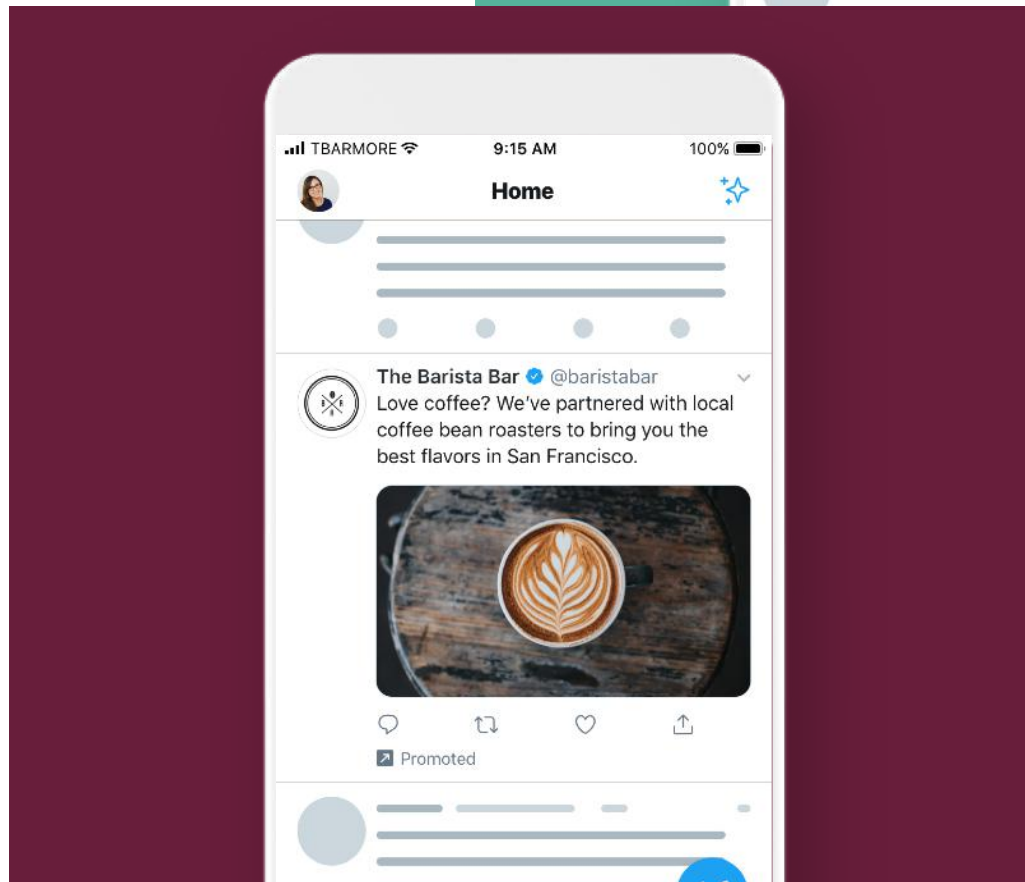
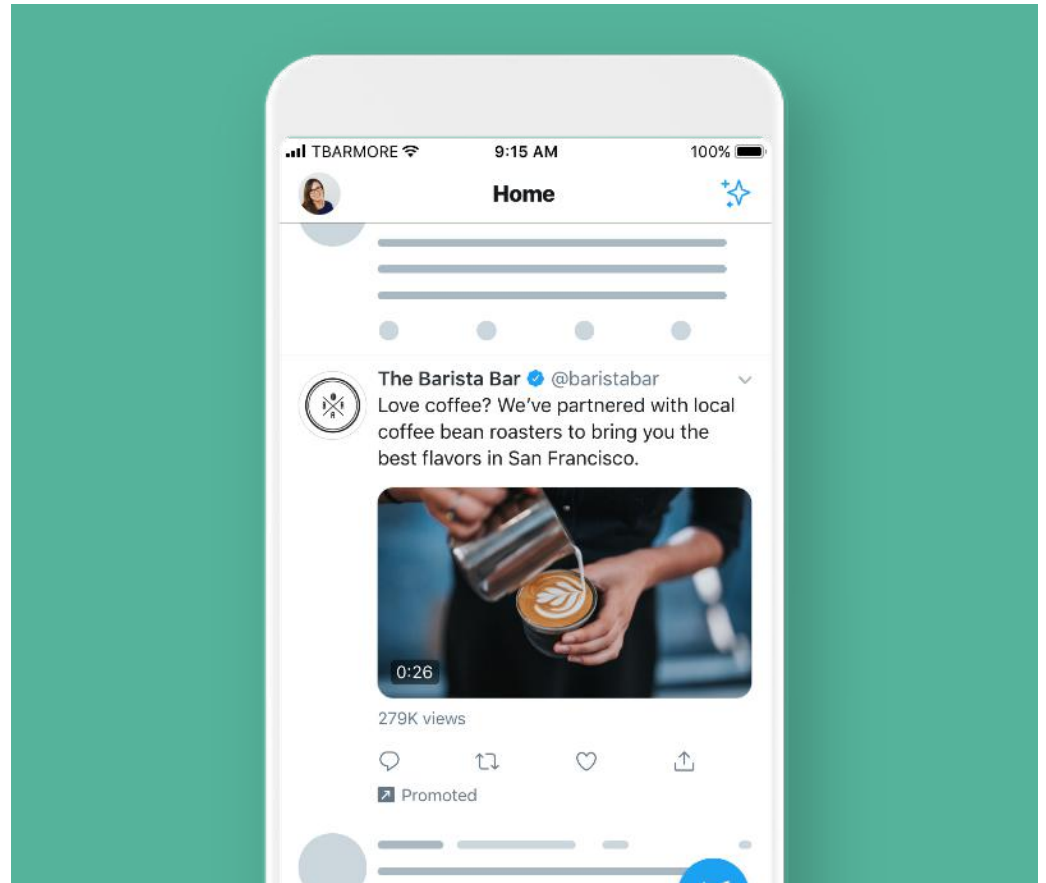
## Fun fact

