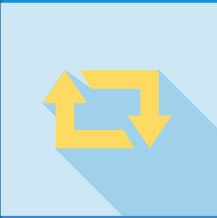
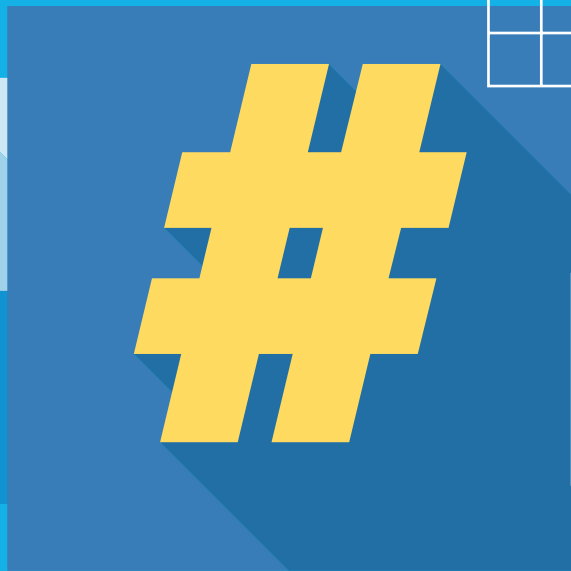
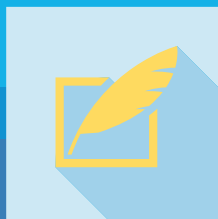
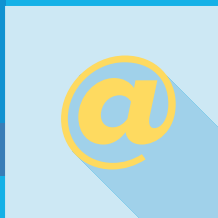


TWITTER TAILORED AUDIENCES HANDBOOK

What Twitter's New
Targeting Capabilities
Mean For Marketers



Q4 2013

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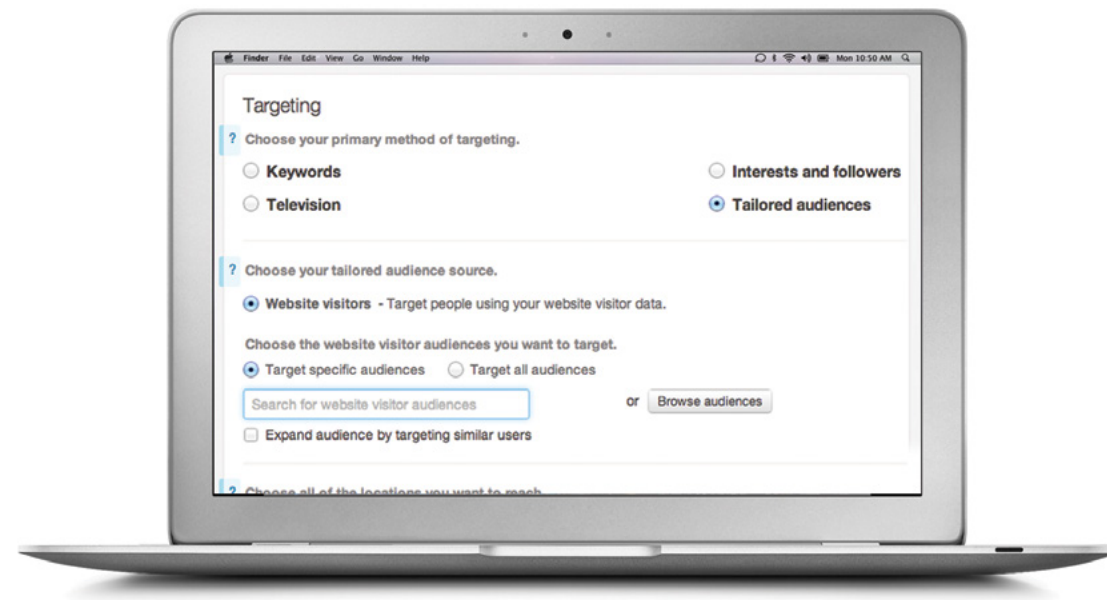
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EXECUTIVE SUMMARY



Twitter's December 2013 announcement of tailored audiences is welcome news to brands and advertisers seeking to engage prospects and customers on the platform. The tailored audiences product lets you create unique audience segments based on your website and behavioral data, and then target those audiences on Twitter. In a very real way, the product closes the loop between browsing behavior and social engagement, letting you continue conversations with customers and prospects that start outside of Twitter.

With tailored audiences you can target consumers who have:

- Visited your site
- Made a recent purchase
- Searched for your brand or product category in a search engine

And much more.

