Twitter: The Next Stage
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Twitter in 19Q4
Twitter is what’s happening in the world and what people are talking about.
Every Day, the Story of Human History is Told on Twitter
There’s Nothing Else Like It
“Twitter is the most amazing networking and learning network ever built.

In any given field, 50-80% of the top experts are on Twitter and they’re sharing ideas. If you’re not using Twitter, you’re missing out.”

@bgurley - Bill Gurley
40% more people using Twitter daily vs 3 yrs Ago

23% more using Twitter daily vs. two years ago
Growth in Users & Engagement

Monetizable Daily Active Usage (mDAU)
Year-Over-Year Growth

- Q3’17: 14%
- Q4’17: 12%
- Q1’18: 10%
- Q2’18: 11%
- Q3’18: 9%
- Q4’18: 9%
- Q1’19: 11%
- Q2’19: 14%
19Q2 Growth in Revenue

Total Revenue
$Millions
- Data licensing and other revenue
- Advertising revenue

Q2'18: $711
- $601 Data licensing and other revenue
- $109 Advertising revenue
Q2'19: $841
- $727 Data licensing and other revenue
- $114 Advertising revenue

GAAP Net Income**
$Millions
- GAAP net income
- GAAP net margin

Q2'18: $100
- 14% GAAP net income
- 133% GAAP net margin
Q2'19: $1,120
- $1,100 GAAP net income
- 133% GAAP net margin
19Q2
US vs Ex-US

54% US
46% Ex-US
Total ad engagements increased

23%
resulting from higher ad impressions and improved clickthrough rates (CTR) across most ad formats.

Source: Twitter Internal Data
Millions challenges per week → 75% Accounts are removed via ML per day
People use Twitter very differently in different parts of the world
What’s Happening Each Day, Every Country

1. Focusing on behavior, not content, while being agnostic to language, region or subject

2. Use thousands of signals combined with ML Models to identify activity at scale

3. Tailoring right solution to right problem
Twitter Has More Users Than Facebook—in Japan
Japan’s users are active using Twitter

Tweets per active user
No.1

Searches per day
No.1

Source: Twitter Internal data
What’s Driving mDAU and Revenue Growth?

Twitter’s highest priority is to protect the health of the public conversation on Twitter. **We’re focused on increasing healthy, authentic interactions.**

Our focus on improving the health of the public conversation on Twitter delivered promising results over the last two years and are continuing to make Twitter a healthy platform as of Oct 2019.
How We Do It

1. Write and enforce policies that establish clear expectations with people on Twitter about what does and doesn’t belong on the platform.

2. Develop technical systems to help us stop malicious activity at scale.

3. Building products that help people find credible information quickly and get the context they need to understand it.
Product Evolutions
Our purpose
We serve the public conversation.

6 Evolutions to Know About

Health on Twitter
Go live with guests
twtr
Retweet with media

Events
Camera
Our focus on improving the health of the public conversation on Twitter delivered promising results.

16% year-over-year decrease in abuse reports

Source: Twitter Internal Data
of abusive content is surfaced using machine learning, instead of relying on reports from people on Twitter.

faster response to appeals requests with our new in-app appeal process.

Health on Twitter

38%

60%

SOURCE | US ONLY TWITTER DATA
Public Interest Notice

Our highest priority is to protect the health of the public conversation on Twitter. Serving the public conversation includes providing the ability for anyone to talk about what matters to them; this can be especially important when engaging with government officials and political figures.

With this in mind, there are certain cases where it may be in the public’s interest to have access to certain Tweets, even if they would otherwise be in violation of our rules.

On the rare occasions when this happens, we’ll place a notice – a screen you have to click or tap through before you see the Tweet – to provide additional context and clarity.
Events

An easy way to see the most relevant, engaging content and conversations on Twitter around what’s happening in the world.

- Our coverage includes sports, TV shows, award shows, breaking news, breakout stories, large national events or holidays, video game tournaments & conferences, music concerts & festivals, elections, and film festivals, and continues to expand to new markets and events.

- Videos included in events have the highest view rates compared to all other areas of the product.

Key insights:
Livestreaming Events

End-to-end solution including pre-event set reminder for tune-in reminder, live broadcast with timeline of relevant tweets, and replay of broadcast.

Ideal for top-tier events with broader appeal and a high volume of conversation.

Twitter Live Brand Studio is a service designed to help brands go Live and maximize their own live content efforts and drive conversation on Twitter.

The contents of this presentation are for illustrative purposes only. Product and UX are subject to change.
Camera

Key insights: Capture what's happening right in front of you and instantly connect it to relevant events and conversations to get people talking.

