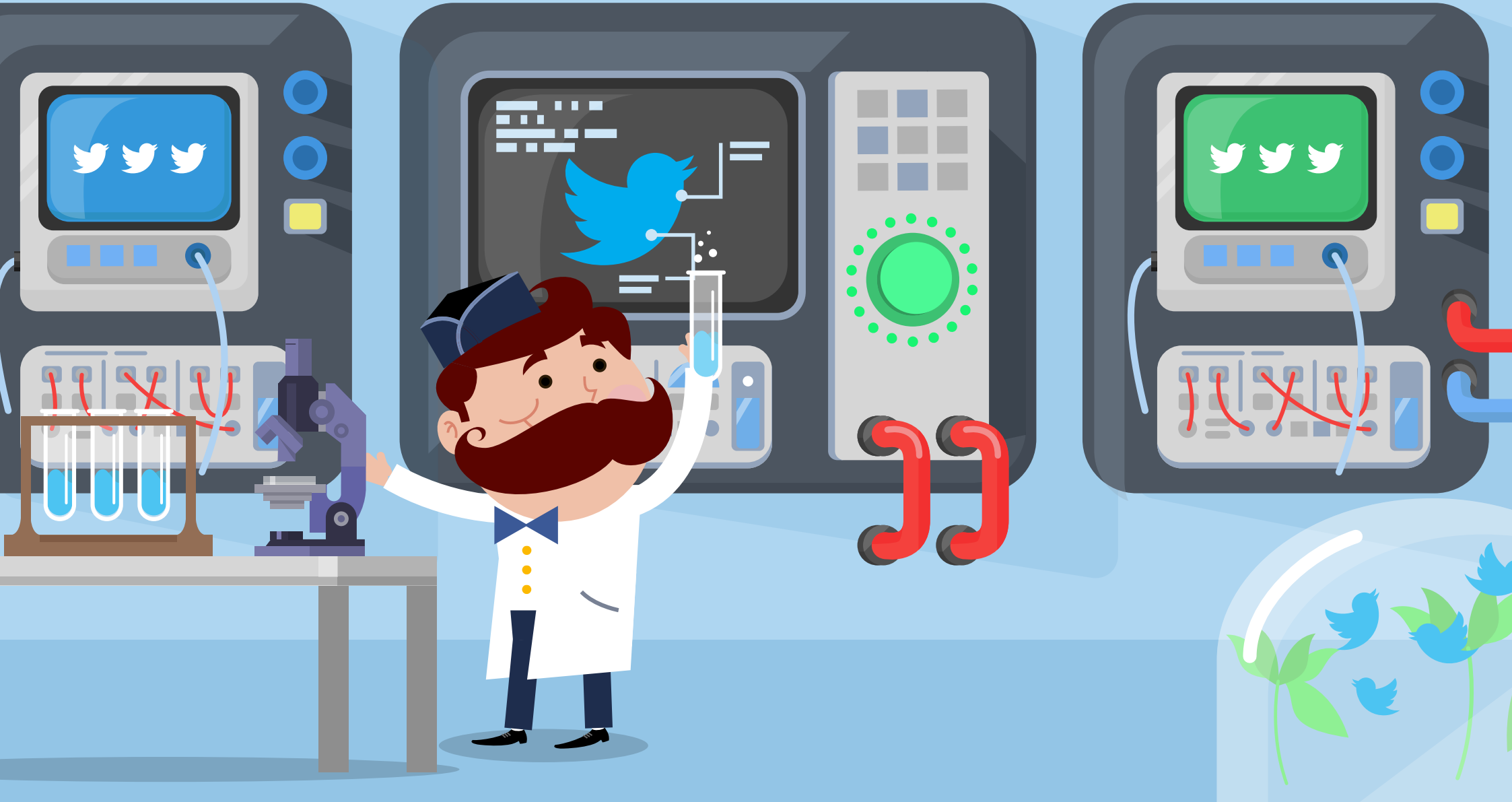
THE SCIENCE OF **TWITTER ADS**

by AdEspresso
by Hootsuite



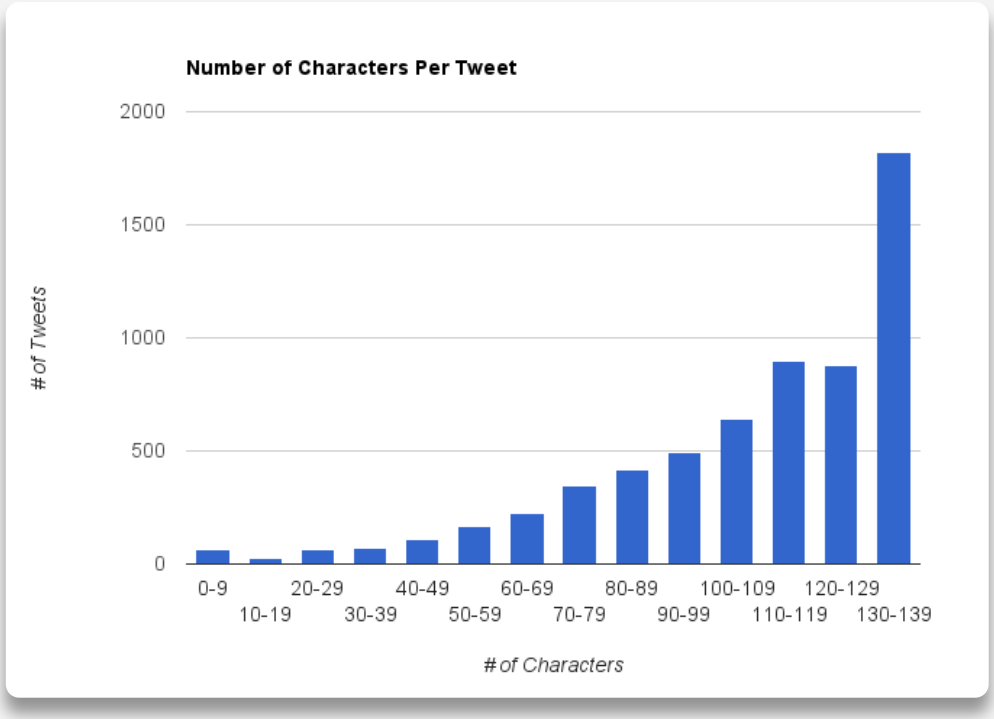
A Successful Twitter Ad

A great Twitter Ad is a combination of great text, images, and targeting.

In this eBook we have used data from 7,712 Twitter Ads from the AdEspresso Twitter Ad Gallery to look at how the first 2 of these, text and images, impact the success of a Twitter Ad.

