Kenshoo™

TWITTER
## ADVERTISING PLAYBOOK

TABLE OF CONTENTS

INTRODUCTION

When it comes to social advertising, Twitter is ripe with opportunities to effectively engage your current and prospective customers. Twitter's ad products provide an efficient way to tap into more than 100 million daily active consumers and gain awareness and response for your brand.

Every 2 days there are over 1 billion tweets* each with rich signals that help paint a picture of the consumer. Over 80% of Twitter's audience arrives via mobile devices* each month. With such massive reach and engagement across devices, Twitter is a great way for marketers to connect with customers and influence their attitudes and behaviors by participating in two-way conversations.

As marketers develop more proactive strategies and become savvier about using first-party data, Twitter becomes a key aperture to leverage signals of intent and interaction. By matching intent signals across channels, you can reach your most valuable audiences at moments of receptivity and high engagement.

This playbook provides an overview of how to turn 140 characters into opportunities to grow your business.
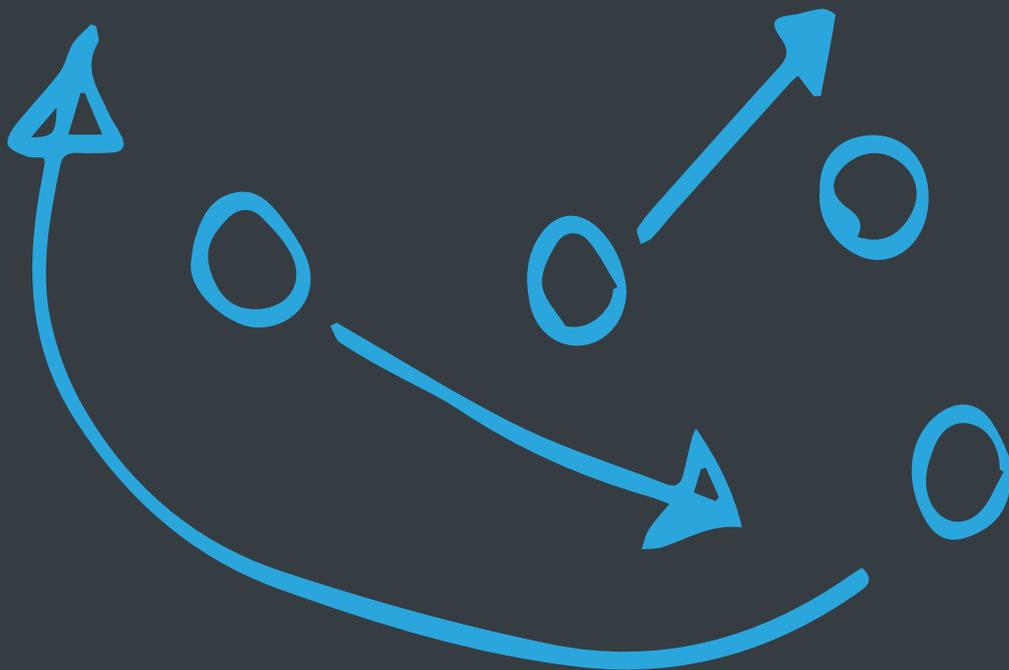
*Twitter internal data Q4 2013

Audience Engagement

If you have ever used Twitter, you know that people tend to be very passionate about the subject of their tweets. Look no further than the last political election to see how the Twitter masses engaged with candidates and in some cases helped shape outcomes. During the 2014 Oscars, Ellen DeGeneres's selfie smashed records for the most retweeted image in history – over 2 million retweets – all within 12 hours!

ANATOMY OF A TWEET
The reach of the @TheEllenShow's #Oscars selfie Tweet. Data recorded March 2, 5pm ET to March 3, 5am ET

32.8m
TOTAL VIEWS

8.1m
PEOPLE WHO SAW IT

2.4m
RETWEETS

13,711
EMBEDES

1
TWEET

ELLEN'S RECORD-BREAKING TWEET

Source: Twitter Media Science

Record engagement like this has also changed perceptions and doubts about audience engagement on Twitter. Back when Twitter launched, it took the platform 3 years to reach 1 billion tweets – today there are over 1 billion tweets every 2 days.

