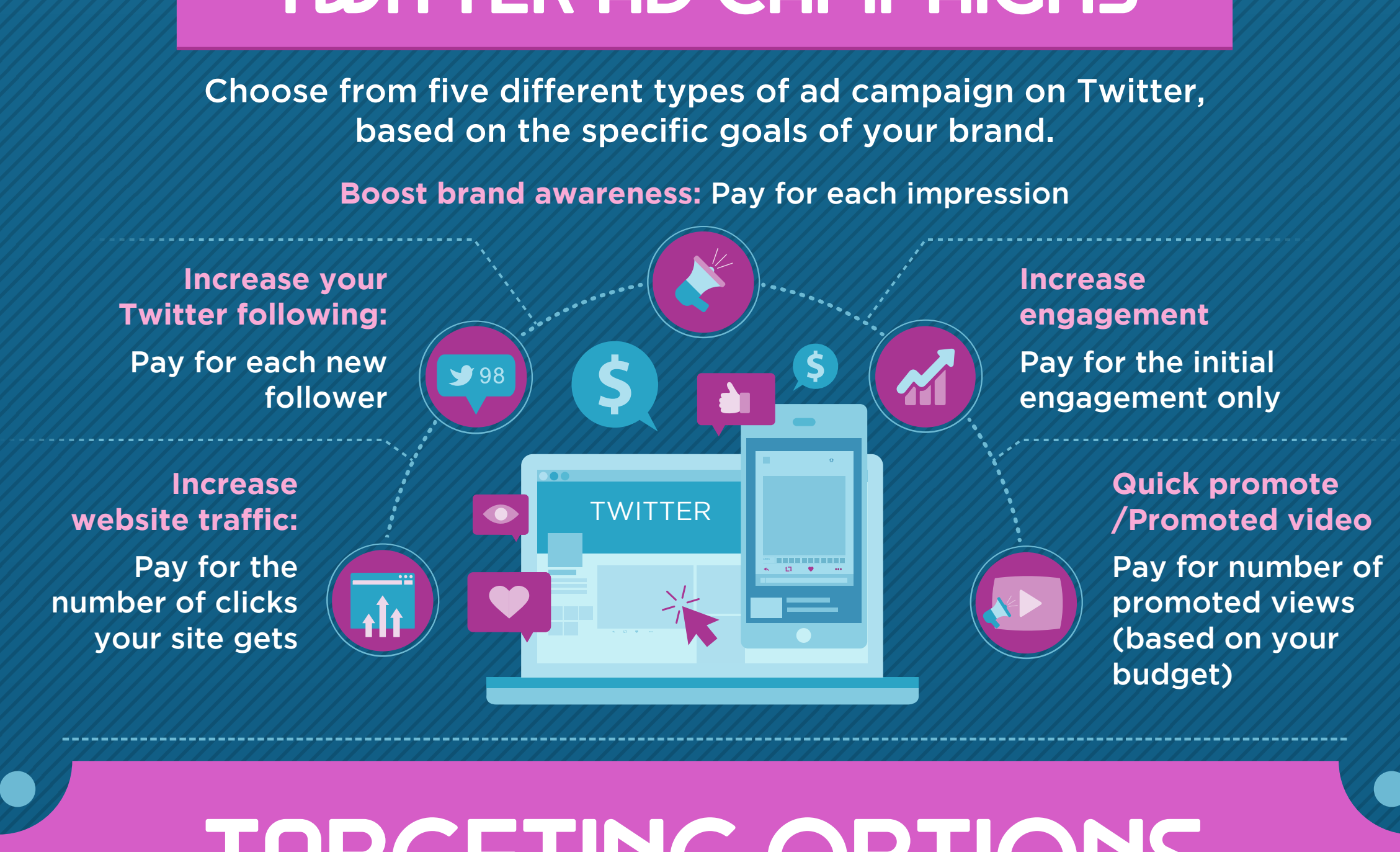


# COMPLETE GUIDE TO TWITTER ADVERTISING TARGETING OPTIONS

## WHY ADVERTISE ON TWITTER?



## TWITTER AD CAMPAIGNS

Choose from five different types of ad campaign on Twitter, based on the specific goals of your brand.

Boost brand awareness: Pay for each impression

Increase your Twitter following: Pay for each new follower

Increase website traffic: Pay for the number of clicks your site gets

Increase engagement: Pay for the initial engagement only

Quick promote / Promoted video: Pay for number of promoted views (based on your budget)

## TARGETING OPTIONS

Twitter ads let you choose from several options for targeting your audience. For best results, it is recommended you choose the basics (location, language, device), and then choose one of several more specific options to get the best results from your campaign.

