Twitter Connect Playbook

How to connect with what's happening on Twitter and drive results

Table of contents

Introduction

Whether you're a brand or an agency,

this playbook will walk you through everything you need to know about using Twitter Ads to connect with what's happening, while building cultural relevance, targeting your audience, and delivering results.

- Twitter is what's happening and what people are talking about. If it's happening in the world, it's happening on Twitter.

- Twitter's audience is active, leaned-in, and highly receptive.

- We help brands to connect with what's happening through advertiser products that only Twitter can offer.

- When brands connect to an event, occasion, or trend on Twitter, we call these connect ads or connect campaigns.

You'll find an overview of why Twitter is the right choice for running impactful advertising campaigns, along with lots of audience insights. You'll also get our best practices for connecting to any type of event, occasion, or trend, and a case study for each. We'll walk through the most relevant ad formats to help you connect – and the costs and bidding you can expect for each.

Let's dive in.
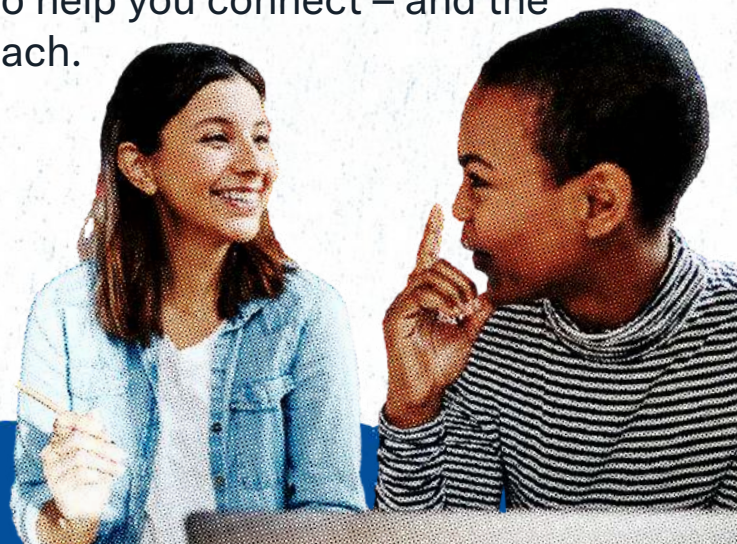
Why choose Twitter for your advertising campaigns?

When Twitter talks, the world follows – we're the home of real-time, global conversations about sports, entertainment, politics, tech, health, and more...

...plus the cultural moments, events, and trends that drive each.

Our audience

Our audience is influential, plugged-in, and in a discovery mindset, helping Twitter to be

the #1 platform for discovery.[1]

People on Twitter spend **1.9X** more time looking at connect ads (ads that connect to an event, occasion, or trend) and are **4X** more likely to act after seeing an ad when compared to some other social media platforms.[2]

1. Source: Twitter internal data, 2018. Twitter collaboration with Publicis Media. Nearly 1,500 users of Twitter, Facebook, Instagram, and YouTube were surveyed to identify what impact brands can expect when advertising on social media. The study found people are more likely to: remember the ads they've seen on Twitter; to take action as a result of the ad; or look for additional information about that brand.
2. Source: Start With Them: Post Exposure Study, commissioned by Twitter and conducted by Neurons, Inc. in the U.S. in 2019. Twitter, n=30, Facebook, n=28, Instagram, n=29. *Twitter's difference from Facebook and Instagram is statistically significant at the 95% confidence level.

Connect campaign paid media on Twitter drives an average +23% more efficient cost-per-thousand (CPM) when considering both campaign and earned impressions. [1]

In studies about how people interact with brands on social media, we found...

Twitter was the #1 platform for brand interaction [2]

People on Twitter like to be the first to try new things and buy new products [3]

37% of Twitter users use Twitter to follow/find information about products and brands [over 1 in 3 global users] [4]

1. Source: Twitter Internal Data, April 2020 - January 2022, Global (US/UK/BR/JP/MX/TH) (n= 89). Efficiency calculated by comparing CPM (standard) to CPM for Paid + Earned Impressions.
2. Source: Bovitz, Conversation as a Superpower Study, commissioned by Twitter, 2021, US.
3. Source: Kantar, "News Discovery & Influence on Twitter", Global, December 2017. Monthly Twitter Global users (n=17,138), Online Global population (n= 34, 535). | How we know: Kantar News, Discovery & Influence on Twitter ; December 2017 ; US ; 787 Monthly Twitter US users & 1503 Online US population Source: Kantar Millward Brown, 2017.
4. Twitter commissioned study with Global Web Index. Waves Q1 2021 - Q4 2021. Global Twitter Users, Q: Which platforms / services do you use to do the following? — Twitter.

More people are turning to Twitter and they're more engaged with ads than ever too, with a +35% increase in global ad engagements seen in our study.[1]

...this is why we call our audience our superpower.

On average, exposure to Twitter Ads drives +153% incremental lift in Tweet conversation, and +151% incremental lift in authors.[2]

Cultural relevance

Our research with Kantar has found a...

73% correlation between a brand's cultural relevance and its revenue.[3]

And when compared to our leading competitors, Twitter influences culture

+278%

vs other platforms.[4]

1. Source: Twitter Analyst Day 2021, compares 2020 vs. 2019.
2. Source: Twitter Internal Data, April 2020 - January 2022, Global (BR, CAN, JP, MX, UK, US, TH), N = 311. Author lift is calculated by comparing percent growth of authors attributable to ad exposure v. a control group; Conversation lift is calculated by comparing percent growth of earned Tweets from exposure to paid media v. a control group.
3. Source: Kantar & Twitter Brand Cultural Relevance Research, commissioned by Twitter, US, Nationally representative sample, 100 US brands tested, Dec 2019. Methodology: Twitter ran a correlation analysis to look at the relationship between the relative movement of spend on Twitter and cultural relevance (as scored by our survey). The model included the 100 brands tested. The output of that model was the correlation coefficient (which is a measure of strength of the relationship between the two sets of variables) of .73 (or 73%) and .88 (or 88%), respectively. The possible value ranges for a correlation coefficient are between -1.0 and 1.0.
4. Source: Trendkite Digital PR. Top Tier article mentions. Data shown is the number of press articles where each social media company is the only social media company mentioned in that article. Data is global (EN keywords). Comparison vs. competitor avg. Competitors were Facebook, Instagram, Snapchat, and Youtube. Data pulled Feb 2021 for previous iteration of each event. Timeframes are inclusive of one day before and after the event.