Twitter has grown to over 270 million members, with over 100 million active every day. What's more, over 80% of Twitter's members access the service via mobile devices. An engaged audience of that size should be a vital part of any marketing strategy. Knowing how to transform your strategy into a proactive approach on Twitter can ensure you reach your right audience at the right time and when engagement is high.

THE PLATFORM IS GROWING

ACTIVES	MOBILE	TWEETS
270m + Active users/month	**198m +** Active mobile users/month	**500m +** Tweets per day
100m + Daily users/month	**80%+** Access Twitter on a mobile device	**1b** Tweets every two days

Source: Twitter Media Science

Highly Desirable Audiences

From a demographic perspective, Twitter's audience is highly desirable to marketers. The audience is nearly equally split between males and females, and there is an array of ages active on the platform. Furthermore, a large portion of the consumers on Twitter have a high disposable income, creating an opportunity to engage this segment within the buyer's journey.

TWITTER'S DEMOGRAPHIC PROFILE (ONLINE)

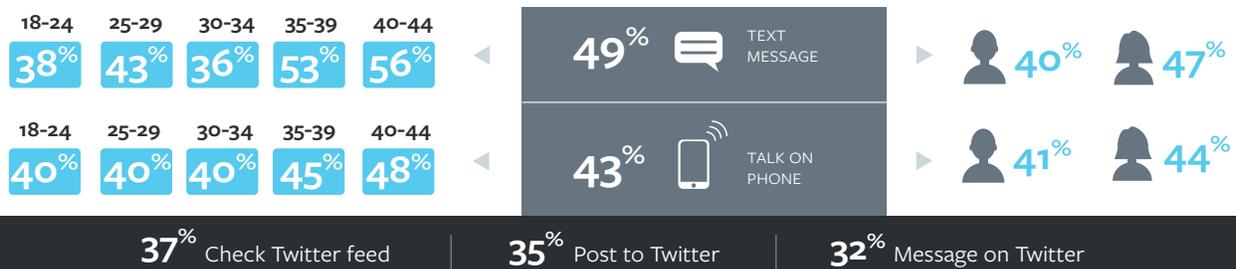Composition of US Unique Visitors by age, gender and HHI:

Age Ranges
- 18-24
- 25-34
- 35-44
- 45-54
- 55+
- Other

Pie chart: 11%, 15%, 15%, 15%, 23%, 20%

51% (female)
49% (male)

% of users

$40-60K	$60-75K	$75-100K	$100+K
16.5%	12.2%	15.6%	31.2%

Household Income

Source: comScore US Media Metrix Demographic Profile, Twitter.com May 2013

A recent report from Compete and Twitter titled, "Primary mobile users on Twitter" found that Twitter audiences are highly active throughout the day and while on-the-go. For example, mobile Twitter audiences are 3x more likely to engage with Twitter while shopping and 181% more likely to use Twitter when commuting.

The IDC research report "Always Connected – *How Smartphones And Social Keep Us Engaged*" found that consumers ranked "checking Twitter" 5th among the top 10 activities on their smartphone. This mobile interaction can be an important touchpoint with consumers during their shopping journey while providing path-to-conversion insights to help marketers understand the return Twitter advertising affords.

18-24	25-29	30-34	35-39	40-44							
38%	43%	36%	53%	56%	◄	49% 💬 TEXT MESSAGE	►	👤 40%	👤 47%
18-24	25-29	30-34	35-39	40-44							
40%	40%	40%	45%	48%	◄	43% 📱 TALK ON PHONE	►	👤 41%	👤 44%

37% Check Twitter feed	35% Post to Twitter	32% Message on Twitter

Source: IDC "How Smartphones And Social Keep Us Engaged"

Audience Targeting Options

By participating in conversations with consumers in real-time, marketers can provide offers with links and enable audiences to take immediate actions to drive sales, registrations, or unique conversion events. As consumers engage by clicking on links, following, retweeting or taking other actions, marketers can also grow audiences by interests as well as lookalike modeling.

You can also target Twitter audiences by interests using the IAB Interest Taxonomy, which has 25 high-level interest groups and 350 second-level interests. So, if you're an airline marketer, you could pick "Travel" as a high-level category and then "traveling with kids" and "theme parks" as second-level interests groups.

You can also do more custom targeting by using @usernames, also known as "handles", and audience targeting by attitudes and interests to create custom segments and then do lookalike modeling and build an interest graph. Another opportunity is with Tailored Audiences, whereby you can upload your email list and map it to Twitter handles. Lastly, you can also target audiences by geography, country, or metro area.

