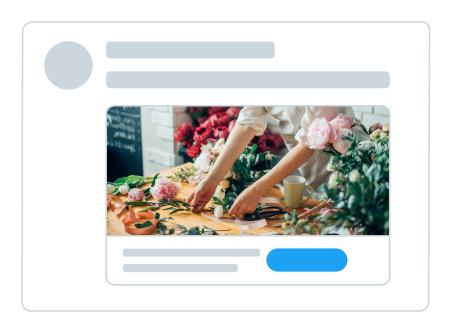# Twitter Ads starter kit

—

Print or open with a PDF editor to read and complete exercises to help you set up a successful Twitter Ads campaign.

Contents

Guide: How to get started with Twitter Ads

Step-by-step instructions for setting up a campaign on Twitter.

What's Covered

01
Twitter Ads account setup

1. **Log in to the account you want to promote Tweets from**

2. **Visit ads.twitter.com**
   You can do this by visiting the URL directly, or by selecting "More" in the left-hand menu and selecting "Twitter Ads"

   If this is your first time accessing your ads account, follow the prompts to:

3. **Select "Go to Twitter Ads"**

4. **Select your country and time zone**

What can you do in your ads account?

Create your ads

Using the "Compose" button, you can create any new Tweets you want to promote. (Page 5)

Build a campaign

Selecting the "Create a campaign" button begins a walkthrough of the campaign setup process. (Page 7)

Measure performance

When your campaign is live, your dashboard will display results in real-time. (Page 9)

Note: All new ads accounts are reviewed before becoming eligible to run ads. If you have a new account and are not able to access Ads Manager, wait a few days and try again.

02

Adding a payment method

Before you can run a Twitter Ads campaign, you need to add a payment method.

You will <u>not</u> be billed unless you launch a campaign.

Credit card

Follow these steps to add your credit card information to your Twitter Ads account. When you build your campaign, you'll be able to select this card as a funding source.

1. While in your Ads Manager, click on your @name in the top-right corner
2. Select "Payment methods" from the drop-down menu
3. Select "Add new funding source" in the top-right corner
4. Enter your card information
5. Click "Proceed to confirmation" and confirm
6. You card will go through an internal check. When approved, it will appear as "Valid" in the Payment methods tab.

For more, see our page on billing basics.

Insertion order

When a Twitter Ads credit limit is reached, ads are paused automatically. If you're planning to run a large campaign on the platform, consider applying for an IO by following these steps.

1. Fill out the request form
2. Once submitted, you'll receive the IO documents for electronic signature in your email inbox from the Adobe Sign system.

03

Creating your ads

When building your campaign, you'll be asked to select the Tweets you want to promote as ads. There are two types of Tweets to choose from:

Organic

You'll be able to choose from the Tweets you have already Tweeted from your @name.

Promoted-only

You can create new Tweets specifically for your campaign. We call these "Promoted-only" Tweets.
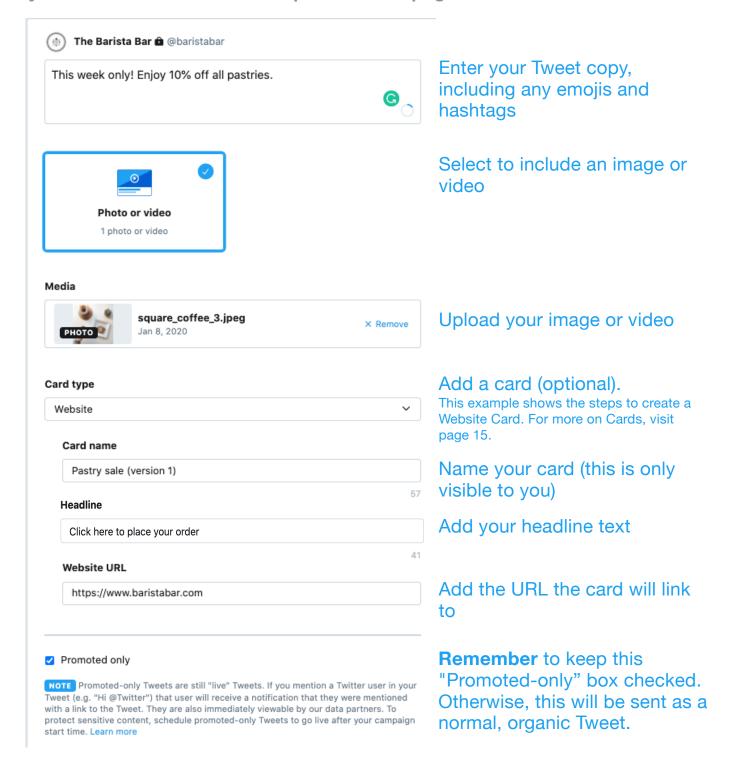
These Tweets do not appear on your profile and are only shown to the audiences targeted in your campaign.