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.

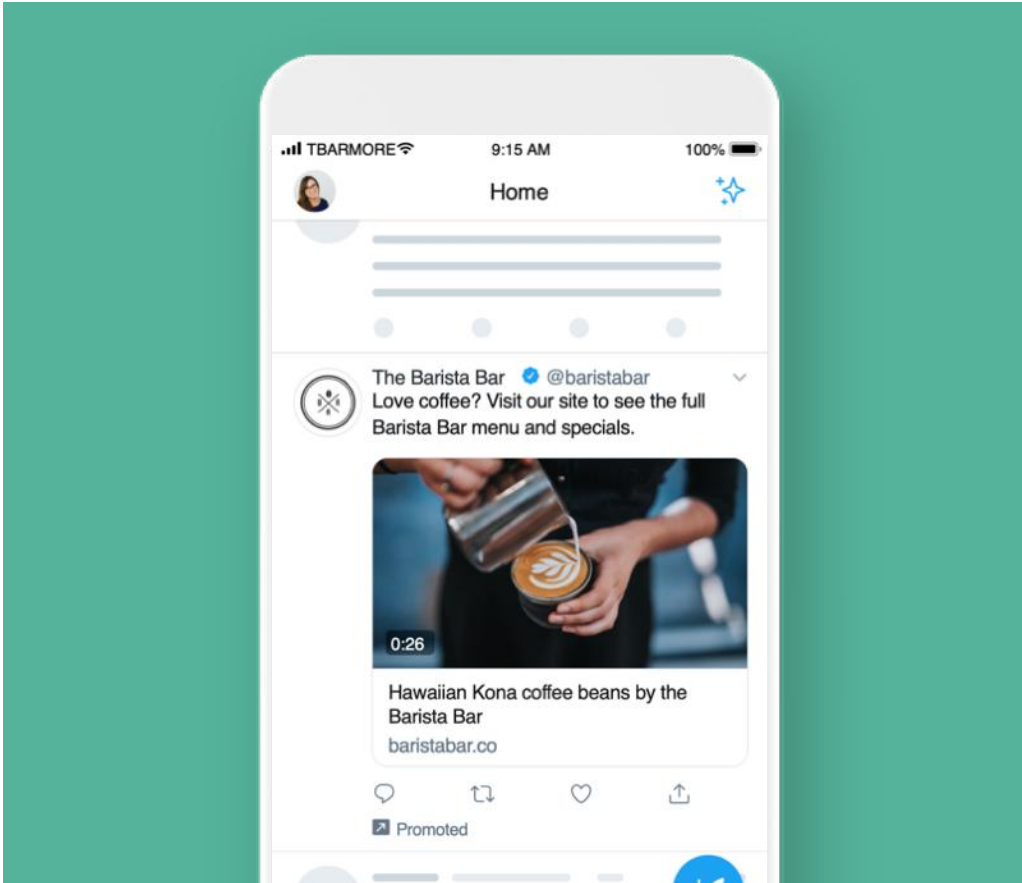


### Promoted image

**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

