

5 REASONS YOU SHOULD BE INVESTING IN TWITTER ADVERTISING

1 Twitter followers are active and engaged!

With **320 million** monthly active users and **500 million** tweets sent each day, Twitter followers are a highly engaged audience who are eager to immerse themselves in conversation.

In a recent study conducted by DB5 it was revealed that **70%** of Twitter users voluntarily amplify content through retweets and **43%** have made multiple purchases from brands they followed. If you want to grow your revenue it starts by growing your following.



2 A Pay-as-you-go Advertising Model

With so many online channels to allocate your spend, Twitter's pay-as-you-go marketing solution allows you to allocate your spend to what's working.

With Twitter advertising, you'll only pay if someone clicks and performs the relevant action on your ad allowing you to effectively measure your results and guarantee a return on your investment.



3 Solid Twitter Analytics

Twitter's in-depth analytics intelligence provides you with a clear picture of your audience demographics.

Thanks to Twitter's analytic tools you'll be able to decipher the language your audience speaks, their age, gender, what part of the world they're in as well as pinpointing their engagement levels.

The wealth of insights provided will help your brand to gain the data and analytics to measure your success rate, make campaigns more targeted and impactful and ensures you'll make good use of your ad spend.

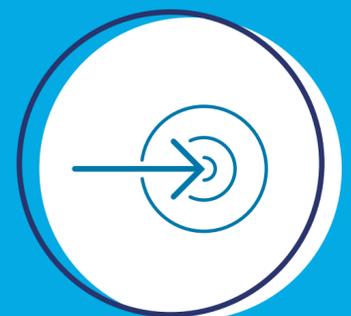


4 Target with precision

Twitter's precise targeting tools allow your brand to target specific and relevant audiences.

Instead of wasting your precious time and budget on the wrong prospects you can now micro target ideal buyers based on:

gender, language, geographic, location, usernames, keywords, interests, type of device,...



5 Drive incredible business results

Advertising on Twitter is a great way to grow a motivated community, stimulate powerful conversation, drive traffic to your website and capture quality leads for your business.

Whether it's growing your list, reaching audiences most likely to be interested in your products or increasing your revenue, Twitter advertising delivers the goods.