If you'd only like to promote existing organic Tweets, no further action is needed. Skip to page 7. To include Promoted-only Tweets in your campaign, continue through the steps on the following pages.

Please note all Tweets and ads must follow our Twitter Ads policies.

Creating Promoted-only Tweets

Click the "Compose" icon ✒️ in the top-right corner of your Ads Manager. This will bring you to the Tweet composer. Here, you'll enter your Tweet details. Find best practices on page 16.
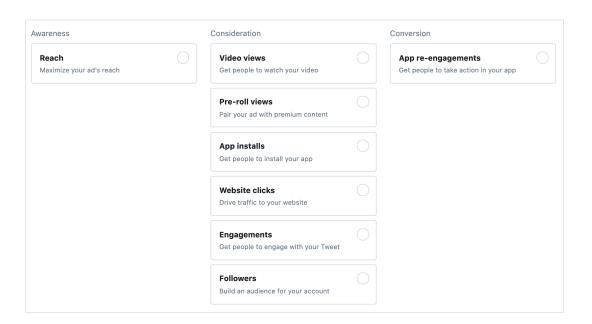

The Barista Bar 🔒 @baristabar

This week only! Enjoy 10% off all pastries.

Enter your Tweet copy, including any emojis and hashtags

Photo or video
1 photo or video

Select to include an image or video

Media

square_coffee_3.jpeg
Jan 8, 2020   ✕ Remove

PHOTO

Upload your image or video

Card type

Website   ⌄

Add a card (optional).
This example shows the steps to create a Website Card. For more on Cards, visit page 15.

Card name

Pastry sale (version 1)
                                            57

Name your card (this is only visible to you)

Headline

Click here to place your order
                                            41

Add your headline text

Website URL

https://www.baristabar.com

Add the URL the card will link to

☑ Promoted only

NOTE Promoted-only Tweets are still "live" Tweets. If you mention a Twitter user in your Tweet (e.g. "Hi @Twitter") that user will receive a notification that they were mentioned with a link to the Tweet. They are also immediately viewable by our data partners. To protect sensitive content, schedule promoted-only Tweets to go live after your campaign start time. Learn more

Remember to keep this "Promoted-only" box checked. Otherwise, this will be sent as a normal, organic Tweet.

04
Campaign setup

The first step to building a Twitter Ads campaign is choosing an objective.

By selecting an objective, you're ensuring that your campaign is optimized towards the actions you care about most. For multiple objectives, consider running multiple campaigns.

To select an objective and start building your campaign, select "Create campaign" from the "Campaigns" drop-down menu in your Ads Manager.

Here's a list of our campaign objective offerings:

Awareness	Consideration	Conversion
Reach Maximize your ad's reach	**Video views** Get people to watch your video	**App re-engagements** Get people to take action in your app
	Pre-roll views Pair your ad with premium content	
	App installs Get people to install your app	
	Website clicks Drive traffic to your website	
	Engagements Get people to engage with your Tweet	
	Followers Build an audience for your account	

Learn more on the <u>Twitter Ads campaign types page</u> of our website.

Completing the campaign form

Once you've chosen your objective, it's time to fill out the details of your campaign.

01 Campaign details

In this section, you'll fill out the general parameters of the campaign. These include your:

- Campaign name
- Total budget
- Start and end dates
- Funding source

02 Ad groups

Within your campaign, you may want to create different groups (or ad groups). This can be helpful if you want to do things like show different messages to different audiences, or adjust budget or dates for particular audiences.