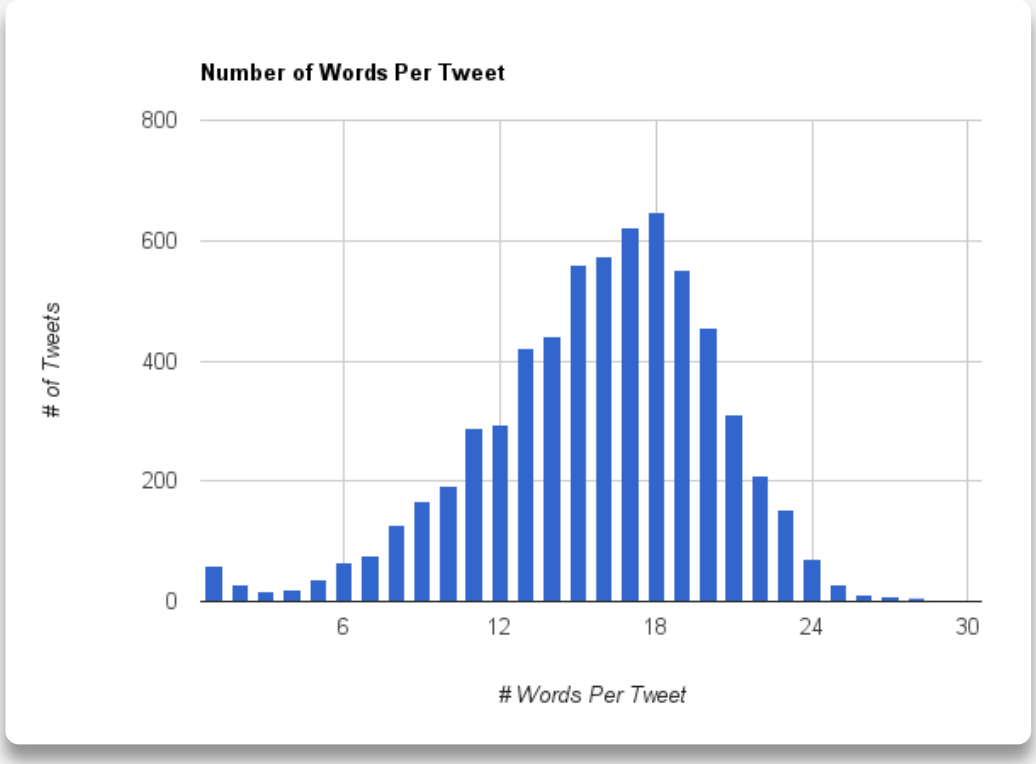
By analyzing these components we can show you what goes into making a great Twitter Ad that will be read, clicked, liked, and retweeted 1000s of times.

The Text in Twitter Ads - Character length



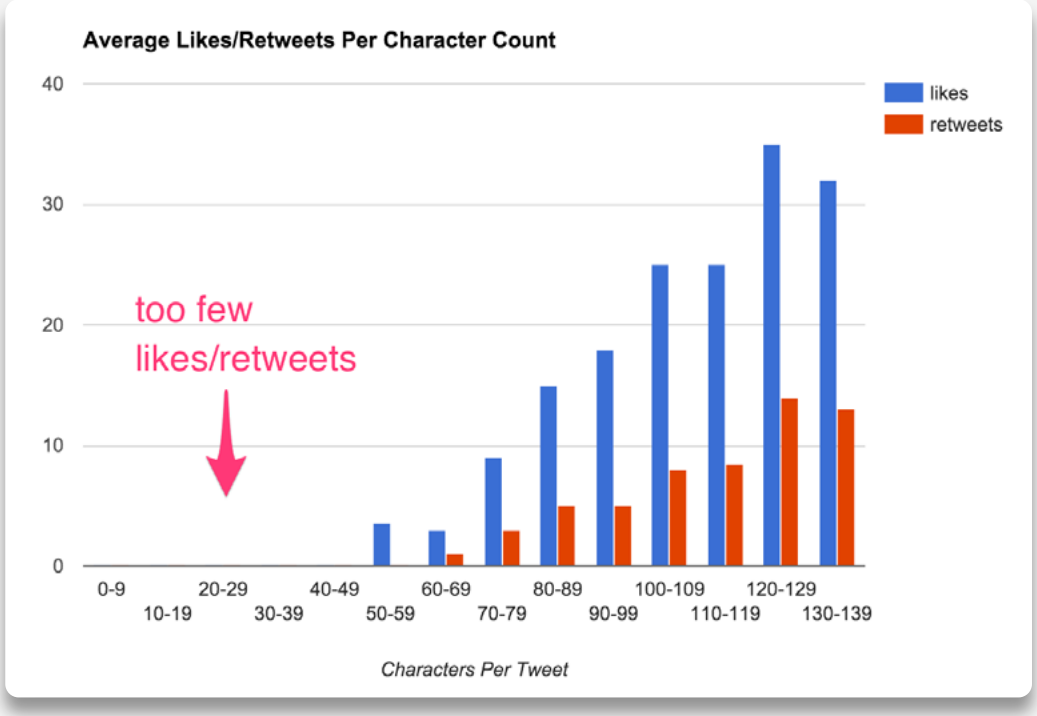
- Twitter has a hard 140-character limit for all tweets.
- This highly limits what the ad can say within the tweet text.
- **30%** of Twitter ads came close to this limit, trying to pack as much information as possible into the text.
- Only **5%** were less than 50 characters.
- **65%** chose to keep the text short than needed, linking through to the site for more information.

The Text in Twitter Ads - Word count



- Because of the character limit, most twitter ads use short words.
- Most common number of words in a tweet is **18.**
- This corresponds to just 7 characters per word.
- Using short, concise words allows for more information within the tweet.

The Text in Twitter Ads - Data



- Twitter ads with more characters got **more likes and retweets.**
- The optimal length of a twitter ad for retweets and likes was between 130-139 characters long.
- This length allows for a good message, but doesn't entirely pack the tweet.
- Tailor your twitter ad to fit comfortably within the 140 character limit.

The Text in Twitter Ads - Examples

Too Short

A short tweet can look sparse and without any real message.

Too Long

A long tweet can pack too much information into a small space & end up confusing the audience.

Ideal

An ideal tweet gets the right message across succinctly.

