

X AD TARGETING

Twitter Ad Targeting

Custom Audiences	Include	<ul style="list-style-type: none">• Audiences can be generated via uploaded user lists (1PD or 3PD data), app activity, or web activity• Can also utilize follower targeting and follower lookalike targeting
	Exclude	<ul style="list-style-type: none">• Exclude any of your custom audiences, these people will not receive the campaign's ads even if they meet other targeting criteria
Demographics	Gender	Male, Female, Any
	Age	<ul style="list-style-type: none">• 13, 18, 21, 25, 35, 50• Target within these ranges of ages or Target one of the ages & up• Ex: A18-35 or A21 and up
	Location	<ul style="list-style-type: none">• Specific Location:<ul style="list-style-type: none">◦ Deliver to users based on their location: Country, State/Region, Metro Area, City, US DMA, ZIP Code.

	Language	<ul style="list-style-type: none"> • Delivery to users based on app language. • Only recommended to use language targeting if you want to reach users who speak a different language than what is commonly spoken in your targeted location.
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Targeting Features	Keywords	<ul style="list-style-type: none"> • Choose to either include or exclude specific keywords. • Target audiences by including or excluding keywords and related terms they've searched, clicked, Tweeted, or from Tweets they've engaged with. • Keyword targeting includes all variations of the word like plurals and hashtags, but not punctuation. <ul style="list-style-type: none"> ◦ For example, the keyword "black coffee" will include Tweets such as "I love my coffee black" and "Is there any other way to take your coffee than black?"
	Interests	<ul style="list-style-type: none"> • Choose from a set list of interests that align with your campaign's Tweets and creatives • Recommend using no more than 10 subtopic interests.

Targeting features (cont.)	Interests	<ul style="list-style-type: none"> • Choose from a set list of interests that align with your campaign’s Tweets and creatives • Recommend using no more than 10 subtopic interests.
	Movies and TV Shows	Reach people engaged with specific TV shows and movies, before, during, and after a telecast.
	Events	Audiences for event targeting are built based on a number of signals including user Tweet content, behavior, and engagement.
	Conversation Topics	Reach people who Tweeted, engaged with a Tweet, or looked at a Tweet about a conversation topic.
	Additional Options	<ul style="list-style-type: none"> • Retarget people who saw your tweets, engaged with your past tweets, or saw and engaged with past tweets <ul style="list-style-type: none"> ◦ This can be organic tweets, tweets from specific campaigns, or both • Also retarget followers of your account

Targeting Features (cont.)	Target Logged in Status	Logged In/Out targeting only applies to placements outside of Home Timeline. For those placements (ex. Profile, Search), by selecting your targeting preference below, your ads will serve to either Logged In users only or Logged In and Logged Out users.
	Follower Look-alikes	<ul style="list-style-type: none"> • Choose a Twitter user to target a lookalike of their followers • Ex: @MichelleObama or @BritneySpears
Device	Operating System	iOS, Android, Other Mobile, Desktop
	Device Model	Delivery ads to users based on the block user's device model.
	Carrier	<ul style="list-style-type: none"> • Deliver ads to users based on mobile phone carriers. • Target people who first used Twitter on a new device or carrier

Location Targeting

Location Type	Example
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City	Salt Lake City, Utah
ZIP Code	65201 (Columbia, MO)
Country / Region	United States
DMA Regions (Designated Market Areas)	Chicago, Illinois Los Angeles, California
Region	British Columbia, Canada
State	Illinois, United States

Targeting Strategy

Optimize Targeting	<ul style="list-style-type: none"> • Allow Twitter to reach people beyond your targeted audience when there's potential to achieve better performance.
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Delivery Options

Delivery Goals	<ul style="list-style-type: none"> • Maximum reach (recommended) • Reach with engagement
Bid Strategy	<ul style="list-style-type: none"> • Autobid (recommended) • Target Cost - Set a target cost to maintain an average cost per 1K impressions.

Frequency Cap	<ul style="list-style-type: none">• Allow X to optimize ad frequency• Set a custom frequency cap
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Placements

Options for Placements	<ul style="list-style-type: none">• Home timelines• Profiles• Search results• Replies
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Brand Safety Controls

Account Handle Exclusions	<ul style="list-style-type: none">• Ensure your content will not appear alongside users whose accounts you exclude
Keyword Exclusions	<ul style="list-style-type: none">• Create a keyword denylist• Your content will not appear next to Tweets associated with your excluded keywords