The Role of Twitter's Ads Partners

To create and execute a tailored audience you'll need to work with a Twitter ads partner (such as Chango). The role of the ads partner is to create your tailored audience segment and transfer this data to the Twitter platform in a 100% privacy-compliant manner. The ads partner provides additional services to enhance your campaigns.

Why Use Tailored Audiences

Key tailored audience use cases include: turning your existing consumers into Twitter followers, reaching a specific sub-set of your customers,

delivering Promoted Tweets to users who've clicked on a previous Tweet, and maximizing the lifetime value of your customers.

About This Handbook

This handbook fully explains the tailored audiences and all of its targeting capabilities. It also offers best practices for targeting, and outlines six use cases that will help you achieve your marketing goals. And for those interested in getting started right away, you'll find a step-by-step explanation of how to work with a Twitter ads partner such as Chango.



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Chris Sukornyk is the CEO of Chango, and is based in Toronto. Prior to founding Chango, Chris established multiple tech startups in the digital media and online publishing industries, such as The X-Stream Network, Bubbleshare and Fivelimes.



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Dax Hamman is the Chief Strategy Officer and Founding Member at Chango and is based in San Francisco. Prior, Dax founded and led the global iCrossing media group, developing the concept of 'performance display', an innovative planning strategy that drove significant ROI from display advertising for some of the world's largest and coolest brands.

01

THE TWITTER PHENOMENON



FURTHER READING

Twitter CEO: Our growth will come from TV integration and better onboarding
onforb.es/17OfNa2

Forbes



In the days leading up to the 2007 South By Southwest Interactive conference, Twitter was hardly on anyone's radar. With just 20,000 Tweets per day, the year-old platform warranted little mention in the tech media's pre-festival listicles.

That all changed once the conference began; and how Austin changed the social media company's fortune is now the stuff of startup lore. "The Twitter people cleverly placed two 60-inch plasma screens in the conference hallways, exclusively streaming Twitter messages," wrote Newsweek's Steven Levy in his post-conference coverage. "Hundreds of conference-goers kept tabs on each other via constant twitters. Panelists and speakers mentioned the service, and the bloggers in attendance touted it."

Overnight the number of daily Tweets topped 60,000. More importantly, Twitter captured the imagination of the most influential members of the media and marketing communities.

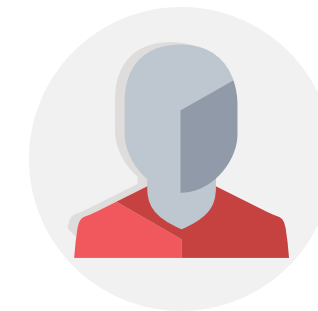
Twitter began an upward trajectory, and by 2008, some 300,000 Tweets were sent each day. Then, a wave of celebrity adopters, including Britney Spears, Oprah Winfrey, Ashton Kutcher, and Neil Patrick Harris, propelled the platform into the mainstream. In 2009, the number of Tweets reached 35 million, making Twitter a core component of myriad social groups. Professionals used it to network. Media companies used it to distribute content, facilitate feedback, and keep pace with the Arab Spring. Teens embraced it as a way to gather around shared interests.

"TWITTER CAN PREDICT WHERE FLU OUTBREAKS WILL OCCUR AND COULD HELP DOCTORS PREPARE FOR BUSY TIMES"

SARAH GRIFFITHS

dailym.ai/ldPK2j

Daily Mail



230+ MILLION
MONTHLY ACTIVE USERS

Athletes embraced it and sports fans flocked to the platform.

It's no coincidence that the rise of Twitter coincides with the proliferation of smartphones and tablets. Mobile device usage began accelerating in 2009 and hasn't stopped since; today, 34% of Americans own tablets and 64% own a smartphone. Twitter has long been a must-have app on mobile devices, partly because celebrity Tweeters made the platform synonymous with the entertainment world, and partly because it was quickly morphing into the real-time voice of people as they engaged in their favorite activity -- watching TV.



76%
OF TWITTER ACTIVE USERS ARE ON MOBILE

Game 7 of the 2010 NBA Finals set a new record with over 3,000 Tweets per second, and signaled a seismic change in how people engaged in popular culture. Today, events such as the American Music Awards regularly prompt Tweets that number in the millions. And that phenomenon got marketers wondering:

If people aren't watching commercials, what are they doing?

How do we reach them?

The answer to both: Twitter.