Popular Words in Twitter Ads - The Top 5

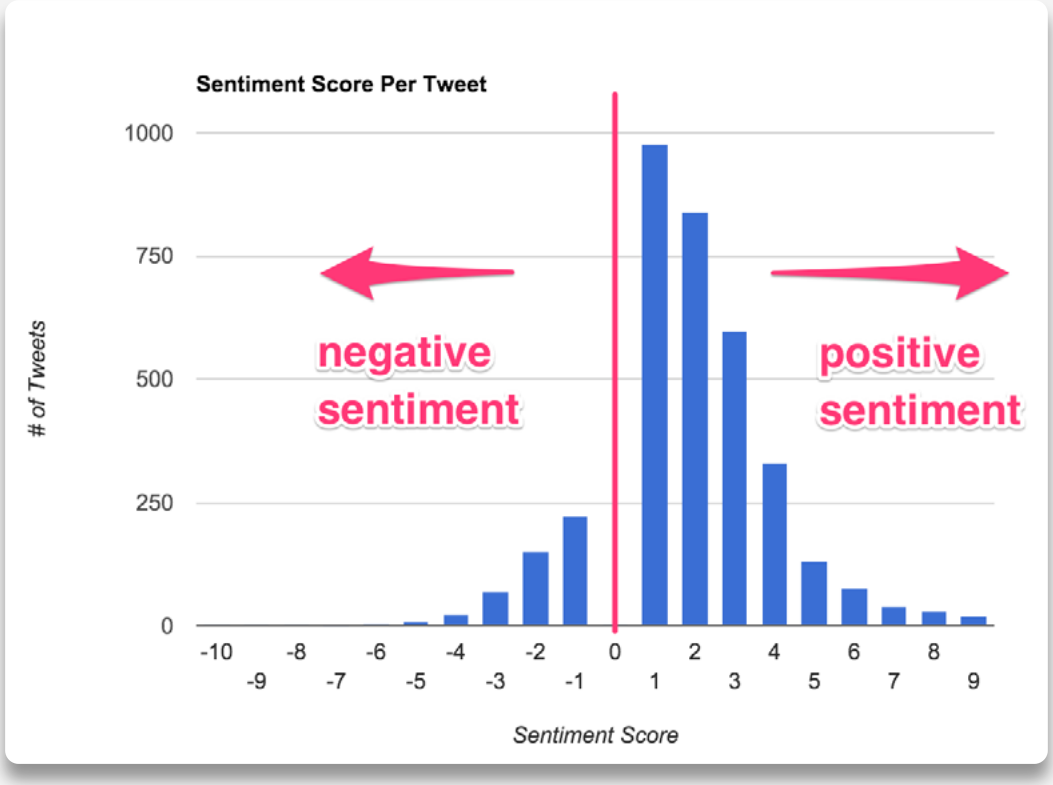
- Words considered incredibly powerful are the most popular words in twitter ads:
- **You/Your:** These words invoke the power of the self and makes the reader automatically think how the product will relate to them.
- **Free:** Free captures attention as it shows the product offers value at zero cost to the reader.
- **Now:** The immediacy of “now” induces our “fear of missing out” (FOMO) if we don’t act immediately.
- **New:** Novelty is an automatic trigger for the brain’s reward center.

Popular Words in Twitter Ads - Examples

The use of "**you**" makes the reader ask themselves the question, and "**free**" sets up the answer as zero cost for them.

Using "**new**" and "**free**" together shows that this product is both novel and zero cost, enticing the reader and reducing the friction needed to sign up.

Sentiment in Twitter Ads - Popular sentiment



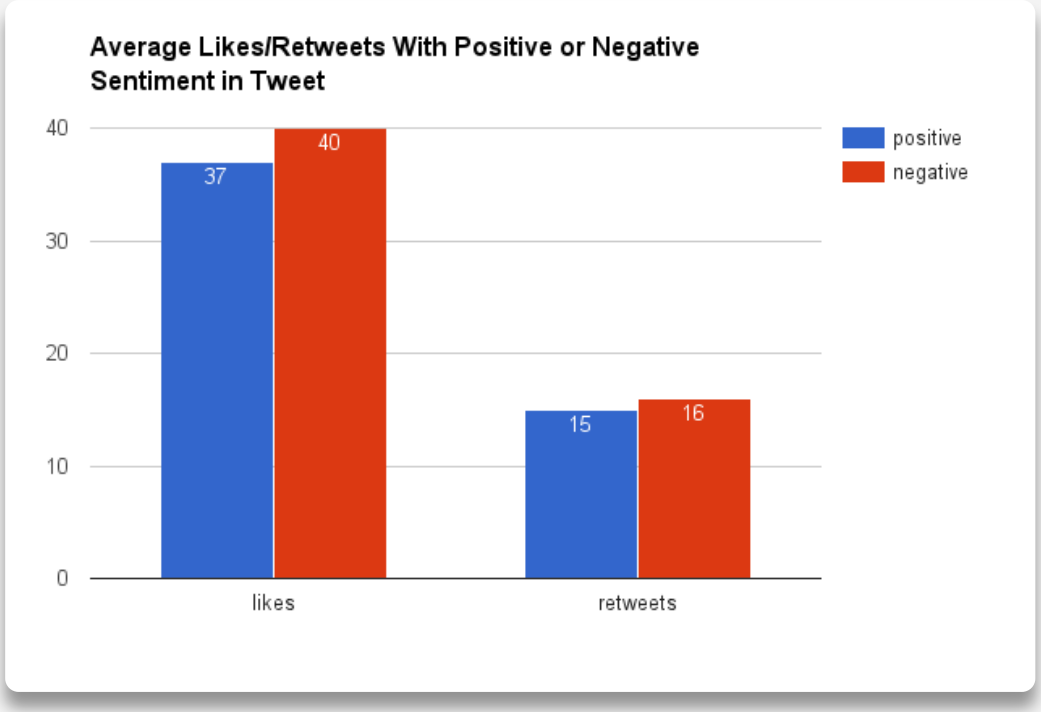
- Most Twitter ads are **positive in emotion.**
- Sentiment analysis gauges the emotional valence of texts.
- Words are rated on a scale of -5 to +5, with low numbers equalling negative words ("Catastrophic"), and high numbers equalling positive sentiment ("Superb").
- It is commonly used to study the positivity and negativity of general tweets.

Sentiment in Twitter Ads - Examples

Negative sentiment can be used to show people what they are missing out on (FOMO) or tap into our fears of being wrong.

