Twitter Ads targeting

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Looking to find your audience on Twitter?

Twitter's targeting options can help you reach the right people at the right time.

First, the basics

The options in this section work together using "AND" logic. This means you will be targeting people who match all of the input criteria.

Example: People who live in Canada AND speak French AND use Mobile-Android devices

Demographics

Gender	Age	Location	Language
Any			
Men			
Women			

Devices

Mobile - IOS
Mobile - Android
Desktop
Other mobile
All

Other device characteristics
(Carriers, device models)

Great! These basic parameters will be applied to the rest of your selections, which we will fill out now

This last section uses "OR" logic, meaning you'll target people who match any of the input criteria.

Example: People who belong to a custom audience OR have a specific interest OR match a specific conversational topic

Custom audiences

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

Click to learn more about Twitter's targeting options

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Targeting features

Keywords	Follower look-alikes	Interests

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

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