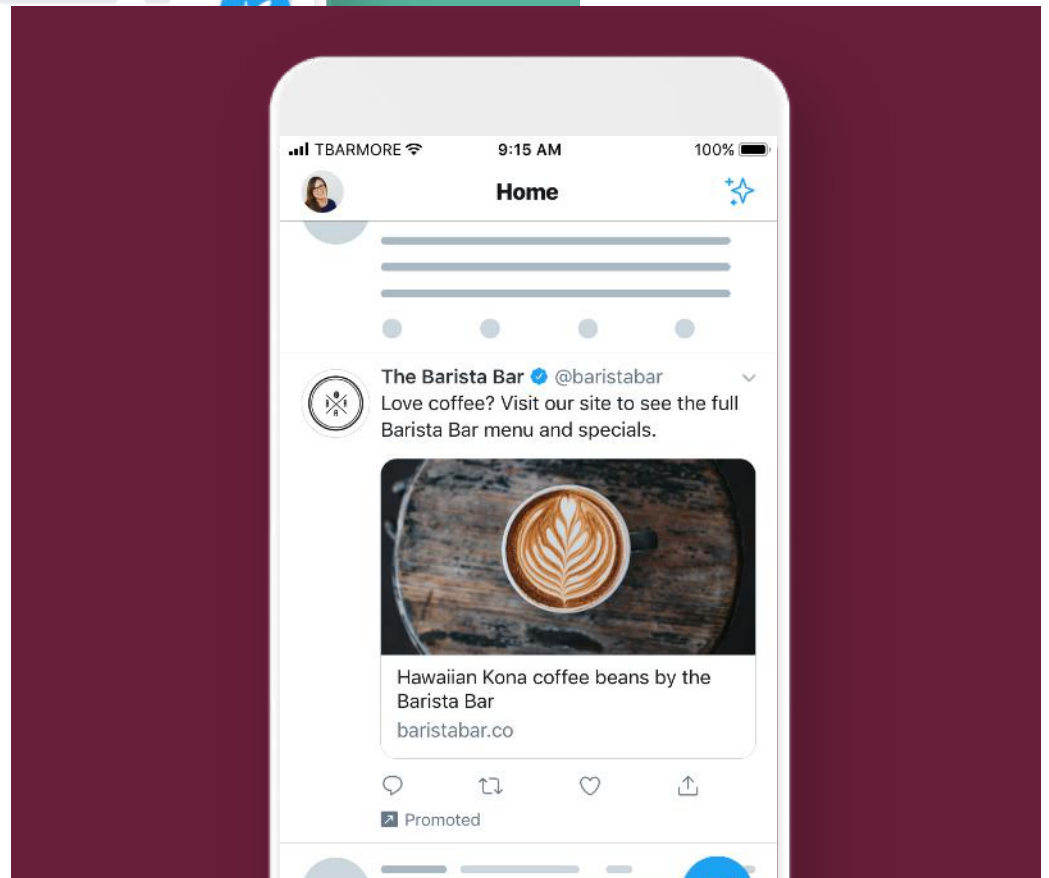
**Capture attention with your best video or image content and drive people to your site or to take an action in the moment.**