For each ad group you create, you can specify your:

- Ad group name
- Start and end dates
- Total ad group budget
- Bid type
- Targeting parameters (See more on page 17)
- Tweets you'd like to promote (also known as your "Creative")

Pro tips:

- Unless your objective is App Installs or App re-engagements, we recommend un-selecting the "Twitter Audience Platform" in the "Targeting" section.
- When selecting creative, use the drop-down menu to filter by organic, Promoted-only, drafted, or scheduled Tweets

03 Review

Review your campaign details one last time before pushing it live!

05

Campaign measurement and analytics

Get your results in real-time

Once your campaign is live, you'll be able to track results from your Ads Manager dashboard.

The default view will show results at a campaign level. Click on any campaign to see results by ad group, ad, or audience.

Here are some key metrics and questions to consider:

Campaign level:

• Number of results
• Results rate
• Cost-per-result (CPR)

Ad group level:

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

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 your campaign.

• What Tweets are underperforming? Consider pausing them.

Audience level:

• What audiences are your Tweets resonating with most? Consider including these groups in future targeting.

Learn more about your Ads Manager on the next page

Twitter Ads Manager

To check on the status and performance of a campaign, visit the dashboard in Ads Manager. Here are some key areas to know:

1. Filters: Use these filters to display campaigns based on factors like funding source, objective, or status.

2. Checkbox: Choose whether you'd like to see all items running during a specific timeframe, or only items that delivered. (A campaign that is live but not delivering ads due to exhausted budget, for instance, would be an example of what this checkbox allows you to filter for.)

3. Timeframe: Click this button to filter your dashboard by your desired dates.

4. Metrics: Customize which metrics you'd like to see in your dashboard here.

5. Campaign results: In the default view, your dashboard will show results at the campaign level, with each campaign displayed in its own row.
To take a deeper dive into your campaign results, click on each campaign name. This will allow you to see a breakdown of performance by ad group, ad, and audience.

Visit the **Twitter analytics page** of our website to see all of the available dashboards for measuring performance.

06
Troubleshooting and FAQs

What are the creative specifications for Twitter Ads?

There aren't any one-size-fits-all specifications, as Twitter is displayed on multiple devices and platforms.

We recommend applying the most suitable image spec for whatever device you're targeting (i.e. mobile ads might be optimized for a 1:1 image, whereas desktop ads are better suited for a 16:9 image). Find all of our creative ad specs here.

How many Tweets should I include in my campaign?

Start out with 2-3 Tweets in your campaign. For longer campaigns, refresh copy and/or creative every two weeks to keep things fresh and retain your audience's attention.

What is the ideal length for a campaign?

To get the full optimization benefits for your campaign, choose run dates that cover a minimum of 2 weeks.

How long should I wait before making changes to optimize my campaign?

After 3 days, look for opportunities to make optimizations. The might include pausing low-performing ads, reallocating budget to certain ad groups, or adjusting your targeting.

06
Troubleshooting and FAQs

How much does a campaign cost?

With Twitter Ads campaigns, you choose the budget. There's no minimum spend required, and you always have complete control over your campaign's spend.

Why aren't any creatives appearing?

You won't be able to add a Tweet to your campaign if the Tweet type is incompatible with the campaign objective. For example, we require a Tweet to contain a video in order to be added to a video views campaign.

Please also note that only Tweets can be added to campaigns. Standalone Cards can not be added.

If you're still unable to select Tweets and creatives to add to your campaign, try these basic troubleshooting tips:

- Clear your cookies and cache
- Try multiple browsers including Chrome, Firefox, and Safari
- Retry using an incognito or private window in your browser
- Log out and log back into Twitter Ads
- Disable browser extensions, like AdBlocker

06
Troubleshooting and FAQs

How can I see if my campaign led to conversions on my website or mobile app?

To see attributable conversions from your campaign, you will need to setup conversion tracking.

For instructions on setting up conversion tracking for a website, see page 18.

For instructions on setting up conversion tracking for a mobile app, see this page on mobile app conversion tracking

Helpful links:

For more troubleshooting and FAQS, visit the **Twitter Ads Help Center.**

Have other Twitter Ads questions? Reach out to **advertiserhelp@twitter.com**

07
Resources

Twitter Cards

A Twitter Card is a clickable component you can add to a Tweet. When sharing a link to a website or app, consider using Cards to give your links more attention and clickable area.