People use the camera for breaking news (Notre Dame fire), planned events (Final Four & E3), and interests (Game of Thrones).
Go live with guests
Go live with guests

Key insights:

- People new to Twitter who go live with guests spend twice as much time on Twitter compared to those who go live alone.
- Longer session times per viewer.
Go live with guests

Key insights:
- People new to Twitter who go live with guests spend twice as much time on Twitter compared to those who go live alone.
- Longer session times per viewer.
- “Era of Influencer” makes this valuable tool
In Twitter's Prototype Program we collaborate with our community to rapidly test new ideas and build new features on how to make conversations better on Twitter.

Key insights:

- On twttr, people can more easily understand conversations and follow replies better, which is helpful especially with more complex conversations.
- We are aiming for some twttr features to come to Twitter this year.
Retweet with media

**Key insights:**
- There are more people Retweeting now than ever before.
- This is a feature our customers and partners have been asking for, and the addition of media in Retweets has led to even more unique creators.
- Partners are already finding great ways to use them (Promoting movies, TV shows, celebrities).
Revenue Drivers
Your most valuable audiences are on Twitter, when they’re most receptive.
Influence

3x more likely to post opinions about technology online in the past month

320K Samsung Loyalists every month
Tweeted about Samsung from Samsung device in last 30 days + Follow Samsung handle

How we know: *Zeitgeist Research study commissioned by Twitter 2016, https://twitter.highspot.com/items/5a4c4236f3d80685df4b8041?lfrm=srp.0#12
Receptive

21%

Tech enthusiasts are more likely to find Twitter useful for researching new product features.

#1

Samsung most recommended tech brand by Global Twitter users 12% higher than 2nd place

How we know: *Zeitgeist Research study commissioned by Twitter 2016, https://twitter.highspot.com/items/5a4c236f3d80665df3b8041?lfrm=srp.0#12
Results

$21.4

average ROAS for smartphone brands, 2.4x more efficient compared to other channels

How we know:
Oracle Data Cloud/Nielsen Catalina Solutions, 2016-2018, All Verticals N = 77; 2) Multiple MMM Studies, 2014-17
Source 2: Twitter x Samsung x OPTS Data (2018)
World’s Largest Tech Conference Happens Everyday on Twitter
4B
Targetable Tweets about Tech in 2018

Source — Twitter Internal Data, Jan 2019
#BrandBuilding
Start with Twitter to Win with Interbrand
(Twitter is Only Social Media that Contributes to Interbrand Rankings)
Twitter allows users to take action and get involved

- **Hashtag**: Consumers can follow a trending hashtag and follow along with the conversation.
- **Like**: Consumers can engage with promoted content and like creatives that speak to them or tell an engaging story.
- **Retweet**: Consumers can share their experiences with their friends and families.

Source - December 2017 “Cause and Effect”
Q: What role do you think Twitter plays when a cause or charity is trying to motivate people like you to take action? In other words, how does it help people participate? Be as specific as you can!
n=126
Twitter’s influence spreads beyond Twitter

Amplification in & out of Twitter

1. Content
2. Sponsored
3. Retweets
4. Non users (others showing on mobile or they visited as logged out)

Embed & syndication

A @Twitter ad just made the local NYC news 🧡

Kunur Patel et 3 autres
13/04/2018 04:25
12 Retweets 63 Likes
1 Launch something new
2 Connect with what’s happening
We measured the impact of launching on Twitter
Finding +45% sustained awareness with Twitter vs without

How we know: Results based on 35 Twitter Launch Nielsen Brand Effect Studies (Sept 2015-Aug 2017), corresponding to ~59,000 survey respondents
Twitter Delivered 4X Performance with Identical Budgets (Each of Us got $100K in Paid Media)
Twitter creates incremental value for advertiser’s launches

10% Lift in Incremental Tweets

$1.4M Value in Incremental Earned Impressions

Source: Twitter Internal Data; February 28 - April 13, 2019. Impact is directly attributed to paid media using control vs. exposed methodology.
Where One Leads, Others Follow

World’s Largest Advertisers are each regularly launching on Twitter - Tech, CPG, Auto, Entertainment, and more
Twitter AR Camera
Custom for #Tokyo2020
Introducing #Tokyo2020AR Camera

- Highlight nearby landmarks
- View ‘evergreen’ Tweets as well as the latest about locations
- Translate on-the-fly
- Technology to power VITs/Athletes and Fans alike for Tokyo 2020
AR Camera

Highlight nearby businesses

Get real-time insights from Twitter users not available elsewhere

Businesses can extend offers to AR Camera users
AR Camera

View nearby transit stops
Get real-time service status