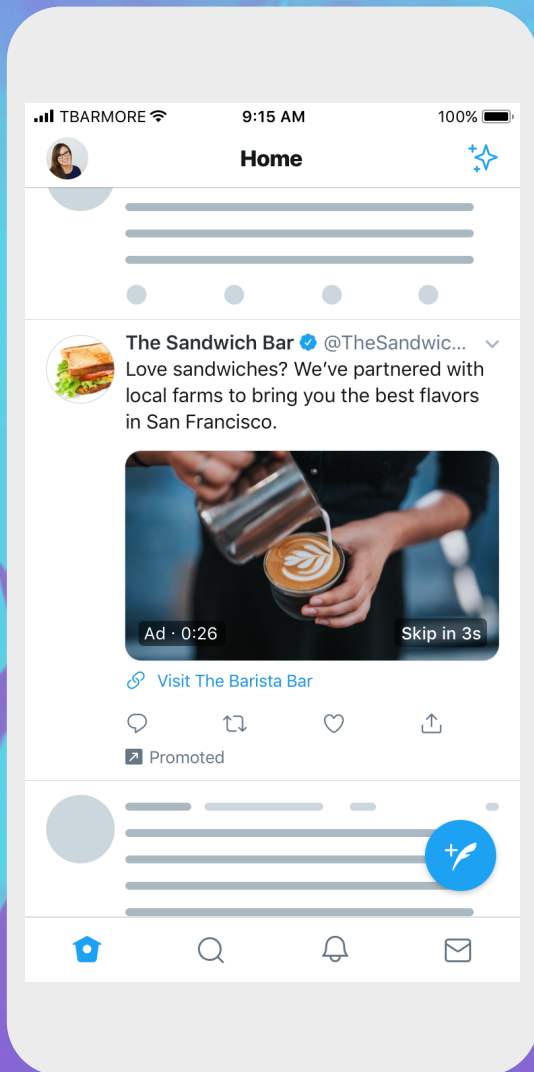# Amplify Your Videos

Promote your brand by aligning with top publishers that your target audience is already watching.

What's covered

Overview

Pre-roll Views campaigns increase your relevance by allowing you to run video ads on brand-safe, premium content your customers already love.

No one does video quite like Twitter. When something happens in the world, it's amplified on Twitter.

With premium video viewership on the rise, the Pre-roll Views objective gives you the tools you need to connect with the best video content from the world's most-watched and rising publishers.

Build brand relevance and align with consumers' interests by running pre-roll ads or branded sponsorships on the videos that your target audience is already watching.

Pre-roll clips will run before premium video content from our 200+ partners across 15 industry standard content categories, with select Twitter Curated Categories available for even tighter topical alignment.

The Pre-roll Views objective is compatible with all Twitter Amplify products, which provide customizable ad-to-publisher pairing to make sure your ad is served in the right place at the right time.

Prefer to do a standalone ad? No problem, we recommend checking out the Video Views objective.

Benefits

Increase brand lift
Pairing your brand with premium publisher content has been proven to increase key brand metrics.

Brand safety
100% of content goes through multiple levels of review prior to monetization.

Your choice, your way
Our suite of Twitter Amplify product offerings allow you to choose how and when your ad will run, as well as the level of control you'll have over ad-to-publisher pairing.

Extending reach on TV spots
Twitter is an important layer to your linear plan and has been shown to drive incremental reach to TV at a more efficient cost per reach point.

High attention rates
Research has shown that viewers of our premium publisher content are exceptionally active and attentive, even among the already engaged and discover-oriented Twitter user base.

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 end goals and achieve the best results.

What is your primary KPI?

(Max reach, completion rates, affordable CPVs, moving specific brand metrics)?

What video assets do you have (if any)?

Short video? Long video? GIF?

Do you have a sound-off strategy for pre-roll clips?

How much control do you need over publisher / Tweet pairing?

What kind of content are you looking to align with?

(I.e. coverage of a specific moment, a content category aligned to your brand, or a broad run across publisher types)

Do your video assets work as short-form / is the main information clear within 15s or less?

What type of pre-roll views are you looking for?

Where your ads appear

Tweets in Pre-roll Views campaigns appear in a number of locations on Twitter.

Home timelines

Your campaign will be visible within a person's timeline if your ad runs on a Promoted Tweet relevant to them based on your chosen audience targeting, or if they organically follow the publisher whose content your ad was paired with.

Profiles + Tweet detail pages

When someone you've targeted visits a Twitter profile or Tweet detail page, they may be eligible to see your ad.

Search results (Optional)

Campaigns appear in select search result pages on Twitter.com & partner products like HootSuite.

Pro Tip

If someone on Twitter views a Tweet that your pre-roll has been paired with, they may be shown your video if they fit the targeting criteria you specified. If someone views the publisher Tweet but does *not* fit your targeting criteria, they will not be shown your pre-roll.

Amplify ad formats

Recommendations

Choosing between Amplify Pre-roll & Amplify Sponsorships

Twitter Amplify (our product suite for Pre-roll Views campaigns) is designed to provide you with a variety of ways to run your pre-roll and make sure your brand gets noticed in the timeline. Each option comes with its own unique features and benefits.

The various offerings within Twitter Amplify allow you to determine the level of control that you'll have over publisher and Tweet pairing to ensure that your ads are always running on *your* terms.

In this section you will find a breakdown of of the full suite of these offerings as well as the primary features and use cases for each.

Amplify Pre-roll is our standard pre-roll offering. With Amplify Pre-

roll, you can select the content categories of the videos that your ad will be served on from our offering of 20+ categories — including a brand new set of Twitter Curated Categories.

Curated Categories are an elevated pre-roll offering that allow you to align with a more specific topic or audience (like US football or gamers). They also allow you to see the full list of included publishers in advance of your launch.

