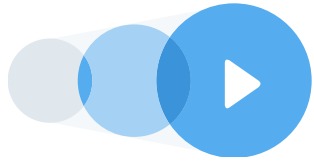# CAMPAIGN OBJECTIVE REFERENCE GUIDE

This guide shows the targeting, creative, measurement, and bidding options used most frequently by successful advertisers with particular campaign objectives.

	TARGETING	CREATIVE	MEASUREMENT	BIDDING	OTHER OPTIONS
FOLLOWERS	• INTEREST TARGETING • FOLLOWER TARGETING • TAILORED AUDIENCES	• PROMOTED ACCOUNT	• CAMPAIGN ANALYTICS • FOLLOWERS DASHBOARD	• AUTOMATIC BIDDING • MAXIMUM BIDDING	
VIDEO VIEWS	• TV TARGETING • INTEREST TARGETING • EVENT TARGETING	• PROMOTED VIDEO	• CAMPAIGN ANALYTICS • NIELSEN BRAND EFFECT • OFFLINE SALES IMPACT	• MAXIMUM BIDDING	• TWITTER AUDIENCE PLATFORM
TWEET ENGAGEMENTS	• INTEREST TARGETING • FOLLOWER TARGETING • TV TARGETING	• IN-TWEET IMAGE OR GIF	• CAMPAIGN ANALYTICS • NIELSEN BRAND EFFECT • OFFLINE SALES IMPACT	• AUTOMATIC BIDDING • MAXIMUM BIDDING	• TWITTER AUDIENCE PLATFORM
WEBSITE CLICKS OR CONVERSIONS	• FOLLOWER TARGETING • KEYWORD TARGETING • TAILORED AUDIENCES	• WEBSITE CARD • IN-TWEET IMAGE + LINK	• CAMPAIGN ANALYTICS • CONVERSION TRACKING FOR WEBSITES	• TARGET BIDDING PER LINK CLICK	• KEY CONVERSION TAG • OPTIMIZE FOR CONVERSIONS
APP INSTALLS OR RE-ENGAGEMENTS	• INTEREST TARGETING • FOLLOWER TARGETING • KEYWORD TARGETING	• IMAGE APP CARD • VIDEO APP CARD	• CAMPAIGN ANALYTICS • CONVERSION TRACKING FOR MOBILE APPS • LIFETIME VALUE REPORTING	• OPTIMIZED ACTION BIDDING • COST PER INSTALL BIDDING	• IN-APP EVENTS FOR AUDIENCE CREATION • DEEPLINK POLLING

CAMPAIGN OBJECTIVE REFERENCE GUIDE

TARGETING

EVENT TARGETING

Identify and evaluate key events, then easily reach users engaging with chosen events.

FOLLOWER TARGETING

Target people whose interests are similar to followers of the usernames you specify.

INTEREST TARGETING

Target users based on key interest categories such as basketball, skin care or parenting.

KEYWORD TARGETING

Target users based on words and phrases they've recently used in Tweets or search.

TAILORED AUDIENCES

Define audiences based on cookie IDs of recent website visitors, email addresses, mobile advertising IDs, Twitter IDs and other CRM data.

TV TARGETING

Reach users who are engaging in relevant TV conversations on Twitter.

CREATIVE

IMAGE APP CARD

Ad unit for driving installs of, or re-engagements with, your mobile apps. Shows an image of the app, the app rating, and the app description.

IN-TWEET IMAGE OR GIF

Promoted Tweet with an embedded image or animated GIF.

PROMOTED ACCOUNT

Ad unit for driving follower growth. Appears as a Tweet in timeline, and as an item in Who To Follow, and in search results.

PROMOTED TWEET

Tweets used by advertisers to reach more Twitter users. Identical to Tweets in all respects; clearly marked as promoted.

PROMOTED VIDEO

Ad unit for driving video views. Provides autoplay video playback within the Twitter timeline.

WEBSITE CARD

Ad unit for driving website traffic and conversions. Provides an image, headline, and call to action button that links to your website.

VIDEO APP CARD

Ad unit for driving installs of, or engagement with, your mobile apps. Shows a video of the in-app experience, the app rating and the app description.

MEASUREMENT

CAMPAIGN ANALYTICS

Understand campaign performance with metrics such as impressions, engagements and cost.

CONVERSION TRACKING FOR MOBILE APPS

Mobile measurement for mobile app promotion advertisers. Involves integration with with a mobile measurement partner or Answers by Fabric, via a software development kit (SDK).

CONVERSION TRACKING FOR WEBSITES

Track website conversions driven by users' exposure to, or engagement with, your Promoted Tweets. Setup involves placement of Twitter's website tag in pages of your site.

FOLLOWERS DASHBOARD

Get insights into your follower growth and composition such as, demographics, consumer behavior, lifestyle type, and mobile footprint.

LIFETIME VALUE REPORTING

Learn the projected lifetime value of app users acquired through a mobile app promotion campaign. Can be enabled for all conversion events.

NIELSEN BRAND EFFECT

Gauge consumer reaction to your ad campaign, and the effect on brand association and favorability. Data is gathered via in-Tweet surveys.

OFFLINE SALES IMPACT

A measurement study in partnership with Datalogix. Hashed lists of users who were exposed to your campaign are matched with in-store purchases.

BIDDING

AUTOMATIC BIDDING

The platform will automatically optimize to bring you the best performance at the lowest price possible.

COST PER INSTALL BIDDING

Bid on the app install and pay based on app installs. Requires integration with a mobile measurement partner or Answers by Fabric.

MAXIMUM BIDDING

Specify the most you're willing to pay for an engagement that fits with your objective.

OPTIMIZED ACTION BIDDING

Bid on a user action such as an app install, pay based on app click, and the let the system optimize to drive the action. Requires integration with a mobile measurement partner or Answers by Fabric.

TARGET BIDDING PER LEAD

Specify a target cost per link click, and the Twitter Ads platform will optimize for volume and performance while keeping your average cost per link click at or near your target.

OTHER OPTIONS

CUSTOM DESTINATION PAGES

Use a vendor such as MixPo to create custom lead capture pages for Lead Generation Card that integrate with the Twitter user experience.

DEEPLINK POLLING

In an App Card, you can add a deeplink scheme so that the card polls the user's iOS device to check whether the app is installed or not. It uses that indicator to intelligently determine which button to show in the App Card creative: Install, Open, or other call to action.

IN-APP EVENTS FOR AUDIENCE CREATION

Institute tracking of user visits to key parts of your app, and build tailored audiences of those users for remarketing on Twitter. In-app events are defined via a mobile measurement partner or Answers by Fabric.

KEY CONVERSION TAG

Associate one of your website tags with a particular campaign, in order to get a clear signal for optimization.

OPTIMIZE FOR CONVERSIONS

Leverage our prediction and optimization technology to drive link clicks from high-intent users who have a higher likelihood to convert on your website.

TWITTER AUDIENCE PLATFORM

With a single click in your campaign form, extend the reach of your Twitter Ads campaigns to run on thousands of high-quality apps. Use Twitter's exclusive targeting signals to connect with a potential audience of over 800 million users.