02

A BRIEF HISTORY OF TWITTER ADVERTISING



"WE ARE EXCITED TO EXPLORE TAILORED AUDIENCES AS A WAY OF BRINGING CUSTOM AUDIENCES INSIDE TWITTER"

DAVID OLIVER, ONLINE MARKETING MANAGER, FUZEBOX

In November 2006, Twitter co-founder Jack Dorsey personally created a commercial account for Earnest Sewn, making the clothing company the very first commercial user of the platform. The following year ESPN signed on, and was the first major brand to try its hand at engaging consumers via Tweets. By 2008 BlackBerry, Whole Foods, Taco Bell, Calvin Klein and many others followed suit. Once Twitter traffic exploded in 2009, iconic American brands such as Nike, Pepsi and Coca-Cola raced to put a Twitter strategy in place.

Throughout its spectacular growth, advertising lagged behind. To be sure, there were plenty of Twitter marketing guides floating through the

web, but without ad slots, brands had few options beyond building a base of followers via organic search and Retweets.

In October 2010, Twitter released Promoted Accounts, its first form of paid advertising. Promoted Accounts utilized an algorithm to place specific promoted brands accounts in its "Suggestions for You" box. Users who followed video game-related accounts but did not follow @xbox, for instance, would likely see Xbox as a Promoted Account.

In July 2011, Promoted Tweets entered the mix, allowing brands to insert messages directly into the feeds of consumers who weren't following them.

FURTHER READING

Twitter success stories
bit.ly/1cq2kos



Over the next two years, Twitter announced minor enhancements to its advertising tools. In May 2013, for instance, the company introduced Lead Generation Cards, which allow brands to sign-up consumers and B2B leads directly from their Twitter streams. And in late October, a site redesign created a newsfeed similar to that of Facebook, with photos and the first frame of Vine videos automatically displaying in its users' streams. But by and large, Twitter hasn't seen a major revamp to their advertising capabilities since Promoted Tweets. Until now.

Shortly, Twitter will partner with companies such as Chango to release tailored audiences, a product that enables marketers to reach

audiences on Twitter whose web browsing, search behavior and recent purchase history indicate an interest in a particular brand or product category. Twitter matches your audience segments with our user base, allowing you to reach and reconnect with your prospects and customers while they're on Twitter.

In short, tailored audiences is a revolutionary product that closes the loop between browsing behavior and social engagement, allowing brands to continue conversations with users that start outside of Twitter.

03

INTRODUCING TWITTER TAILORED AUDIENCES

“FOR THE FIRST TIME, TWITTER WILL ALLOW ADVERTISERS TO TARGET USERS BASED ON THINGS THEY DID OFF THE SERVICE”

AdvertisingAge.



Twitter's tailored audiences product augments your targeting options within the Twitter advertising platform. You can use tailored audiences to deliver a Promoted Tweet or Promoted Account campaign just to your site visitors, as well as to other audiences you've identified using other types of behavioral data not available within the Twitter targeting system. In doing so, you can reach users who have shown interest in your brand or category, and drive increase return on marketing investment.

Currently, the Twitter targeting system lets you target Twitter users based on interests, gender, geography, device and keywords.

Tailored audiences go beyond those capabilities, letting you target based on web browsing behavior, email addresses and user Twitter IDs.

Tailored audiences provide you with rich opportunities to reach your customers. For the first time, you can target website visitors, visitors who've converted within the last seven days, as well customers who've searched for your brand or product category in search engines.

Once you load an audience segment into Twitter Ads, you can select it for both mobile and desktop campaigns.

FURTHER READING

What is behavioral advertising?
bit.ly/1bf6Eo1



Tailored audiences provide you with new and unique ways to engage in conversations with potential and existing customers:

- Use tailored audiences to drive conversions based on user intent. For instance, you can create tailored audiences for users who have recently visited one of your product pages, abandoned a shopping cart, or who have searched for your product or brand in a search engine. And if your campaign is focused on

acquiring new customers, tailored audiences let you save money by excluding your existing customers.

- Use tailored audiences to build brand loyalty or drive repeat purchases among existing customers. For example, you can run a Promoted Account campaign to all customers who've made their first purchase within the previous seven days. And you can turn customers into followers.



BENEFITS

Twitter's tailored audiences product significantly improves your targeting options for your Twitter campaigns. You can use your own customer and website data behavioral data to target users. And you can define groups of existing and target customers and connect with them on Twitter.