As for these important cultural moments? They're unfolding every day on Twitter. The events, movements, trends, and conversations that shape our culture. In these moments, people raise their voices to express their opinions – they're connecting with what's happening.

You can use Twitter to connect with these events and build cultural relevance. People buy from brands they believe to be more culturally relevant.

There's an

88%

correlation between spend on Twitter and perceptions of a brand's cultural relevance.[1]

1. Source: Kantar & Twitter Brand Cultural Relevance Research, commissioned by Twitter, US, Nationally representative sample, 100 US brands tested, Dec 2019. Methodology: Twitter ran a correlation analysis to look at the relationship between the relative movement of spend on Twitter and cultural relevance (as scored by our survey). The model included the 100 brands tested. The output of that model was the correlation coefficient (which is a measure of strength of the relationship between the two sets of variables) of .73 (or 73%) and .88 (or 88%), respectively. The possible value ranges for a correlation coefficient are between -1.0 and 1.0.
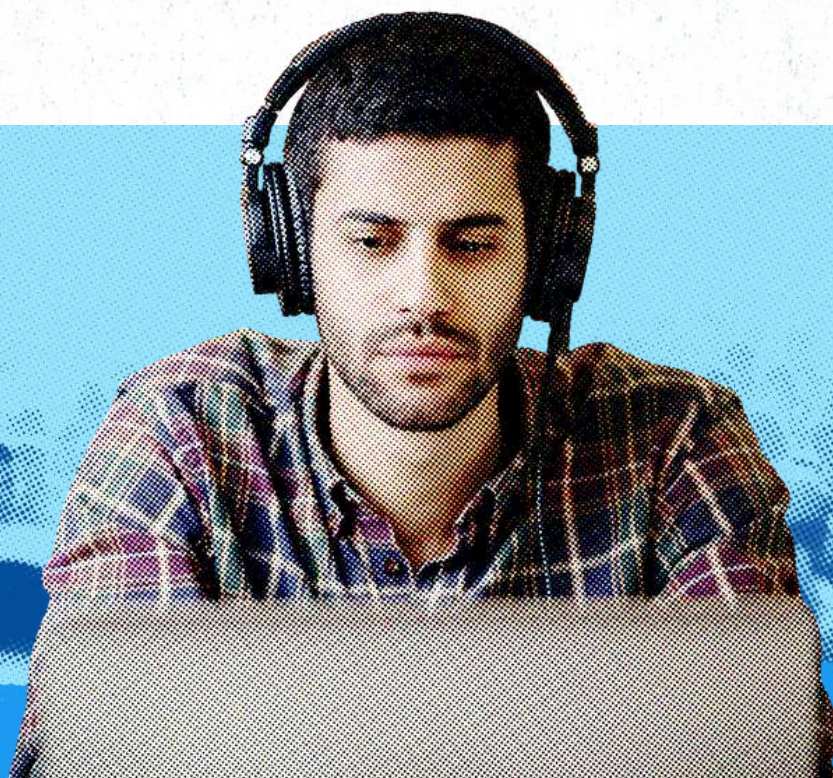
Full-funnel marketing solution

Twitter is a full-funnel solution – our ad products help advertisers reach a full-funnel marketing approach from the top-down. Our products allow businesses to take their launches and campaigns and evolve them into successful always-on media plans that connect to what's happening and drive customer acquisition.

Our premium Takeover products, Twitter Live, Amplify video solutions, and core branded features optimize towards increased brand awareness. Our mobile app and Carousel formats help advertisers reach lower-funnel goals across consideration and conversion. You'll find an extensive list of our product offerings in section four.

Being able to connect businesses to our ever-growing, influential audience and the cultural moments that matter to them is Twitter's unique strength as an advertising platform.

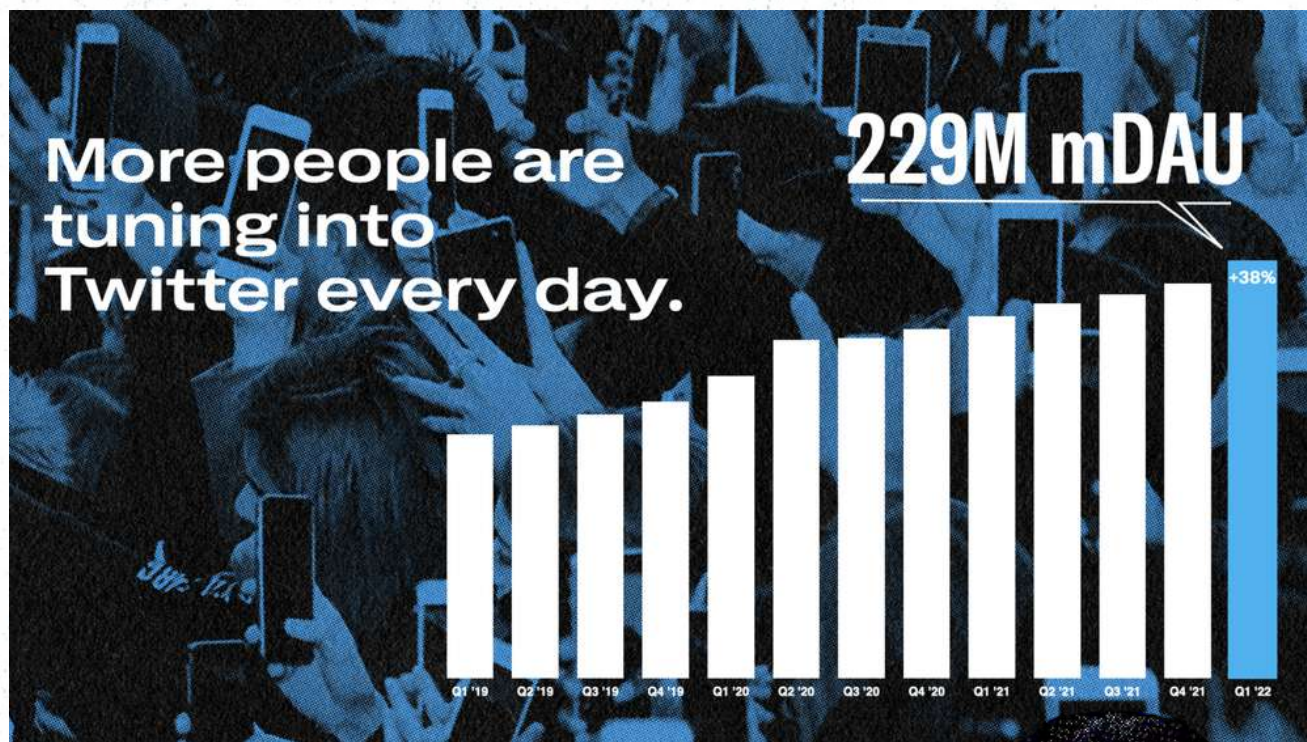| Brand objectives	Twitter buying objectives	Twitter Ad solutions
AWARENESS	Reach	• Twitter Takeover • Twitter Amplify • Twitter Live • Carousel + Promoted Ads
INTEREST	Video Views	• Twitter Takeover • Twitter Amplify • Twitter Live • Carousel + Promoted Ads
CONSIDERATION	Engagement	• Twitter Takeover • Carousel + Promoted Ads
INTENT	Clicks	• Carousel Ads • Video Ads • Image Ads
ACTION	Conversion	• Carousel Ads • Video Ads • Image Ads