Amplify Sponsorships are our most premium offering that give you a 1:1 pairing with a single publisher during a moment of your choice and Tweet-level control for the duration of the campaign.
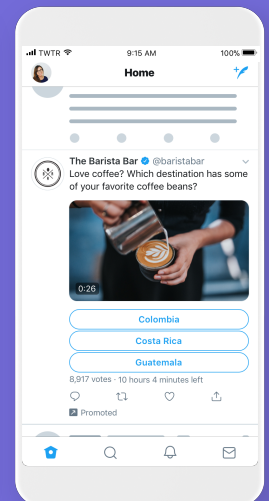
Pairing Amplify Pre-Roll with other ad formats increases the probability of campaign success

When possible use

3+

**Ad Formats to drive the best results**

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. We offer 15 industry standard publisher content categories to choose from, plus a select supply of Twitter Curated Categories that are specialized publisher lists put together by our team for you. Full lists available under Audience Targeting.
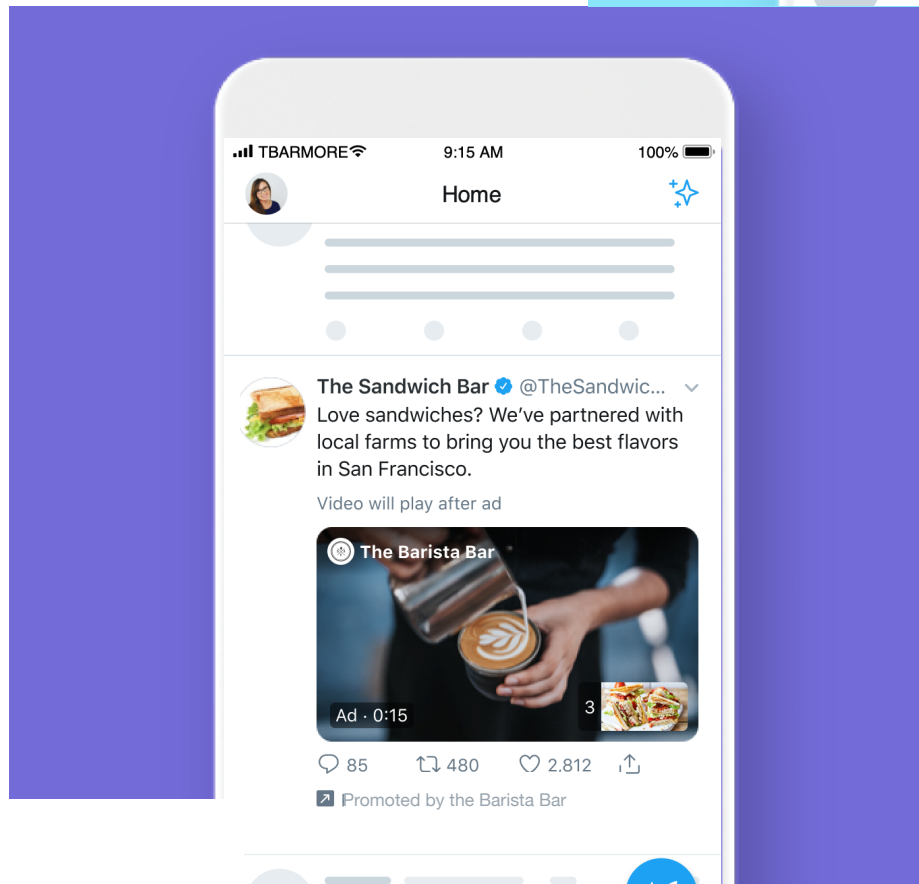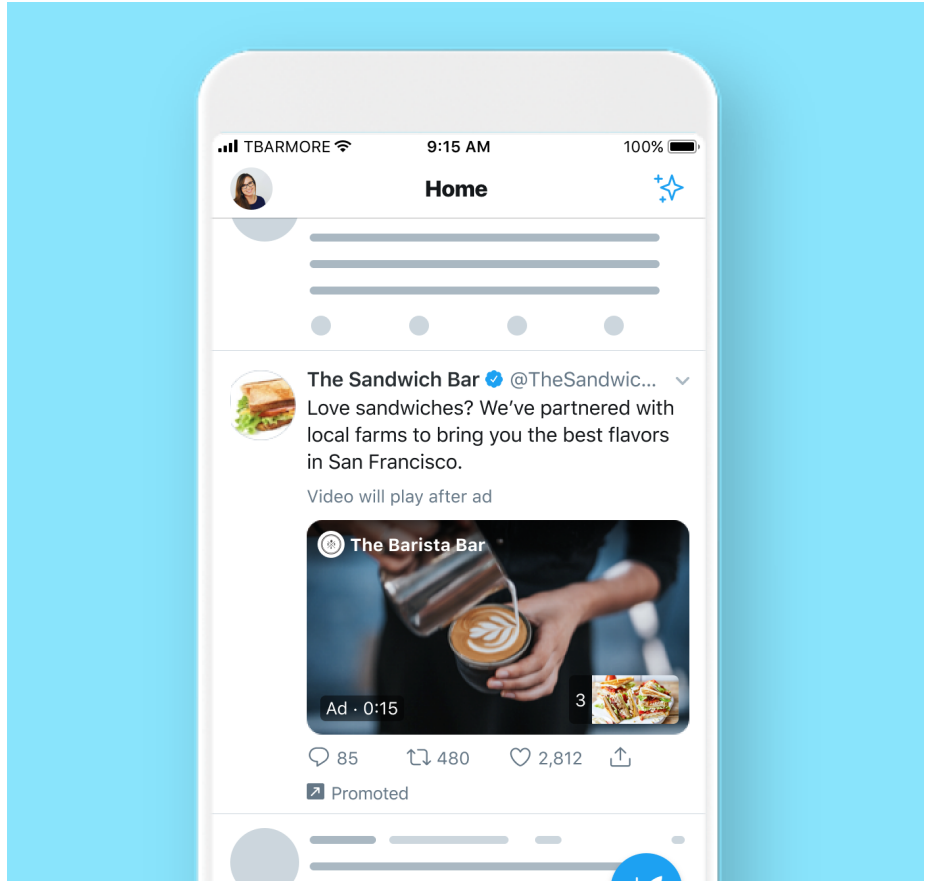
Amplify Sponsorships

These are a customizable 1:1 alignment between you and the publisher partner of your choosing, which can include pre-roll, Sponsored Moments, and/or integration of your brand into the publisher content.