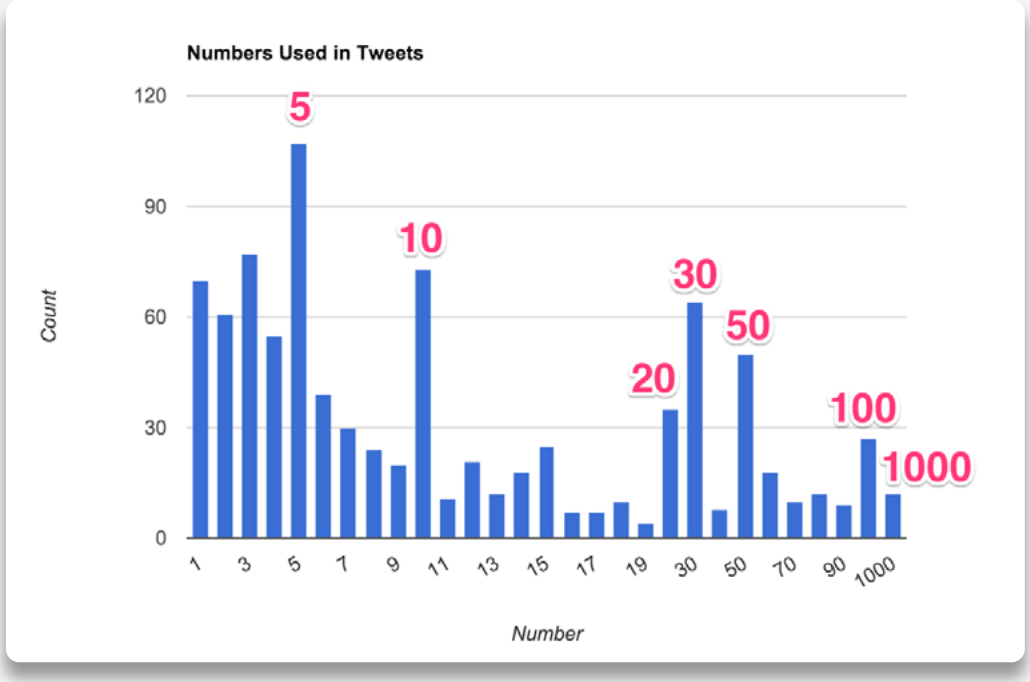
Positive sentiment works well to drive people to perform a certain action and to identify good feeling with your brand.

Sentiment in Twitter Ads - Data



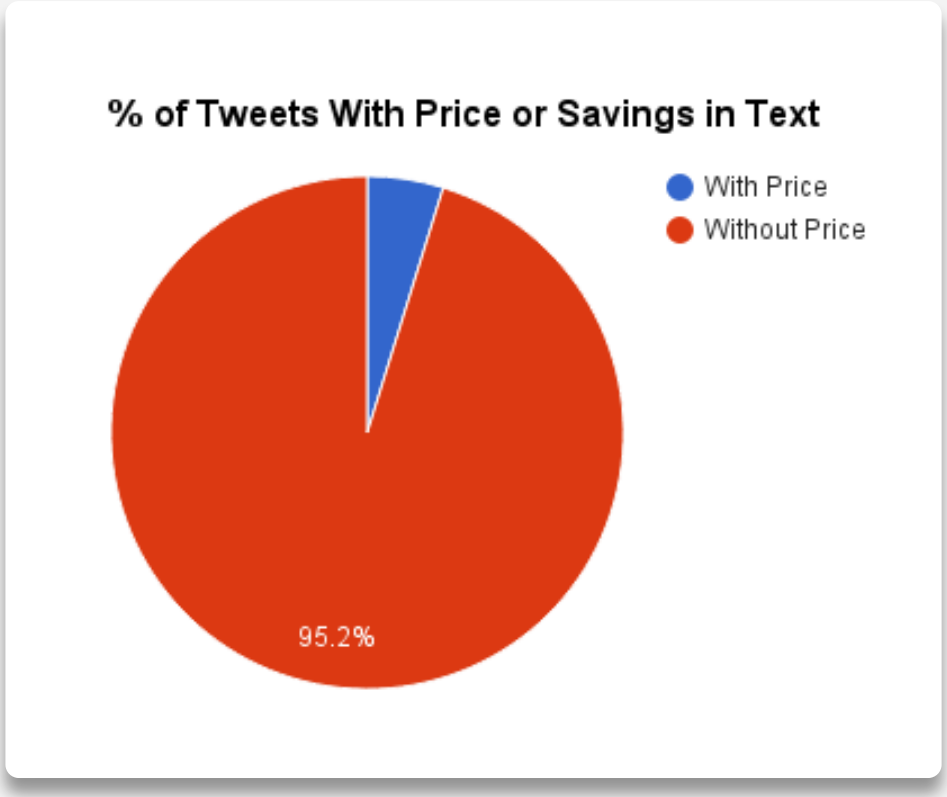
- Twitter ads with negative sentiment were more **8% more likely** to be liked and **6% more likely** to be retweeted compared to tweets with positive sentiment.
- This small difference suggests the tone of the message is less important to the audience.
- Use a tone that matches your message and your audience.

Numbers in Twitter Ads - Most popular numbers



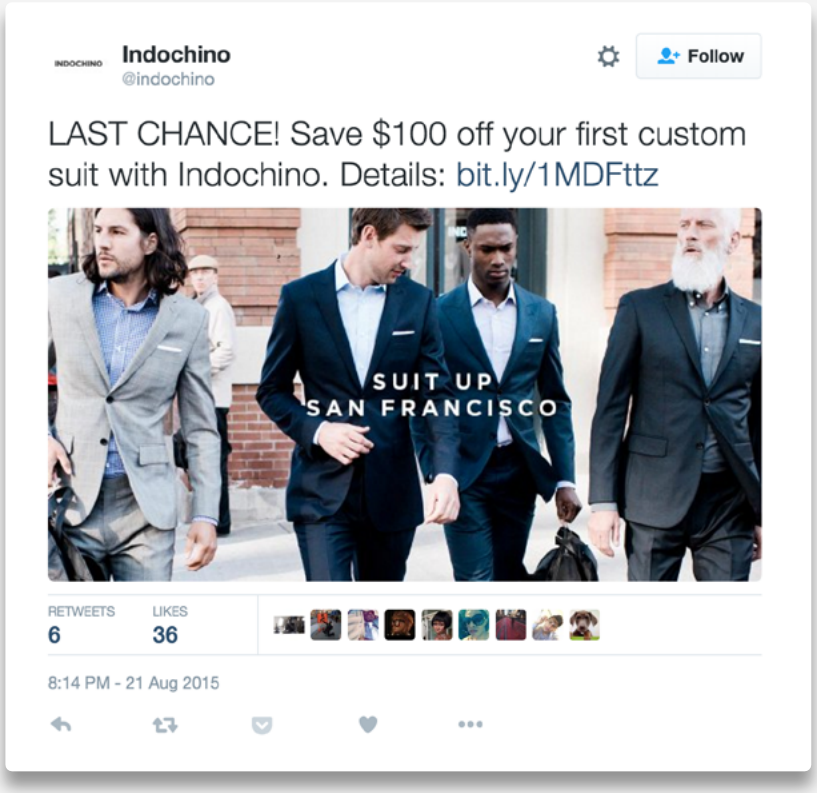
- The most common number used was 5.
- Numbers can be added to the text of a Twitter ad to convey:
  - A. pricing information and savings ("$5 off our product!")
  - B. social proof ("20% of developers use our service")
  - C. lists ("7 things you didn't know about Twitter ads")
- They can convey a lot of meaning in few characters so are especially useful for Twitter ads.

