Drive Maximum Video Views

More video views, better brand recall.
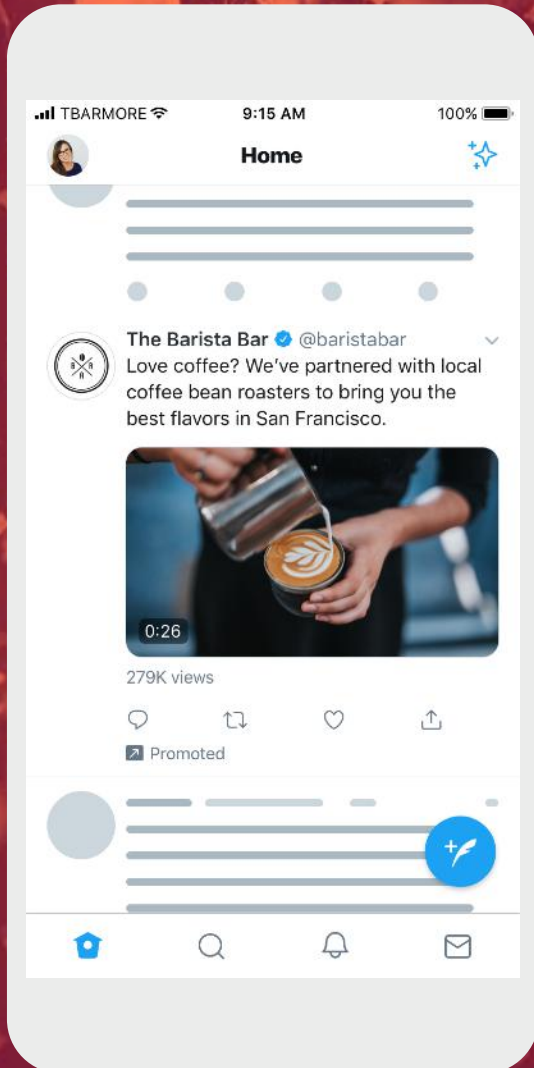
What's covered

Overview

Video viewership is higher than ever on Twitter and the Video Views objective helps you get as many people as possible to watch your video, and remember it.

You made a great video, time to get eyes on it. Video Views campaigns are perfect for advertisers trying to drive awareness with efficient, quality video views.

Tweets with videos make for some of the best-performing content on Twitter — in fact, Tweets with videos are 6x more likely to be Retweeted than Tweets with images. And Twitter video drives the highest long-term recall of all the leading platforms.

This objective allows you to connect with customers more likely to watch your video with all kinds of media-friendly formats: native video, GIFs, even live video.

Not looking to Tweet? or don't have Tweet copy? No worries. If you'd prefer to run your video as pre-roll ads before premium publisher content, we recommend the Pre-Roll Views objective. More info [here](#).
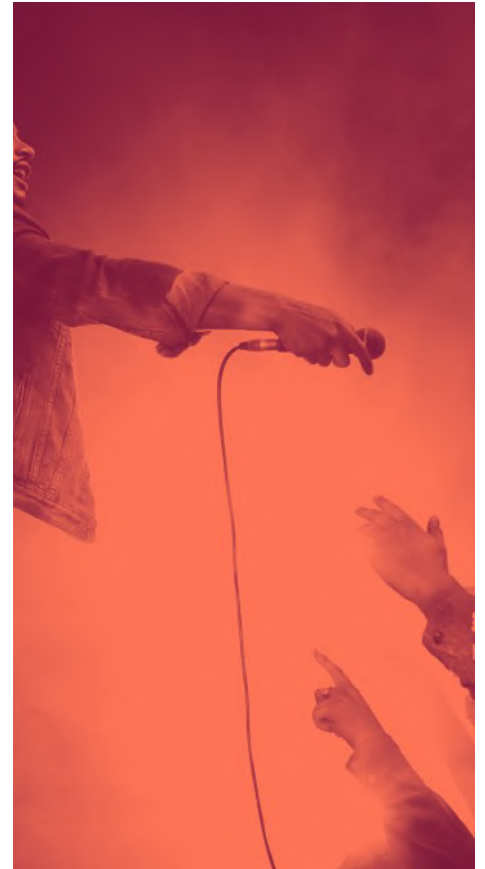
Benefits

Drive Efficient Video Views
A cost-effective way to drive video views.

Better Engagement
Internal data consistently shows that Tweets with video attract more engagement and are more likely to be Retweeted.

Drive Awareness
Video Views is one of the top performing objectives for driving awareness.

Creative Flexibility
The variety of video products you can use allows you to drive results at any stage of the marketing funnel.

How to get started

Things to consider

Before you start, make a plan. Here's a checklist of considerations that'll help you refine your objectives and achieve the best results.

What is your end goal?

(Max reach, affordable CPMs, moving specific brand metrics?)

Who are you targeting?

Core Audience,
Existing Connections,
or Lookalike audience?

What type of reach are you looking for?

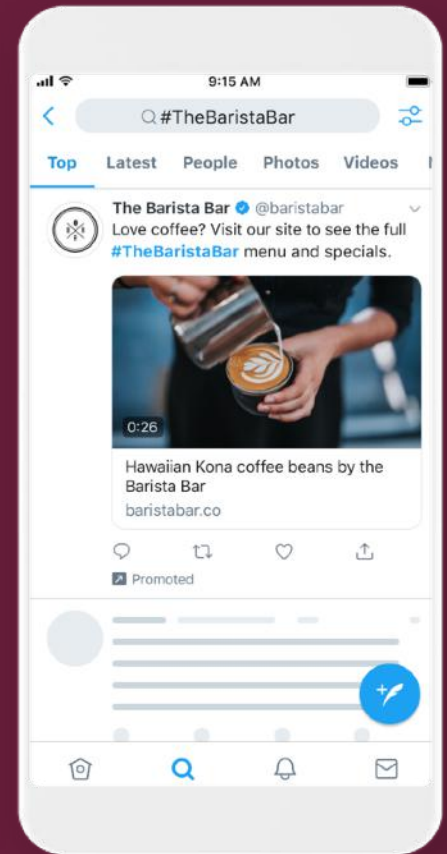Mass reach (takeover products) or target reached (various ad formats)?

What creative assets do you have?

Do you have images, videos or a GIF? Are your assets optimized for the feed?

Where your ads appear

Tweets in Video Views campaigns can appear in a number of locations on Twitter.

Home timelines

Your campaign may be visible within a person's timeline if you have a Promoted Tweet relevant to them (based on your audience targeting).

Timeline is a required serving location for Video Views campaigns. However, you can customize whether you want your ad to also run on profiles and/or search results.

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.

Top of search results

(Optional) Campaigns appear at the top of select search result pages on Twitter.com and partner products like Hootsuite. You can always customize where and if you want your Tweets to appear in search.

Video ad formats

Recommendations

Selecting Ad Formats for your Reach Campaign

Twitter offers a wide selection of Image, GIF and Video ad formats that can help your creative and campaigns stand out. Each format comes with its own unique features that can be used for different purposes.

Some for example, can help drive longer video views, others give you the ability to add question and answer polls to your image or video ads, while others can take customers directly to your website. Whatever your goal is, we have an ad format that can help. Best of all they can be used together to amplify your message and maximize the value of your creative.

In fact, using the same single ad creative (let's say a teaser video for your new product launch) with three or more ad formats can help your message stand out in feed, driving greater awareness and down funnel impact.