Every sponsorship is unique. When you sponsor an event, moment, or show on Twitter, we work with our publisher partners to create packages that are right for you, such as pre-roll ads before video clips of your choice, pre-roll ads before live video, and branded content integrations. When the crowd cheers and the world celebrates, your brand can be right there, connected with what's happening.
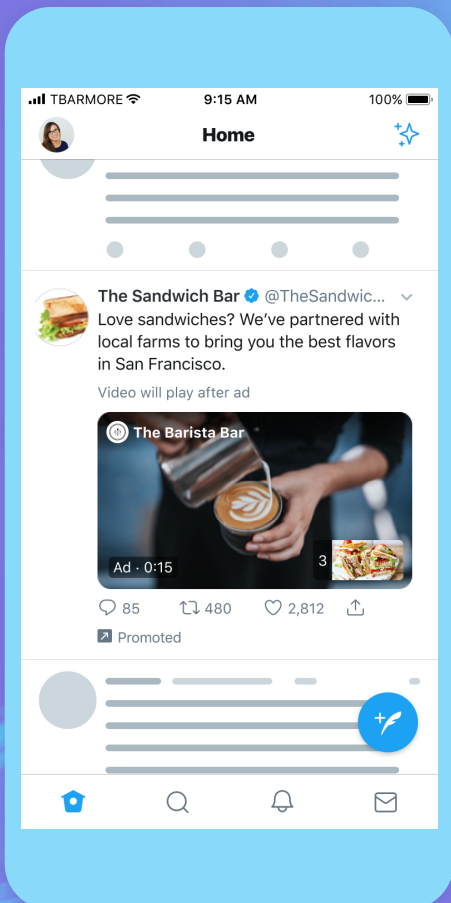
Video creative best practices

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 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.

Keep automatic pre-roll treatment in mind

Pre-roll videos display a publisher thumbnail (and skip option for creative longer than 6s) in the bottom right-hand corner of the player frame, a countdown bottom left, and your handle's logo in the top left corner of the player frame.

Brand safety

We've got the brand safety piece handled.

You've got the control you need to tackle the next level — brand *suitability*.

Every piece of Twitter Amplify publisher content goes through both algorithmic and manual review before it's deemed monetizable. We continue to invest in a combination of technology, people resources and serving controls to provide a safe environment for your ads. Beyond that, our Amplify formats allow you to choose the level of additional control that you need — from content category selection and individual publisher exclusions all the way to specific Tweet review and collaboration with Amplify Sponsorships.

👍 **With the Pre-roll Views objective, you can be sure that your video ads are running in front of publisher content that is always premium, brand safe, and in-line with your unique brand & message**

Brand safety & suitability measures

Here are the checks and controls central to Twitter Amplify:

👁 **Algorithmic & Manual Review**
Guaranteed for every publisher video in our global Twitter Amplify video marketplace that your video ad may be eligible to be paired with.

✅ **Premium Assurance**
Twitter is uniquely hands-on with its publishers. We work together, and we proactively provide guidance on best practices and brand safety.

⚙️ **Basic Content Pairing Control**
You can choose the categories that you do or don't want to be paired with — and can exclude specific publishers that don't match your brand.

🔬 **Custom Control and Review**
If you need an even higher level of visibility & control, you can run against a specific list of pre-disclosed publishers with Curated Categories or get Tweet-level control with Amplify Sponsorships.

10

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 four video bid types, each with their own distinct tradeoffs and benefits:

These bid types differ in factors like how they are charged, the duration the video is watched (often referred to as 's' or 'sec'), what percent of the video needs to be in view onscreen (often referred to a flat %) for the view to be counted, and what results they drive.

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**
15s view	Get charged on a CPM basis for impressions that have been optimized for longer view length and higher completion rates	**+ Drive your highest completion rates on Twitter***
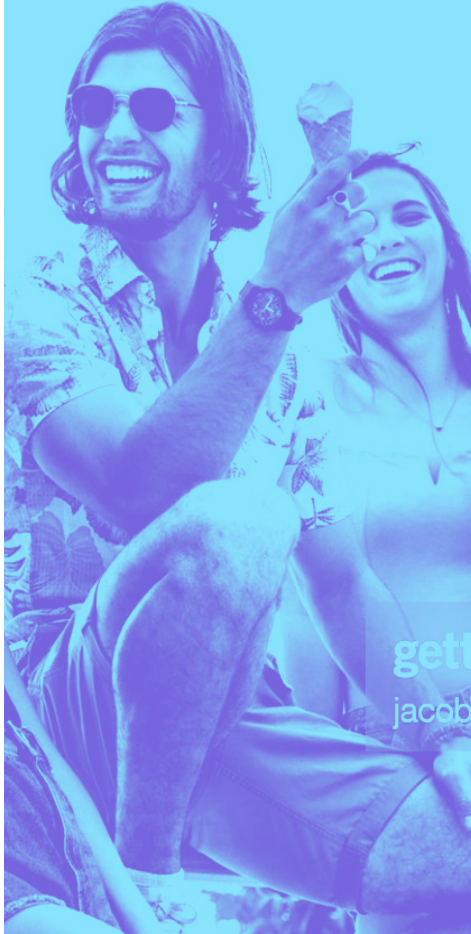
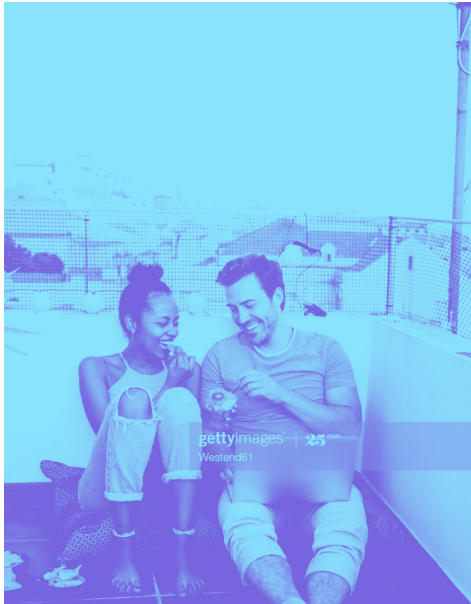*Note: this is currently only recommended for pre-roll 15s or longer

Bid types

Next let's talk billing 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.