We offer two main types of Twitter cards. You can use an image or video for either:

Website card

This is optimized for website clicks campaigns.

App card

This is optimized for app installs and app re-engagement campaigns.

Creative best practices

Strong Tweet copy:

- Is concise and to the point
- Includes a call-to-action (CTA)
- Is human and conversational
- Gives discounts by % (not a dollar amount)
- Creates a sense of urgency (i.e. "limited time only")
- Avoids distracting hashtags

Strong Tweet images:

- Are clear and not pixelated
- Have minimal text
- Have a central focus
- Catch the eye with bright colors, a human element, or display of movement or emotion

Strong Tweet videos:

- Are 15 seconds or less
- Open with a product
- Have captions or another sound-off strategy
- Have clear logo placement throughout
- Have branding present for more than half of the video

Stat: On Twitter specifically, we've seen a 62% year-over-year increase in daily video views and a 72% year-over-year increase in watch time.

Source: Internal Twitter research, 2019-2020

Twitter Ads targeting

Use Twitter's targeting capabilities to get your business in front of specific audiences.

Targeting options include:

Experiment: Test different targeting approaches to understand which audience is the best fit and which messages resonate with different groups. You may be surprised by what's most effective for you.

Demographics

- **Language targeting**
  Reach people who understand a specific language.

- **Location targeting**
  Reach people residing in specific countries, states, regions, metro areas, or zip codes.

- **Gender targeting**
  Target males, females or all genders.

- **Device and Wi-Fi targeting:**
  layer additional targeting based on phone model, device, carrier, and Wi-Fi connection.

Audience

- **Event targeting**
  Target the events that best fit your audience.

- **Conversation targeting**
  Reach your audience based on the content of their everyday conversations.

- **Movies and TV targeting**
  Target people who engage with specific movies or TV shows in a particular market.

- **Interest targeting**
  Reach people based on their interests.

- **Tweet Engager targeting**
  Remarket to people who've already seen or engaged with your past campaigns or your organic Twitter presence.

- **Keyword targeting**
  Target or excuse people who searched for, Tweeted, or engaged with specific keywords.

- **Follower lookalikes targeting**
  Reach people with behave similarly to another account's followers.

Your audiences

- **Tailored audiences targeting**
  Target by email, @name, or data collected from your website or app For more, see the Intro to Tailored Audiences.

- **Follower targeting**
  Include your followers in your targeted audience.

Visit the Twitter Ads targeting page of our website to learn more.

Conversion tracking for websites

By adding a snippet of code to your website, you can track the performance of your ads beyond Twitter to see what people are doing on your website after clicking your ad. This can be used to track things like purchases, newsletter signups, etc.

How to set up conversion tracking

1. Choose your website tag

There are two types of website tags to choose from:

- **Universal website tag**: a single code snippet that can be placed across your entire website to track multiple site actions or conversions

- **Single-event website tag**: a unique snippet of code that can be used to track a single website conversion on your website

For most advertisers, we recommend using the universal website tag, as it simplifies the tagging process and allows for tracking of someone's journey across your entire website.

In rare cases, you may need a single-event tag to track a conversion for a non-page loading event (i.e. downloading a white paper or submitting a registration form).

2. Generate and install your website tag

If you've chosen a single-event tag, skip to step 3. For universal website tags, follow the steps below:

a. In Ads Manager, select "Conversion tracking" from the "Tools" drop-down menu
b. After agreeing to our Terms and Conditions, click the "Generate a website tag for conversion tracking" button.
c. Paste this code snippet just before the closing HTML "</body>" tag of your web page, or inside a container tag or tag management system. You may need a developer or technical resource to help you implement it.

Note: A universal website tag only needs to be installed on your website once, and can be used across multiple campaigns. No need to create a new website tag for each campaign you run.

3. Create your conversion event(s)

Once your tag is placed on your site, it's time to create a conversion event. That is, you're ready to tell your tag what you want it to track. If you opted for a single-event tag, this is where you'll create that as well.

a. Navigate to the conversion tracking page on ads.twitter.com (under the "Tools" tab) and click "Create new conversion event"
b. Complete the form.