On the next page you will find a list of the top performing ad formats we recommend for the Reach objective. We suggest you test them out when building your campaigns to see which helps drive the best performance for the goals you care about.

Using multiple ad formats increases the probability of campaign success

When possible use

3+

Ad Formats to drive the best results
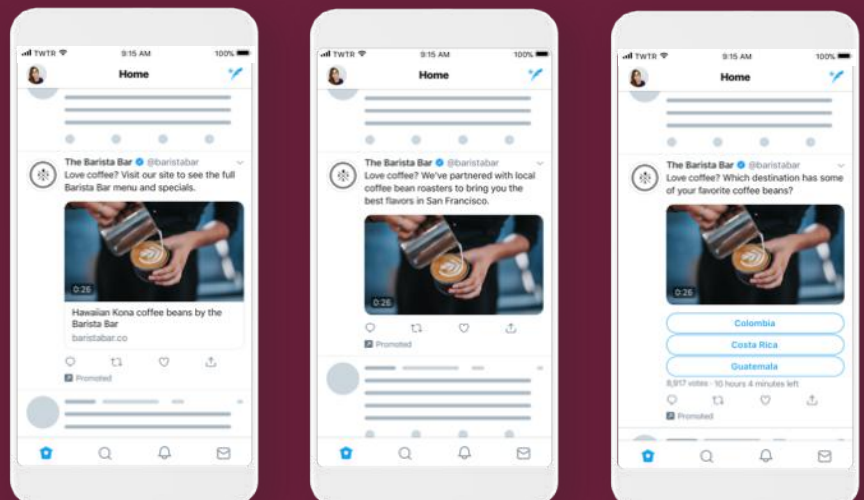
Promoted Video

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 our most proven video ad solution, and 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.
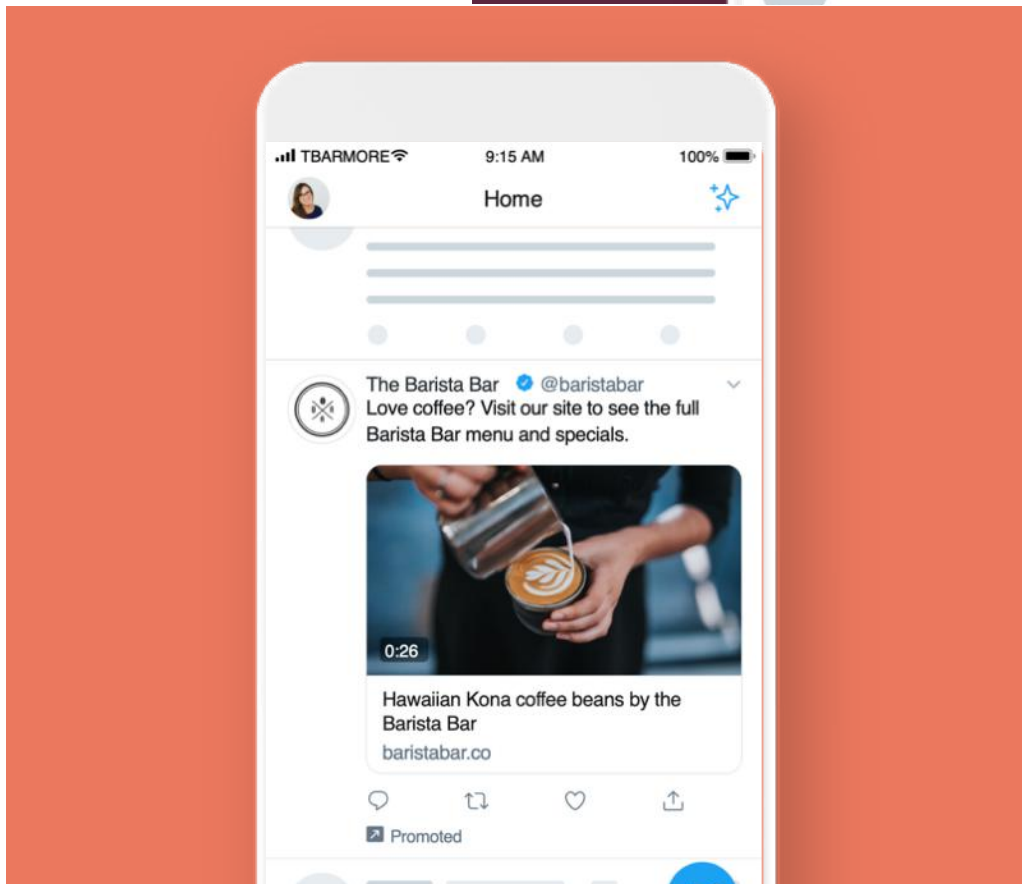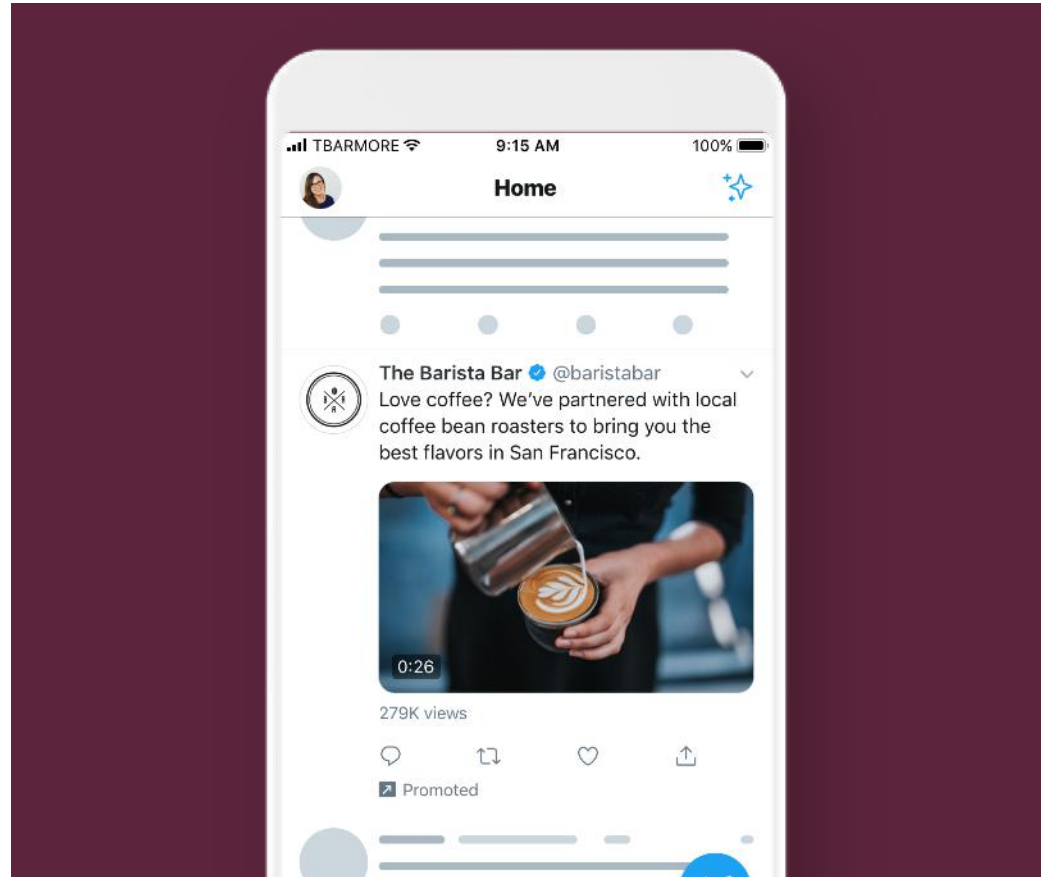
Video Website Card

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.