Campaign 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.
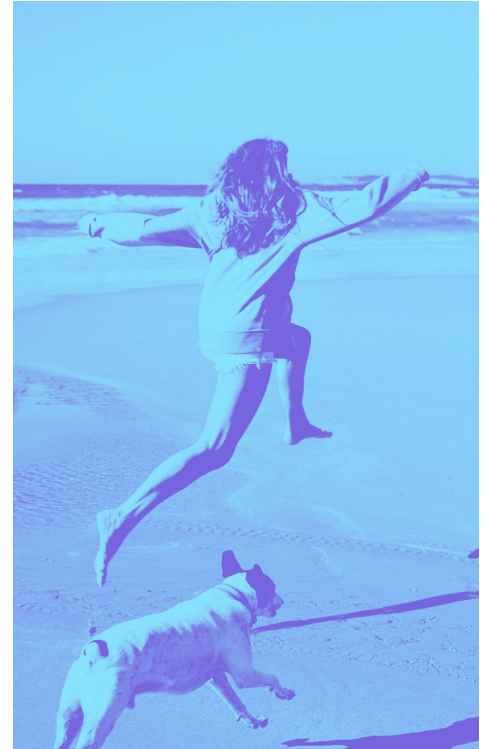
👍 **With the Pre-roll Views objective, you get access to Twitter's industry-leading targeting features. Configure accordingly and you're all set to go.**

Targeting types

Here are 4 targeting strategies we offer for Amplify Pre-Roll

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.

Publisher content categories
Pair your content exclusively with publisher content from the categories that are best aligned with your brand or message.

Core audience targeting

Ready to hone in on your perfect target group? Start here. Twitter's Pre-roll 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 our publisher partners garner a lot of organic attention, audience targeting determines who your the Tweet + your ad will be Promoted to in-feed. You set the criteria for who you'd like to reach, we serve them the pre-roll and premium publisher content.

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.

🧩 Publisher content categories

Find your most engaged audience by pairing your content exclusively with publisher content from the category or categories that are best aligned with your brand or message. Or take it to the next level by trying one of our new Curated Categories, which are created manually by our team for close alignment with the top voices on a given topic. Full publisher lists for Curated Categories are shared prior to launch.

Standard content categories

- Automotive
- Comedy
- Digital Creators
- Entertainment & Pop Culture
- Financial & Business News
- Food & Drink
- Lifestyle
- Music
- News & Current Events
- Politics
- Science & Education
- Sports
- Television
- Technology
- eSports & Video Games

Twitter curated categories

- Football
- Basketball
- Baseball
- Soccer
- Women's Lifestyle
- Men's Lifestyle
- Light-hearted Content
- Gaming Personalities
- & more to come

Pro Tip #2

When running on standard content categories, you can exclude up to 100 individual publishers who you know may not be the right fit for your brand to make sure they're not included in your targeting. With Curated Categories, you can't layer on any exclusions but you *can* see the full list of Twitter-selected and approved publishers in your Ads Manager (not available for standard categories).

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 Tailored 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
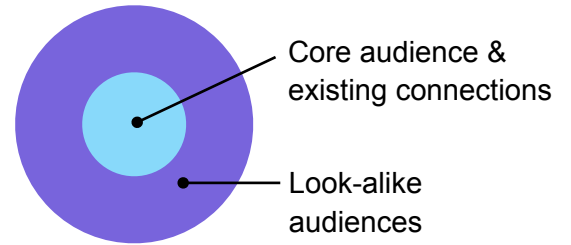
Pro Tip #3

Have more questions about targeting? Visit our detailed Q&As on: Device targeting | Geo, gender, and language targeting | Interest and follower targeting | Keyword targeting | Tailored Audiences

Other targeting tips to optimize your campaign

Target with focus

Creating campaigns with focused, relevant targeting means you have a higher chance to serve to audiences who are interested and likely to engage with your ad. Too large an audience will decrease the chances of the ad being relevant to users. That being said, targeting too small an audience will limit the users who are eligible to see your ad. Always check in on your campaign and make sure it's serving — no serving likely means there's an issue with targeting or bidding.

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.

Consider overlap between publishers and your target group

When you're considering a content category for Amplify Pre-roll or a single publisher for an Amplify Sponsorship, think about which kinds of publishers your intended audience would be interested in engaging with. Plus, keep in mind that performance data has shown that ads perform better when they're contextually aligned with the videos they run in front of.

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. Try new categories or publishers, remove low performing keywords, interests, etc. and try a fresh take. Pay attention to what works best for you!
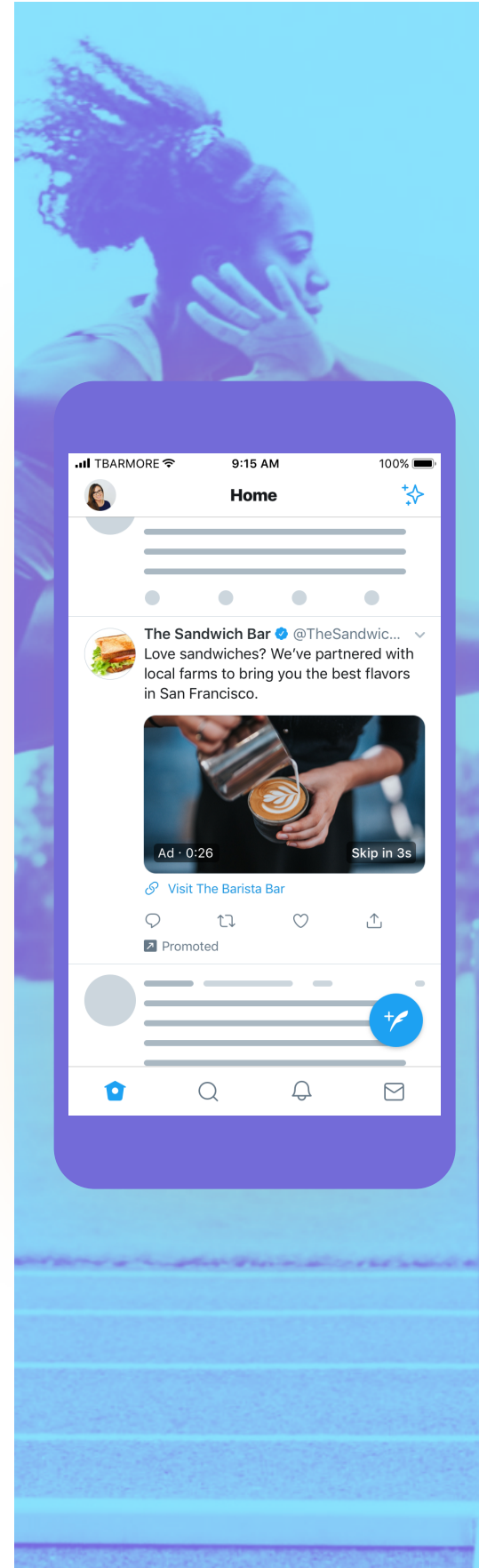
Want the largest possible reach?