Your audience is already here, and they're listening.

More people are tuning into Twitter every day.

229M mDAU

+38%

Q1 '19 Q2 '19 Q3 '19 Q4 '19 Q1 '20 Q2 '20 Q3 '20 Q4 '20 Q1 '21 Q2 '21 Q3 '21 Q4 '21 Q1 '22

Source: Twitter Q1 2022 Shareholder Letter

Bring your business to Twitter and connect to our powerful and passionate audience – and the cultural moments they're talking about – to make an impact and drive results.

Don't just take our word for it...

"Twitter seems to be the ideal channel when it comes to real-time football conversations and updates, and the use of hashtags as a means of creating awareness...there is basically no other channel that makes use of hashtags to the extent Twitter does."

Simon Kamsky
Senior Marketing Manager at Etihad Airways.

"Savage X Fenty looked to Twitter to unlock new audiences for our younger demographic and drive customer acquisition growth. We discovered that thoughtful creatives uniquely targeted to specific segments produced meaningful results."

Candace Curtis
Media Manager, Paid Social at Savage X Fenty.

"As we began to see linear TV viewership of the games decline, the opportunity for Canadian Tire to connect digitally with Olympic fans was of the utmost importance. Twitter enabled us to join the social conversation by utilizing engaging ad units that encouraged participation and revealed personal messages from athletes. Through Twitter we were able to connect Canadians to the Olympics as we collectively cheered on our athletes from home and we were thrilled to see Team Canada win their first gold during our branded live stream!"

Jonathan Flynn
Digital Associate Manager, Strategic Marketing at Canadian Tire.

How to connect on Twitter

Twitter is home to real-time, public conversation. People on Twitter love to talk, and connect with brands that are part of what's happening.

When brands connect to what's happening on Twitter, they see impressive results: [1]

+70% recall

+15% message association

+11% brand awareness

+7% brand reference
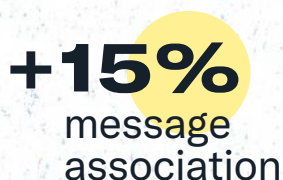
You can connect on Twitter no matter your marketing objective:

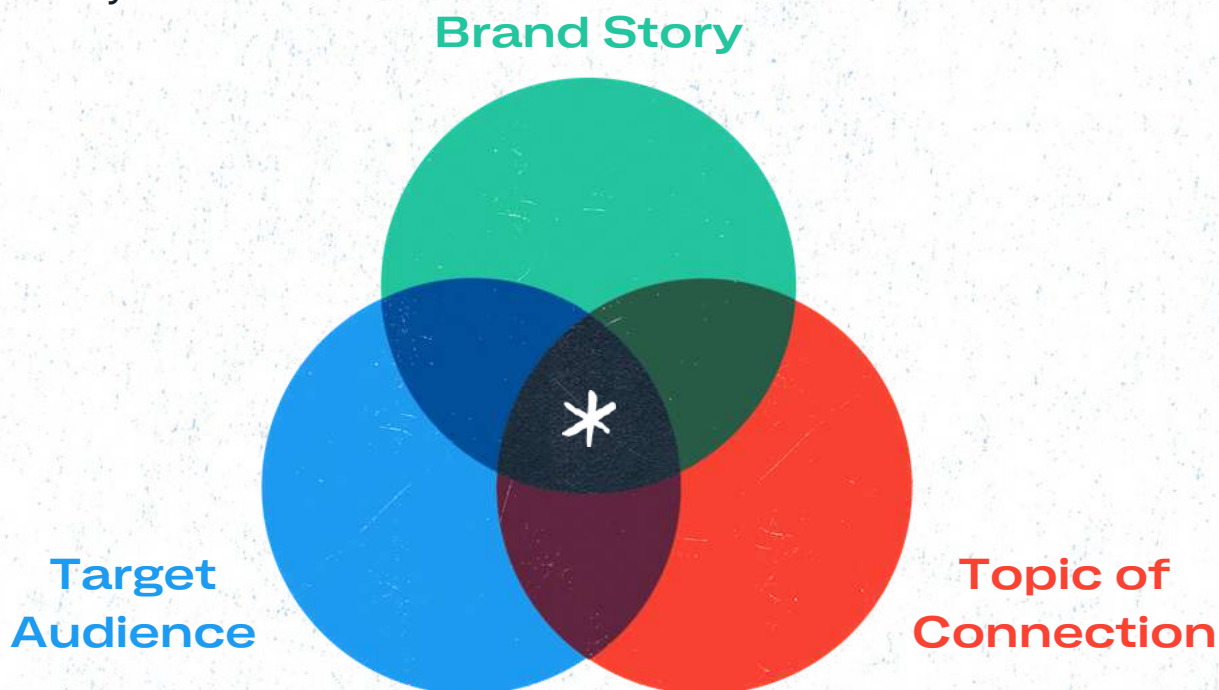| **Awareness** | Reaching new audiences |
| **Consideration** | Driving interest |
| **Conversion** | Converting down the funnel to drive intent and actions |

Step #1:

Create your messaging

Brands that break through and successfully connect find their ownable message in the intersection of audience, topic, and their own story.

Brand Story

Target Audience

Topic of Connection

Step #2:

Choose your campaign flighting window

When brands expand the connect window, their campaigns are more effective and efficient – we've found that expanding your campaign run time beyond just the event day or moment can yield...

2x more engagement

+35% greater view through

3x better cost efficiency

Source: Twitter Internal, Jan 2018-Mar 2019, US campaigns $50K+.