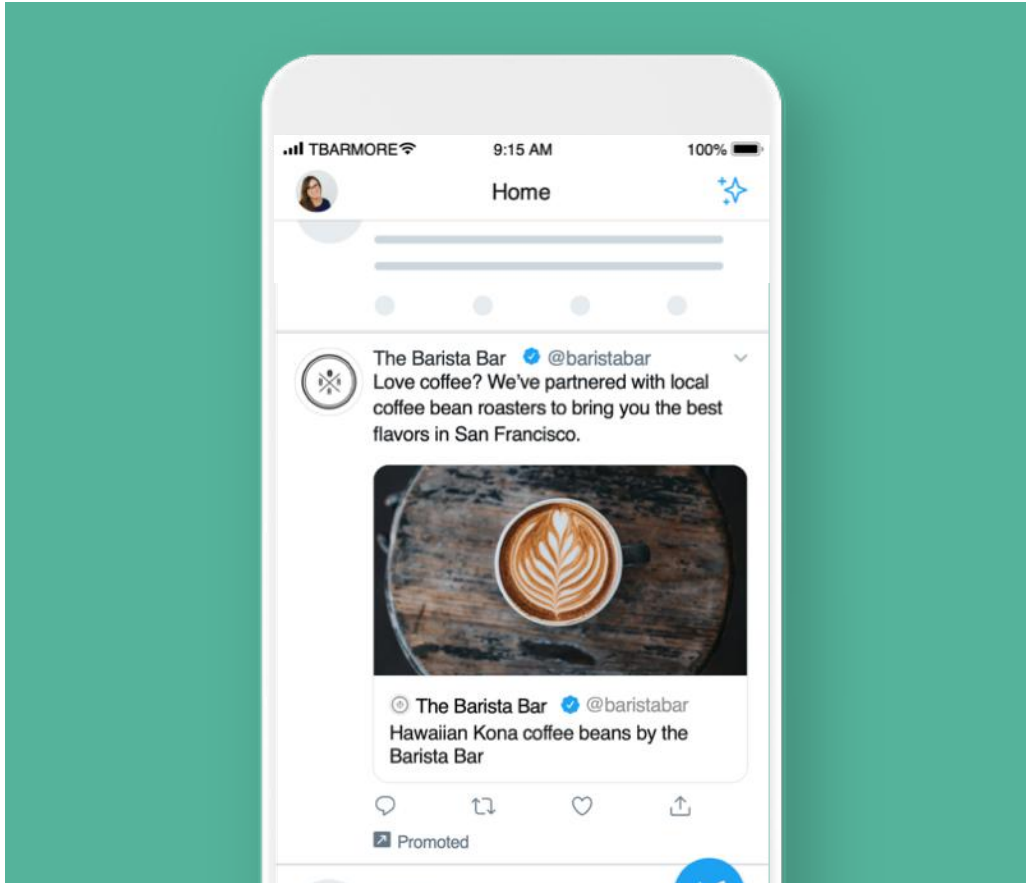
The Video Website Card enables marketers to promote their website with video creative, creating a rich experience for the user, a continuation of the conversation started in the video, and more qualified site visits. Upon clicking on the video unit, the destination URL loads and the video shifts to the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