Plan to run your pre-roll across a wide range of content categories and stick to just a few key audience targeting criteria.

17

Campaign pro tips

Auto-bid

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

🎬

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.

✋

Don't over optimize

Resist temptation to over-optimize. After edits, wait 2-3 days to allow learnings to progress.
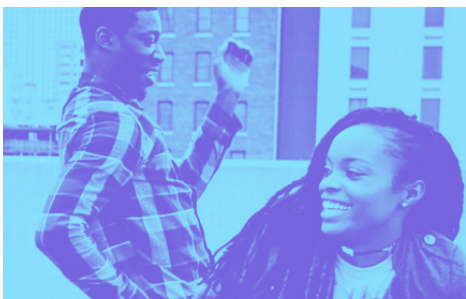
We've got your back.
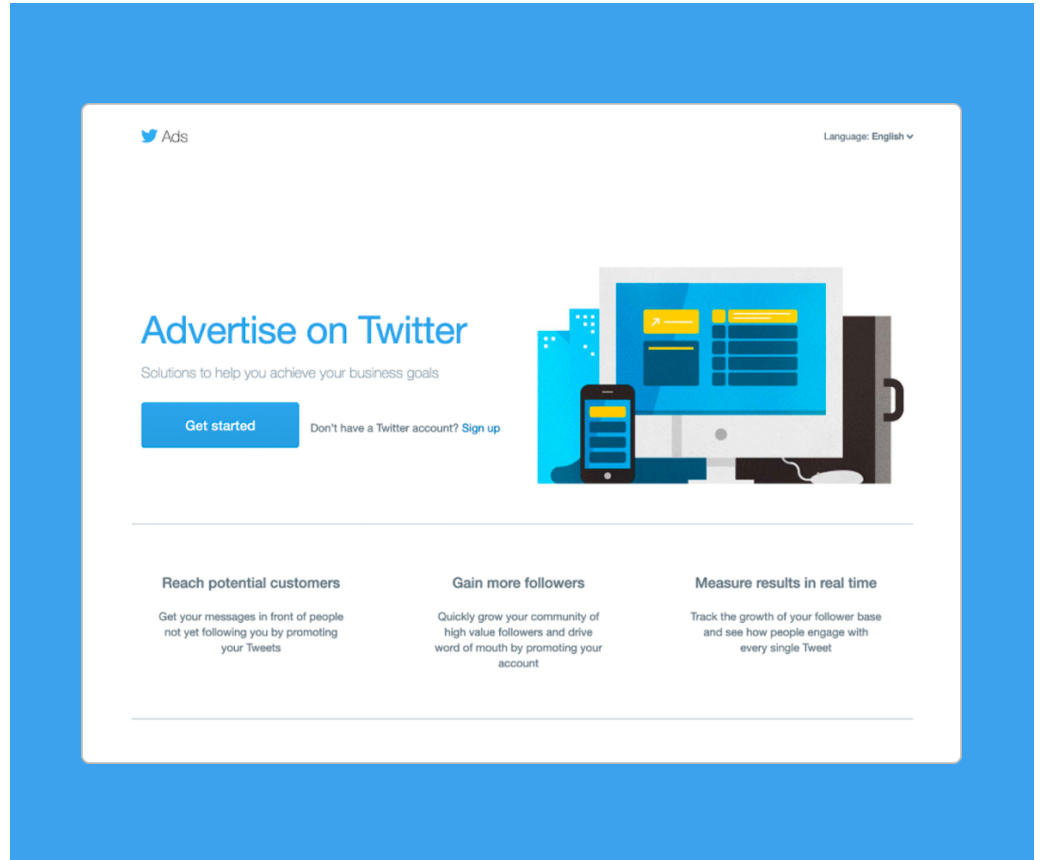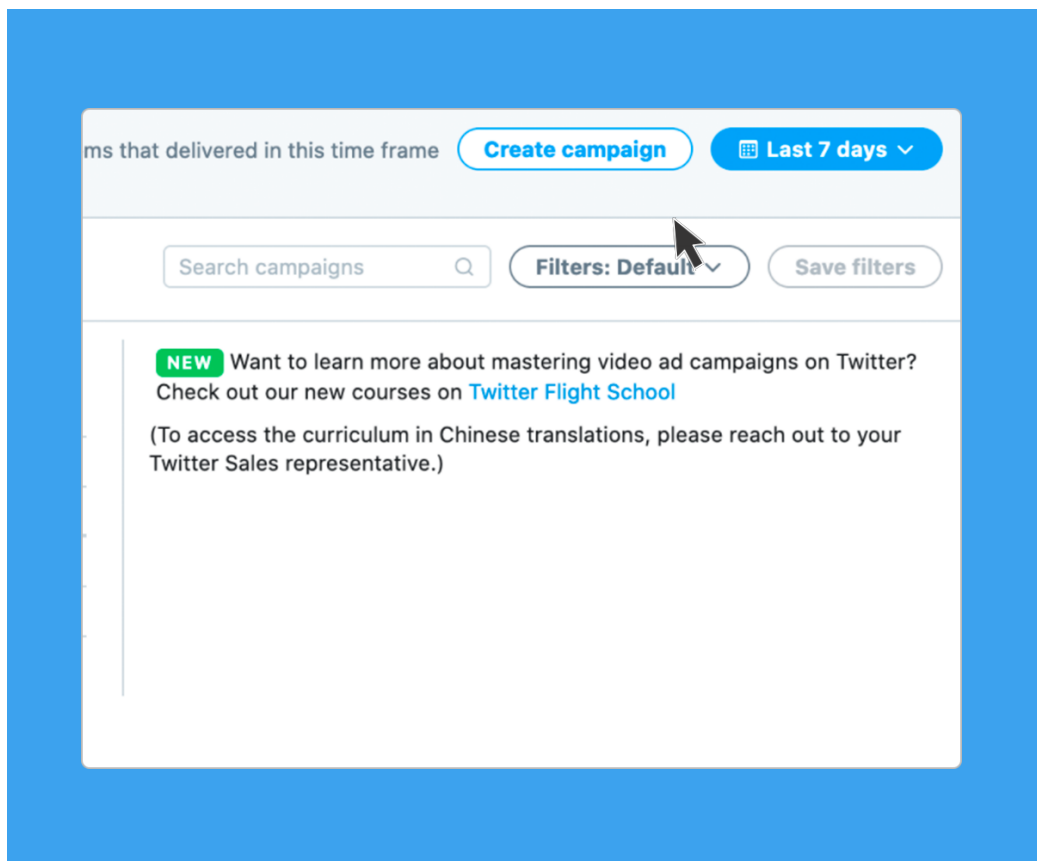
How to set up a Pre-roll Views campaign.

