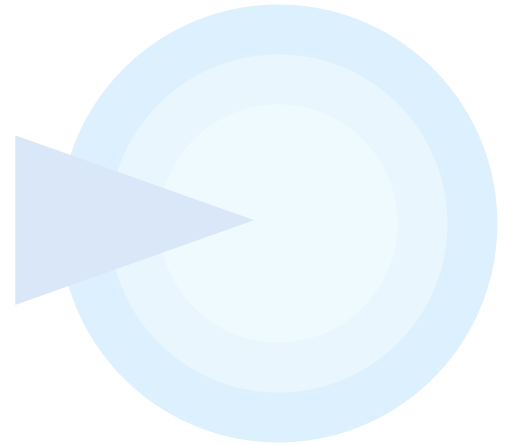


# Twitter Ads Targeting



Looking to find your audience on Twitter? Twitter's targeting options can help you reach the right people at the right time.

**Instructions:** Print or open this worksheet with a PDF editor to brainstorm and review targeting possibilities for your next campaign.

## First, the basics.

The options in this section work together using "AND" logic. This means you will be targeting people who match all of the input criteria.  
*Ex: People who live in Canada AND speak French AND use Mobile-Android devices.*

## Demographics

Gender

- Any
- Men
- Women

Age

Location

Language

## Devices

- Mobile - iOS
- Mobile - Android
- Desktop
- Other mobile
- All

Other device characteristics  
(Carriers, device models)

## Great! These basic parameters will be applied to the rest of your selections, which we will fill out now.

This last section uses "OR" logic, meaning you'll target people who match any of the input criteria.

*Ex. People who belong to a custom audience OR have a specific interest OR match a specific conversation topic.*

## Custom audiences

Use Audience Manager to upload CRM lists and manage audiences collected from your website or mobile app.

## Targeting features

Keywords

Follower look-alikes

Interests

Movies and TV shows

Events

Conversation topics

## Additional options

Remarketing capabilities to re-engage with and move potential new customers down the funnel.

**People who saw your past Tweets**

**People who saw and engaged with your past Tweets**

Organic Tweets  Tweets from specific campaigns  Both

## Tips

- Consider the experience of your ad on mobile. Can people complete the action you're promoting? If not, consider limited actions to desktop only.
- Avoid age and gender targeting unless your product/ service is age-restricted or gender-specific, because these fields can unnecessarily limit your overall reach.
- When targeting an event, consider running the campaign before, during, and after to maximize your content and reach.
- If you're targeting multiple countries, make sure each country has its own ad group. This way you can analyze the results from each market more easily and apply it to your next campaign.
- Try a few targeting options and interests that seem a bit outside your focus. Advertisers are often surprised by who their message resonates with. Let a few test campaigns show you where possible new audiences could be.
- You can modify targeting at any point. After your campaign has run for 2-3 days, you'll have a good sense of what's working and what should be turned off.