

# Evolution of the Twitter Audience Platform



## AUDIENCE PLATFORM

TODAY



Introduce alpha opportunity for select advertisers driving Tweet engagement and video views



Launch new creative features and formats for brand advertisers to better engage with their in-app audience

2014



Twitter Publisher Network launches for limited set of advertisers driving app installs and re-engagements

123%



Research from MediaScience shows consumers – both Twitter and non-Twitter users – spent about 123% more time with Twitter Audience Platform ads compared to traditional mobile interstitial ads



Global availability for advertisers driving Tweet engagements and video views

**700M+** people reached across Twitter and Twitter Audience Platform