Numbers in Twitter Ads - Pricing



- Only **~5%** of Twitter ads used price or savings information in the tweet.
- Adding pricing information to the Twitter ad is a quick way to show your audience your value.
- Showing savings also draws attention to your ad and will induce your audience to click through.

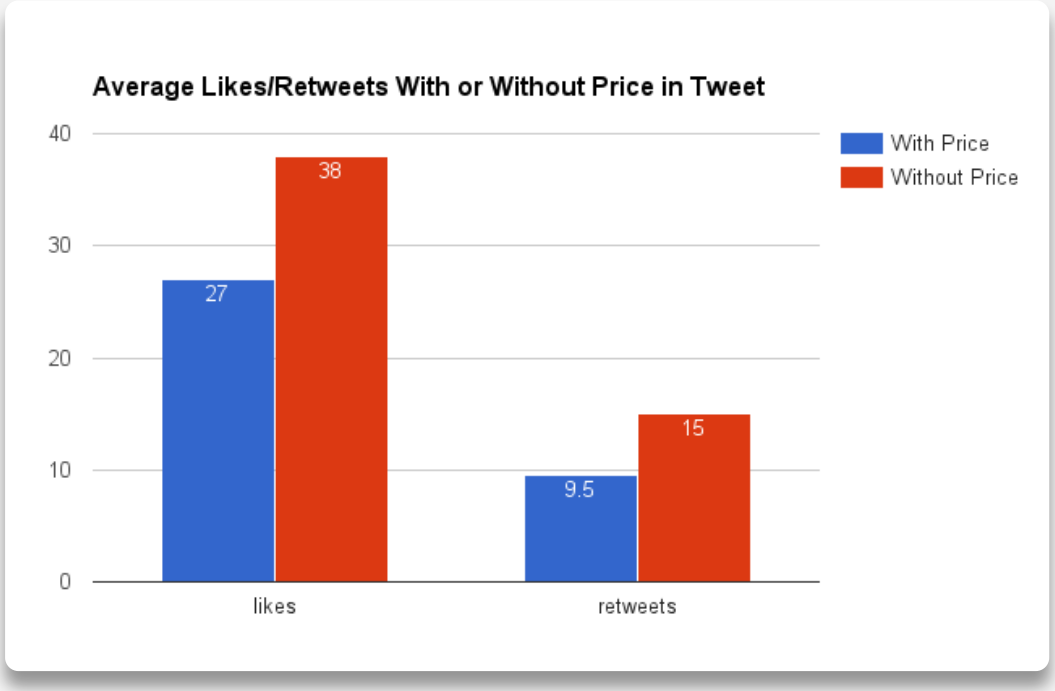
Numbers in Twitter Ads - Examples



Showing how much your audience can save on your product demonstrates value and makes them more likely to click through.

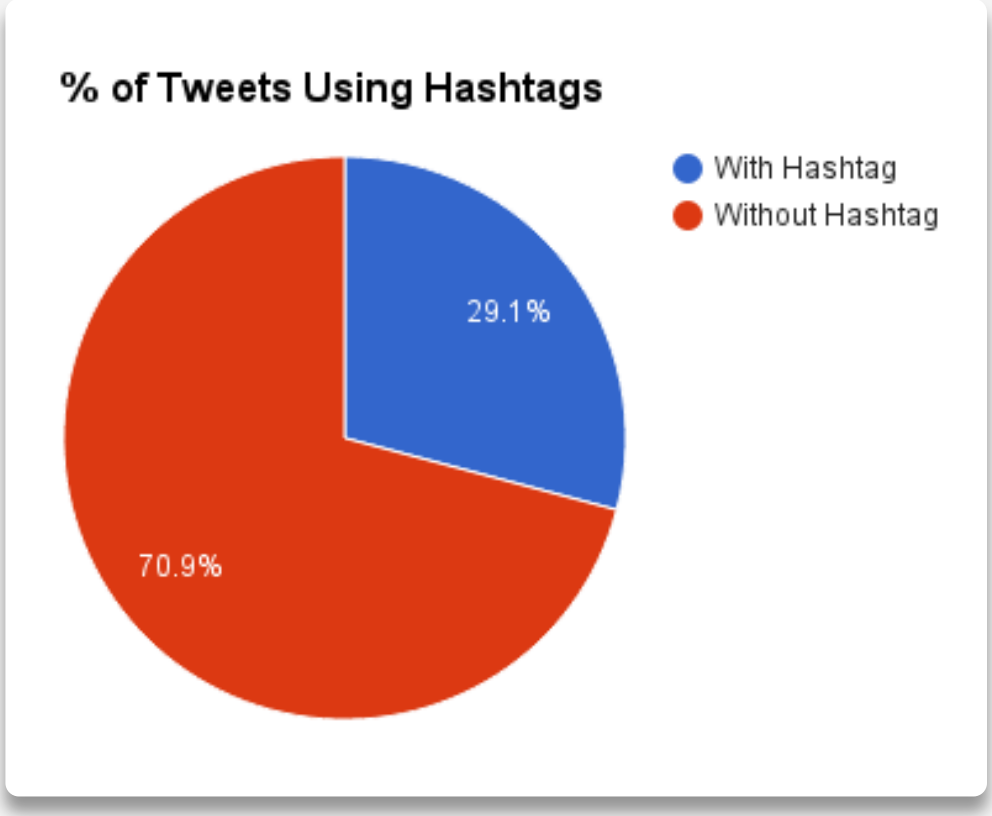
Using the same numbers in a variety of ways ("12 weeks", $12) draws attention to the text and establishes value to your audience.

Numbers in Twitter Ads - Data



- Twitter ads with pricing information were **36% less likely** to be retweeted and **29% less likely** to be liked.
- Having pricing makes the advertising more explicit, decreasing the likelihood the audience will want to retweet into their own timeline.
- This can still impart useful information to your audience even without retweets and likes.