01

Log into your
Twitter ads account.

02

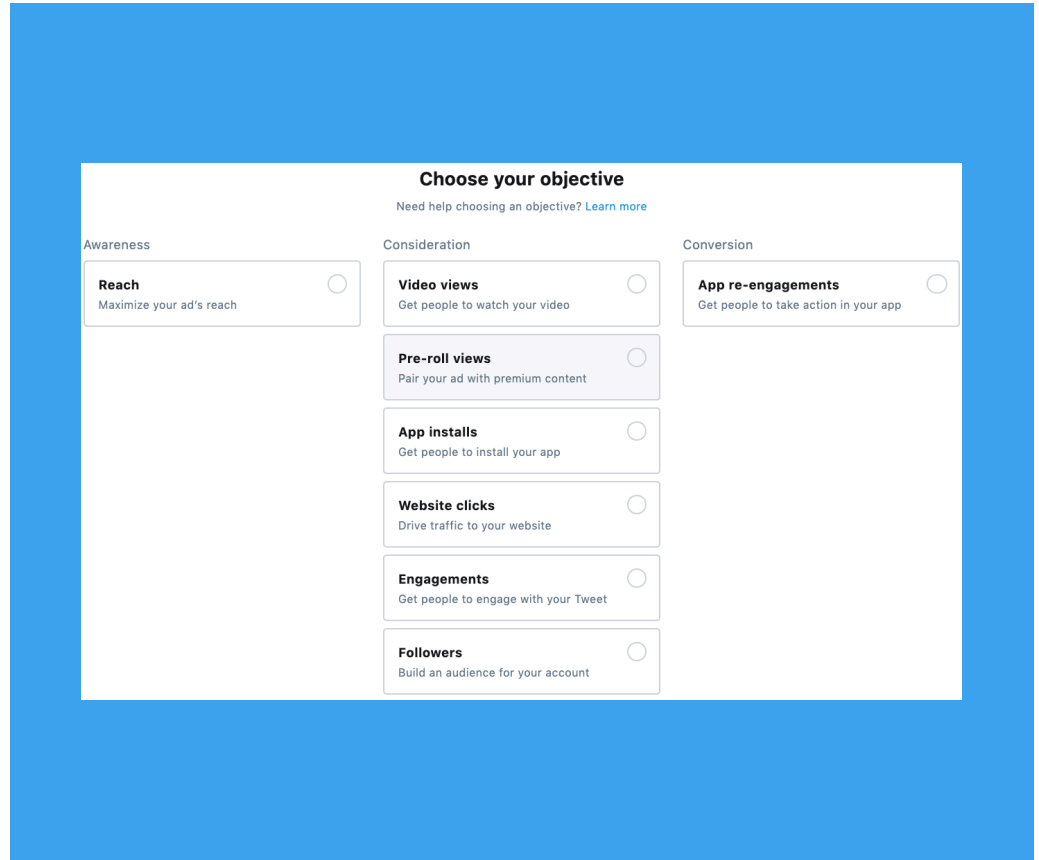Click "Create campaign"
in the top right corner of
your Ads Manager.