Twitter differs from traditional display advertising in that the ad is derived from native content. While Twitter has typically been a good platform for upper funnel brand advertisers, recent ad product innovations offer more solutions for direct response advertisers. For example, earlier this year, Twitter began beta testing click-to-call functionality. There are also opportunities to drive down-the-funnel activity through Twitter Cards, which can be used for lead generation, app downloads, and re-engagement.

Twitter Cards

Cards are a relatively new Twitter ad product designed to drive engagement and give consumers quick previews or insight into what's behind a link or URL.

There are several types of Cards, including:

▶ **App Cards:** Drive engagement with your mobile app

▶ **Product Cards:** Highlight a specific product, as well as pull in price and product availability

▶ **Gallery Cards:** Highlight up to 4 images to promote offerings

▶ **Player Cards:** Enable video play from within the Card

The mobile app promotion space continues to grow and marketers are constantly looking for new ways to drive app downloads and app re-engagement. Twitter App Cards are a rich direct response offering to help marketers tap into a massive mobile audience (remember over 80% of Twitter's audience are on mobile devices). In addition to driving installs, these Cards can be an effective way to resurrect engagement and drive higher customer lifetime value through deep-linking.

A tweet may be 140 characters; however, more and more tweets include links or photos. A few of the new Cards are designed to enable marketers to better incorporate images and links for a stronger brand experience as well as drive clicks.
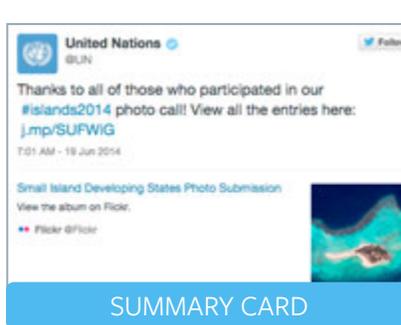
App Card - Desktop

App Card - Mobile

GALLERY CARD

SUMMARY CARD

LARGE IMAGE SUMMARY CARD

PHOTO CARD

PLAYER CARD

PRODUCT CARD

Source: Twitter
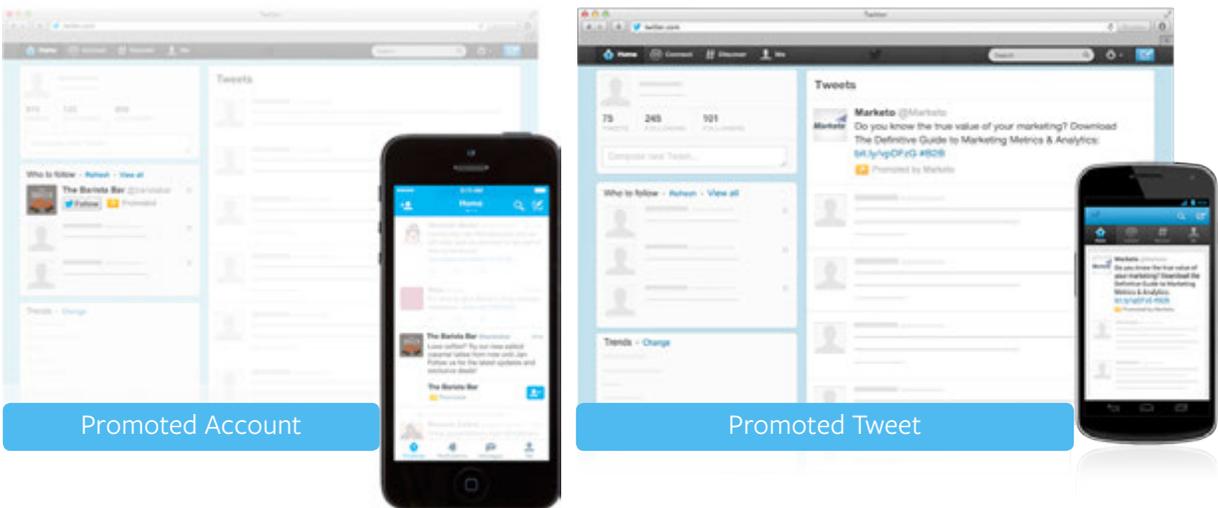
Promoted Products

Twitter Promoted products are great examples of content serving as an ad. Promoted ads offer a range of options for marketers to engage with consumers seamlessly within the Twitter environment, across desktop and mobile, such as when people are checking their timeline. Within this experience, marketers are able to boost or "promote" tweets and accounts using the desired Promoted ad product.

