





BUILD MEMORABLE CAMPAIGNS WITH TWITTER

@LisaJSz

Twitter users are GLOBAL – 200M+ active users globally





Twitter brings you closer



Closer to REAL WORLD EVENTS

Most retweeted Tweet **ever**



Total Tweets: **31 million** election day Tweets



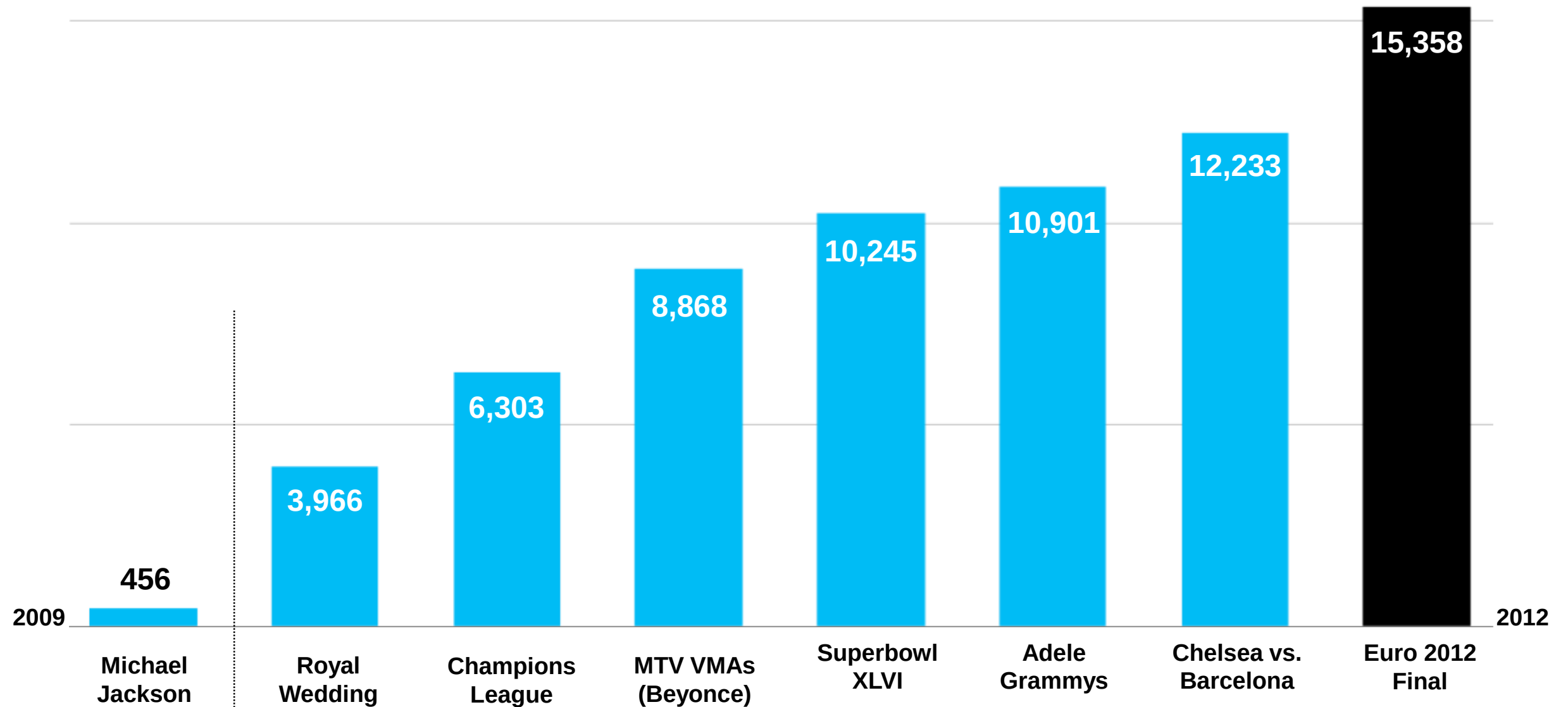