Video Poll

Engage your audience and gain valuable insights by adding interactive polls to your video ads.

Video Polls are a great way to engage with followers by adding a poll question to videos. Polls are an effective way of prompting users to engage with your content, and combining polls with visual elements gives users something specific and eye catching to orient your question around.
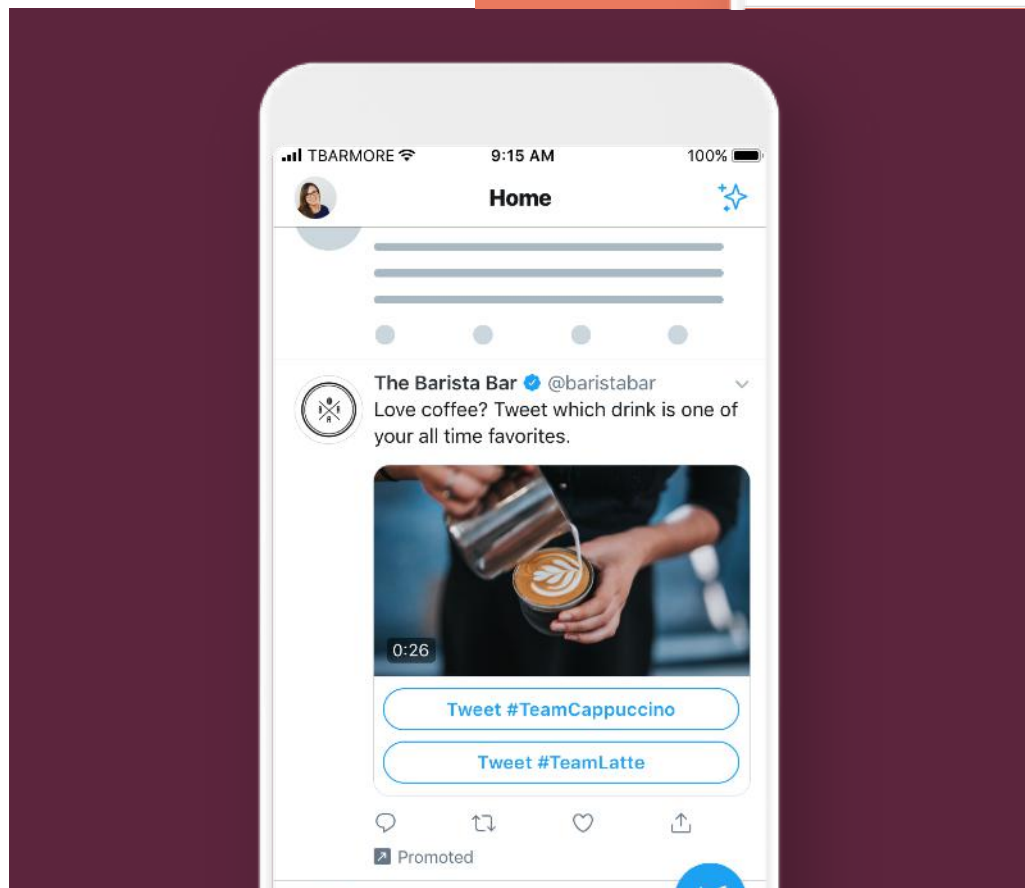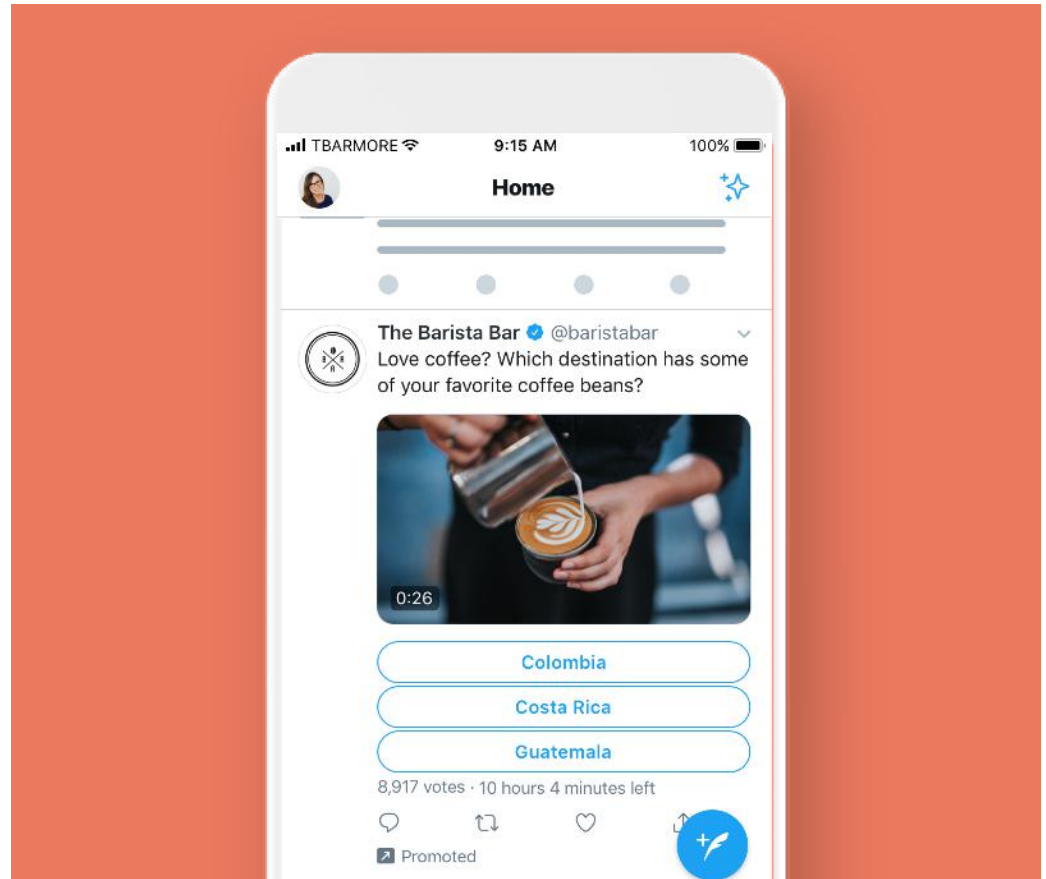
Video Conversation Card

Drive engagement and conversation with embedded Tweet buttons that prompt users to Tweet about your brand to all their followers.

Conversational ads are Promoted Tweets with compelling videos that include call to action buttons with customizable hashtags. Once clicked, the button creates a pre-populated Tweet that users can customize or Tweet out. Conversational Ads have proven to be an effective way of engaging with customers, and driving them to share a brand's message.

Ad formats

Promoted Live Video

Create a moment, broadcast it to the world, and allow your audience to interact with you in real time with Promoted Live Video.