Three ways brands can connect with what's happening on Twitter

1 — Events

Twitter is the roar of the crowd for events. Whether it's news, politics, sports, or entertainment – Twitter is the perfect platform to connect.

2 — Occasions

From virtual celebrations to Valentine's day, to Christmas – occasions are great opportunities for brands to connect through ads, promotions, and conversation.

3 — Trends

Join the surge in conversation around topics and trends that are accelerating to build relevance for your brand.

Connecting to events on Twitter

Twitter is the place to catch up on events via highlights, with our data finding:[1]

72% of people on Twitter agree that Twitter has the most up-to-date commentary and highlights for events that are happening

70% agree that they use Twitter to keep themselves connected to the events they are passionate about

67% agree that they like to see brands aligning with current events on Twitter

62% agree that brands that align to events on Twitter are more culturally relevant

1. Source: Twitter internal data survey, January 2022. Data was collected from 8,000 Twitter Users (1,000 per market) – defined as those who have used the platform at least monthly. This document outlines the Global findings, taking an average across all markets (Canada, Brazil, Mexico, Australia, India, Japan, Indonesia, KSA). Questions agreed to were: 'Twitter has the most up-to-date commentary and highlights for events that are happening', 'Twitter keeps me connected to the events I'm passionate about', 'I like to see brands aligning to current events on Twitter', 'Brands that align to events on Twitter are more culturally relevant'.

#1: How to connect to events

Choose an event you know your target audience is interested in, or an event you want to align your brand with, and insert yourself into the conversation around it.

People spent +22% more time on Twitter vs. leading competitor platforms during five major live events in the US and UK in 2019-2020, showing there is ample opportunity to connect on Twitter during events.[1]

Tweet using the hashtags associated with the event, ask questions, create a poll, or run a promotion to join the conversation.

One of the best ways to connect to an event is to live Tweet as it happens. When you plan to be part of a moment by live Tweeting during an event, the potential benefits include increased engagement, cultural relevance, connecting with new communities or topics, and new followers.

1. Source: Custom Daypart Analysis, Comscore Media Metrix & Mobile Metrix, Shift in total minutes on Twitter vs. other social platforms (Event vs. average of 3 weeks prior during same day of week & airing time), Super Bowl: 2/2/20, USA; NFL Draft 4/23/20, USA, Oscars 2/9/20, USA, Premier League, 7/5/20, UK, General Election 11/19/19, UK.

Before the event:

- Check if the event has a hashtag that you can include in your Tweets to join the conversation and help to align your brand with the event
- Consider what creatives you might need, such as imagery, GIFs, or video, and get these ready in advance of the event. For example, if it's a sporting event, you might want to create image options for any outcome in terms of the winning team
- Create buzz about the event with your followers ahead of time. Ask them if they'll be watching or attending, or create a Twitter Poll to drive engagement.

During the event:

- Use the event hashtag or your own branded hashtag in your Tweets
- Get your timing right – keep an eye on trending topics for timely Tweet inspiration
- Re-read before you Tweet to help ensure spellings and @ mentions are correct
- Engage with other people and brands on Twitter – Retweet, like other Tweets, and reply to Tweet threads.

After the event:

- Respond to any Tweets you couldn't get to on the day of the event
- Tweet congratulations, a recap of events, or links to where people can learn more about what happened during the event
- Look at your Twitter analytics to see which of your Tweets performed best and if any didn't work so well
- Later down the line, find ways to recap the event with a #ThrowbackThursday or by creating a Twitter Moment.

Brand example - Etihad Airways

As summer travel began to increase around Europe and the UAE, Etihad Airways planned a marketing campaign to tap into this to build excitement around flying and traveling the world. They ran a promotion on Twitter for free flights to connect to this anticipation for traveling, for maximum possible reach.

Knowing that Twitter is home to a highly engaged and leaned-in audience, Etihad Airways decided it was the place to run their campaign and to take part in the real-time conversations surrounding the UEFA European Football Championship final.

They ran a reach campaign and used various targeting tools to reach their target audience.

Their ads for the campaign had a reach of over 46 million and resulted in them being the only brand trending on Twitter during the final of The Euros.

Click here to read the full Etihad Airways success story.

#2: How to connect to occasions

Align your brand message and offering with the occasion to drive connection and action, such as visiting your site or app. Let's say you want to connect to Valentine's Day on Twitter – share some gift inspiration for loved ones with your products, or run a contest for a romantic giveaway.

Build engagement by leading the conversation about the occasion – react to live conversations that are unfolding around the occasion and your campaign. Be sure to also gauge interest from your audience about the various conversations linked to the occasion, and use this when planning for future opportunities to connect.

Brand example - Lulu Hypermarket

Lulu Hypermarket, a supermarket with hundreds of stores across the Arabian Gulf region, Egypt, India, Indonesia, and Malaysia, wanted to boost brand awareness during the month of Ramadan. They connected to Ramadan with a variety of videos including recipes, new offers, and videos promoting relevant products. Their campaign achieved a video view rate of over 41%.

The video received a 49.39% engagement rate vs our benchmark of 12.10%.

Click here to read the full Lulu Hypermarket success story.

#3: How to connect to trends

Connecting to a trend is the perfect way to align your brand with a hot topic. Since trends come and go, it's important to only connect to those that feel authentic to your brand and don't feel forced – doing so could hurt your brand's integrity with your followers.

If it does feel like a good fit, integrate your brand benefits with the connect moment – if you're connecting to sustainability and your brand sells clothing made from sustainably sourced materials, push this messaging in your Tweets.

You can use a connect opportunity to highlight your brand's values, too. Maybe you're a beauty brand that advocates for #SelfLove or #NaturalHair, so aligning with these trends will be an easy fit for your business.