- Leverage new targeting capabilities.
- Easily and flexibly define and update your audience segments.
- Reach existing customers and high-intent users who have shown interest in your brand or your category.
- Drive ROI with highly targeted messages to in-market customers on both mobile and desktop.

FURTHER READING
 Twitter analytics
bit.ly/1aus5Bm

TAILORED AUDIENCE SEGMENTS

You can use multiple tailored audiences segments in your campaigns to help refine who you target. For instance, you can launch campaigns targeting “baby segment” and “website visitors.”

There is no firm maximum on the number of audience segments that can be targeted in a campaign.

It’s generally better to target small numbers of segments, and use creatives that fit well with the particular nature of those few segments.

Conversely, you can opt to exclude specific tailored audiences, such as current customers, from campaigns as desired, thus maximizing campaign efficiency.



Promote your tweets



Promote your account

HOW IT LOOKS

The tailored audiences product looks identical to Promoted Tweets or Promoted Accounts. Cards, such as lead generation card, an app card or a product card, can also be attached to it.

REPORTING

Twitter offers robust audience segment-level reporting. When you use multiple audience segments in a single campaign, you can view a breakout of impressions, engagements and spend by audience segment. To access these analytics, drill down to an individual campaign in the campaign activity dashboard, and then click the Audiences icon in the upper left part of the page.



04

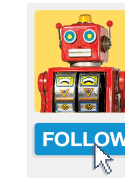
USE CASES

“A RETAILER, FOR EXAMPLE, MIGHT CHOOSE TO DIRECT A PROMOTED TWEET ONLY TO THOSE USERS WHO VISITED ITS SITE IN THE PAST FEW DAYS.”

bit.ly/1cWylPA

DIGIDAY

You can use the tailored audiences product to achieve many goals. The six most common use cases are as follows:



1. Turn your existing customers into Twitter followers. Run a Promoted Accounts campaign targeting customers who have recently registered or logged into your website.



2. Reach a specific subset of your customers. Run a Promoted Tweets campaign with a tailored message for a subset of shoppers, such as cart abandoners, or those who have recently made a purchase.



3. Create a conversation with your brand loyalists. Run a Promoted Tweets campaign to your most frequent visitors or individuals who have visited sites that are positively associated with your brand.



4. Acquire new customers. Reach Twitter users who may not have visited your site directly, but have searched for relevant products, visited sites that are relevant to your brand, or have the behavioral characteristics that match your converters.



5. Make the most out of your Tweets. Deliver a Promoted Tweet to individuals who have clicked on the link of a previous tweet. Every link you include in every Tweet is an opportunity to collect data on clickers. Using a ‘pixel redirect’ system provided by Chango, you can identify those individuals and deliver a Promoted Tweet to them. In addition, you can run a Facebook campaign featuring anyone who has clicked on a Twitter link.



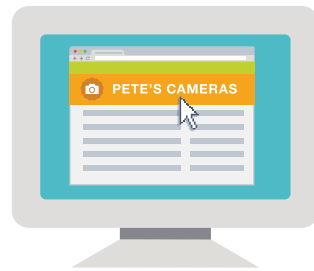
6. Maximize the lifetime value of your customers. Create a strategy that leverages Promoted Tweets in the wider context of other programmatic advertising campaigns. You can leverage Promoted Tweets, in conjunction with Facebook Exchange (FBX), display and pre-roll video ads. The data from each campaign can be optimized towards maximizing the lifetime value of your customers.

HOW IT WORKS

The tailored audiences product can be used in a number of ways, depending on your set of goals. We have highlighted below one of the most common scenarios.

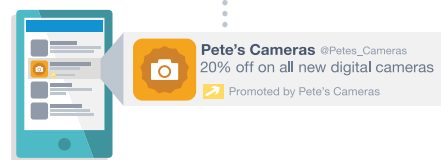
Start a conversation with your existing customers

To leverage the new targeting capabilities made possible with tailored audiences, all advertiser must work with a signed ads partner such as Chango. The example below is how the Chango platform works to deliver a Promoted Tweet or Promoted Account.



1. User visits your site. Perhaps they “convert” or perhaps they’ are just browsing around. A “pixel” or “tag” placed on your site will cookies the user’s browser, anonymously identifying them as a site visitor. Additional data can be stored, which and your site visitors can be segmented into segments your users into distinct different groups, such as “visitors,” “converters,” “high value customers” etc.