Hashtags in Twitter Ads



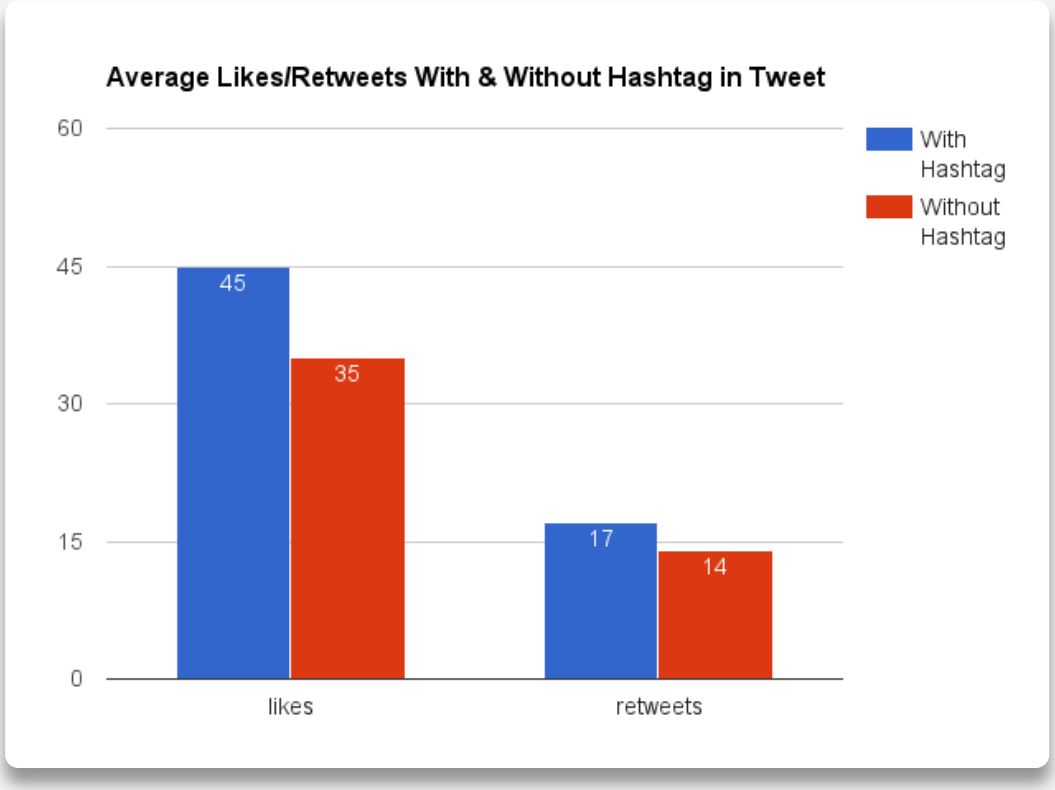
- Hashtags are a common way to spread a message on Twitter.
- Only **29.1%** of Twitter ads used 1 or more hashtags.
- Of the Twitter ads that used hashtags, **71.6%** used just 1 hashtag.
- **70.9%** of all Twitter ads were hashtag free.

Hashtags in Twitter Ads - Examples

Use a hashtag unique to your campaign to make it easier to track. Use just 1 or 2 hashtags to keep the message clear.

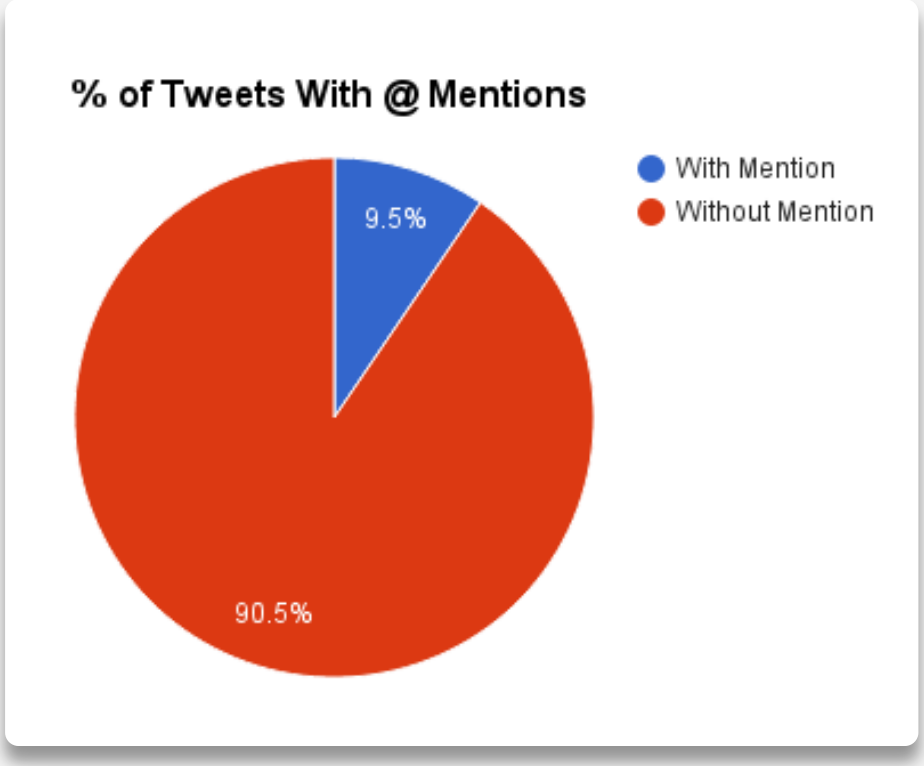
Don't use too many hashtags as it removes space for your message & too many hashtags makes it more difficult to target a specific audience.

Hashtags in Twitter Ads - Data



- Twitter ads with a hashtag were **29% more likely** to be liked, and **21% more likely** to be retweeted than those without hashtags.
- Twitter ads with hashtags can be found more easily.
- They can target a specific audience who are more likely to retweet and like a tweet that is geared to them.