Promoted Live Video is designed to help brands maximize the live content efforts that they're already making.Twitter's full-service team will work with brands to determine the best content to showcase, develop a media plan that targets the right audience, provide dedicated technical support, tools to share show clips, real-time analytics, and more. This is a great solution for brands looking to make a splash when they launch something new.
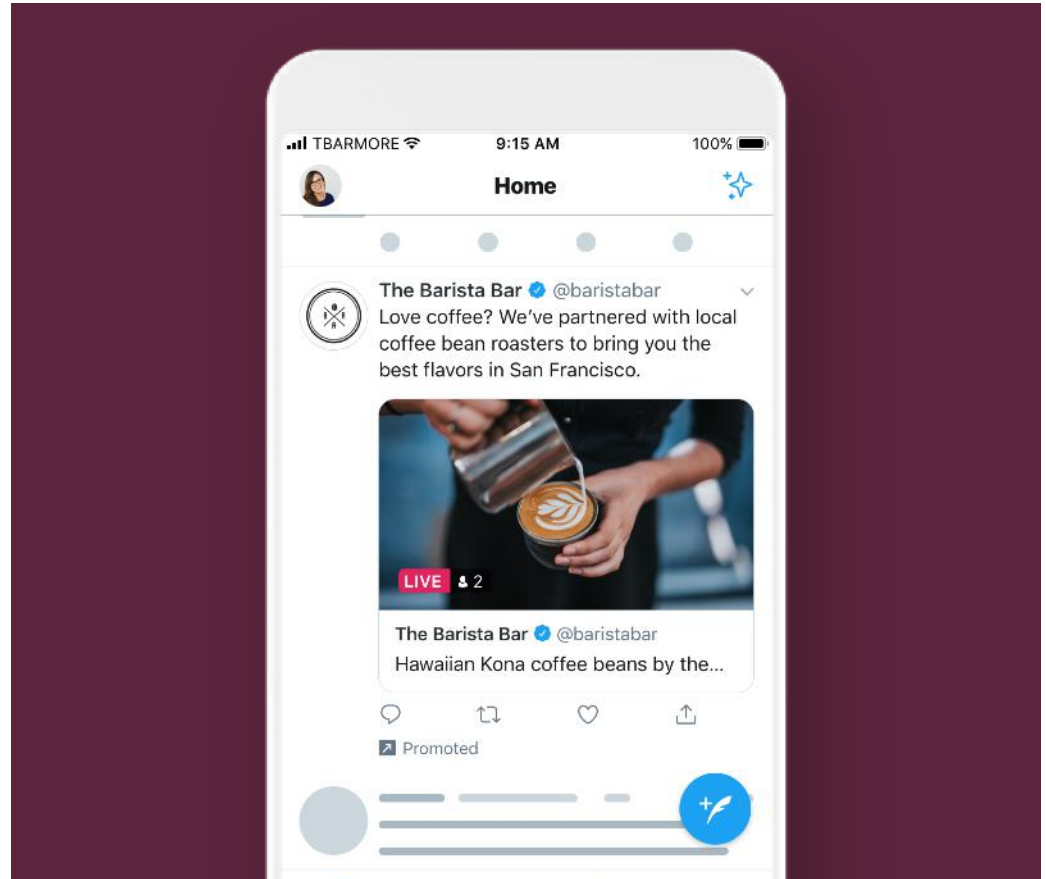
Amplify Pre-Roll

Run pre-roll ads to align your brand with brand-safe, premium content your customers are already watching — including highlights and top clips.

Amplify Pre-roll aligns your brand with in-feed video content from 200+ premium, brand-safe video publishers, including top TV networks, major sports leagues, and professional news outlets. Get in front of your audience with pre-roll ads that kick off the videos they're interested in.

Note that Twitter Amplify video campaigns use the Pre-Roll Views objective, another objective.
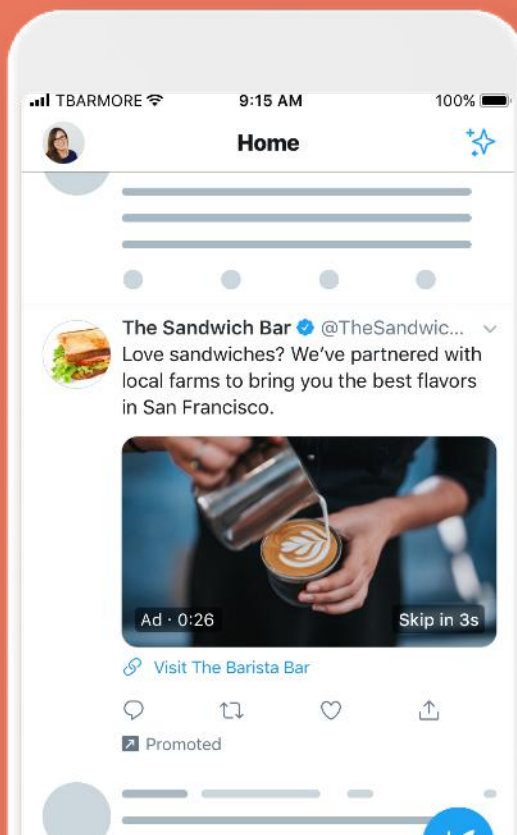
Video takeover products

Let's say your brand's about to have a big moment: launching a new product, brand message, or looking to reach a massive audience on a specific day (like a holiday or event). Time to tell e-v-e-r-y-o-n-e.

When you want to reach a lot of people in a short amount of time, we recommend our takeover products. This is the best way to achieve quality reach at scale.

**Friendly Reminder:** These must be purchased through your Twitter Account Manager and are not part of the the Reach Objective.

Here are the takeover products we offer.

- First View
- Promoted Trend
- Promoted Trend Spotlight

First View

Maximize reach on Twitter for 24 hours with exclusive ownership of Twitter's most premium video impressions served at the top of the timeline and throughout the app.

Video takeover products
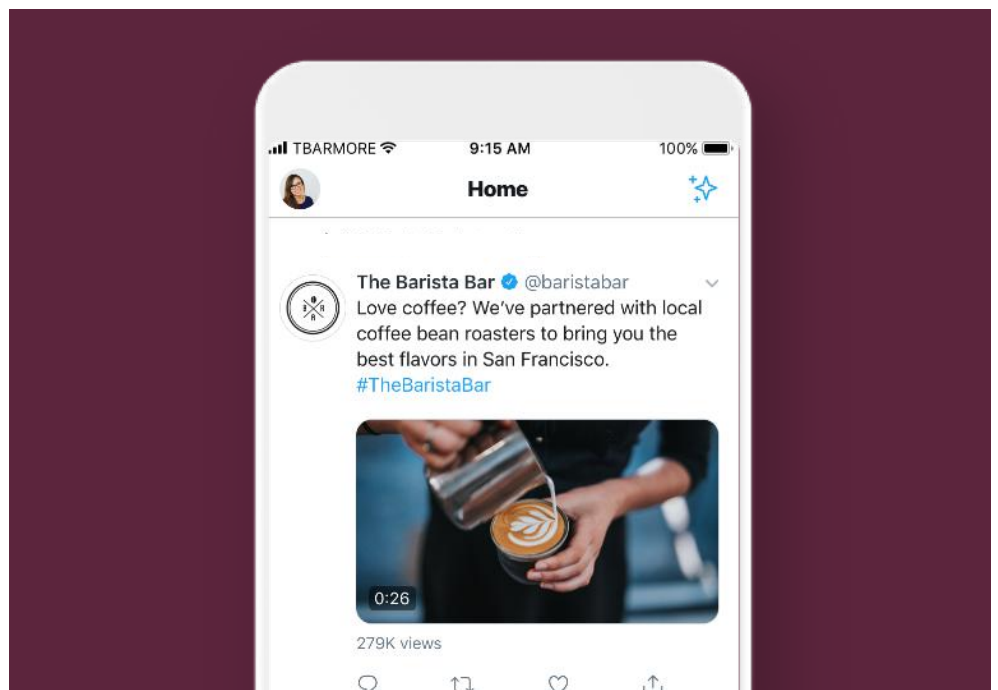
Promoted Trend

Place your brand at the center of conversation, by featuring your brand's desired hashtag in the top Trending list within the Explore tab — where people go to see what's trending for the day.