Twitter Internal 2012

THE
SOURCE

@TwitterAds | Confidential

Key events **SEE INCREASING ENGAGEMENT**

Peak Tweets-per-second



Twitter Internal 2012, 2009-2012

THE
SOURCE



Twitter is a “mobile first” company

60%

Of active users utilize
Twitter on a mobile device

1 in 6

new users get started on a
mobile device



Nike #BlazerHunt



Nike #BlazerHunt



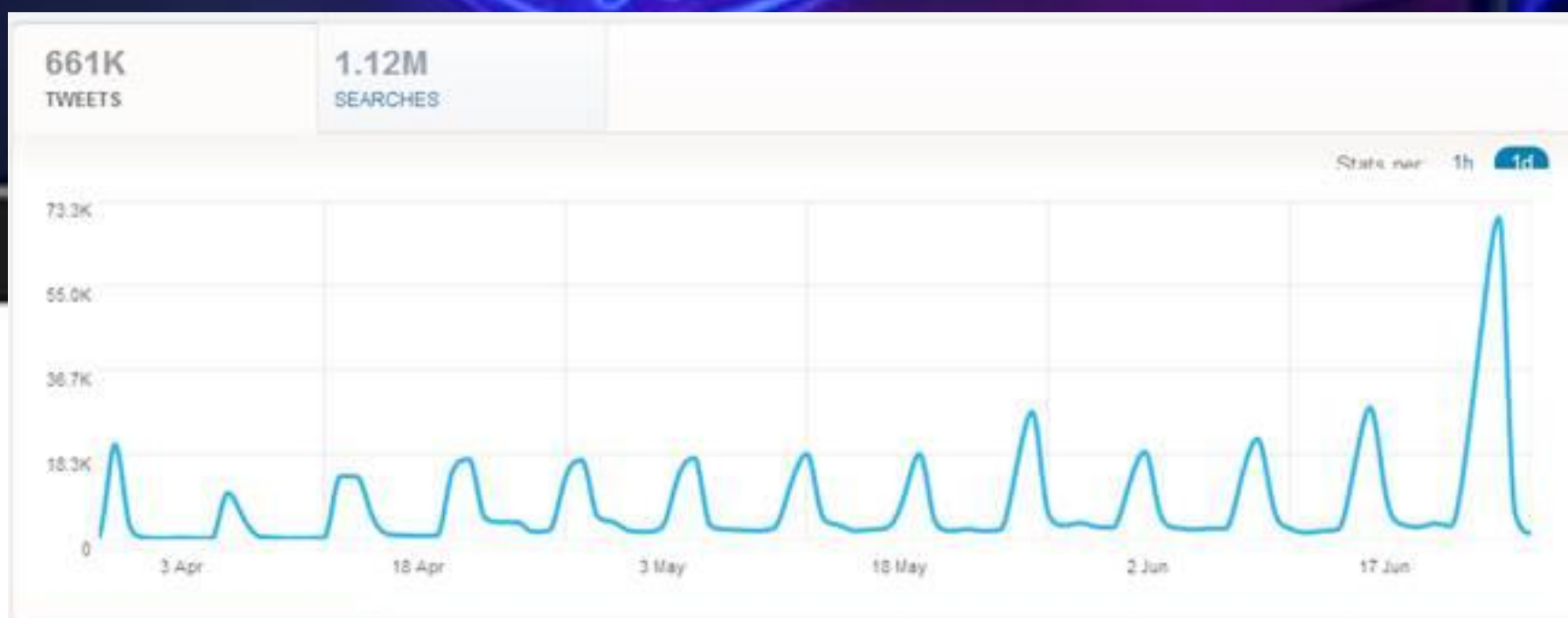
60%

Users in MENA use Twitter
while watching TV at home



Shahid.net

شاهد الحلقات كاملة



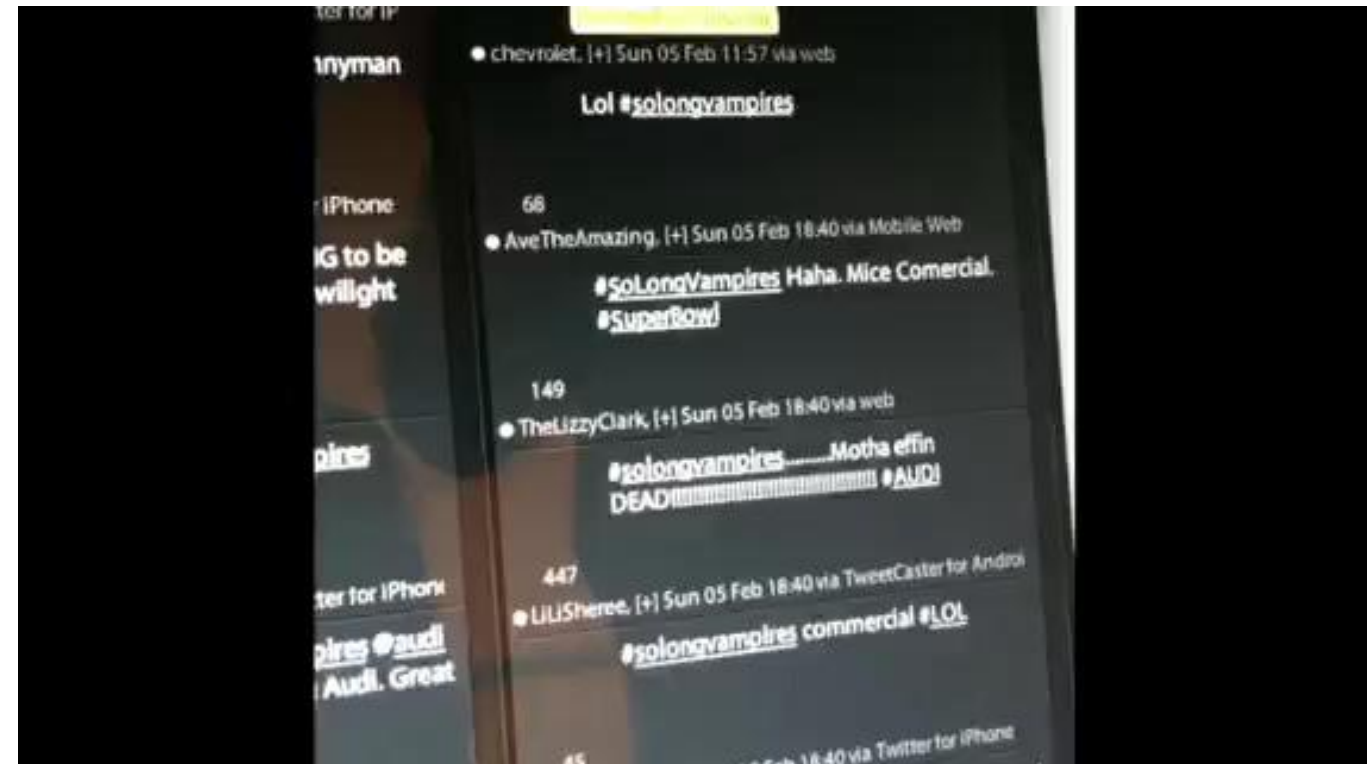
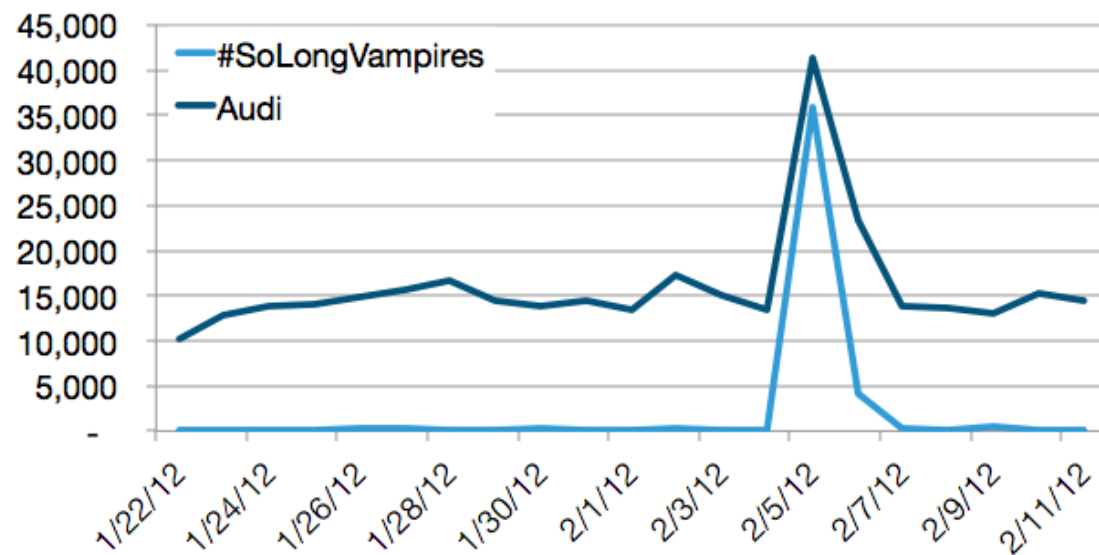
Audi #SoLongVampires



