

# X CREATIVE

## Image Ads for Website Click Campaigns

<b>Tweet copy</b>	280 characters. 280 characters. (Note: each link used reduces character count by 23 characters, electing 257 characters for Twitter copy.)
<b>Website title length</b>	70 characters. Please note — depending on device and app settings this description may truncate. Up to two lines of text are rendered on the card title; any text beyond that is truncated with an ellipsis. Although not guaranteed, limiting the description to 50 characters should ensure that truncation won't occur across most devices.
<b>Image Size</b>	800 x 418 pixels for 1.91:1 aspect ratio, 800 x 800 pixels for 1:1 aspect ratio (max 3MB)
<b>Aspect ratio</b>	1.91:1 or 1:1
<b>File size</b>	Max 5MB
<b>File types</b>	PNG and JPEG are recommended. We do not accept BMP or TIFF files

## Advertising Formats

<b>Promoted Ads</b>	Promoted Ads can support a variety of media formats through the following sub-categories: Image Video Carousel Moment Text
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<p><b>Follower Ads</b></p>	<p>The Follower Ads format are designed to increase visibility and can be used to promote an account to a targeted audience to build awareness and attract new followers.</p>
<p><b>Twitter Amplify</b></p>	<p>Twitter Amplify allows advertisers to align their ads with premium video content from the most relevant publishers. Amplify offerings are broken out into two ad formats: Amplify Pre-Roll Amplify Sponsorships</p>
<p><b>Twitter Takeover</b></p>	<p>Twitter's Takeover products are the most premium, mass-reach placements that drive results across the funnel by taking over the Timeline and Explore tabs. They give brands exclusive ownership of Twitter's premium real estate across desktop and mobile, allowing you to maximize reach and drive lifts across the funnel. Takeover placements are offered as: Timeline Takeover Trend Takeover (+)</p>
<p><b>Twitter Live</b></p>	<p>Twitter Live enables advertisers to broadcast their biggest moments to the world and allow audiences to join in real-time. From product launches and conferences to watch parties and fashion shows, Twitter Live helps brands maximize their best livestream content and drive conversation with the audiences that matter.</p>
<p><b>Dynamic Product Ads</b></p>	<p>Dynamic Product Ads on Twitter allows advertisers to deliver the most relevant product to the right customer at the right time.</p>

<b>Collection Ads</b>	Collection Ads are a new way to browse, story tell, and purchase on Twitter. In a Collection Ad, advertisers can showcase a collection of product images through a primary hero image and smaller thumbnail visuals below. Single View Experience Customizable Destinations Creative flexibility
<b>Twitter Ad Features</b>	Twitter offers a corresponding suite of standard and branded features that can be applied across the other five format categories. These include: Polls Conversation Buttons App Buttons Website Buttons Branded Hashtags Branded Notifications