There's also a good opportunity to collaborate with influencers and micro-influencers associated with specific trends, because they can affect consumers' purchase decisions, and boost awareness of your brand.
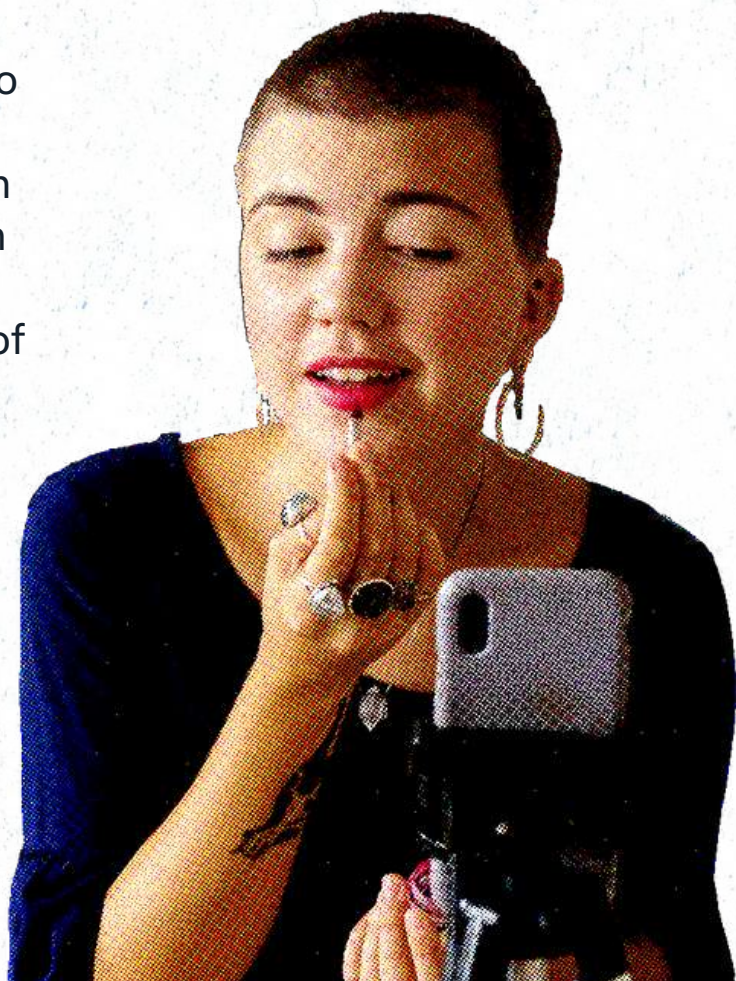
Brand example - EQONEX

Crypto exchange platform EQONEX, headquartered in Singapore, turned to Twitter to leverage the ever-growing crypto trend on the platform – in 2021 alone, there were over 136 million Tweets about crypto.[1]

The brand wanted to reach more of Twitter's active crypto community and drive sign-ups and website traffic worldwide. To do this they used a mixture of targeting options, Website Buttons, Video Ads on Twitter, and the Twitter Audience Platform (TAP).

EQONEX noticed an increase in traffic to their site and an uptick in interest in the EQONEX brand.

The campaign reached over 18 million people on Twitter and drove more than five million clicks to the EQONEX website.

Click here to read the full EQONEX success story.

Our four-part phased approach to connecting on Twitter

Whatever it is you'd like to connect with, we recommend these four phases to run an optimal connect campaign on Twitter:

1 — Immerse

Uncover the ins and outs of the topic or moment and get familiar with the pulses of conversation – the themes, highlights, and anticipated moments. Use this phase to prepare and organize your content, and use the other three phases to Tweet your planned content and prepare reactive content for unexpected changes during the participate and react phases.

2 — Hype

Seed your message and build on the anticipation by naturally building association with the topic.

3 — Participate

Take part in the peak of the conversation about the moment. Anticipate possible new content during this phase, to prepare for any eventualities or results of the moment you're connecting to.

4 — React

Take advantage of the short window after the peak to gradually phase out of the conversation.

Connect tips from our Customer Success team

Driving client success is second nature to our Customer Success team at Twitter, and they've shared some of their top connect tips:

"Brands that find ways to engage before and after an event or moment tend to gain maximum results and build stronger connections. Take a sporting event for instance – before the event, you can tap into athlete excitement and fan anticipation. After the event ends, you reconnect with fans by extending the moment – recap highlights or showcase some #CantMissMoments."

Annika Struhalla
Customer Success Specialist, EMEA

"The world has a special date for anything and everything – from World Environment Day to World Chocolate Day – and Twitter is a great platform for brands to be front and center of the conversations that happen during these key moments. Have a look at our marketing calendar and identify dates that your brand could potentially own with a full Twitter Takeover."

Bertrand Tee
Customer Success Partner, APAC

"Connect your brand with one of our Premium Partners through our Amplify Sponsorship product to really be a part of what's happening."

Sarah Nicolas
Customer Success Specialist, EMEA

"Use the power of hashtags, either in your own communication or in your targeting. Certain keywords and hashtags have higher traffic during specific events or occasions. Take advantage of those. Be a part of what's happening and join the conversation by using them to connect with the event or occasion you're targeting."

Marta Castellanos
Customer Success Partner, EMEA

"If you're running an ads campaign, mix your ad formats – use a variety of formats to engage with your audience. Using a mix of formats in connect campaigns drives +11% cultural association, +8% brand favorability, +8% would recommend, and +7% purchase intent.[1]"

Bassem Yousri
Customer Success Specialist, MENA

"Leverage existing sports/entertainment partnerships that your brand might have already established, and consider Twitter's Amplify Sponsorship campaigns. Pair your pre-roll ads alongside sports content that has a high synergy with your brand and capitalize on the high possible engagements."

Daniel Ng
Customer Success Specialist, APAC

1. Source: MAGNA & Twitter "Mixing It Up: Diversifying Ad Formats to Achieve More", US, 2020. Find more information here:
   https://business.twitter.com/en/blog/launch-connect-campaigns-memorable-experiences.html

"Twitter trends, news, and cultural events are when the most diverse audiences flock to Twitter. Don't just watch, join in! Capitalize on these cultural events to maximize eyes and brand consideration by being part of the conversation. Drive the conversation by sharing your content, insights, and opinions, and create your unique branded hashtag so users can associate with your brand in a fun way only on Twitter."

Natalie Cheung
Customer Success Specialist, APAC

"Layering in targeting is important to ensure that your ads are being put in front of your ideal customer. Twitter offers various forms of targeting from keyword, to follower look-alike, to interests. If you're only able to think of a few words that might be relevant to your audience, you can always use the recommendations tool to generate some more. The audience estimate tool is also a great way to determine the size of the audience that might receive your ad."

Isioma Odita
Customer Success Specialist, AMER

Ad formats to connect

Let's jump into the Twitter ad formats and features available, followed by how they can be used to amplify your connect campaign even more.

We've seen that using a mix of Twitter ad formats drives better results, and our magic number is three.

When compared to using one format alone, using three or more ad formats has shown to increase

Campaign awareness by **20%**

Purchase intent by **7%**

Source: Nielsen Brand Effect (US/UK/JP/CA), Q3 2015 - Q3 2018 Connect campaigns. Note: Model is a Fixed-Effect Multi-level logistic regression Outcome variable: Whether the respondent correctly answered the relevant survey question (Yes/No). Unique Formats included GIF, Polls (Text, Video, Image), Website cards (Photo, Video) In-stream video, Promoted Video, Conversation Card (Video).