2.Segments are shared with Twitter: Using a technique called cookie-mapping, Chango anonymously transfers a segment of users to Twitter (no personally identifiable information is exchanged). Once the transfer occurs your segmented audience will available in the Twitter targeting system and you’re free to use it in your Twitter campaigns. Let’s say you wish to target all recent converters for an upsell campaign on Twitter. You can create a segment of “all converters,” which is available within the Twitter targeting tool, and use it to offer coupons, loyalty programs or other upselling strategies.



3. User visits Twitter.com: Whenever users who match the segment created in step 1 visit Twitter.com (or use a social app to view their Twitter feeds), they are eligible to be served a Promoted Tweet or Promoted Account.

05

SUMMARY OF TARGETING OPTIONS AVAILABLE

The table below summarizes the targeting options currently available for Promoted Tweets and Promoted Accounts, as well as the additional targeting capabilities that tailored audiences offer.

	Promoted Tweet			Promoted Account	
	Keywords	Interests and Followers	Tailored audiences	Interests and Followers	Tailored audiences
Description	Reach people that 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 website visitor data or CRM lists	Reach people with specific interests or who are similar to followers of specific accounts	Reach people using your own website visitor data or CRM lists
Main Criteria	Keywords or phrases	Handles of users, interests	Browsing, intent and search data outside of Twitter.	Handles of users, interests	Browsing, intent and search data outside of Twitter.
Sub-options	Keyword matching options - exclude negative sentiment, match trending topics	Include users like followers of @your_account	Expand audience by targeting similar users	Include users like followers of @your_account	Expand audience by targeting similar users
Geo Targeting (Country, State/Province, Metro)	✓	✓	✓	✓	✓
Gender Targeting (Male, Female or Both)	✓	✓	✓	✓	✓
Platform / OS Targeting	✓	✓	✓	✗	✗
Pricing	Cost Per Engagement (CPE)			Cost Per Follow (CPF)	
Engagement	Retweets, replies, favorites, follows, or clicks anywhere on your Promoted Tweet.			Account follow	
Creative	Tweet (140 characters long), Lead generation cards			n/a (Twitter uses your account name, handle & image)	
Requires Tailored Audience Parter	✗	✗	✓	✗	✓

06

WORKING WITH AN ADS PARTNER



For more information on pricing, please contact your Chango representative. You can also email us at sales@chango.com or call 1-800-385-0607

An ads partner should meet the immediate needs of correctly identifying your target audience so you can launch a tailored audience campaign. However, the ideal ads partner will allow you to leverage these new capabilities in a way that is integrated with your other online advertising tactics.

For example, Chango can provide the Twitter tailored audiences product as part of a broader

“retargeting” strategy that includes display, video, mobile and inventory purchased on other social networks. The ability to transfer data seamlessly across devices and inventory partners opens up powerful integrated strategies that are optimized to best meet your goals.

The role of an ads partner is to work closely with yourself and your Twitter client team, to determine your goals, outcomes and success metrics.

WHAT YOU WILL NEED

The tailored audiences product is not a real-time ad exchange like Facebook FBX for example. While functionally similar capabilities exist, there are some nuances.

✓ **An ads partner such as Chango**

Our role is to:

- Help you define your goals and success metrics for your upcoming campaign.

- Work with you to identify your target audience. We may leverage our vast behavioral and intent data capabilities to do this, or we may leverage your site visitor and CRM data.

- Provide this audience to Twitter. Data is securely transferred and no personally identifiable information is used or added.

- Provide support for you to help set-up the tailored audiences campaign.

- Provide ongoing optimization support to your community manager or media buyer.

✓ **A Twitter account that will send promoted tweets and/or promoted accounts**

This can be managed by a brand, or an agency.

✓ **A process to reconcile invoices**

Twitter bills clients directly. Twitter charges their standard model: Cost Per Engagement (CPE) for Promoted Tweets and Cost Per Follow (CPF) for Promoted Accounts.

Your ads partner (ie. Chango) will bill you separately. Each tailored audiences partner will have different pricing structures.

07

WHAT MAKES CHANGO UNIQUE



Chango's story. bit.ly/1g2PstV

Chango

TRUSTED BY THE WORLD'S MOST PROGRESSIVE MARKETERS AND AGENCIES



“WE HAVE WORKED WITH CHANGO FOR THE PAST 3 YEARS. THEY ALWAYS DELIVERED”

MEDIA BUYER, TOP RETAILER

Chango is a programmatic advertising platform that connects marketers with their target audience across all devices and the real-time web. Our unique live-profile technology makes the right data available in the split-second time necessary to help clients efficiently acquire new customers, retarget site visitors or build brand awareness. We connect marketers with results in real time across video, mobile, social media and display.