You can create multiple conversion events to track multiple actions on your site. Simply complete this form for each.

4. Include your conversion event in your campaign

Once a conversion event is created, you'll be able to select it from the campaign form. To do this:

a. Select "Create a new campaign" from your ads account and select the "Website clicks" objective
b. After filling out the campaign details, you'll be prompted to fill out your ad group details
c. While completing ad group details, select "Website conversions" under "Optimization preference". This will create a new field titled "Key conversion metric" where you can select your conversion event.

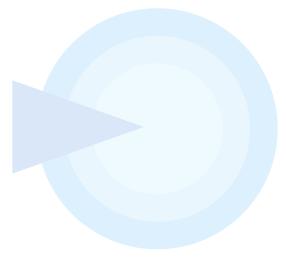You're all set! For more details, visit the conversion tracking for websites page on our website.

Exercise: Twitter Ads targeting

Use this worksheet to brainstorm targeting ideas for your campaign.

Twitter Ads Targeting

Looking to find your audience on Twitter? Twitter's targeting options can help you reach the right people at the right time.

Instructions: Print or open this worksheet with a PDF editor to brainstorm and review targeting possibilities for your next campaign.

Demographics

Gender
- ☐ **Any**
- ☐ **Men**
- ☐ **Women**

Age

Location

Language

Devices

- ☐ **Mobile - iOS**
- ☐ **Mobile - Android**
- ☐ **Desktop**
- ☐ **Other mobile**
- ☐ **All**

Other device characteristics
(Carriers, device models)

Custom audiences

Use Audience Manager to upload CRM lists and manage audiences collected from your website or mobile app.

Targeting features

Keywords

Follower look-alikes

Interests

Targeting features (continued)

Movies and TV shows	Events	Conversation topics

Additional options

Remarketing capabilities to re-engage with and move potential new customers down the funnel.

- ☐ **People who saw your past Tweets**
- ☐ **People who saw and engaged with your past Tweets**
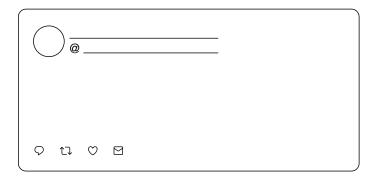 - ☐ Organic Tweets   ☐ Tweets from specific campaigns   ☐ Both
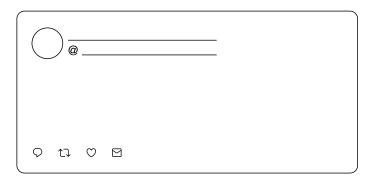
Tips

- Consider the experience of your ad on mobile. Can people complete the action you're promoting? If not, consider limited actions to desktop only.

- Avoid age and gender targeting unless your product/ service is age-restricted or gender-specific, because these fields can unnecessarily limit your overall reach.

- When targeting an event, consider running the campaign before, during, and after to maximize your content and reach.

- If you're targeting multiple countries, make sure each country has its own ad group. This way you can analyze the results from each market more easily and apply it to your next campaign.

- Try a few targeting options and interests that seem a bit outside your focus. Advertisers are often surprised by who their message resonates with. Let a few test campaigns show you where possible new audiences could be.

- You can modify targeting at any point. After your campaign has run for 2-3 days, you'll have a good sense of what's working and what should be turned off.

Exercise: Blank Tweets

Get those ideas out! Draft copy and sketch possible creative
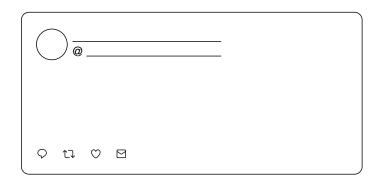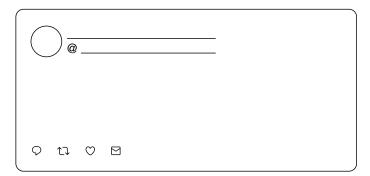with these blank Tweet templates.

Blank Tweets

@ _____

@ _____

@ _____

@ _____

@ _____

@ _____

@ _____

@ _____

For more resources, visit **business.twitter.com**
and follow **@TwitterBusiness**