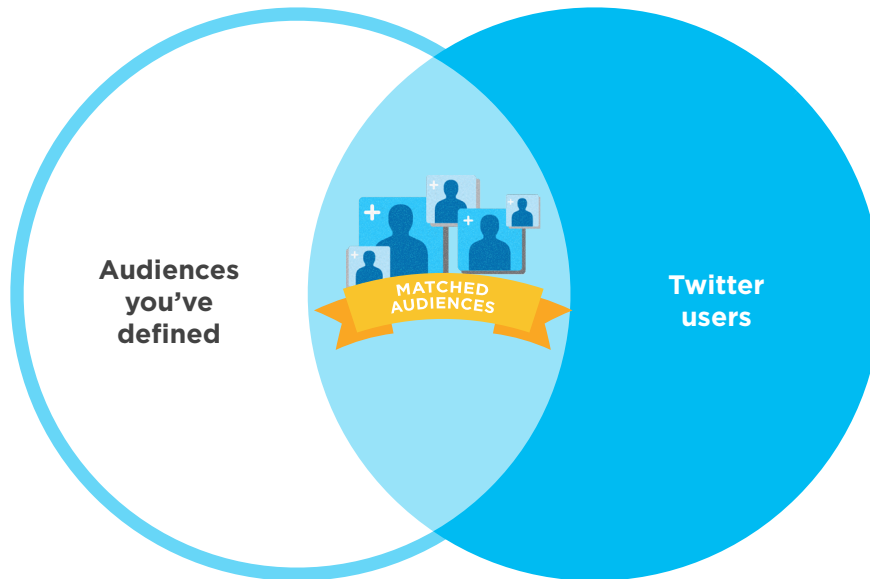


Tailored audiences



Match your audience data with Twitter users in order to reach them on Twitter mobile and desktop with Promoted Tweets or Promoted Accounts.

About the product

Tailored audiences enables you to define your own groups of existing and target customers and connect with them on Twitter. There are a number of strategies you can employ:

- Reach users who have shown interest in a particular product with a highly relevant Promoted Tweet.
- Develop relationships with anonymous site visitors by turning them into Twitter followers via Promoted Accounts.
- Focus on efficiently acquiring new customers by excluding existing customers from your campaigns.
- Shape the opinions of influential users by targeting a select group of Twitter users based on Twitter ID.

Use the power of remarketing to drive performance in Twitter's highly engaging, conversational, real-time environment.

Get started

1. Obtain and prepare your audience data, based on which audience you want to target.



Tailored audiences from web



Tailored audiences from lists



Tailored audiences from mobile apps

Tailored audiences from lists data types include: email, mobile advertising ID, Twitter ID, Mobile phone number

2. For data preparation, you can work with one of Twitter's Marketing Platform Partners*. You can also create a website tag for remarketing, upload your audience list, or create tailored audiences from mobile apps via the Twitter Ads UI
3. If you're using a partner: your targeting partner will prepare and send these audiences to Twitter. We will match these audiences with active Twitter users.
4. Add (or exclude) audiences in your campaigns. Simply create a new campaign and select your audiences.
5. Manage your audiences in the audience manager within the Twitter Ads UI

*visit business.twitter.com/partners to learn more about our partners