03

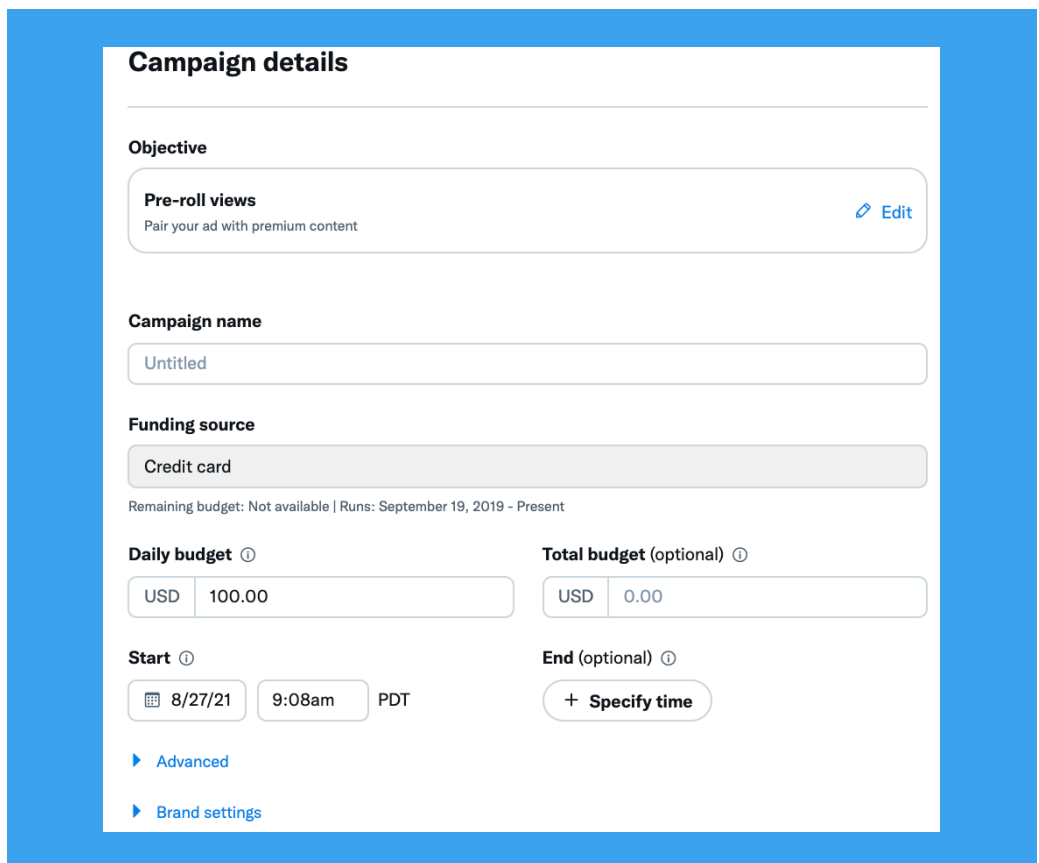Choose "Pre-roll Views" from the list of campaign objectives.

Choose your objective

Need help choosing an objective? Learn more

Awareness

Reach
Maximize your ad's reach

Consideration

Video views
Get people to watch your video

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

Conversion

App re-engagements
Get people to take action in your app

04

You'll be brought to the "Campaign Details" tab of the campaign setup form. Here you will name your campaign, choose your funding source, and set campaign dates and budget.

- We recommend longer flights to achieve greater cost efficiency.

Additional setting for your campaign.

- **Advanced (pacing):** Ensure to only select "Accelerated Pacing" if you have a very short flight with more flexible cost ranges
- **Brand settings (your brand's categorization):** This information helps us better pair you with publishers

Campaign details

Objective

Pre-roll views
Pair your ad with premium content   ✏ Edit

Campaign name

Untitled

Funding source

Credit card

Remaining budget: Not available | Runs: September 19, 2019 - Present

Daily budget ⓘ

USD | 100.00

Total budget (optional) ⓘ

USD | 0.00

Start ⓘ

📅 8/27/21 | 9:08am | PDT

End (optional) ⓘ

+ Specify time

▶ Advanced

▶ Brand settings

05

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

06

Specify the total budget you plan to use in this ad group (optional, and important if there will be multiple ad groups within a single campaign).

Ad group details

Ad group name

Untitled

Delivery

Total ad group budget (optional) ⓘ

USD	0.00

Start (optional) ⓘ

+ Specify time

End (optional) ⓘ

+ Specify time

Goal ⓘ

07

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

Delivery

Total ad group budget (optional) ⓘ

USD	0.00

Start (optional) ⓘ

　　+ Specify time

End (optional) ⓘ

　　+ Specify time

Goal ⓘ

✓ Pre-roll views (recommended)
　3s/100% pre-roll views
　6s pre-roll views
　15s pre-roll views

Bid Strategy ⓘ

● **Autobid (recommended)**
Automatically maximize your results at the lowest price.

A

Per pre-roll view (Recommended):

A "pre-roll 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.

B

Per 6s pre-roll view:

A "6s pre-roll view" is when your video is watched at 50% view for 6 seconds or more, or when someone expands or unmutes your video.

C

Per 3s/100% pre-roll view:

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

D

15s pre-roll view:

"15s pre-roll view" bidding uses a prediction model to try to deliver 15s or completed views, whichever comes first, and you're charged for them on CPM.

08

Select your bidding strategy, and choose a frequency cap if desired (maximum number of deliveries per individual targeted user):

Bid Strategy ⓘ

◉ **Autobid (recommended)**
Automatically maximize your results at the lowest price.

○ **Maximum bid**
Set a maximum you'll never bid over. Bidding higher helps your ad display more often.

Pay by ⓘ

Pre-roll view

Frequency cap ⓘ
◉ Automatically optimize ad frequency (recommended) ⓘ
○ Set a custom cap ⓘ

▶ Measurement options

A

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

B

Maximum bid (not available for '15s pre-roll view'):

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.

09

You will also be able to enable any additional measurement features at this stage. Audience measurement tagging and DoubleClick tracking are compatible with Pre-roll Views.

Bid type

Automatic bid (recommended) ⌄

Your bid will be optimized to maximize results at the lowest price within your budget.

Bid unit

per 6s pre-roll view ⌄

Creatives for this bid unit must be 15s or less

▼ Measurement options

Audience measurement tag

⬤✕

DoubleClick tracking ⓘ

⬤✕

10

Select the audience you'd like your ads to be served to in the following tabs of Campaign Setup (Demographics, Custom audiences, Targeting features, Publisher exclusions). Learn more about our targeting options.

Demographics

Gender

Any	Women	Men

Age

◉ All
○ Age range

Location (optional) ⓘ   ⬆ Bulk upload

Search   🔍

Include   ⊡ ✕

Country — United States ✕

Language (optional) ⓘ

Search   🔍

11

Under "Publisher content," you can choose the publisher content categories that you'd like your pre-roll to run on.

You can also input specific @handles that you do *not* want your pre-roll to be paired with.

Note: if a publisher is not in your selected categories, they will not appear in search.

Publisher content

Choose the type of publisher content you want to run with your pre-roll videos.
Download to review the full publisher list.

Standard categories	Curated categories
Standard content categories with publisher exclusions	Preset groups of select publishers

Unselect all   15 SELECTED

☑ Automotive (Cars, Trucks, Racing)
292 monetized videos last month   ⌄

☑ Comedy
Less than 5 monetized videos last month   ⌄

☑ Digital Creators
1,143 monetized videos last month   ⌄

☑ Entertainment & Pop Culture
2,157 monetized videos last month   ⌄

12

Choose the video you want in your campaign. This will be the pre-roll that runs before publisher content.