### LET'S START WITH THE BASICS

#### LANGUAGE AND LOCATION

200 MARKETS TO CHOOSE FROM

TARGET ONE MARKET OR MULTIPLE MARKETS:

- Country level
- Local level: state, city, zip



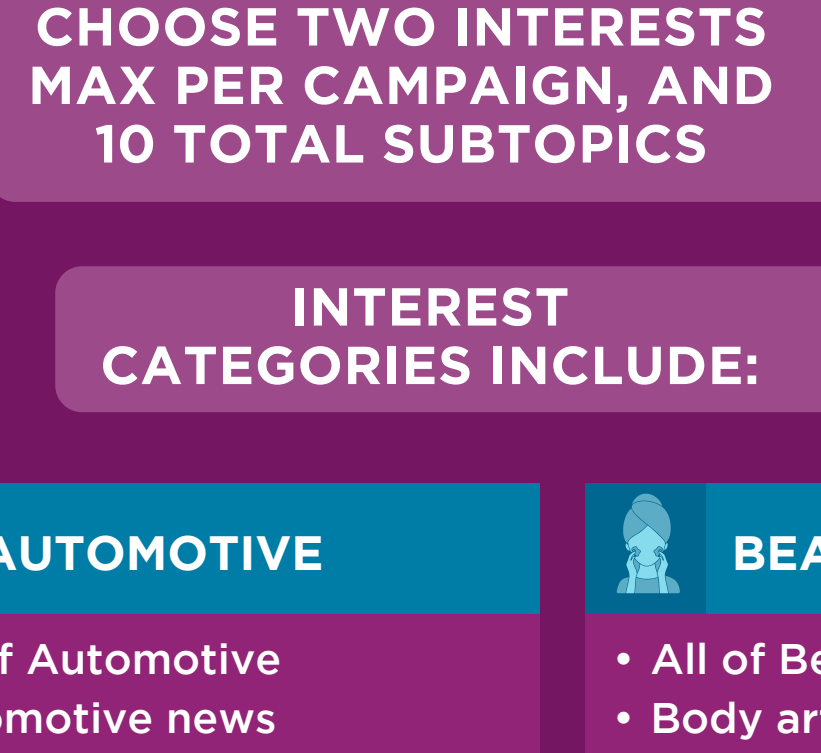
- Argentina
- Australia
- Brazil
- Canada
- Chile
- Colombia
- France
- Germany
- Indonesia
- Italy
- Japan
- Mexico
- Netherlands
- New Zealand
- Norway
- Singapore
- Spain
- Sweden
- United Kingdom
- United States

Default is all languages, but you can choose to target speakers of a particular language living in a country where that language isn't the main one.

The following languages are supported:

- Afrikaans
- Bahasa
- English
- Spanish
- French
- Italian
- Dutch
- German
- Hebrew
- Japanese
- Finnish
- Norwegian
- Portuguese
- Swedish
- Danish

#### GENDER



Target your ad to:

- Males + Females
- Males only
- Females only

When it comes to tailored targeting options, it is recommended you choose one of the following:

#### DEVICE TARGETING



Make sure your ads are optimized for the right audience.

You can target based on:

- Operating system version
- Specific device
- Wifi connectivity
- Mobile carrier
- New devices

#### BEHAVIOR TARGETING

Only available to US and UK advertisers

Behaviors include:

- Auto
- Auto (DLX Auto powered by Polk)
- Business
- CPG brands
- CPG BuyStyles
- CPG categories
- Demographics
- Dining
- Household
- Insurance
- Lifestyles
- Philanthropy
- Proximity
- Retail brands
- Retail categories
- Seasonal
- Sports
- Subscription services
- Technology
- Travel