▶ **Promoted Accounts:** Appear in the "who to follow" module and various places in the mobile app

▶ **Promoted Tweets:** Most often found in the timeline, as well as the discover tab, search queries, and show up in mobile and desktop

Promoted Account

Promoted Tweet

Source: Twitter

These Promoted products are really about growing a follower base and creating "an active community." While marketers may already be tweeting, leveraging Promoted ad products enables marketers to amplify messages and extend reach into a larger audience to increase engagement or drive a specific action such as a transaction.

Promoted Tweets also offer extensive targeting to get in front of the most receptive audience based on interests, demographics, location and language, device type and tweet keywords. More advanced flexibility can be found by leveraging Promoted Only tweets. This option enables the delivery of highly targeted messages with control over visibility. This way, as a marketer, you can test messaging and audience combinations without posting directly to your timeline.

A recent study by Twitter found that followers exposed to Promoted Tweets have more positive opinions and greater willingness to purchase compared to non-followers. For example, followers exposed to a Promoted Tweet had 2x greater purchase intent than non-followers also exposed.
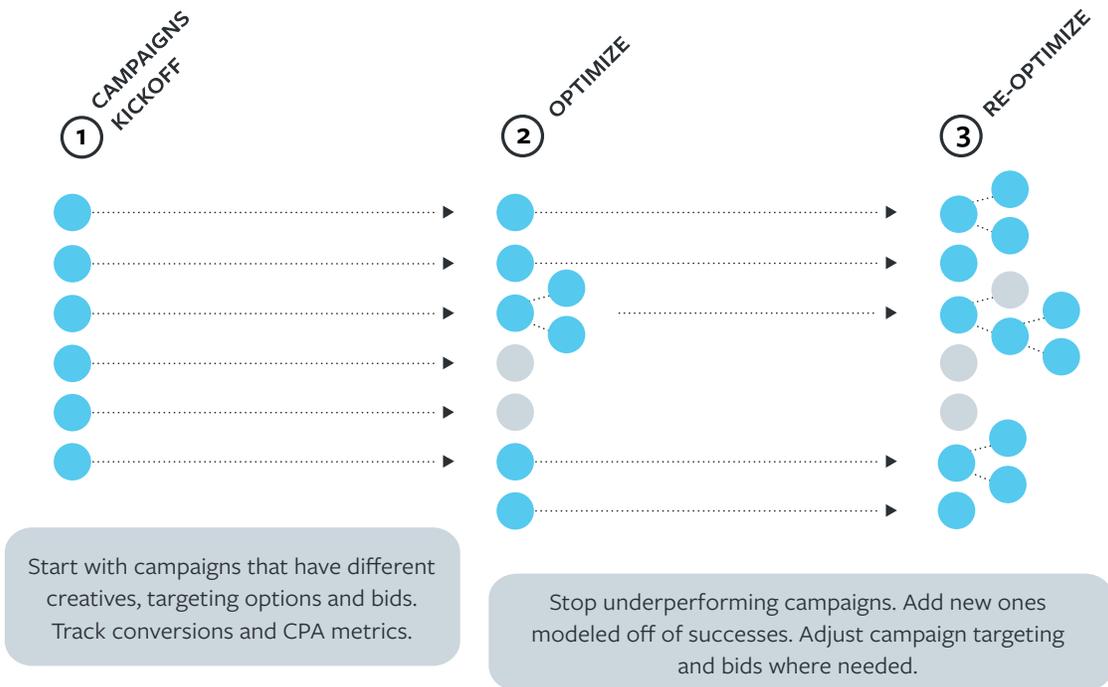
■ Non-followers exposed to Promoted Tweet   ■ Followers exposed to Promoted Tweet