This high impact placement drives mass-reach, enables user discovery and scales your campaign across Twitter and includes promoted video ads in the Home Timeline as well.

It can also be paired with a First View to maximize awareness and reach across Twitter's most popular surface areas.
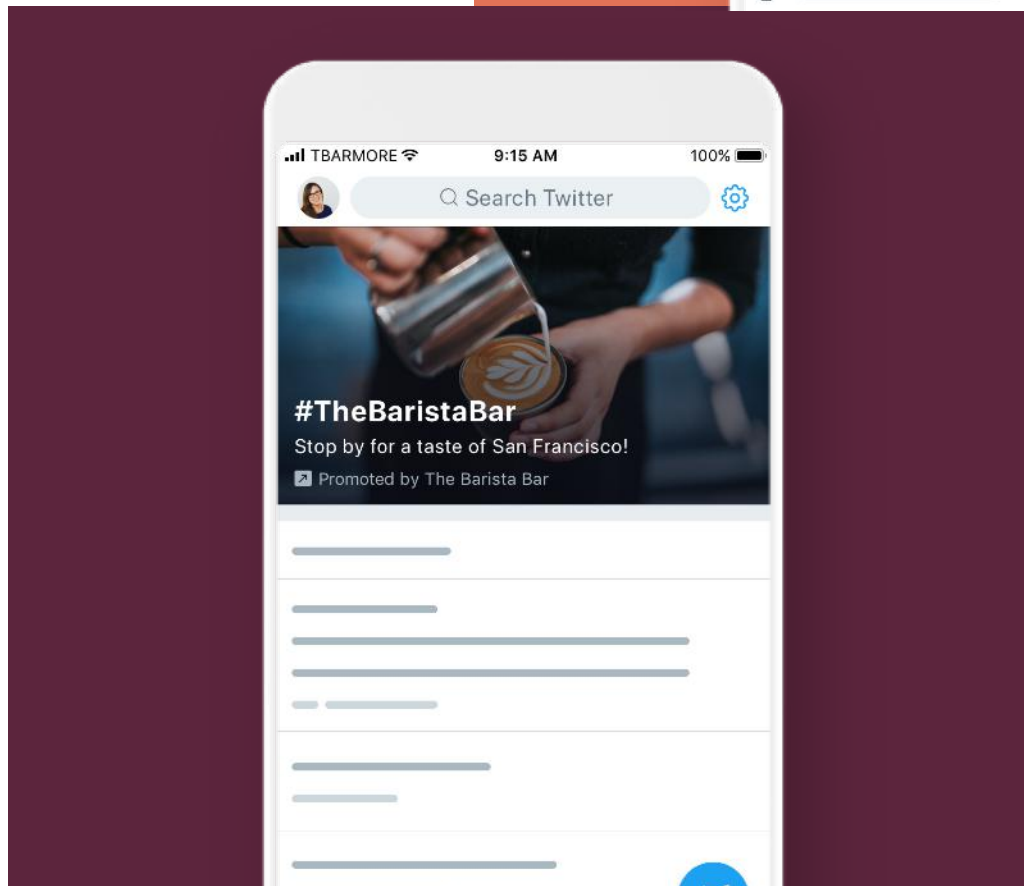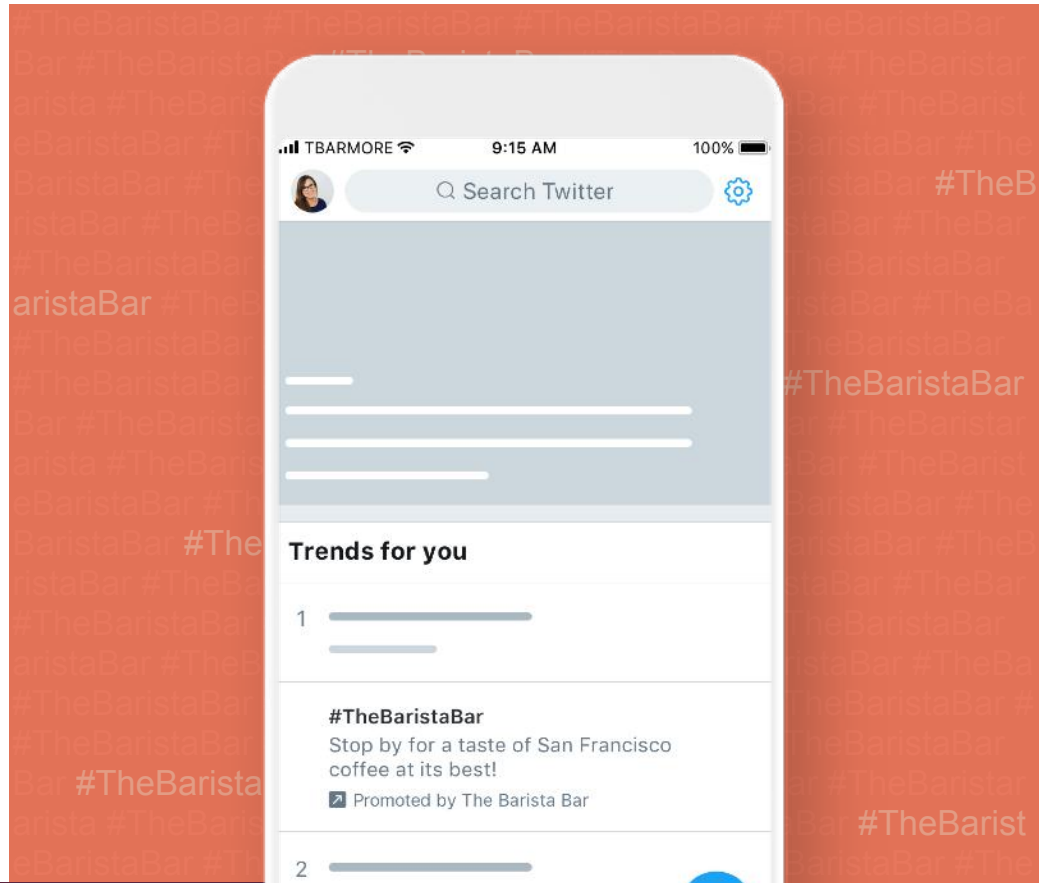
Promoted Trend Spotlight

Want to make an even bigger splash? Upgrade your Promoted Trend to a Promoted Trend Spotlight in order to feature your brand video at the top of the Explore tab.

There your video ad will be featured in the top position for people's first two visits of the day before returning to the Promoted Trend position within the Trends for You list.

Video creative best practices

You're halfway through setting up your campaign!

We've discovered video creative is the #1 factor in driving sales.