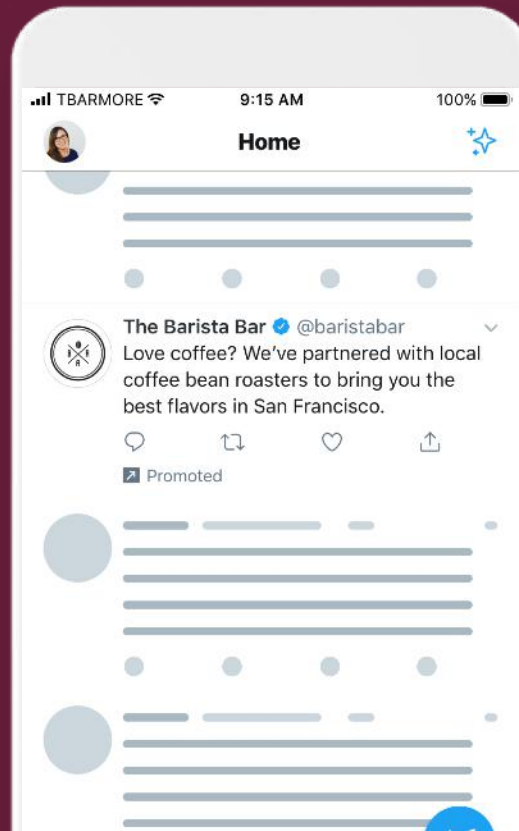
**Promoted Moments** are a collection of Tweets you can place together in a storytelling canvas that's immersive and engaging. The format allows brands to tell a story beyond 280 characters.

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.

### 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.





# Creative best practices

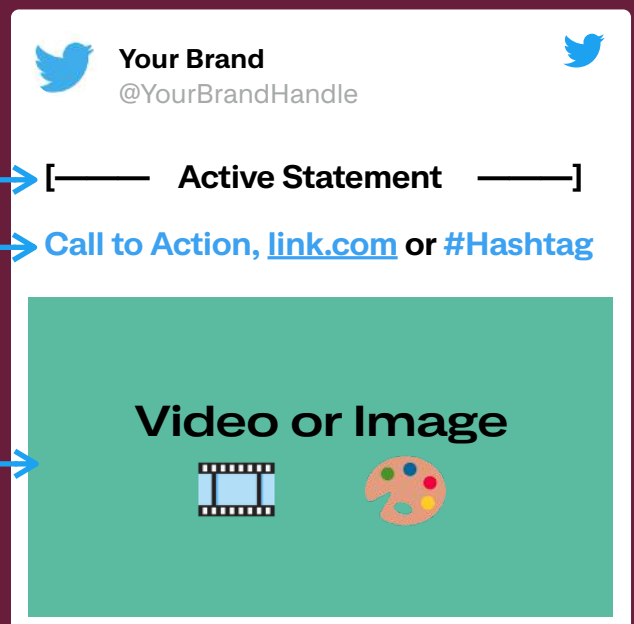


The engagement objective can work with many of Twitter's creative formats including images, GIFs, and videos.

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**? → [——— **Active Statement** ———]
2. What do you want them to **do**? → **Call to Action, [link.com](#) or #Hashtag**
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.



### Keep it short

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.



### Grab attention quickly

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.



### Persistent branding

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



### 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.





# Audience targeting

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.**



## Targeting types

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.



### Demographics

Set preferences on age, gender, language, device, and more.



### Location

Make selections based on country, state, region, metro area, or zip code.



### Keywords

Target or exclude people who searched for, tweeted, or engaged with Tweets containing keywords.



### Conversations

Find people talking about your brand (or relevant topics) in real time to drive conversation across Twitter.



### Followers

Reach people who follow your brand on Twitter.



### Look-alikes

Connect with people based on the types of handles they follow and interact with.



### Interests

Choose based on what they're into: hobbies, sports, movies, and more.



### Movies + TV

Target people who Tweet about or engage with movies and shows in a specific market.



### Events

See who's interested in select festivals, concerts, holidays, etc.



### 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.

#### People who've visited your website

Target individuals who have already visited your website. All you have to do is install Twitter's pixel.