47%

23%

Purchase Intent
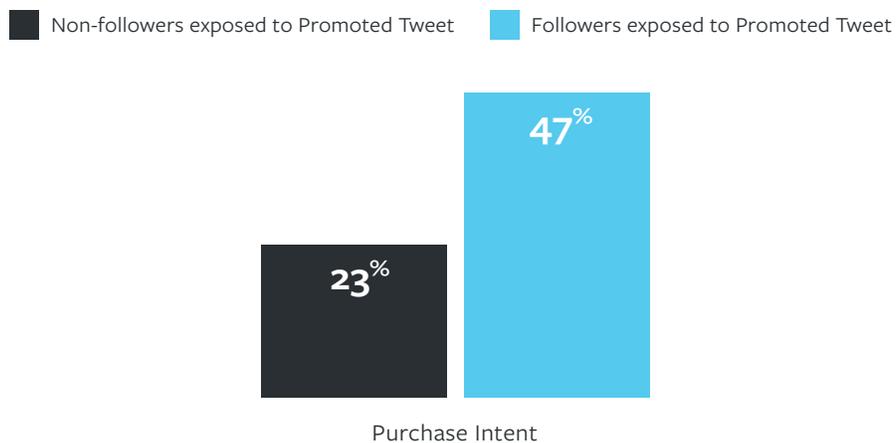
Source: Twitter Brand Effect Norms 12/31/13

Performance Optimization

When running and optimizing campaigns on Twitter, you can apply many of the same strategies and tactics you're already familiar with utilizing today from search, social, and display. For example, start with several different campaigns with different Tweet creative executions, targeting options, and bids. Be sure to track post-click activity and measure the metrics that matter most based on your business goals. Then, turn off non-performing ads and, for the ones that are performing, build models out of those to see what's working and re-optimize.

1 CAMPAIGNS KICKOFF

2 OPTIMIZE

3 RE-OPTIMIZE

Start with campaigns that have different creatives, targeting options and bids. Track conversions and CPA metrics.

Stop underperforming campaigns. Add new ones modeled off of successes. Adjust campaign targeting and bids where needed.

Source: Twitter

The various advertising offerings from Twitter bring several unique and powerful ways to reach target audiences and drive tangible results.

As a certified Twitter Ads API Marketing Platform Partner, Kenshoo Social enables you to easily tap into many of the products described in this playbook. Kenshoo Social simplifies the process of creating, managing, and optimizing Twitter campaigns at scale.

1. Create and manage multiple Twitter campaigns at once alongside your Facebook ads.

2. Create and launch Promoted Tweets directly from within a single interface.

3. Easily create and add Tweets to multiple campaigns.

4. Change bids, status, and budget across multiple Tweets, Cards, and campaigns.

5. View Tweet performance across multiple campaigns at once.

SUMMARY

Social ad spend continues to grow rapidly as marketers generate strong return on investment from their programs. In fact, a recent Kenshoo Q3 2014 trend report noted that year-over-year social spend was up 81%. As platforms like Twitter continue to evolve and add more performance advertising products, the time is now to start testing this channel, and if you're already active, find new ways to scale your campaigns.

With over 270 million members tweeting over 500 million tweets each day and a massively connected mobile audience, Twitter can truly be an effective way to reach your key audience groups.

We hope this brief overview of Twitter ad products provides you with actionable insights for seizing opportunities to connect with your audiences on Twitter. As with other rapidly evolving channels, it's important to clearly define success metrics, test, iterate, and optimize. And, of course, proactively using consumer intent from Twitter to optimize across channels (and vice versa) will help you drive continued marketing success.

ABOUT KENSHOO

Kenshoo is the global leader in predictive marketing software. Brands, agencies and developers use Kenshoo Search, Kenshoo Social, Adquant by Kenshoo, Kenshoo Local, Kenshoo SmartPath, Kenshoo Halogen, and Kenshoo Anywhere to direct more than $200 billion in annualized client sales revenue through the platform. Kenshoo is the only Facebook strategic Preferred Marketing Developer with native API solutions for ads across Facebook, FBX, Twitter, Google, Yahoo, Yahoo Japan, Bing, Baidu, and CityGrid. Kenshoo powers digital marketing campaigns in more than 190 countries for nearly half of the Fortune 50 and all 10 top global ad agency networks. Kenshoo clients include CareerBuilder, Expedia, Facebook, KAYAK, Havas Media, iREP, John Lewis, Resolution Media, Sears, Starcom MediaVest Group, Tesco, Travelocity, Walgreens, and Zappos. Kenshoo has 24 international locations and is backed by Sequoia Capital, Arts Alliance, Tenaya Capital, and Bain Capital Ventures. Please visit www.Kenshoo.com for more information.