According to Nielsen, 47% of sales can be attributed to creative alone. Plus, according to EyeSee research, videos optimized for Twitter using these best practices drive a double digit increase across key metrics such as brand awareness, purchase intent, and message association.

They also contribute to an average increase of +33% in your audience's emotional engagement with your content.
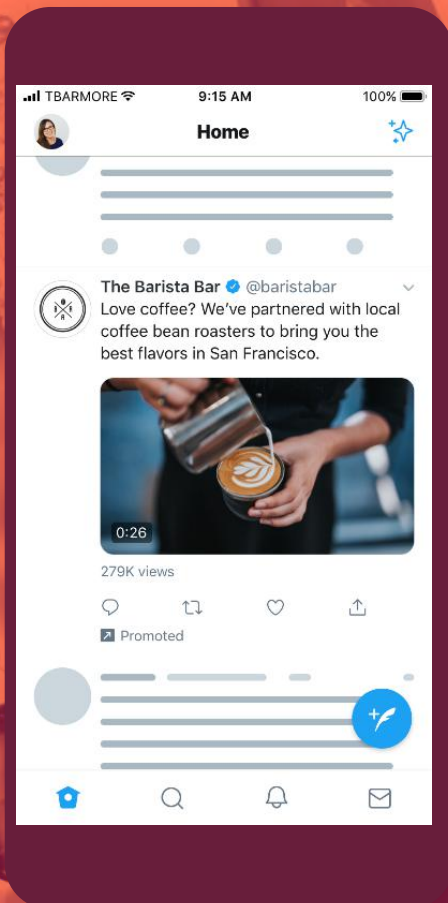
Source: Nielsen Catalina Solutions, 5 Keys to Advertising Effectiveness, Oct 2017

🎨 Creative best practices

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

Keep in mind, people also read text on Twitter (more so than other platforms) so it's important to think through your copy and CTAs as well.

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.

Short Copy

90% of people read copy on Twitter. The sweet spot are Tweets with 50-100 characters.

Bid types

Let's talk video bid types

With the Pre-roll Views objective, you're paying for reach via new views on your videos. But all view counts are not created equal — so we offer a variety of video bid types to ensure that you're driving the views you want.

Here's how it works.

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

Twitter offers three unique video bid types, with their own distinct tradeoffs and benefits:

These three bid types differ in the duration the video is watched (often referred to as 's' or 'sec') and what percent of the video needs to be in view onscreen (often referred to a flat %) for the view to be counted.

Below is an overview of each:

|		
6s/ 50%	Only get charged for video views that are at least 6 sec with the video player 50% or more in view.	+ Pay for a longer, more premium view
2s/ 50%	Only get charged for video views that are at least 2 sec with the video player 50% or more in view.	+ Maximize your reach at a lower cost with a standard view
3s/ 100%	Only get charged for video views that are at least 3 sec with the video player 100% in view.	+ Ensure complete viewability of your creative & its elements

Bid types

Next let's talk billing bid types

There is no minimum budget for Twitter Ads, but setting competitive bids and budgets for your campaigns allows them to win auctions and serve.
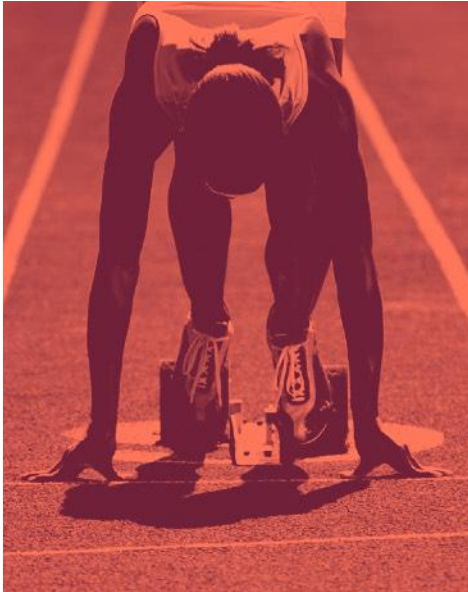
Use these tips to help set a bid and budget that maximizes your campaign results within your price range:

Utilize auto bid. Your bid is one of the factors that determines how frequently your ad is displayed.
We provide a recommended bid (informed by past successful campaigns) which indicates the amount
that will best help you reach your goal.

For new advertisers, we recommend automatic bidding because it's the most flexible and cost effective, and updates in real-time are based on auction conditions to fit your campaign budget. Once your bid is set, you will never be charged more.

Set your bid based on the value you place on each extra video view

When entering your bid, consider the value of each view your video will receive and let that dictate what you'd like to pay. With a small budget, it's easy to set a low bid, but remember, even if you set a high maximum bid, you'll only pay slightly more than the second highest bidder.

Match bid to targeting size. If your campaigns are targeting very specific audiences, you may have to increase your bid in order to serve. For example, advertisers targeting specific geographic regions may need to bid more to win the same number of auctions as advertisers targeting less specific audiences, as there are less people in that audience.

In addition to controlling the amount you pay per view, 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 temporarily stop serving until the following day (or until the daily budget is increased). You can also set a total budget for the campaign.Find more information on bids and budgeting in our bidding and auctions FAQ.

Keep in mind

A higher bid means you are more likely to win the auction, which will then lead to more views. A bid below competitors' bids may not serve.
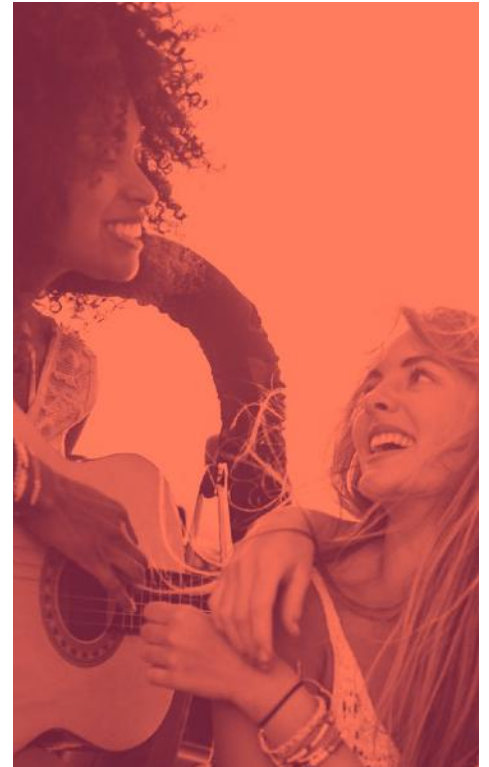
Audience targeting

Getting seen is great. Getting seen by people your ad will resonate with is better.

We're all about finding the right audiences for your campaign.

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 Video Views 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 targeting strategies we offer:

Core audience
People targeted based on designated 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.

Core audience & existing connections

Look-alike audiences
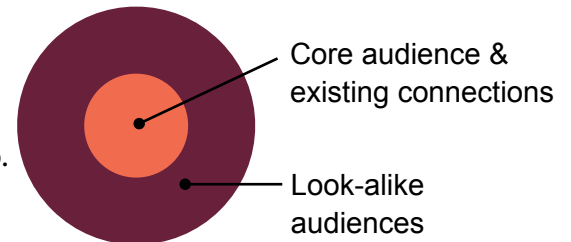
Pro Tip #2

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 view 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 video reach

Test running your pre-roll across a wide range of content categories in order to increase your reach and only stick to a few key targeting criteria to make sure you don't limit your reach.