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

#### People who've seen or engaged with past Tweets

Now you can retarget anyone who's watched your video, liked a Tweet, or engaged with your organic/promoted content within a certain timeframe.

#### People or customers you already know

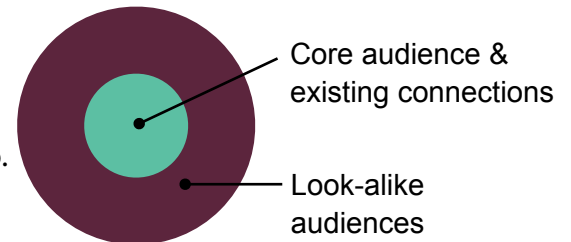
These are the people you already know are interested. Identify them based on emails, Twitter IDs, or mobile advertising IDs. You can also work through an Audience Partner to import existing customer audiences directly into your Ads account. Reconnect with them or exclude them to focus on new acquisition.



### 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.



#### 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](#)

### 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 drive 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.



## 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.

### Keep in mind

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.

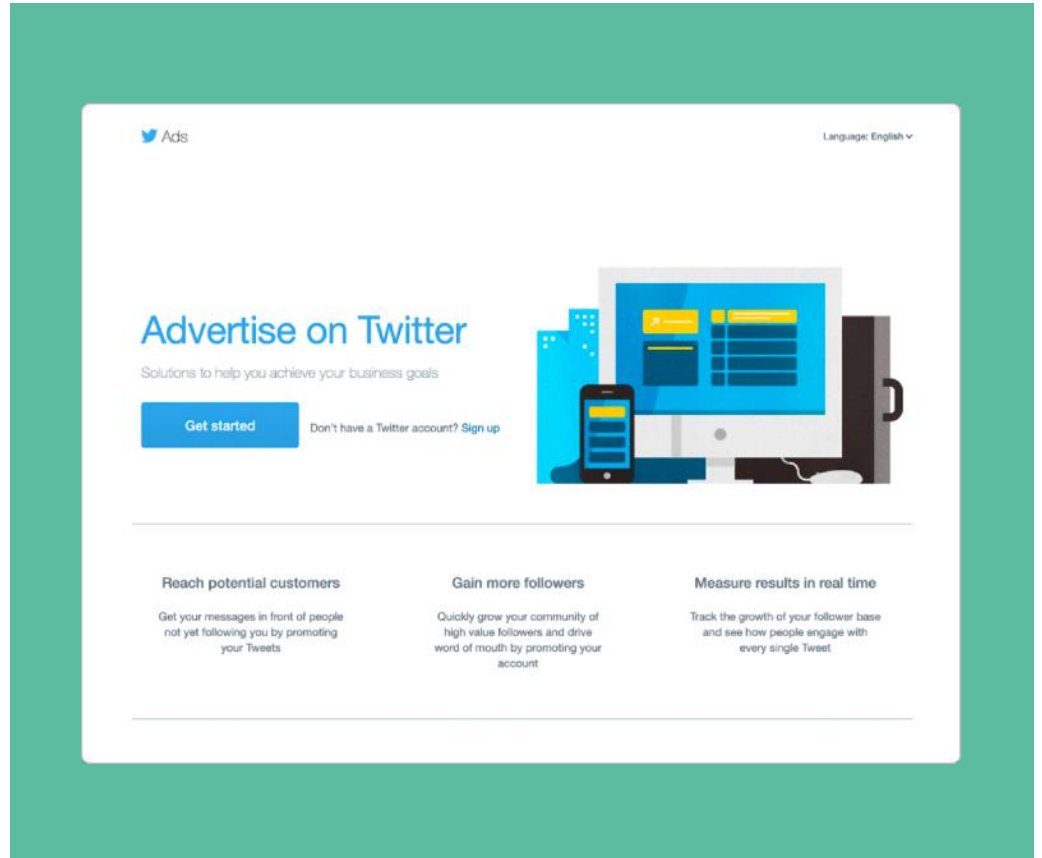
Our systems will automatically serve your best performing ads to the people you want to see them. Plus, we're here to talk campaign strategy and effective ways to reach your key demo.



