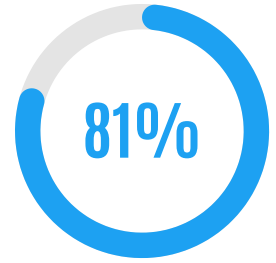


Twitter: A Catalyst For Discovery

Social media is an inherently human medium. People worldwide can connect and discuss everything from Black Lives Matter to The Bachelor, all in real-time. There are many platforms for users to turn to, but Twitter continues to be the go-to source for information. In fact, 81% of Twitter users say they turn to the platform to stay up-to-date with the world around them. Twitter grants users the ability to reach more people than ever with their updates. When used by socially savvy brands, it can be an essential part of an overall marketing strategy. Here's why.

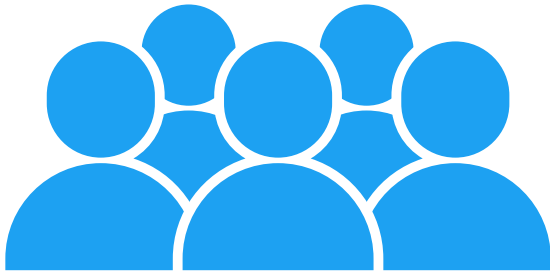


A Platform That Feels, Well, Human



Reading breaking news and the daily thoughts of celebrities like Dionne Warwick makes Twitter feel accessible in a way that other platforms don't. That humanistic feel extends to brands as well - 73% of users say a brand that's active on the platform feels more human. This connection often leads to more memorable conversations with customers and a greater potential for sales and retention.

Reaching Revolutionaries

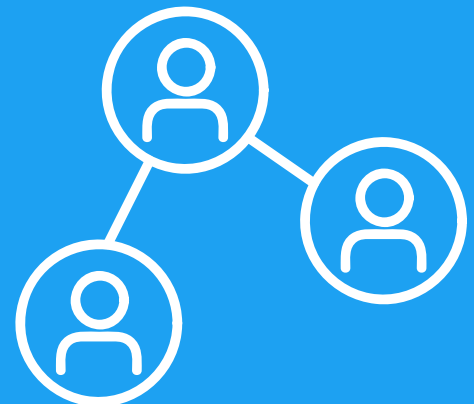


Regular Twitter users aren't like average social media users. They are connoisseurs, tastemakers, and revolutionaries with an active investment in what they discover on Twitter. In fact, 83% of users recently surveyed consider themselves to be accelerators, who like to shake things up.

Discovering Customers Discovering You

Brands around the world use Twitter to make an impact with their audience. In a recent study, we showed customers a video ad created to test the top social media platforms' perceptions, including Twitter, Instagram, YouTube, and Facebook. Those who saw the ad on Twitter had a 3.4% shift in brand perception compared to the 2.8% shift in those who saw the ad on other platforms.

This shift lasted longer than just the day of. Two weeks later, we reconnected with those same customers who saw the Twitter ad. On average, they were more likely to recall the ad's contents, and 32% were more likely to make a purchase from the brand shown in the video compared to those who saw the video on other platforms.



Twitter has always been a catalyst for discovery. Now more than ever, brands have the unique opportunity to leverage the platform to connect with their audiences in more meaningful ways.