### 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.

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.
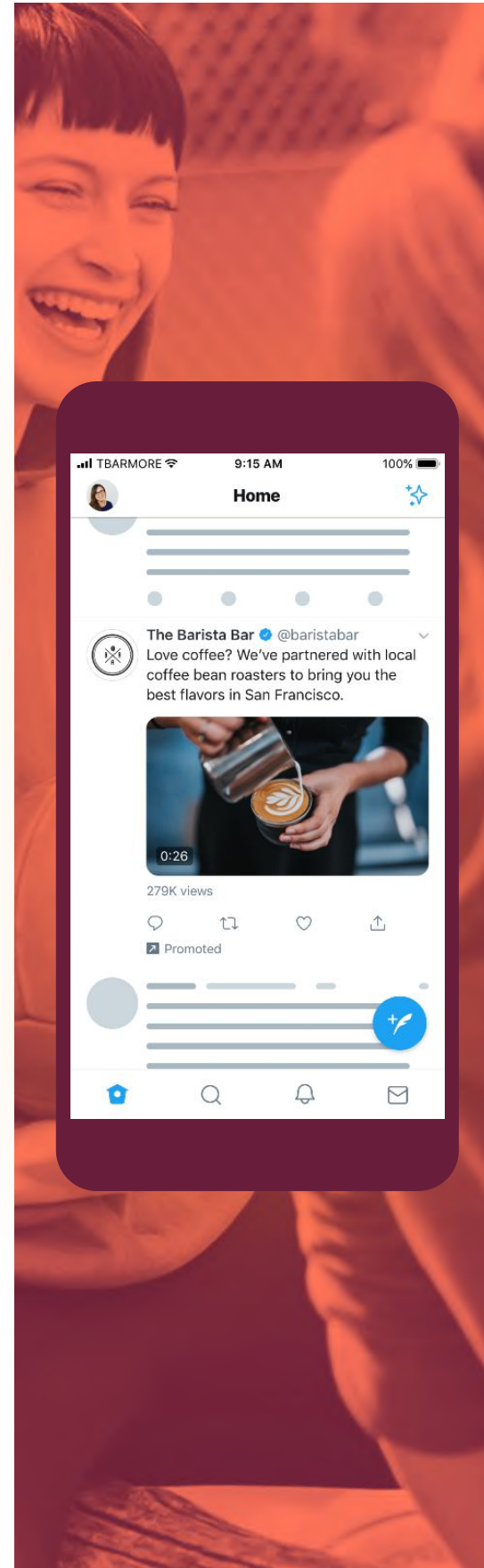
Campaign Pro Tips

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.

Follow creative best practices

A great way to maximize your results.

Try different videos

Vary your video creative 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.
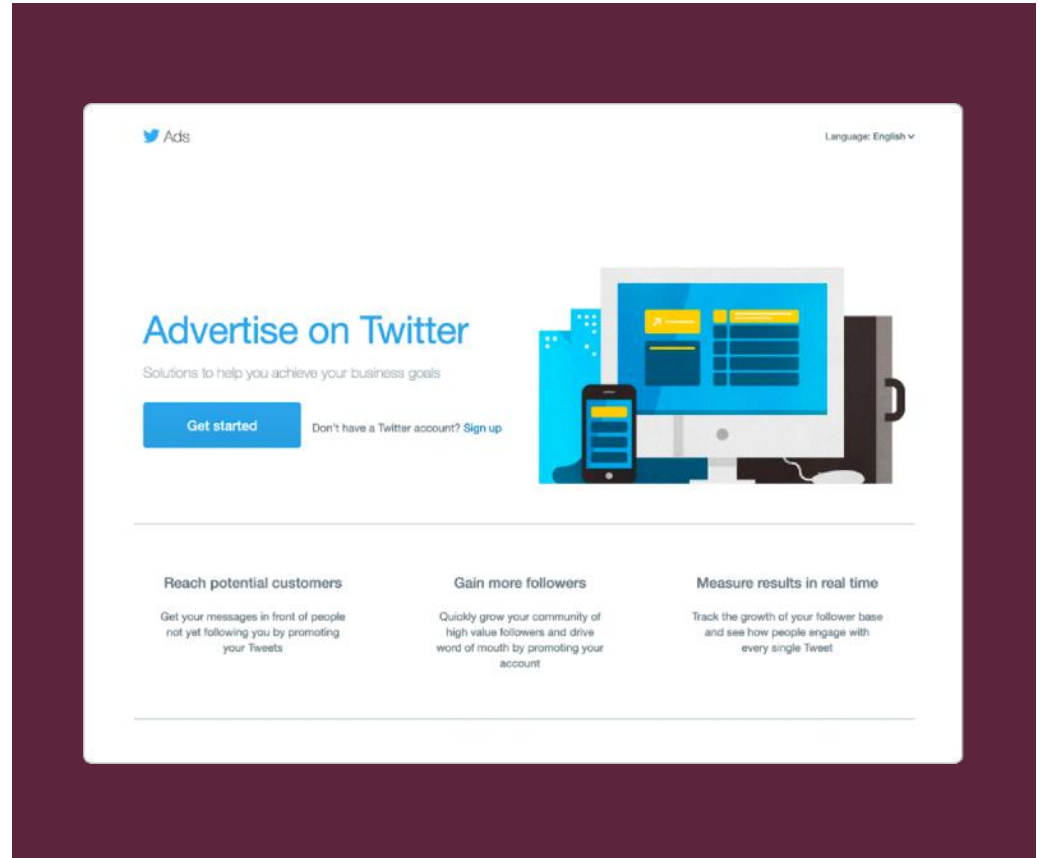
We've got your back.

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.
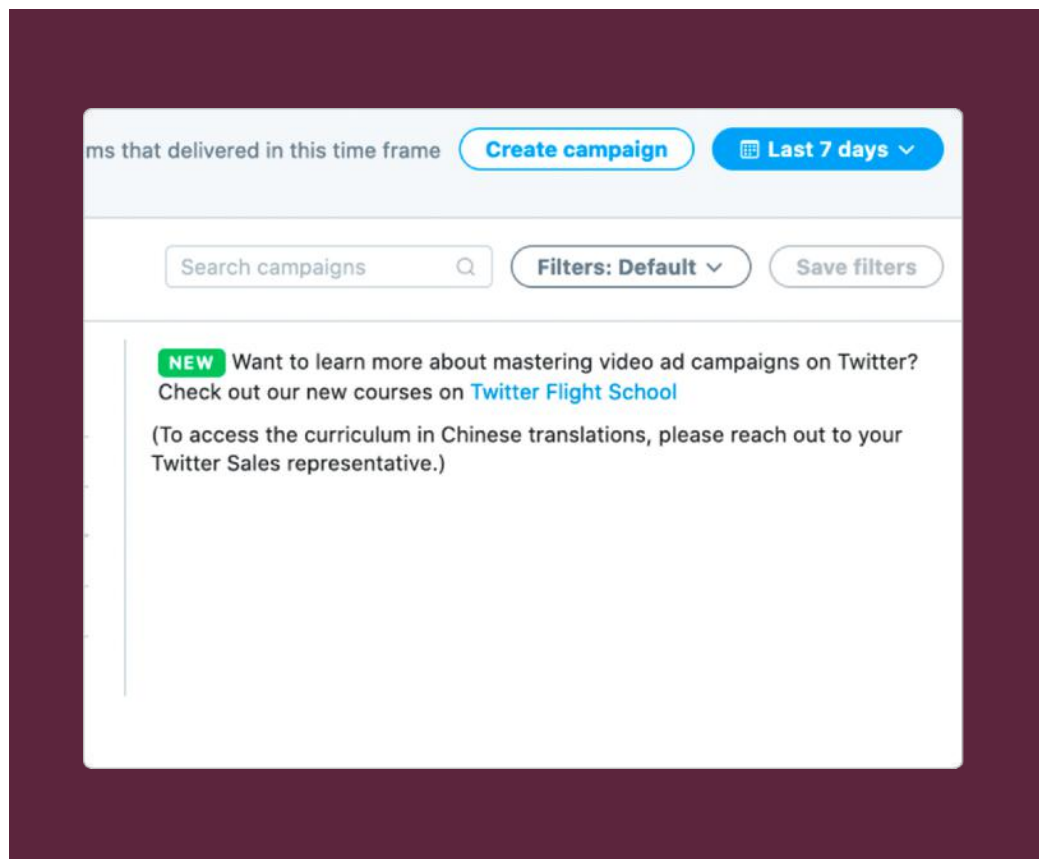
How to set up a Video Views campaign