Standard Twitter ad formats

Image Ads and Video Ads:

Showcase your product or service, bring them to life, and drive people to a website, app, or simply to engage with your brand's message.

Carousel Ads:

Tell a story, drive action, and deliver your brand message in an engaging way. This ad format helps advertisers reach new audiences and drive them to your website or app through a maximum of six images or videos all within a single ad.

This gives you more creative space and flexibility, allowing your brand to seamlessly transition through various products, highlight specific features, or share brand news and updates. Carousels support both images and videos – you can combine both within a single Carousel, and customize headlines and landing pages to drive your audience to multiple destinations within one Tweet.

@CostaCoffeeUAE connects to Ramadan with their specially-themed cups on sale during the holy month.

@vancleef_japan uses an image Carousel Ad to connect to Mother's Day to highlight their collection.

Twitter Live:

This is a promoted livestream format that enables advertisers to broadcast their biggest moments, allow audiences to join in real-time, and drive conversation.

Premium Twitter ad formats

Twitter Takeover

Twitter Takeover offerings are mass-reach placements that drive results across the funnel by allowing you to own the timeline and Explore tabs on desktop and mobile. You can choose from Trend Takeover/Trend Takeover+ and Timeline Takeover, or combine them for a greater effect.

Trend Takeover/ Trend Takeover+:

Trend Takeover puts your ad alongside what's trending, by placing it at the top of the Explore tab. Trend Takeover+ adds an additional video creative element and, when added to campaigns, drives 3X more effective message association and 9X more effective favorability metrics.[1]

Timeline Takeover:

This puts your brand at the top of the conversation as the first ad of the day. Your ad is the first ad that will appear when someone opens Twitter for the first time that day, for a 24-hour period.
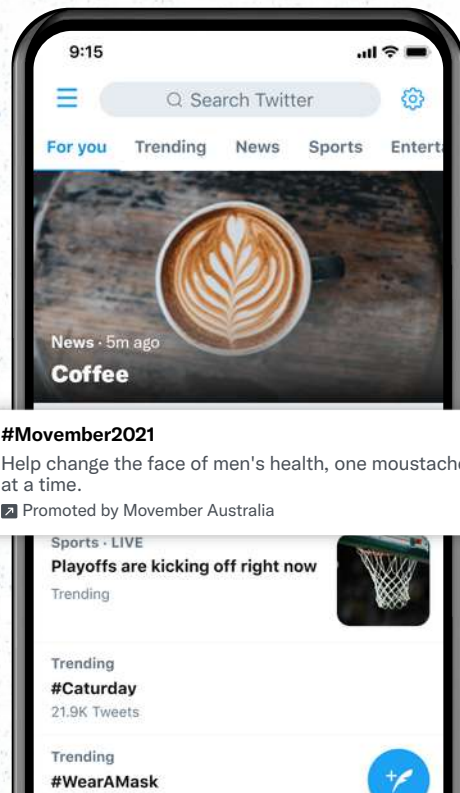
1. Source: Twitter Nielsen Brand Effect Studies, 2020. N = 13 US Campaigns w/ Trend Takeover+ activations; N = 144 US campaigns without Spotlight activations. [EyeSee New Ad Product Research, 2016.]

When added to campaigns, Timeline Takeover drives 3X more effective ad recall and campaign awareness.[1]

Twitter Takeovers are associated with a 25% increase in Google search popularity the day of the takeover – compared to the average search popularity seven days prior.[2]

Click here for more information and examples of Takeover.

Twitter Amplify

Twitter Amplify pairs brands with premium, timely publisher videos and the audiences coming to Twitter to watch them. Amplify offerings are broken out into two ad formats:

Amplify Pre-roll

Pre-roll connects you with premium video content at scale, shared by Twitter's network of over 200 hand-selected, brand-safe publishers from 15 standard content categories.

Amplify Sponsorship

1:1 pairings with a single publisher during a moment of their choice, and Tweet-level control for the duration of the campaign. Viewers of our premium publisher content spend +28% more minutes per day on Twitter, and are 2x more likely to use Twitter multiple times a day.[3]

Click here for more information and examples of Amplify.

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1. Source: Twitter Nielsen Brand Effect Studies, 2017 - 2020. N = 135 US campaigns with Timeline Takeover placements; N = 1068 US campaigns without Timeline Takeover placements.
2. Source: Analysis of 70 TKO campaigns between March 2019 - December 2021. Google Search Data from Google Trends on the day of TKO compared to the daily average indexed search popularity the 7 days prior. US Only. The difference is statistically significant at 95% confidence interval.
3. Source: Twitter + Kantar GCP Video Consumption Survey + Embee Passive App Behavior, 2019, n= 1,441 (GCP:.429, non-GCP: 1,012).

Ad features
—

Conversation Buttons:

Drive engagement and conversation with embedded buttons that prompt people to Tweet about branded content. They include call-to-action (CTA) buttons and customizable hashtags.

Website Buttons:

Add a clickable functionality to your Image Ads and Video Ads, allowing users to click through to a specific landing page.

App Buttons:

This ad feature also adds a clickable functionality to ad creative and links to a specific App Store or Play Store app download page. If users already have the app downloaded, this button can also be configured to open into the specific app on mobile.

@pandoramusic connects to AAPI Heritage Month using an App Button for their streaming service.

Branded Notifications:

Branded Notifications enable advertisers to have 1:1 conversations at scale, delivering time-triggered, automated @mention Tweets directly to opted-in users at the moments that matter most.
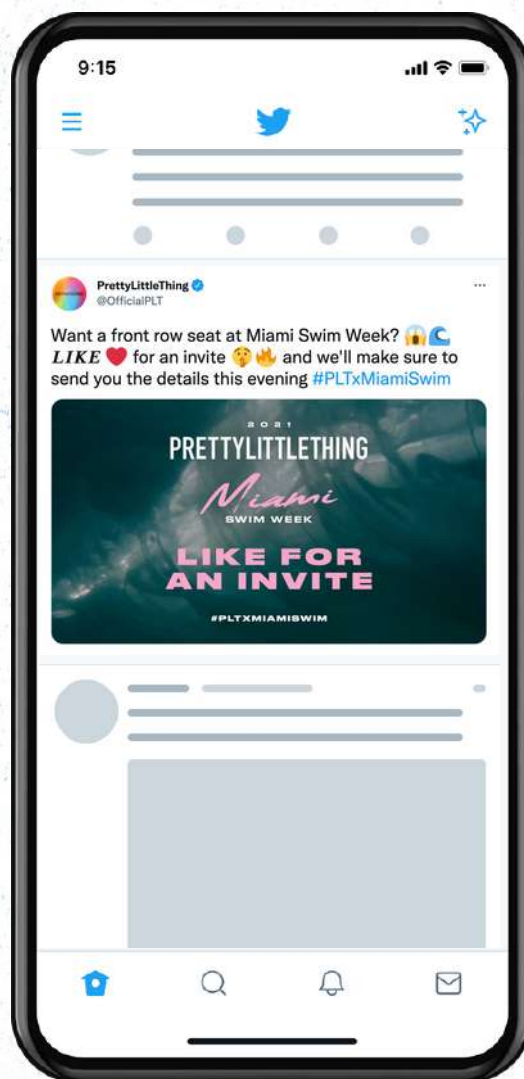
Branded Hashtags:

This ad feature allows brands to express their personality and add a fun, visually-appealing creative element wherever the hashtag is used across Twitter.

Branded Likes:

With this feature, brands can add animations to likes, which will work in tandem with their campaign hashtag.

@OfficialPLT connects to Miami Swim Week using Branded Notifications to send invites to their followers.

Branded Likes is available for managed advertisers in certain regions and will be scaled to a wider range of countries in the future. Reach out to your client partner at Twitter to check if the feature is currently available in your country.

For more details on any of our ad formats, speak to your dedicated client partner at Twitter to help you get set up. If you don't yet have a client partner or account manager at Twitter, contact one of our Twitter Ads specialists to get started.

How to use ad formats in connect campaigns

Hype Seed your message out

- Drum up anticipation for your campaign via Image Ads and Video Ads.
- Maximize reach with your target audience through Amplify pre-roll and Curated Categories as buzz builds.
- Leverage Twitter's Event, Interest, and Conversation targeting to align with people's interests.

⚡ **SUPERCHARGE WITH:**
Branded Notifications | Conversation Buttons

Participate Take part in peak conversation

- Align with your connect opportunity through Amplify pre-roll and sponsorships.
- Insert your brand into the conversation by using engaging Video Ads with a Conversation Button.
- Drive high-intent customers to your brand site or app with image, video, or Carousel Ads using a Website or App Button.

⚡ **SUPERCHARGE WITH:**
Branded Hashtags | Twitter Takeover | Twitter Live

React Maximize buzz and phase out while driving consideration

- Extend association through Curated Categories, Amplify pre-roll, and sponsorships.
- Bring followers further down the funnel by leveraging image, video, or Carousel Ads using the Website or App Button.
- Continue to reach followers with Re-engagement targeting, including video and mobile app install campaigns.

⚡ **SUPERCHARGE WITH:**
Audience Expansion | Tailored Audiences

Creative best practices

Ad creative is the top factor in driving sales with ads.

47%
of sales performance can be attributed to creative alone[1]

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.

The following three best practices are particularly effective when connecting to events, occasions, and trends:

1 — Use the connect moment's hashtag

Incorporate the official hashtag(s) for the connect moment in all of your Tweets. This way, people on Twitter who are following the event, occasion, or trend are more likely to come across your Tweets and also associate your brand with the moment.

Too many hashtags can be distracting and takes your audience away from your content, so don't use more than two per Tweet.

1. Source: Other elements are Reach (22%), Brand (15%), Targeting (9%), Recency (5%), and Context (2%) source: Nielsen Catalina Solutions 2017, Period 2016 - Q1 2017, US.

2 — Feature the keywords of the connect moment

Using keywords related to the connect moment will make your Tweets more relevant and discoverable. Using one or two is sufficient – any more than that and you could negatively impact your Tweet copy.

3 — Get visual

It's important to include visuals that are eye-catching and highlight your product or key message. Incorporating visuals that fit well with the event, occasion, or trend you're connecting to will help tie your campaign together.

During your campaign, we recommend using

3-12 unique creative assets

to prevent creative wear-out with your audience.

97%
of people focus on visuals on Twitter [1]
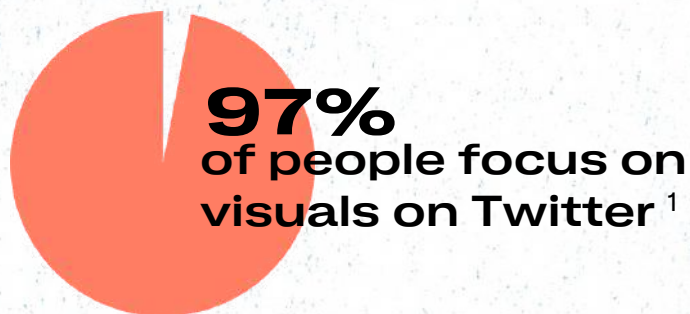
1. Source: "Why Twitter" Competitive Research, Kantar Millward Brown, 2017.

Here are our general creative best practices for Tweets to always keep in mind:

Keep Tweets short and to the point

Tweet copy should be concise. The best performing Tweets are around 50-100 characters. Find the key hook in your message and hone in on it.

Make your hashtags accessible

Use capital letters for each word of your hashtag, also known as 'camel case'. Capitalizing the first letter of every word makes it easier for people to see every word and for screen readers to read each word.

Embrace emojis

Use emojis when you want your copy to feel more human or to grab attention. To prevent overcrowding, have a maximum of three emojis within the Tweet copy – this also helps make your Tweets accessible.

Ask questions

Twitter is the engagement platform and people go there for conversation and discussion. Start your own by Tweeting questions and polls to get your audience talking.

Include clear CTAs

Your Tweets should have a clear follow-through action – for example, "sign up for our webinar today". Where relevant, add urgency to your message too, such as "one-day-only sale". If your desired action is having people visit your website or your app, include Website Buttons or App Buttons.

Best practices for image Tweets

Avoid images with heavy text overlay, and make sure to add alt text to your media for accessibility. Include visible branding in the image, which features the brand logo and name where possible.

Best practices for video Tweets

Based on our 2020 data, an average of 71% of Twitter sessions now involve video,[1] so include videos in your campaign if possible. Keep your videos to 15 seconds or less, with a sound-off strategy and clear branding. Subtitle, caption, or sub-caption all your videos to make them accessible.

