

QUANTCAST GUIDE

# AN INTRODUCTION TO

# TWITTER

# FOR THE REAL-TIME

# ADVERTISER



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## INTRODUCTION



Twitter is a global phenomenon that has literally changed the way brands and consumers interact online. Recently, Twitter launched an advertising option allowing brands to promote Tweets and Accounts to users based on audience targeting. This most recent advance in Twitter advertising, known as “tailored audiences,” gives brands a way to use their own data to create more niche targeting and deliver even more tailored advertising across Twitter’s platform.

### TWITTER FACTS AND FIGURES

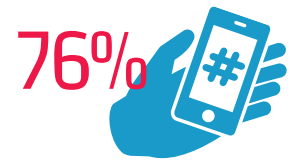
241 MILLION MONTHLY ACTIVE USERS



500 MILLION TWEETS ARE SENT PER DAY



76% OF TWITTER ACTIVE USERS ARE ON MOBILE



77% OF ACCOUNTS ARE OUTSIDE THE U.S.



TWITTER SUPPORTS 35+ LANGUAGES

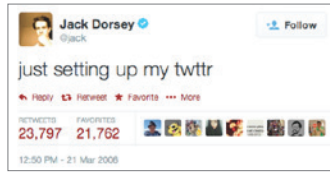


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# HISTORY OF TWITTER



**2006**

**MARCH**

Jack Dorsey (co-founder and co-creator of Twitter) sends the first-ever Tweet.



**2007**

**AUGUST**

The hashtag (#) debuts on Twitter.



**2009**

**JANUARY**

US Airways plane crash in NYC's Hudson River is shared on Twitter. The photo is the first from the scene, breaking the news before traditional media knows about it.

**2010**

**APRIL**

Twitter launches Promoted Tweets.

**JUNE**

Twitter launches Promoted Trends.

**OCTOBER**

Twitter launches Promoted Accounts.



**2011**

**MARCH**

Twitter celebrates its 5th birthday and reaches 1 billion Tweets sent per week.

**SEPTEMBER**

Twitter announces 100 million monthly active users, worldwide.



**2012**

**FEBRUARY**

Twitter announces self-service advertising for small businesses.

**2013**

**AUGUST**

500 million Tweets are sent per day.

**DECEMBER**

Twitter announced tailored audiences which lets advertisers create unique audience segments based on website and behavioural data and then target those audiences on Twitter.



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## TWITTER ADVERTISING GUIDE

Let's take a look at how Twitter's tailored audiences fits in with the other advertising formats offered by Twitter. Brands will be able to use Twitter's tailored audiences to close the loop between online browsing and social engagement.

	PROMOTED TWEET			PROMOTED ACCOUNT	
	Keywords	Interests and Followers	Tailored Audiences	Interests and Followers	Tailored Audiences
Description	Reach people who search, tweet about or engage with specific keywords	Reach people with specific interests or who are similar to followers of specific accounts	Reach people using your own site and customer data	Reach people with specific interests or who are similar to followers of specific accounts	Reach people using your own site and customer data
Geo-targeting	Yes	Yes	Yes	Yes	Yes
Gender targeting	Yes	Yes	Yes	Yes	Yes
Platform/OS Targeting	Yes	Yes	Yes	No	No
Twitter Pricing*	Cost Per Engagement			Cost Per Follow	
Engagement	Retweets, replies, favorites, follows or clicks on your Promoted Tweet			Account Follow	
Creative	140 Character Tweet or Lead Generation Card			Twitter will use your account name, handle and image	

\*May require additional fees with tailored audiences marketing partner

## GETTING STARTED WITH TWITTER TAILORED AUDIENCES

Twitter's tailored audiences provides you with a valuable opportunity to reach your customers in an engaging environment, based on their web-wide browsing behavior and interests.

To get started, marketers need to select a Twitter-certified "Marketing Platform Partner". The Marketing Platform Program includes companies that provide technology and expertise that enable marketers to reach a multitude of marketing goals with Twitter Advertising. The role of the Marketing Platform Partner is to create your tailored audiences segment(s) and transfer this data to Twitter in a 100%-privacy-compliant manner.

### STEP-BY-STEP CAMPAIGN SETUP

- 1 Using our map of online behaviors and machine learning, Quantcast will prepare your custom audience of new and existing customers (prospecting and retargeting) and send the data to Twitter.
- 2 Twitter will then match your custom audience to its active users.
- 3 Once they are matched, you can select these segments to target via Twitter's ad products – adding a granular layer of targeting capabilities not previously available.

### WHAT YOU GET:

Engagement with your custom audience on Twitter – whether they're existing customers or brand-new ones.

### REAL RESULTS

**Quantcast + Twitter's tailored audiences delivers impressive results:**

- Engagement rates as high as 8%
- Net New™ reach – increase in prospecting reach rates

## WHY QUANTCAST

In selecting Quantcast as your partner, you'll gain access to our proprietary big data set and advanced machine learning to identify more of your best customers, delivering a truly net new™ impact on your business.

From measuring hundreds of millions of web destinations, we sense instantaneous moments of influence and identify pockets of your best customers you previously weren't able to reach. This provides a greater audience to use and match against active Twitter users.

Quantcast also allows you to go beyond basic retargeting on Twitter and target prospective customers, by identifying those users most like your current customers.



To take advantage of every opportunity to reach the right person in the right place, please email [inquiries@quantcast.com](mailto:inquiries@quantcast.com)

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