Mentions in Twitter Ads



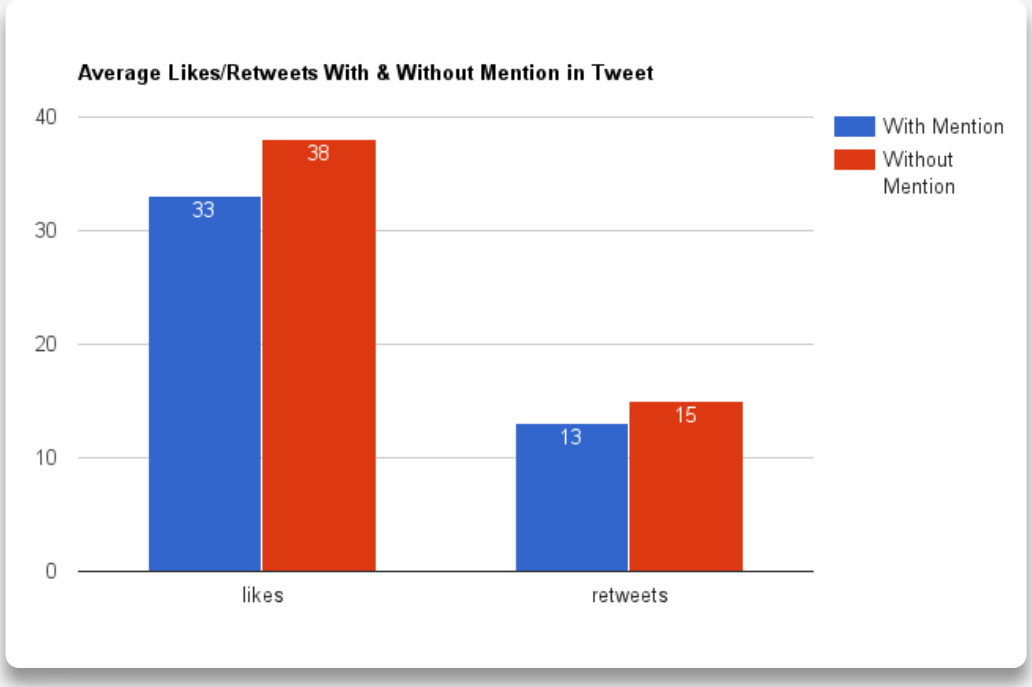
- @ mentioning another brand can help to co-opt them into spreading your message.
- Only **9.5%** of Twitter ads contained an @ mention.
- 47% of brands retweet tweets they are mentioned in; this increases to 65% if it is a direction question.
- This is good for co-marketing campaigns where you are actively working with a partner brand.
- It is also a good way to show which brands you want to be identified with.

Mentions in Twitter Ads - Examples

@ mentioning a co-marketing partner in your tweet makes them more likely to see the tweet and reply, retweet, or like & increases your possible audience.

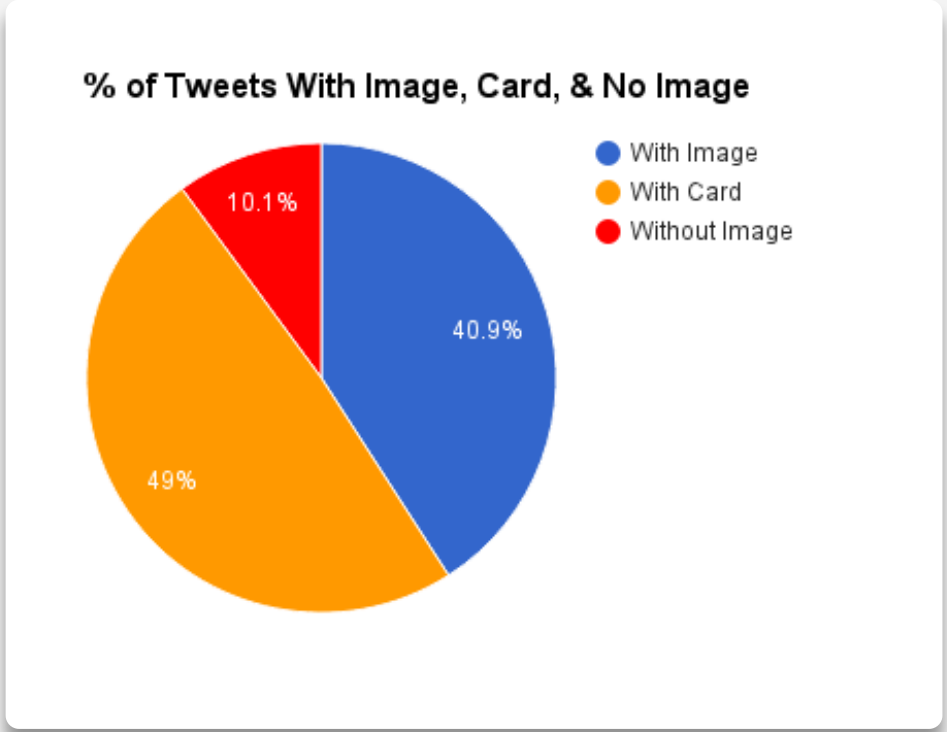
It can also work to draw attention to the brands that you want to identify with, making your message more obvious in the tweet.

Mentions in Twitter Ads - Data



- Tweets with mentions were **13% less likely** to be retweeted and **13% less likely** to be liked than those without a mention.
- Other people might think that they are also retweeting the mentioned account.
- Your audience might also think the tweet is meant for the other account so won't retweet.

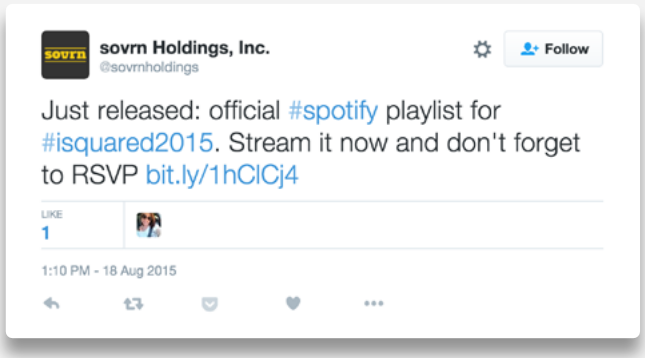
Images in Twitter Ads



- Images are a great way to stand out within a Twitter feed and were used by almost all Twitter ads
- Only **10.1%** of Twitter ads were without any image at all.
- **40.9%** had an embedded image.
- **49%** of Twitter ads used a Twitter Card as the image.

Images in Twitter Ads - Examples

No Image



Twitter ads without an image are good for quick pieces of information for your direct audience.