Extend TV engagement to Twitter



#SoLongVampires





Twitter Design

View my profile page

62

TWEETS

43

FOLLOWING

858,811

FOLLOWERS

Compose new Tweet...

Who to follow [Refresh](#) · [View all](#)**Cheetos Arabia** @CheetosArabia

Followed by TweetDeck and others

[Promoted](#) · [Follow](#)**Dick Costolo** @dickc

Followed by Twitter and others

[Follow](#)**James Whittaker** @jmwhittaker

Followed by Sol Plant and others

[Follow](#)Trends · [Change](#)#NewYearDubai [Promoted](#)

#FIFA13

#NationalBoyfriendDay

#Lab12

iPad

Brilliant

April Jones

BBC

Can

Christmas

Liverpool

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Tweets

**Zhanna's Minipig** @Zhannas_Minipig

1m

@ladygaga I love you.

[View conversation](#)**Doug Bowman** @stop

1m

Today is the day you prove Murphy was wrong.

[Expand](#)**Atlantis The Palm** @ATLANTIS

Santa stopped by for a swim in the #AmbassadorLagoon @ATLANTIS before he starts his busy night of work pic.twitter.com/Ds8WEmxj

[Promoted](#) by Atlantis The Palm[View photo](#)**Zhanna Shamis** @Zhanna

10m

Nice comprehensive collection of apps, tools and widgets for designers [thetoolbox.cc](#)[Expand](#)**Connor Sears** @ConnorS

21m

My new ride. [instagr.am/pDxHrU9/](#)[View photo](#)**Nancy Broden** @nancybroden

21m

I need eggs benedict. Right now.

[Expand](#)**Coleen Baik** @colbay

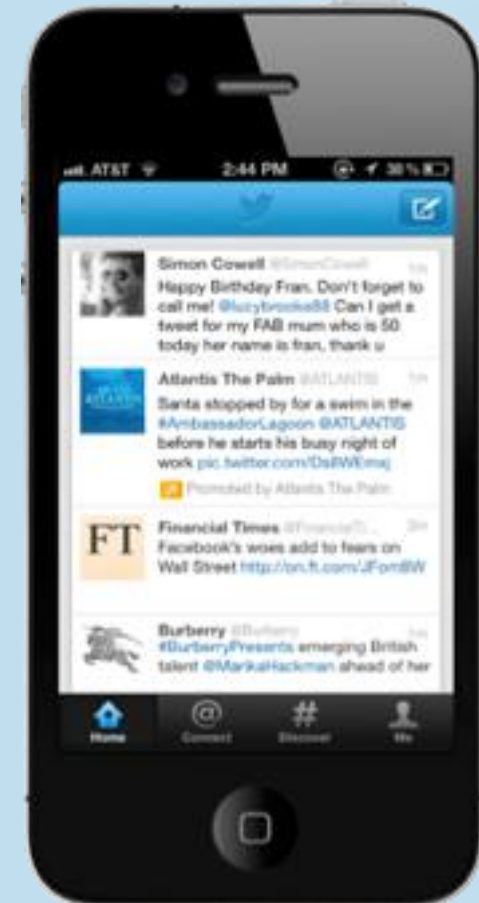
23m

@dbedingfield @mdo I thought you might be. That's why I threw a little double negative in there as an offset. Next time I'll try harder.

[View conversation](#)**Doug Bowman** @stop

23m

Every time I interact with Illustrator CS6 or a file created with it, I think UPS, and of course... What can brown do for you?