Only Chango can solve marketers' complex problems because we have:

- **Proven technology:** Trusted by organizations such as Twitter, Facebook, eBay, Gilt, LEGO, Hotwire and Bloomingdales.
- **People:** We help clients succeed by providing strategic guidance and day-to-day support. Our client development and optimization teams are here for you.
- **Access to Chango's proprietary and 3rd party data:** Hundreds of millions audience profiles.

SEGMENTS AVAILABLE FROM CHANGO

Chango can offer an unlimited number of audiences to you. We can identify audiences who have expressed interest in your brand or your category based on their recent web browsing and search behavior.

Here are some examples of audiences:

- A website visitor who browsed a product page but didn't make a purchase.
- A logged-in customer who started the shopping cart process and abandoned.
- A customer looking for your product or service in Google, but who did not visit your web site.
- A customer who searched for your competitors' products on Bing.



SETTING UP A TAILORED AUDIENCE CAMPAIGN

"I WAS ABLE TO GET UP AND RUNNING IN A DAY"

COMMUNITY MANAGER, B2B

Setting up a campaign is easy. Chango and Twitter will help you at every step along the way.



CAMPAIGN SETUP

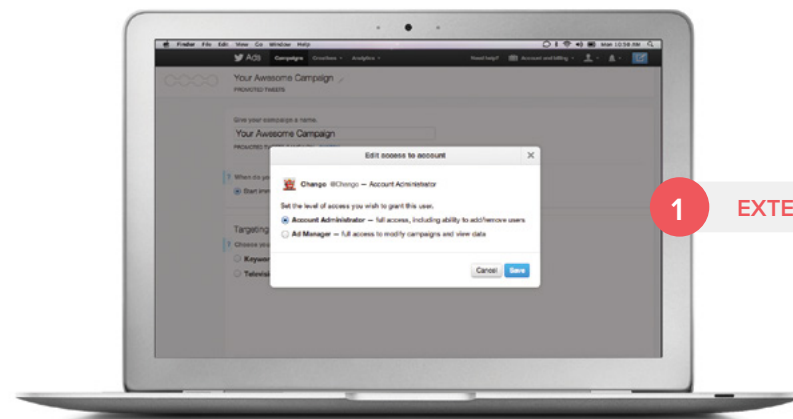
STEP 1: Determine your campaign objectives, and discuss which audiences Chango will provide to Twitter. Plan your campaigns, including bid and creative strategies.

STEP 2: You will have to wait until the segments are sent over to Twitter. The process can take 12 to 24 hours. You can then set up your campaign by selecting your tailored audiences as your primary targeting method. Choose the audience

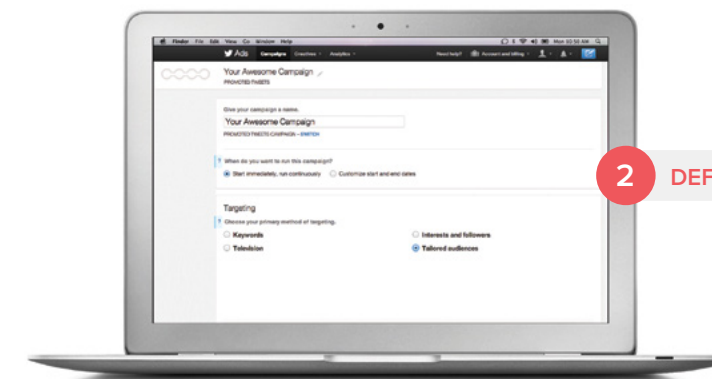
segments that you'd like to target. You can also select the "expand audience by targeting similar users" to drive more volume. Next, you can layer on additional targeting, and set bids and other campaign preferences as you normally would.

Once segments are shipped, they will appear in the target specific audiences section.

