
Video
on Twitter



Fast, mobile, live. The future of video.

Mobile video is changing everything. We've gone from passively consuming video to interacting with it in deeper, more personal ways.

Twitter is where people come to see what's happening. We've always been mobile, and we've always been live. That's why we've seen video take off on the platform - creating a new world of opportunities for brands.

This booklet will walk you through video advertising on Twitter. We'll look at how you can target the right consumers, and really engage them in your brand content.


Video
consumption
is changing

Today video is

Personal, interactive, & anywhere

1/4

minutes with media are spent **on mobile**

620M

consumers are blocking ads globally

33%

of paid TV subs plan to cut the cord in next 12 months



Source — Nielsen, 2016; KPCB, 2016; Accenture, 2015



Source — Twitter Internal Data, July 2016; Media Hamburg School, Twitter Video Perception Study, 2016

220X

growth in video views

in the past year

93%

of video views on Twitter are mobile

People respond to video on Twitter

2X

emotional peaks vs. text/photo in GSR measurement

The most shared media type on Twitter

6X

more than photos


Drive
brand
impact
with video



+116% Brand Recall

+18% Ad Recall

+9% Favorability



+29% Message Association

Source — Aggregate results from 200+ Nielsen Brand Effect Studies on Twitter, 2015-2016, Percentages represent a lift in each metric


Live
connection
to your
audience

Reach 800M+ users

with our unique set of data signals



Demographics



Live events



Interests



Keywords



TV audiences



CRM data

An environment you can trust

99.6% of Twitter ads are viewed by human beings

Source — MOAT, 2016

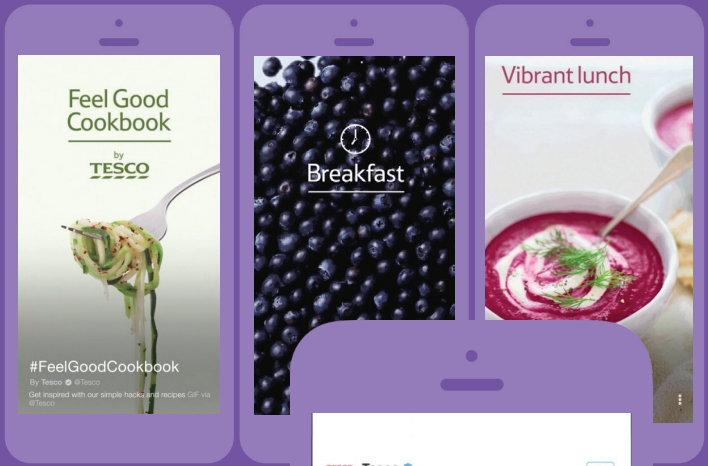

Now
playing:
your
brand
objectives

Put your story in the spotlight

Your **Promoted Video** features in highly curated, relevant feeds

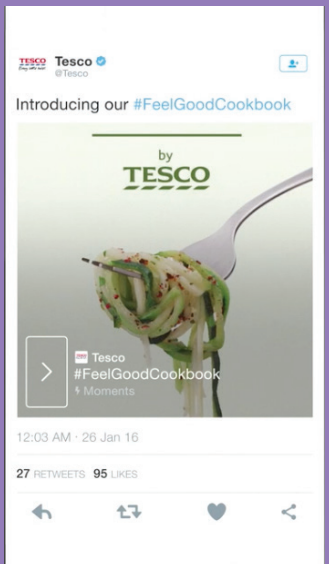


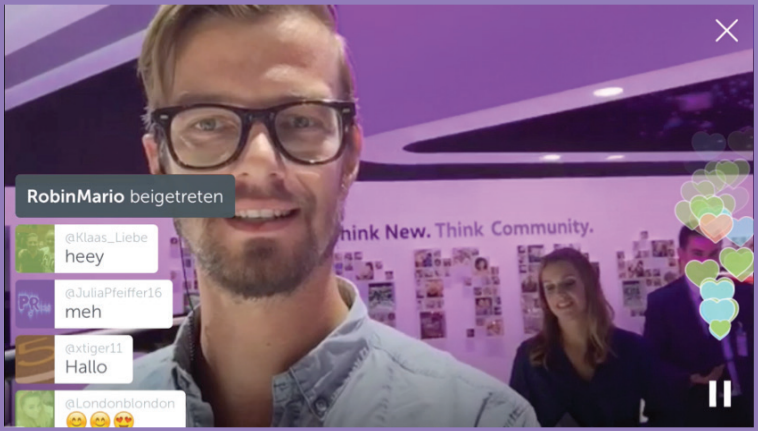




Tell your story

Moments are a great way to bring a collection of Tweets together, in an instant





Connect at the speed of LIVE

Go live on big brand days with **Periscope**

Spark conversations

Get people Tweeting about your brand with **Conversational Video**

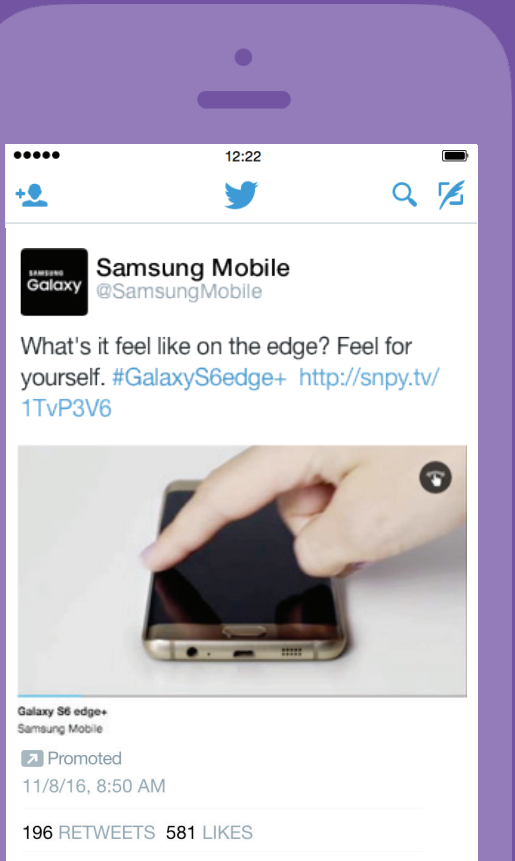
Encourage them to share exclusive content with **Instant Unlock**



Get hands-on

Your creatives come to life in users' hands with ScratchReel, a swipeable GIF exclusive to Twitter






Set up for
success

Make the most out of your video campaign

1. Create an **intriguing hook** in the first few seconds
2. **Cut, edit and innovate your existing assets** to resonate with a fast-paced mobile audience
3. Use **branding elements** early to drive recall
4. **Focus on people** to drive retention
5. Consider a **sound-off strategy** and use captions
6. Plan a **resolution** to drive completion

Learn more about our solutions on business.twitter.com





@TwitterBusiness