# Launching an Engagement campaign

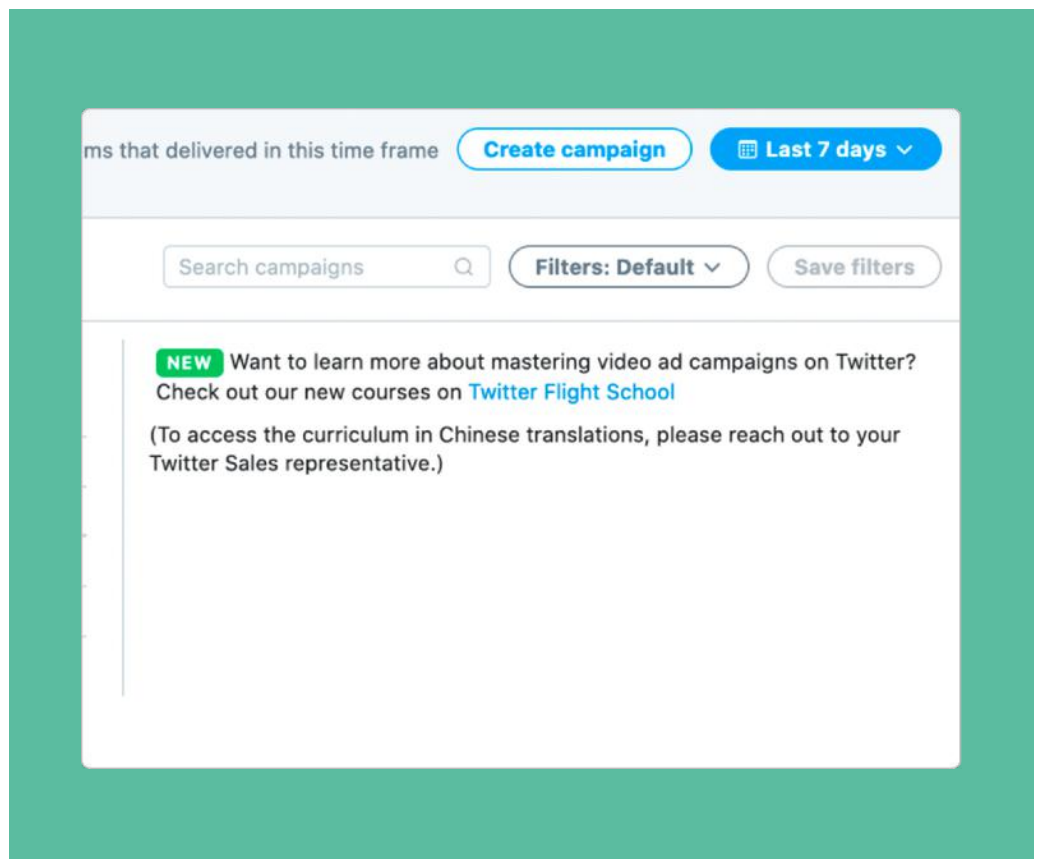
## O1

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.

The screenshot shows the 'Campaign objective' selection interface. At the top, there are two tabs: 'Auction' and 'Reach & frequency'. Below the tabs, there are three columns of objectives: Awareness, Consideration, and Conversion. Under the 'Engagements' objective, which is selected with a blue checkmark, the description is 'Get people to engage with your Tweet'. Other visible objectives include 'Reach', 'Video views', 'Pre-roll views', 'App installs', 'Website clicks', 'App re-engagements', and 'Followers'. At the bottom right, there are 'Cancel' and 'Next' buttons.