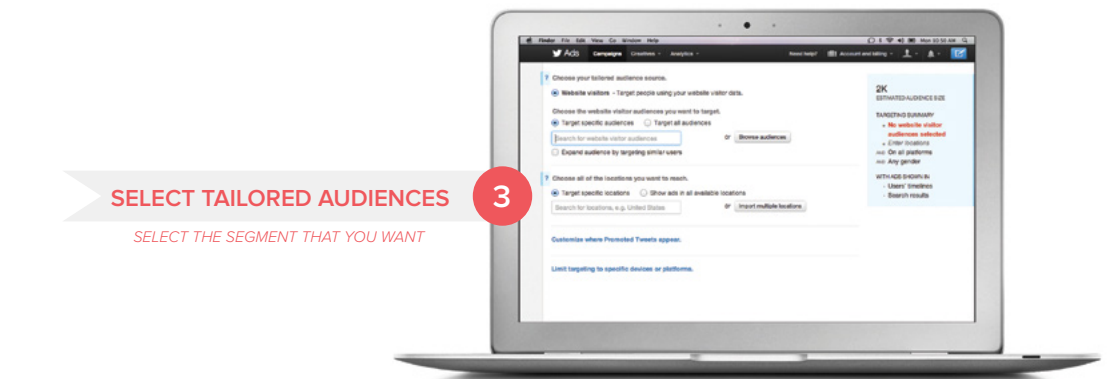
Many tailored audiences partners will manage the setup and launch of a Twitter campaign from start to finish. Under this scenario, Chango will require access to your Twitter account. For illustration purposes, here are the steps that a partner would go through to launch a campaign.



1 EXTEND ADMIN ACCESS



2 DEFINE A NEW CAMPAIGN



3 SELECT TAILORED AUDIENCES
SELECT THE SEGMENT THAT YOU WANT

STEP 3: Monitor your campaign, and work with Chango and your Twitter account manager to adjust, expand, or optimize it.

09

EARLY RESULTS &
BEST PRACTICES

BEST PRACTICES

1. Keep it short and sweet.
2. Be timely, be relevant.
3. Create something engaging.
4. Be consistent.
5. Stay true to you.
6. Simply reply.
7. Ask questions.
8. Have some fun.

As an early beta tester of the tailored audiences product, Chango tested multiple campaigns for Fortune 500 brands, and have seen great results. We also learnt a few things along the way.

RESULTS

In early testing with this product we've seen some great results: some advertisers saw an engagement rate lift as high as 170%, and some advertisers reduced their acquisition cost by as much as 74%.

TWITTER IS A CONVERSATION

Over the course of our pilots with leading US brands, we saw more than 25% additional engagements when Promoted Tweets contained an infographic or relevant information. Consider building a conversation with both your customers and prospects. Ecommerce companies should, consider showing a Promoted Tweet to users a few days after a package is shipped to them, asking them to take photos of the "unboxing" of their product in order to receive 30% discount on their next purchase. Make it a conversation!

THINK MOBILE

Given that more than 75% of Twitter's active users are on mobile, the vast majority of your customers will view your Promoted Tweet on a mobile device. Even if those visitors came to your website via their

desktop, your Promoted Tweet in all probability will be delivered to a mobile device. Consider the implications of where you send your Tweets. Is your site optimized for mobile?

YOUR TWITTER AVATAR MATTERS

Your Twitter avatar makes a huge difference! Brand recall matters in a tailored audiences campaign, and there is little room for a logo anywhere else. Ensure your avatar matches your brand and is easily recognizable.

FREQUENCY CAP

Frequency capping is a term that means restricting (capping) the number of times (frequency) a specific visitor to a website is shown a particular advertisement (or in the case of Twitter, a Promoted Account or Promoted Tweet).

Frequency caps are applied internally by Twitter, both at the account and creative level. That means the more creatives you have, the greater the frequency with which a Promoted Account or Tweet will be delivered.

10

CONCLUSION

FURTHER
READING

Top 10 programmatic
predictions for 2014

bit.ly/1aoPfi1

Chango

With the introduction of tailored audiences, you can now create unique audience segments based your website and behavioral data, and then target those audiences on Twitter

Interestingly, tailored audiences will help you expand your mobile marketing efforts. Given that a vast majority of Twitter users access the platform from their mobile devices, your highly targeted Promoted Tweets will reach them in this channel, even though your audience segment data originated from the desktop.

Tailored audiences are just the beginning. By selecting the right Twitter ads partner, you can further enhance your marketing efforts with cross-platform targeting and much more.

To get started with tailored audiences, or to explore ways to build your brand, acquire new customers or retarget existing ones, contact Chango today at sales@chango.com, or visit www.chango.com to learn more.

