

Twitter Brand Surveys

Measure campaigns around the world.

Twitter Brand Surveys enable marketers to measure and prove the impact of ads across campaigns — small or large. Use insights from lift reports to fine tune campaign strategy and drive brand goals.

Using a control/exposed methodology, understand the impact of Twitter campaigns at swaying brand metrics such as awareness, favorability, consideration, purchase intent and more.

Global access*



Measure campaigns around the world with availability in Canada, Brazil, Japan, United Kingdom, Singapore, India, Philippines, Spain, France, Mexico, United States, Saudi Arabia, United Arab Emirates, Argentina, Chile, Colombia, Peru, and Australia.

Low minimum spend



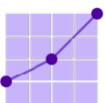
Enable surveys on campaigns with a minimum spend at no additional cost. Minimums varies by market - please see page 2 for details.

Quick reporting turnaround

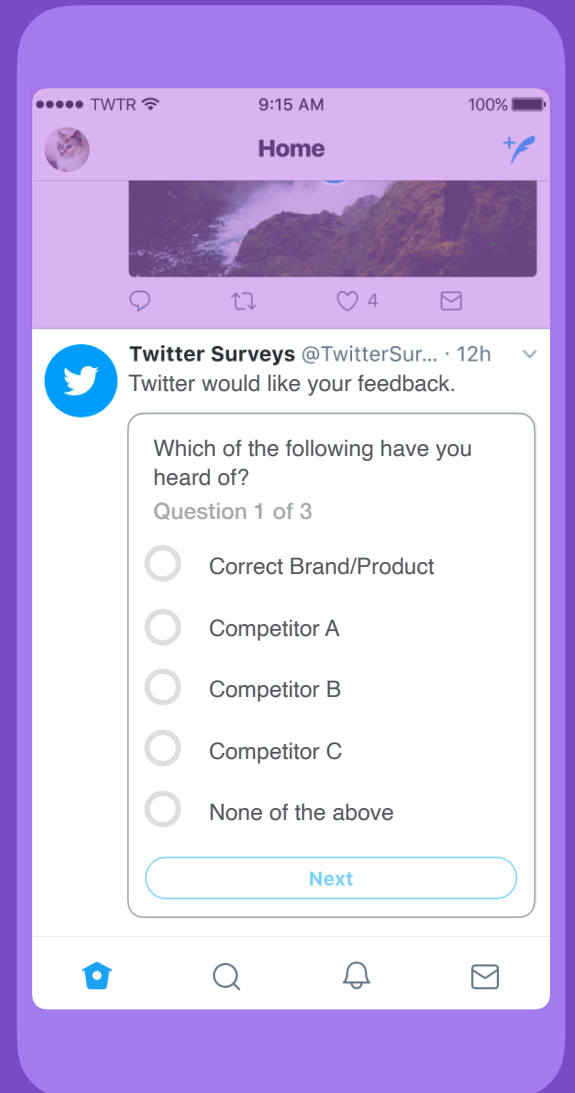


Receive insights report within 10 business days after the campaign ends

Creative attribution and actionable insights



Understand which tweet drove the highest and lowest brand lift, along with analysis on top line, frequency and more



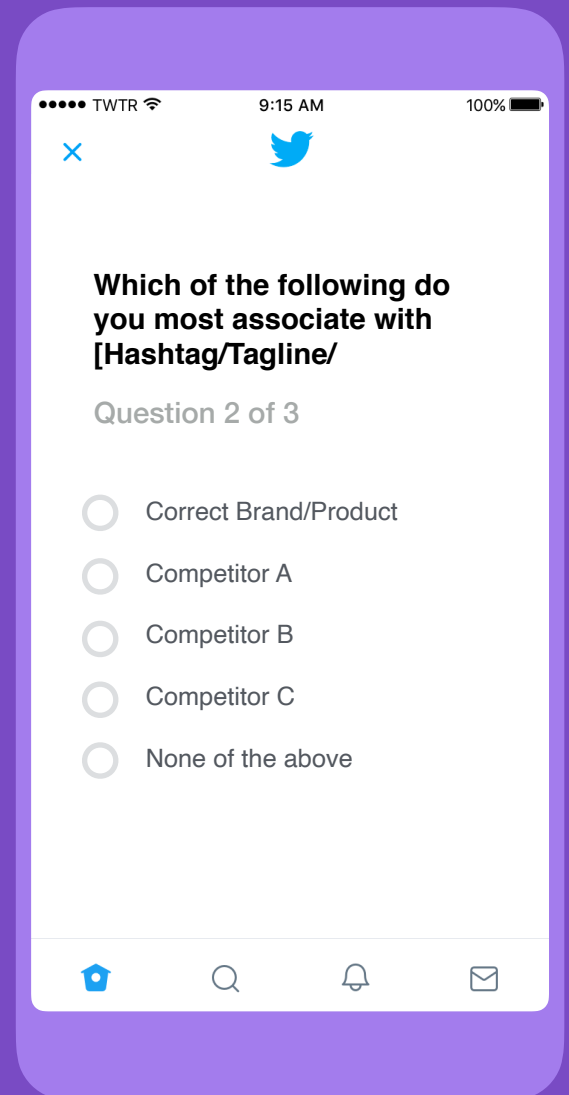
*All surveys run in APAC will be in English

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Whether you are a local or global brand, Twitter Brand Surveys can help you understand the brand lift of your campaigns in region or around the world.

Market	Campaign Mininum*
US	\$150k
UK	\$150k
Japan	\$120k
France	\$50k
Spain	\$40k
India	\$50k
Australia	\$50k
Singapore	\$50k
Phillipines	\$50k
Brazil	\$50k
Canada	\$75k
Argentina	\$30k
Chile	\$30k
Colombia	\$30k
Peru	\$30k
Mexico	\$30k
Saudi	\$30k
UAE	\$30k



*Campaign minimums are based on the market the campaign is running, in USD
*Minimums are subject to change