[Expand](#)

Twitter's **targeting capabilities**

@ Handle Targeting

Target a audience of influencers



Target niche audiences via custom accounts

Look-a-likes

Target users who are similar to your followers



Increase potential reach

Interests

Target users based on their interests



Resonate with users

Keywords

Target users talking about precise keywords



Target real-time context & intention

Search

Target users searching relevant keywords



Leverage real-time intent

Location

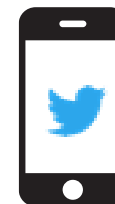
Target users by country, state or metro area



Narrow in on key markets

Mobile

Target users by device & platform



Reach user at point-of-purchase

Gender

Target users by gender



Increase relevance



WHAT DO PEOPLE WANT FROM BRANDS?



ENTERTAINMENT





#FREEDORITOSTACOS

OCT. 30 FROM 2-6 PM



Tweets



Taco Bell @TacoBell

You're doing it wrong. pic.twitter.com/WEInWfoe

 Expand



#FREEDORITOSTACOS

OCT. 30 FROM 2-6 PM





#FREEDORITOSTACOS

OCT. 30 FROM 2-6 PM



Tweets



Taco Bell @TacoBell

You're doing it wrong. pic.twitter.com/WEInWfoe

Hide photo



#FREEDORITOSTACOS

OCT. 30 FROM 2-6 PM





LauraEllen

@Laura_ellenxx



Can tell I like chocolate abit too much when I'm following
[@KITKAT](#) and [@Oreo](#) hahahahahah