ADDITIONAL RESOURCES

WHITEPAPERS & HANDBOOKS



Chango Q4 Retargeting Barometer, Powered by Digiday

bit.ly/1aoPfi1



The Facebook Exchange Handbook: Everything the marketer needs to know about FBX

bit.ly/GYrqRh



Chango Retargeting Barometer: What Marketers and Agencies Really Think of Retargeting

bit.ly/GU5ald



Retargeting for Retailers Exposed: Driving More Dollars

bit.ly/1a8RDaT



View-Through Attribution Exposed: What 'Last-Touch' Isn't Telling You

bit.ly/17yl7uw



Retargeting Exposed: Not Another Whitepaper About Retargeting

bit.ly/19oMwCg

WEBINARS



The Programmatic Marketing Opportunity

bit.ly/H6QYMw



Advanced Retargeting Types

bit.ly/19Xdttn



The Fbx News Feed Opportunity

bit.ly/175cCKW



Retargeting Is Not What You Think

bit.ly/ChangoWebinar1

FURTHER READING



Don't Fall For The Native Ad Hype

wrd.cm/1aWaUsh



Retargeting: 5 New Statistics That May Surprise You

bit.ly/1autEPD



The Humans In Programmatic: An Interview With Poppin's Michael Chauliac

bit.ly/1fBATdK



As Featured On Digiday Survey: 50% Of Marketers To Increase Retargeting Spend

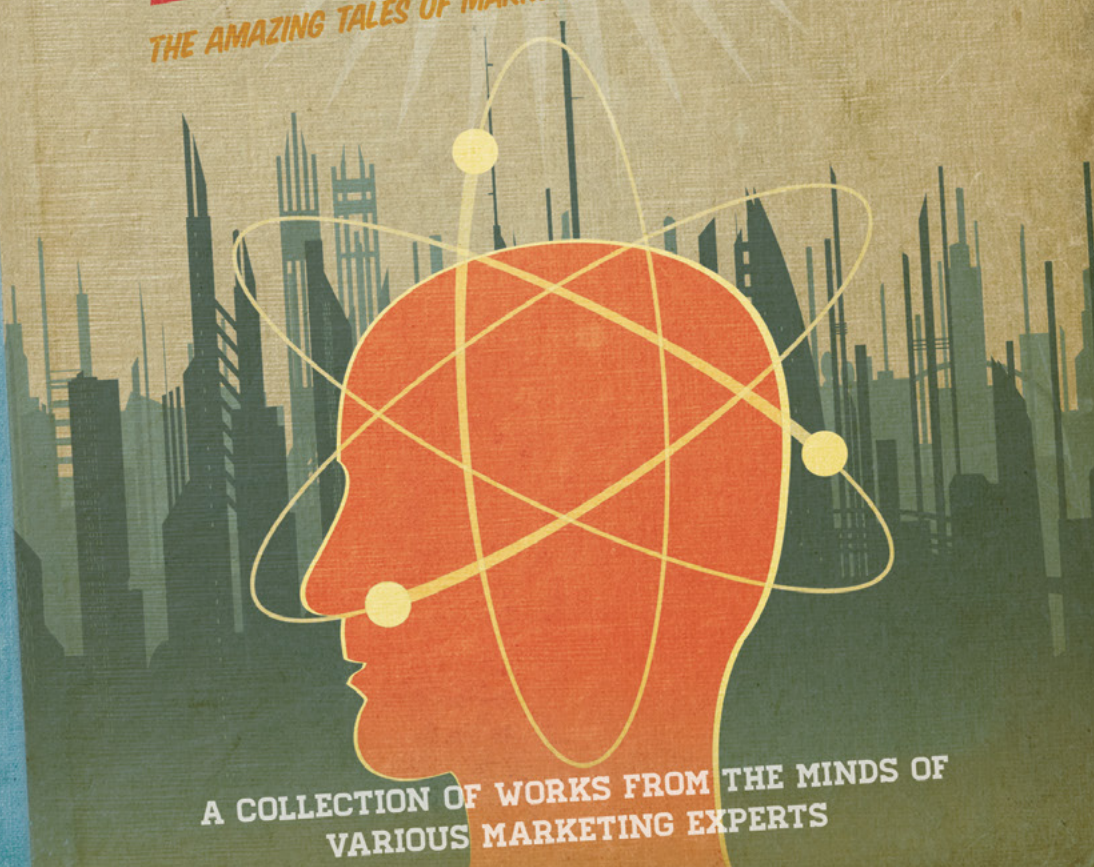
bit.ly/1cWzoEO

PIXEL
DROP
PUBLISHING

VOL. 2

SECRETS TO THE
**PROGRAMMATIC
MIND**

THE AMAZING TALES OF MARKETING THOUGHT LEADERS



A COLLECTION OF WORKS FROM THE MINDS OF
VARIOUS MARKETING EXPERTS

CHANGO.COM/PROGRAMMATICMIND

Chango