#### INTEREST TARGETING

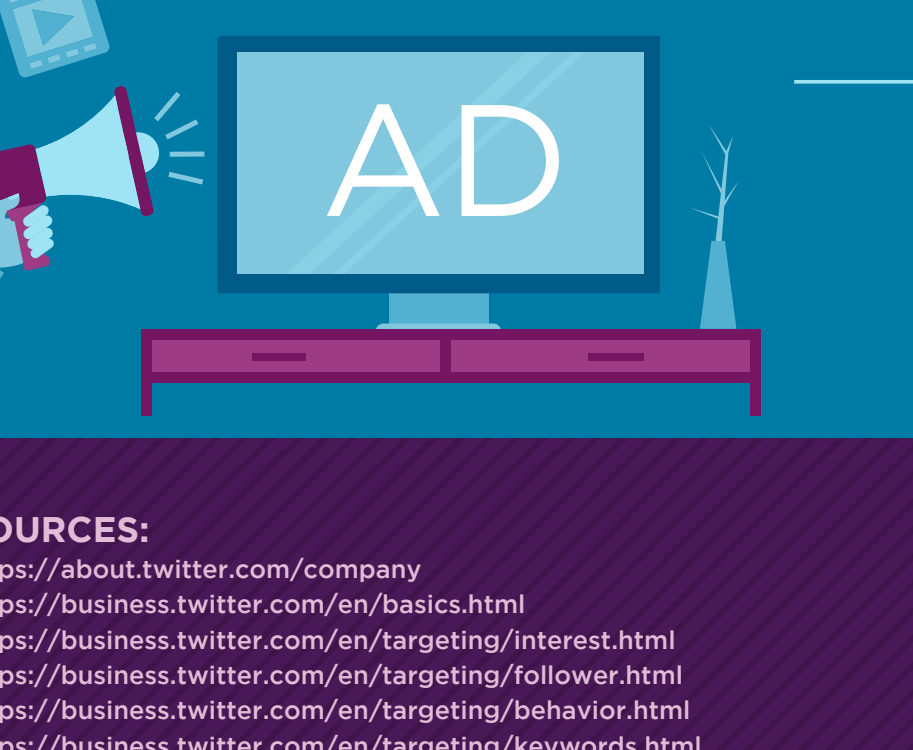
25 CATEGORIES AVAILABLE, WITH 350 SUBTOPICS

CHOOSE TWO INTERESTS MAX PER CAMPAIGN, AND 10 TOTAL SUBTOPICS

INTEREST CATEGORIES INCLUDE:

- AUTOMOTIVE**
  - All of Automotive
  - Automotive news and general info
  - Car culture
  - Convertibles
  - Hybrid and electric vehicles
  - Luxury
  - Minivans
  - Motorcycles
  - Offroad vehicles
  - Performance vehicles
  - Sedans
  - SUVs
- BEAUTY**
  - All of Beauty
  - Body art
  - Face care
  - General info
  - Hair care
  - Make-up and cosmetics
  - Perfumes and fragrances
  - Shaving and grooming
  - Skin care
  - Spa and medical spa
  - Tanning and sun care
- CAREERS**
  - All of Careers
  - Career news and general info
  - Job fairs
  - Job search
  - U.S. military
- EVENTS**
  - All of Events
  - Entertainment awards
  - Holidays
  - Music festivals
  - Political elections and concerts
  - Sporting events
  - Tech trade shows
- FAMILY AND PARENTING**
  - All of Family and parenting
  - Babies and toddlers
  - Daycare and preschool
  - Elder care
  - Parenting K-6 kids
  - Parenting teens
- HOME AND GARDEN**
  - All of Home and garden
  - Appliances
  - Entertaining at home
  - Gardening
  - General info
  - Home repair
  - Interior decorating
  - Landscaping
  - Remodeling and construction
- LIFE STAGES**
  - All of Life stages
  - Auto lenders
  - College students
  - Dads
  - Empty nesters
  - Moms
  - Newlyweds
  - Veterans
- MUSIC AND RADIO**
  - Country
  - Dance
  - DJs
  - Electronic
  - Hip hop and rap
  - Indie spotlight
  - Jazz
  - Latino
  - Metal
  - Music news and general info
  - Pop
  - R&B and soul
  - Reggae
  - Rock
  - Talk radio
  - Venues
  - World
- SCIENCE**
  - All of Science
  - Biology
  - Chemistry
  - Geography
  - Geology
  - Physics
  - Science news
  - Space and astronomy
  - Weather
- SOCIETY**
  - All of Society
  - Dating
  - Divorce support
  - Marriage
  - Senior living
  - Weddings
- TECHNOLOGY AND COMPUTING**
  - All of Technology and computing
  - Animation
  - Antivirus
  - Cameras and camcorders
  - Cell phones
  - Computer certification
  - Computer networking
  - Computer programming
  - Computer reviews
  - Data centers
  - Databases
  - Enterprise software
  - Home entertainment
  - Linux
  - MacOS
  - Mobile
  - Network security
  - Open source
  - SEO
  - Startups
  - Tablets
  - Tech news
  - Video conferencing
  - Web design
  - Windows
- HEALTH**
  - All of Health
  - Health news and general info
- BOOKS AND LITERATURE**
  - All of Books and literature
  - Biographies and memoirs
  - Books news and general info
  - Business and finance
  - Comics
  - Cookbooks, food, and wine
  - Health, mind, and body
  - Mystery and crime
  - Nonfiction
  - Politics and current events
  - Romance
- EDUCATION**
  - All of Education
  - Adult education
  - College life
  - Education news and general info
  - Graduate school
  - Homeschooling
  - Language learning
  - Online education
  - Special education
- GAMING**
  - All of Gaming
  - Board gaming
  - Computer gaming
  - Console gaming
  - Gaming news and general info
  - Mobile gaming
  - Online gaming
  - Roleplaying games
- HOBBIES AND INTERESTS**
  - All of Hobbies and interests
  - Arts and crafts
  - Astrology
  - Birdwatching
  - Boating
  - Cartoons
  - Celebrity fan and gossip
  - Chess
  - Cigars
  - Comedy
  - Dance
  - Design
  - Drawing and sketching
  - Exercise and fitness
  - Freelance writing
  - Gambling
  - Genealogy
  - Guitar
  - Jewelry making
  - Modeling
  - Needlework
  - Painting
  - Paranormal phenomena
  - Performance arts
  - Photography
  - Sci-fi and fantasy
  - Scrapbooking
  - Screenwriting
  - Shopping
  - Stamps and coins
- PERSONAL FINANCE**
  - Financial news
  - Financial planning
  - Hedge funds
  - Insurance
  - Investing
  - Mortgage
  - Mutual funds
  - Options
  - Real estate
  - Retirement planning
  - Stocks
  - Tax planning
- STYLE AND FASHION**
  - All of Style and Fashion
  - Baby apparel
  - Dresses and skirts
  - Fashion
  - Jewelry
  - Kids' apparel
  - Men's accessories
  - Men's bags
  - Men's beachwear
  - Men's formal wear
  - Men's jeans
  - Men's outerwear
  - Men's pants
  - Men's shoes
  - Men's tops
  - Sunglasses
  - Watches
  - Women's accessories
  - Women's bags
  - Women's beachwear
  - Women's intimates and hosiery
  - Women's jeans
  - Women's outerwear
  - Women's pants
  - Women's shoes
  - Women's tops
- TRAVEL**
  - All of Travel
  - Adventure travel
  - Africa
  - Air travel
  - Asia
  - Australia and New Zealand
  - Bed and breakfasts
  - Business travel
  - Camping
  - Canada
  - Cruises
  - Eastern Europe
  - Europe
  - France
  - Greece
  - Hawaii
  - Honeymoons and getaways
  - Hotels
  - Italy
  - Japan
  - Las Vegas
  - Luxury travel
  - Mexico and Central America
  - National parks
  - South America
  - Theme parks
  - Travel news and general info
  - Traveling with kids
  - United Kingdom