### 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

The screenshot shows the 'Campaign details' form. The 'Objective' is set to 'Engagements'. There is a checkbox for 'This is an Amplify Sponsorship campaign'. The 'Campaign name' field is 'Untitled'. The 'Funding source' is 'Product Testing (PT -Audience Manager v2 Test - IO \$500) (T1542478)'. The 'Daily budget' is set to 'USD 100.00' and the 'Total budget (optional)' is 'USD 0.00'. The 'Start' date is '2020-10-15' at '11:50am' in 'PDT'. The 'End (optional)' is set to '+ Specify time'. At the bottom, there is an 'Advanced' link.



# 06

You'll next be taken to the Ad Group details page where you will be prompted to create an Ad group name

Set optional start and end date

Set a total ad group budget (optional).

Select bid type; Automatic Bid (recommended) or Maximum Bid.

If you select Maximum bid, enter your maximum bid amount.

Last set your frequency cap preference. We recommend automatic but you can customize how many impressions you want per 1 day, 7 days and 30 days.

The screenshot shows the 'Ad group details' form on a teal background. The form is white with a title 'Ad group details' at the top. It contains several sections: 'Ad group name' with a text input field containing 'Untitled'; 'Start (optional)' and 'End (optional)' with '+ Specify time' buttons; 'Total ad group budget (optional)' with a currency selector set to 'USD' and a value of '0.00'; 'Bid type' with a dropdown menu set to 'Automatic bid (recommended)'; and 'Frequency cap' with two radio buttons: 'Automatically optimize ad frequency (recommended)' (selected) and 'Customize'. Below the frequency cap is a link for 'Measurement options'. A note states: 'Your bid will be optimized to maximize results at the lowest price within your budget.'

**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](#).

The screenshot shows the 'Demographics' section of the Twitter targeting interface. It includes three main sections: 'Gender' with buttons for 'Any', 'Men', and 'Women'; 'Age' with radio buttons for 'All' (selected) and 'Age range'; and 'Location (optional)' with a search bar. Below the location bar is a 'Language (optional)' section with another search bar. A 'Bulk upload' link is visible next to the location search bar.

## 08

Choose the Tweets you'd like in your campaign. You can also customize the Twitter locations you'd like your Tweets to serve.

The screenshot shows the 'Placements' and 'Creatives' sections of the Twitter targeting interface. The 'Placements' section has a heading 'Twitter placements' and a subtext 'Put your Tweets where your audience is most likely to see them.' Below this are three checkboxes: 'Home timelines' (checked), 'Profiles' (checked), and 'Search results' (checked). The 'Creatives' section shows '0 selected' and a warning message: 'Your campaign won't serve until you select a creative.' Below the warning is a search bar and a 'Preview' button. A dropdown menu is open, showing 'Organic Tweets' (selected), 'Scheduled Tweets', and 'Promoted-only Tweets'. There is also a checkbox for 'Show replies and mentions'.





09

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

New Campaign

Edit

Objective	Engagements
	None
	None
Start	Oct 16, 2020, 12:00 AM PDT
End	Oct 26, 2020, 10:00 AM PDT
Daily budget	\$1,000.00
Total budget	\$10,000.00
Funding source	Product Testing (PT -Audience Manager v2 Test - IO \$500) (T1542478)
Pacing	Standard

Ad groups + New ad group

10

Launch your Engagement campaign!



Exit Launch campaign



# Measuring results



## Key metrics to track

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

## Other 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:

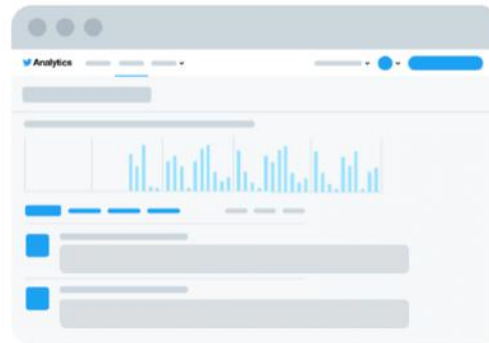
What audiences are your Tweets resonating with most?

## 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](#).



## 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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