01

Log into your
Twitter ads account.

02

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

03

Choose "Video Views" from the list of campaign objectives.

04

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 CPV 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

06

Next, you'll set up your first ad group. You can also set ad group start and end time.

07

Select the bid type you'd like to use in your campaign:

Automatic bid:

Your bid will auto-optimize to get the best results at the lowest price (within your budget). Automatic bid is the easiest way to quickly get your campaigns live and serving impressions on the platform

Maximum bid:

This type provides greater control over how much you pay per video view. In this bid type you can choose exactly how much you are willing to pay for a video view (your maximum bid), and your results will not be charged over this price.
This bid type is helpful for experienced advertisers who know exactly how much they're looking to pay per video view at scale.

08

Select the bid unit you'd like to use in your campaign:

A

Per 6s video view (Recommended):

A "6s video view" is when your video is watched at 50% view for 6 seconds or more, or when someone expands or unmutes your video. Retargeting on 6s video views is not yet available.

B

Per video view:

A "video view" is when your video is watched in 50% view for 2 seconds or more, or when someone clicks to expand/unmute your video. This is considered an industry standard view.

C

Per 3s/100% video view:

A "3s/100% video view" is when your video is watched in 100% view for 3 seconds or more, or when someone expands or unmutes your video.

09

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

👇

Learn more about our targeting options.

10

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

11

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

Promoted Video Campaign   ✎ Edit

Objective	Video views
	None
	None
Start	Oct 17, 2020, 12:00 AM PDT
End	Oct 31, 2020, 11:59 PM PDT
Daily budget	$500.00
	None
Funding source	Credit/debit card
Pacing	Standard

Ad groups   + New ad group

Test ad group   ⊞ Copy ✎ Edit

12

Launch your Video Views Campaign!

🙌

Exit   **Launch campaign**

Measuring results

Metrics in ads manager

Navigate to your Ads Manager to see your results. Filter the date range in the top right corner to see key metrics such as **total spend, results, cost per result**, and **result rate**. Your "result" will be either video views, 3s/100% views, or 6s views, depending on what you chose during campaign setup.

A **video view** is when your video is watched in 50% view for 2 seconds or more, or when someone clicks to expand or unmute your video. A **3s/100% view** is when your video is watched in 100% view for 3 seconds or more, or when someone expands or unmutes your video. A **6s view** is when your video is watched in 50% view for 6 seconds or more, or when someone expands or unmutes your video.

Available video measurement studies:

Brand Surveys help you understand if your campaign is driving mass awareness by understanding the brand lift between those who have seen your ad and those who have not. Metrics include Awareness, Recall, Consideration, and more.

Incremental Reach Measurement helps you understand the incremental reach of Twitter beyond TV and illustrate the added frequency or media impact of Twitter and TV. Metrics include Incremental Reach on Twitter, Cost per Reach Point, and more.

Viewability Reporting helps you understand how many impressions were actually seen by a user. Metrics include In-View Ads, Viewability by Quartile, and more.

Marketing Mix Modeling helps you quantify your ROI across channels by using multiple marketing inputs on sales and market shares. Twitter can help support the data transfer from your campaigns. Additionally, we can interpret, contextualize, and analyze client results to identify recommendations to improve performance.

Key metrics to track

- Cost per video view
- Video Views
- Total Spend
- Total Audience Reach
- Video Completions

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?

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

Troubleshooting + FAQs

Why should I run a Video Views campaign?

We've seen an 84% year over year increase in watch time and our user base is steadily growing as well. People come to Twitter with a discovery mindset, and relevant videos are the perfect way to catch their eye.
Learn more about video on Twitter.

What is autoplay?

Autoplaying means that the video will be immediately shown to the user without audio. When your video is at least 1% in view, it will begin autoplaying.

Keep in mind, we only charge in this campaign objective when someone views 2 seconds of playback in 50% view in the timeline, or click to watch in fullscreen or unmute, whichever comes first. The same goes for 3s/100% views. We'll charge when someone views 3 seconds of playback in 100% view in the timeline, or a click to watch in fullscreen or unmute, whichever comes first.

Do Promoted Videos loop?

All videos posted to Twitter that are 60 seconds or shorter will automatically loop. This also applies to all Promoted Videos.

Will sound be enabled when videos are clicked to play?

Yes, any sound in your video will play back upon a user's click or tap.

Can I delete a video I've already Tweeted?

Yes, you can delete a media asset after it has been Tweeted. This can be done from the UI by clicking the found at the bottom of each thumbnail included in your Library. If you are deleting an already Tweeted media asset, we recommend that you also delete the Tweet from Twitter. Otherwise users will receive an error saying that the media asset cannot be viewed/played.

I'm receiving an "Upload failed" error

If you're experiencing issues with your video uploading and/or processing, follow these steps:

1. **Confirm your video is within our required specifications.** Does your video file have the correct video and audio codecs? the right frame rate? is your file too large?
2. **Try uploading your video on a different wifi network.** The faster the wifi speed, the greater chance the video will upload.
3. **Re-export your video file in a smaller size.** An easy way to do this is to reduce the bitrate. Even if your file is under our maximum size, we may still have issues ingesting the file. Reducing the size of the file reduces the time of the upload, maximizing your chances for success.

If you're still having issues, please file a support ticket.

Troubleshooting + FAQs

I'm receiving a "Video too long" error

At this time, videos uploaded by self-serve advertisers must be no longer than 2 minutes and 20 seconds. If you attempt to upload a video longer than this, you will receive an error.

Certain advertisers may qualify for whitelisting for longer video uploads. Please file a support ticket to see if you qualify.

My video shows a "The media could not be played" error when I view it in a Tweet

If you see a "The media could not be played" error in a video that you've already Tweeted, it means that the original video has been deleted from your Media Studio.

At this time, there is no way to un-delete a video from your Media Studio. You will need to upload a replacement video and create the Tweet again.

I'm receiving an error when I input my CTA link

Make sure there is no protocol referenced at the beginning of the URL (like http or https). If your link does not work with http, try https. Next, ensure that there are no special characters in the URL. Special characters often used in URLs are pipes and square brackets, both of which are not accepted in Media Studio. Lastly, please check that your CTA is within the 255 character link limit.