#### KEYWORD TARGETING



Use keywords to target users who have searched for or tweeted about that keyword

#### FOLLOWER TARGETING

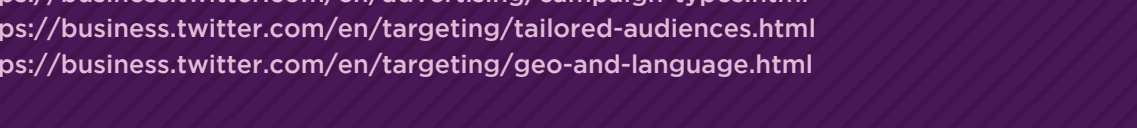
Target people based on who they follow



- Utilize specific usernames to target an audience with similar interests
- You can also target your own followers and users like your followers

#### TAILORED AUDIENCE TARGETING

Use your own customer lists to target a specific audience



Email lists Twitter IDs Mobile Ad IDs

- Put a code snippet on your site to track those who visit, download or purchase from you ad
- Use conversion tracking to target users who have downloaded or used your app

#### TV TARGETING

- Target users in specific TV markets
- Target users when a specific TV show is on the air

SOURCES:

- <https://about.twitter.com/company>
- <https://business.twitter.com/en/basic.html>
- <https://business.twitter.com/en/targeting/interest.html>
- <https://business.twitter.com/en/targeting/follower.html>
- <https://business.twitter.com/en/targeting/behavior.html>
- <https://business.twitter.com/en/targeting/keywords.html>
- <https://business.twitter.com/en/targeting/device-targeting.html>
- <https://business.twitter.com/en/advertising/campaign-types.html>
- <https://business.twitter.com/en/targeting/tailored-audiences.html>
- <https://business.twitter.com/en/targeting/geo-and-language.html>

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