Video Ads with clear logo placement can help drive higher brand recall.[2]

Clear branding should be included within the first three seconds of the ad, and preferably stay on screen the entire time. This could mean your brand's logo watermarked in the corner of the video, incorporating your brand's colors, or consistently featuring your logo through the people in your video.

Using a combination of both image and video can drive a

↑ **1.5x lift**

in brand awareness when compared to using just one.[3]

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1. Source: Source: Twitter Internal, January 2021, Global. Data reflects 2020 yearly average.
2. Source: GroupM Video Best Practices on Twitter, MetrixLab 2017; Data2Decisions/Twitter AdCompass study (2018) n = 35 video ads (0% - 25% n=23, 25% - 50% n=7, 50% - 75% n=1, 75% - 100% n=4).
3. Source: Twitter Internal Analysis, US Nielsen Brand Effect studies launched in 2019. N=77, 1,716 Tweets, 81,789 respondents.

How to target your audience

Now you know how to connect to events, occasions, and trends – and the best ad formats to use – how do you ensure you reach your target audience? Our wide mix of targeting options have got you covered.

The following combination of targeting options can help you find your audience on Twitter:

Demographics
Who they are

+

Audience types
How they Twitter

and/or

Custom audiences
Bring your own data

Expand your reach
With our **Custom Audience Look-alikes** and **Audience Expansion**

Demographics
Who they are

Use our demographic targeting to reach people based on location, language, device, age, and gender. This is particularly useful if connecting to an event or occasion taking place in a specific place, rather than globally.

Audience types
How they Twitter

Use our audience targeting to reach people based on conversations, events, interests, movies and TV shows, keywords, follower look-alikes, and engagement. This includes Tweet engager targeting, which allows you to retarget people who have seen or engaged with your previous Tweets and videos.

Custom audiences
Bring your own data

Use your own data and target ads to your known audiences, such as your followers and Custom Audiences. This could include those who have recently visited your website or taken a specific action in your app, such as installs or sign-ups. Custom Audiences can be used for retargeting, exclusion, and/or expansion.

Expand your reach

Expand your audience and your reach with Custom Audience Look-alikes by including people who are similar to those in your selected audiences.

You can also use Audience Expansion, which allows you to grow your campaign's overall targetable audience by finding similar people that may not be reached by the standard targeting alone. You can select from defined, expanded, or broad expansion.

Targeting recommendations based on objective

You can match your targeting type to the objective of your connect campaign. If your objective is awareness, you should focus on broad options like Demographic, Interest, or Conversation targeting.

If your objective is consideration, you can narrow your audience and use intent or relevancy-based signals like Conversation, Follower, and Tweet engager targeting to hone in on users who are most likely to favor your message.

If your objective is conversion, try leveraging Custom Audiences or look-alikes. Avoid making your targeting too narrow – broader targeting can drive the best overall conversion impact.

Have more questions about our targeting options?

Contact our sales team for more personalized advice, such as information on Custom Targeting Packs.

Costs and bidding

With Twitter Ads campaigns, you choose the budget and you can always have complete control over your campaign's spend. Only our premium products (Amplify and Takeover) require a minimum spend, which varies per country. There's no minimum spend required for any of our standard products.

You can choose your daily budget, total campaign budget, and also an ad group budget – so you can place a cap on spending. What you're charged will depend on your campaign objective.

Say you're running a followers campaign – you'll only be charged when someone follows your account. This is what we call a billable action. It's likely your campaign will gain other engagements too, but you won't be charged for them.

Twitter Ads run on an auction system, where advertisers bid against one another to serve their ads to a target audience – meaning the price you pay per billable action is not at a fixed rate.

How much you pay for your campaigns will depend on certain factors, including:

1. How engaging your ad is – Tweet copy and creative matter
2. The size of your targeted audience
3. How many other advertisers are also targeting that particular audience
4. How much you bid

In general, audiences in high demand will require higher bids to serve.

You'll be given real-time guidance and suggestions for the best bid-type for your campaign during setup. There are three bidding options for you to choose from:

1 — Automatic bid

This will auto-optimize your bid to maximize results, at the lowest price within your budget. This is a great option for new advertisers, or experienced advertisers who are trying a new type of campaign.

This bid is recommended for reach campaigns, engagement campaigns, and Amplify campaigns.

2 — Maximum bid

This bid is well suited to experienced advertisers who are confident about what each type of engagement will cost. You can choose exactly how much you're willing to pay for a billable action – and you won't be charged over that price.

This bid is recommended when running an app installs campaign.

3 — Target bid

With this bid, you name the bid you want to pay for a billable action, and your campaign will auto-optimize your bids to achieve a daily average cost that will meet, or beat, that target.

This bid is recommended for follower, website traffic, reach, app installs, and app re-engagements campaign objectives.

Setting competitive bids and budgets for your campaigns allows them to win auctions and serve well.

Use the following tips to help set a bid and budget that maximizes your campaign results within your price range:

Utilize our recommended bid type for your campaign objective:

Your bid is one of the factors that determines how frequently your ad is displayed. For new advertisers in particular, we suggest you start with the recommended bid strategy for your campaign objective – this will ensure that your campaign is set up for success based on our platform-wide best practices.

Set your bid based on the value you place on each new engagement:

Your bid factors into how well your campaign performs, so put consideration into how much a specific engagement means to your business. 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 your 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.

Quick Promote

Quick Promote is perfect for advertisers who would like to promote their Tweets without using the Twitter Ads campaign manager to commit to a full campaign. It lets you quickly and easily promote your Tweets to a larger audience in a few simple clicks.

You can choose between nine budget options, ranging from $10 USD to $5,000 USD, or your local equivalent.

Visit our Quick Promote FAQ page for more details.

Connect on Twitter Checklist

- [ ] Refine your campaign objective

- [ ] Choose an event, occasion, or trend to connect to

- [ ] Identify the themes, highlights, and anticipated moments of the connect moment

- [ ] Choose your campaign run-time. Engaging before and after an event or moment gains maximum results

- [ ] Decide on the ad formats you'll use. 3+ formats drive optimum results

- [ ] Choose your targeting options

- [ ] Create your Tweets
  - Copy – 50 to 100 characters is best practice. Use hashtags, keywords, and clear CTAs.
  - Use eye-catching visuals to highlight your product or key message.

Global connect calendar

For a comprehensive look at the biggest upcoming events and occasions you can connect to for the rest of the year, take a look at our global marketing calendar.

From **#EarthDay** to **#WorldCup,**

it's all happening on Twitter.

Discover the moments here.