Creatives

Your videos are filtered
Because you chose the 6s pre-roll view bid unit, only video creatives 15s or less are available for this ad group.

0 selected   **0 selected**
Videos   **VAST URLs**

VAST URL   Add

13

Review your final campaign setup on the "Campaign Review" tab. If you'd like to add additional ad groups to your campaign, you can do that here.
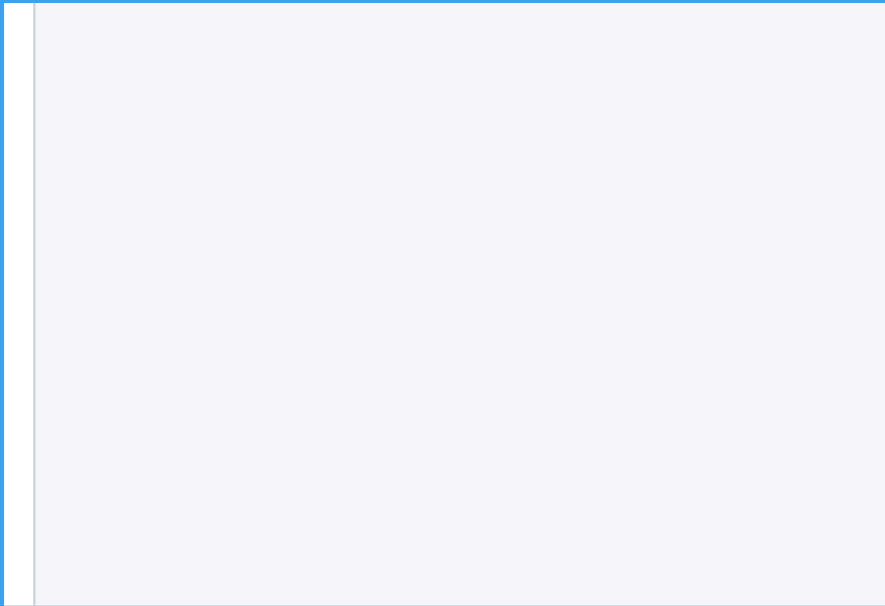
Campaign

Untitled	✎ Edit

Objective	Pre-roll views
	None
	None
Start	Oct 12, 2020, 4:14 PM PDT
End	None
Daily budget	$500.00
	None
Funding source	Credit/debit card
Pacing	Standard

Ad groups   + New ad group

14

Launch your Pre-roll Views campaign!

🙌

Exit   **Launch campaign**

Measuring results

Use the metrics in ads manager

Get real-time results any time by visiting Ads Manager. There, you can filter the date range to see key metrics such as total spend, results, cost per result, and result rate. Your "result" will be either pre-roll views, 3s/100% pre-roll views, or 6s/50% pre-roll views, depending on what you chose during campaign setup.

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

Key metrics to track

- Pre-roll views
- Video Views
- Cost-per-view

Additional metrics

- 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.

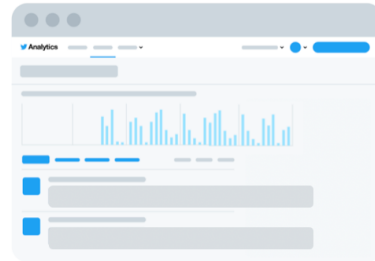What Tweets are underperforming? Consider turning these off.

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?

Measurement studies:

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

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

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.

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.

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

Troubleshooting + FAQs

Can I include a CTA URL for my pre-roll video?

Yes. This can be done via the Creatives tab of Campaign setup, using the "Add a call to action (optional)" dropdown.

Are there different CTA options for my brand to include?

Yes. You can choose from the following options:
- Visit
- Watch
- Shop
- See
- Go to

What are the video creative spec requirements?

Aspect ratio:
A 1:1 aspect ratio is recommended as it will always render as square on desktop and mobile. This and 9:16 (traditional vertical size) will take up the same amount of real estate onscreen — which is more than 16:9. Upon being clicked, a full screen player will open and fill any extra space with black bars. For vertical videos, desktop players will have black bars on the sides once the video begins playing. Mobile will crop the top and bottom of the video, center, and autoplay without bars.

Any aspect between 2:1 and 1:1 is acceptable, but after 1:1, creative will be automatically cropped to 1:1 aspect ratio.

Size:
Recommended video size is 1200 x 1200 pixels. Minimum accepted sizes are 600 X600 for 1:1 videos and 640 x 360 for all other aspect ratios. Note: If the height exceeds the width, the video will be cropped to 1:1 in the feed and will expand upon being clicked.

Max file size is 1GB.

How can I be sure my ad is paired with brand safe content?

We proactively vet and educate our publishers to ensure that only top quality, brand safe content is shared on the platform and every piece of publisher content goes through multiple rounds of review before they're deemed monetizable. See more below:

Algorithmic check
Our first layer of defense is advanced algorithms to ensure your ads are only showing before brand safe videos. We scan the videos and/or the Tweet text for any potentially unsafe content.

Manual review
Next, our human reviewers look through every single video in real time to ensure they meet our strict brand-safety requirements. If the content is deemed unsatisfactory, it will be removed from monetization immediately.

Premium assurance
To maintain the most brand safe environment possible, we take the additional step of proactively training our publisher partners on best practices and brand safety guidelines, and any potentially offending publishers are immediately penalized through our strike system by showing up at the right time in the right place on Twitter will drive big picture results for your brand.

Can I blacklist/exclude publishers I don't want my ad to run against?

Yes. This can be done on the Targeting tab of Campaign setup. You can exclude individual @handles that you specify, or can select entire content categories that you don't want your ad to be paired with.

Can I choose which Tweets my ad runs on?

Before your campaign goes live, you can review your targeting, content category selections/exclusions, and any @handles that you specified to exclude. Publisher + Tweet level pairing will be determined dynamically in real time based on content and active audience availability, and the ads auction. This cannot be predetermined without purchasing a Sponsorship (ask your Twitter partner).