9:36 PM - 11 Mar 13

7 RETWEETS 9 FAVORITES





Have a break, Have a Kit Kat.®



Tweets

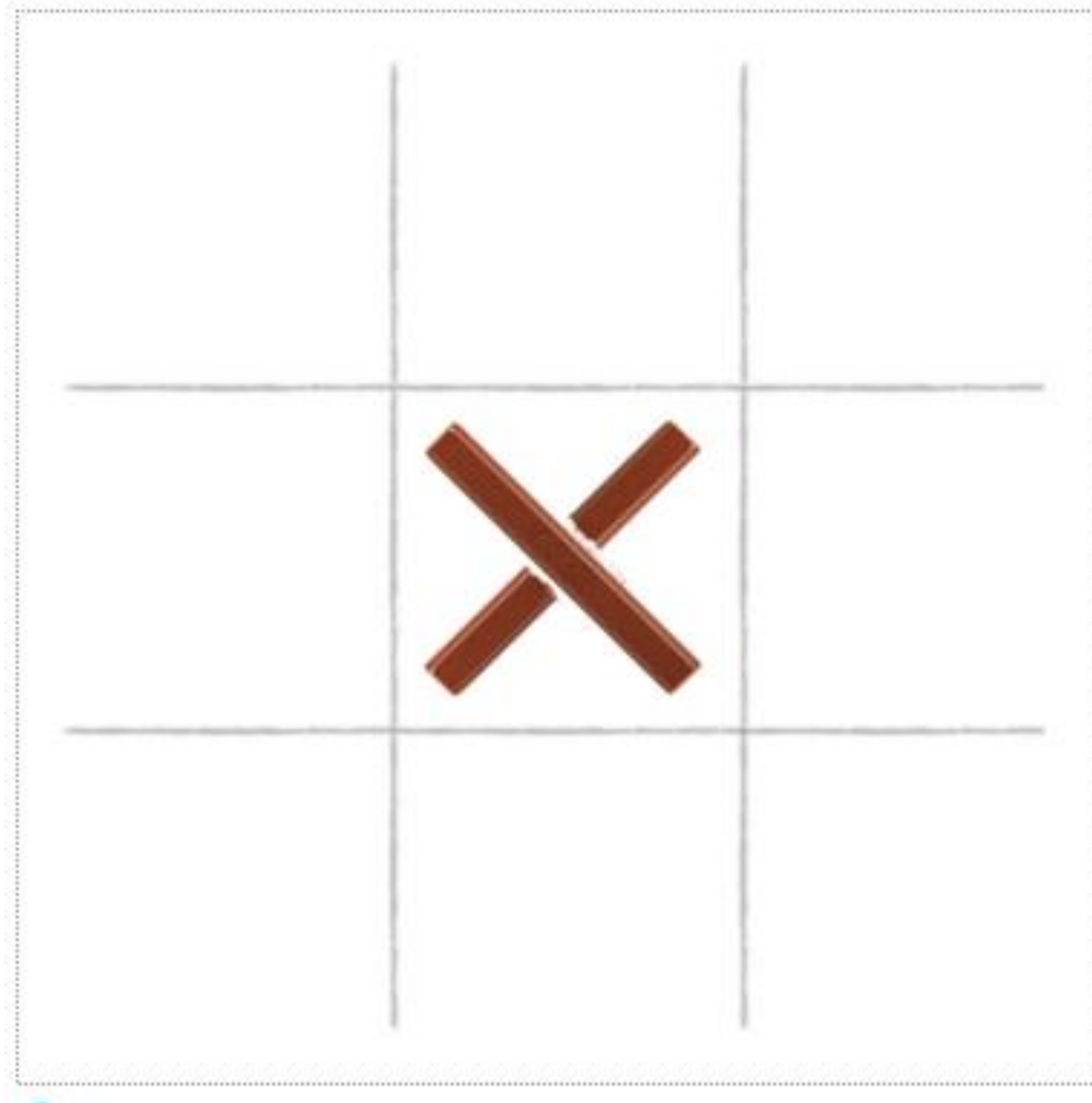


Kit Kat @Kit Kat

The fight for @Laura_ellenxx's affections is on.

@oreo your move #haveabreak

pic.twitter.com/nEM1g7kv



Tweets



Oreo Cookie @Oreo

Sorry, @KitKiat we couldn't resist ...

#GiveOreoABreak pic.twitter.com/nEM1g7kv



STUFF





GD cooya @GDcooya

Feb 24

@dutweets #dulaughs I tried killing a spider with a hairspray.
he's still alive, but his hair looks outstanding.

Expand



GD cooya @GDcooya

Mar 1

@dutweets thankyou DU. Chris Tucker was xtremely hilarious
#Dulaughs

Expand

TO DO GOOD



The
**BACON
PORTABELLA
MELT**



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At participating Wendy's® for a limited time.

Tweets



Wendy's @Wendys

RT for a good cause. Each Retweet sends 50¢ to help kids in foster care. [#TreatItFwd](#)

The
**BACON
PORTABELLA
MELT**



SURPRISE & DELIGHT



Mellow Mushroom HQ

@MellowMushroom

Serving Pizza, Calzones, Hoagies, Salads, Vegan & Gluten-Free options with a wide selection of beer since 1974. Like us at facebook.com/MellowMushroomHQ

Atlanta, GA · <http://www.mellowmushroom.com>



Follow

4,945 TWEETS

3,196 FOLLOWING

7,942 FOLLOWERS

Tweet to Mellow Mushroom HQ

@MellowMushroom

Tweets

Following

Followers

Favorites

Lists

Recent images



Similar to Mellow Mushroom HQ



Papillote @PapilloteSAV
Follow



Lamar of Savannah @LamarofSavan...
Follow

Tweets



Red Hare Brewing @RedHareBrewing

7h

Come play trivia & [#drinklocal](#) @mellowmushroom [#tucker!](#)
pic.twitter.com/8U931VsT

Retweeted by Mellow Mushroom HQ

[View photo](#)



Mellow Mushroom HQ @MellowMushroom

6h

@jaysonschmidt @kwitem Good Luck!

[View conversation](#)



Mellow Mushroom HQ @MellowMushroom

6h

@B_McCallie @ambeykirch How was your visit? :-D

[View conversation](#)



Mellow Mushroom HQ @MellowMushroom

6h

@GarickG Coming Mid-January 2012!

[View conversation](#)



Mellow Mushroom HQ @MellowMushroom

6h

@thecatssmeowww Thanks for visiting!

[View conversation](#)



Have Fun in Atlanta @HaveFunAtlanta

17h

Don't miss Dunwoody/Perimeter "See & Be Seen" Weekly Bike

Video buffering...



0:00 / 0:41



SOCIAL CURRENCY





#QUESTIONS

@LisaJSz