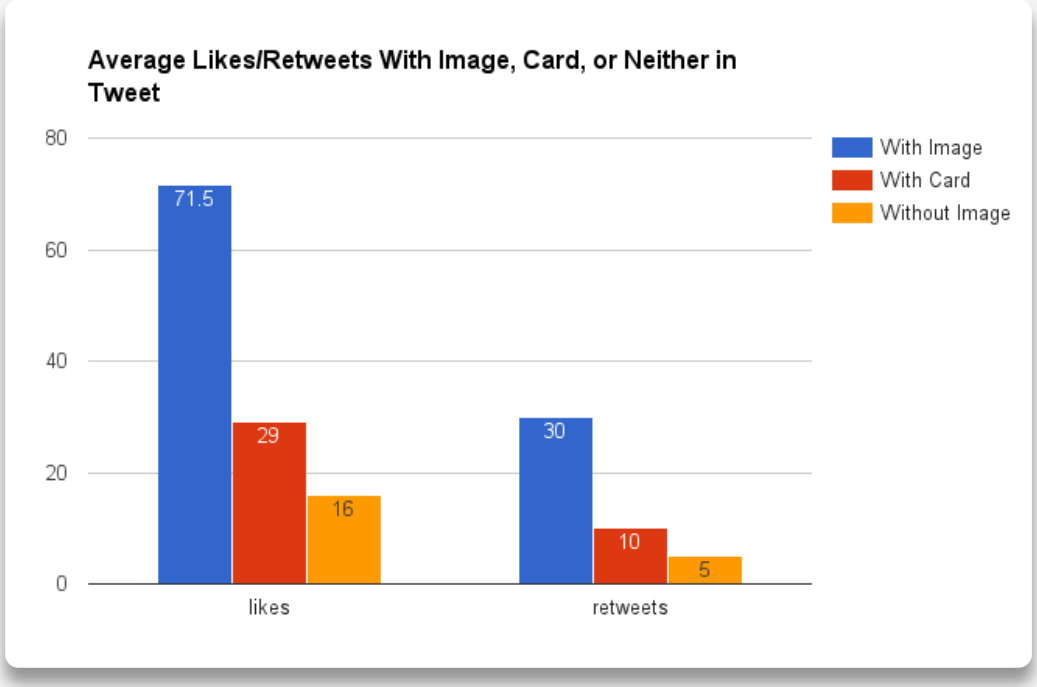
Image Attached

Adding an image makes the Twitter ad stand out in your audience timeline.

Image in Card

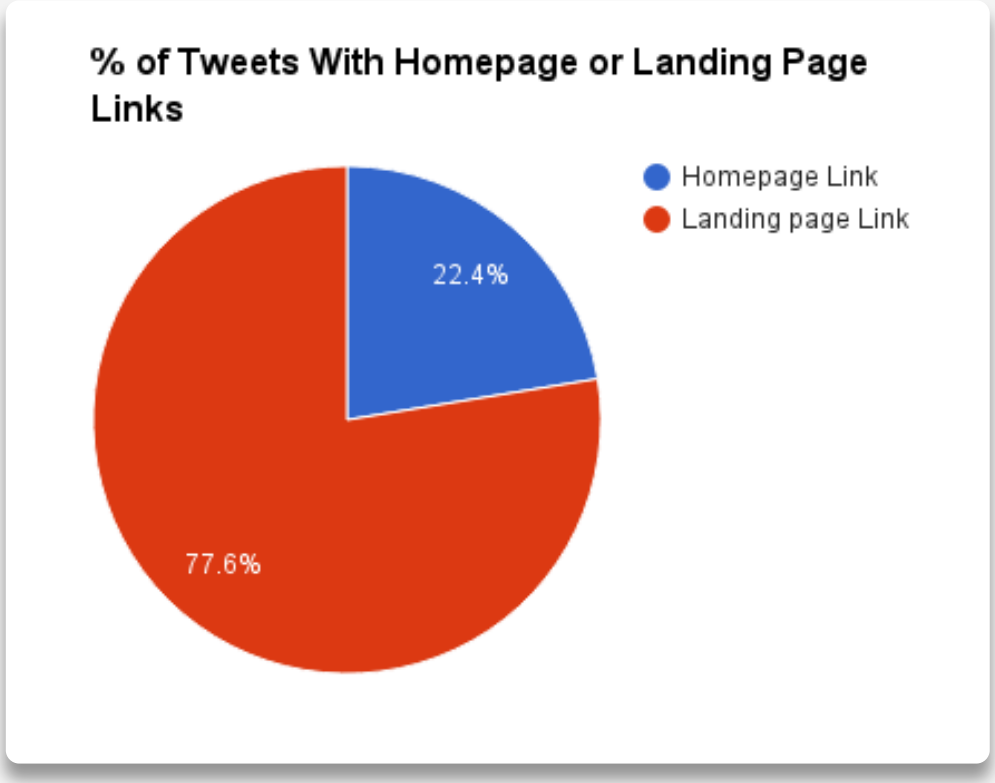
Cards allow you to generate leads easily through Twitter ads.

Images in Twitter Ads - Data



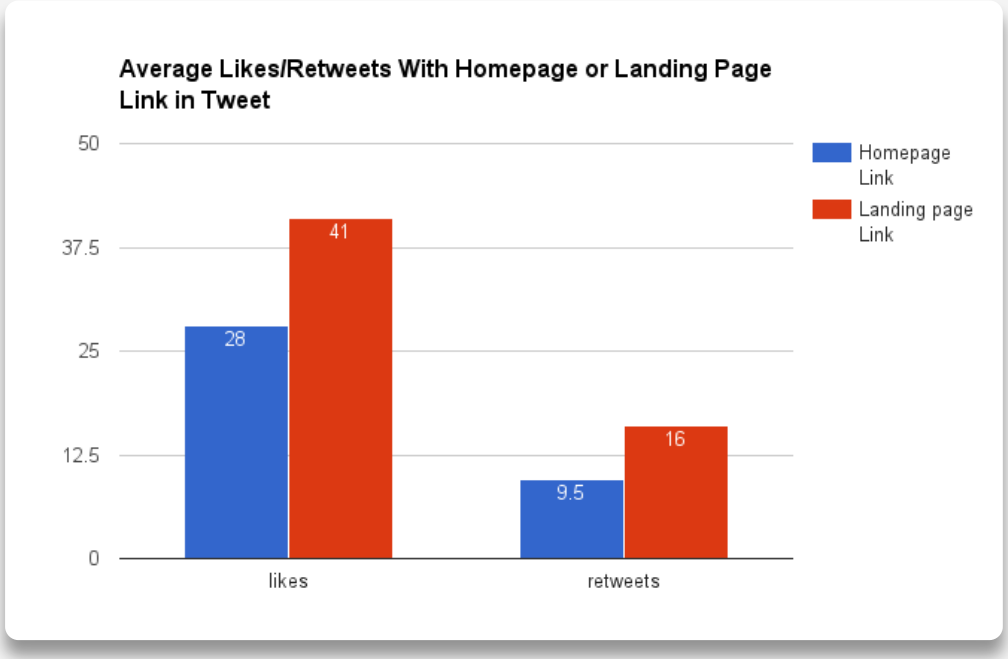
- Twitter ads with embedded images were **4.5x more likely** to be liked and **6x more likely** to be retweeted than ads with no image.
- They were also **2.5x more likely** to be liked and **3x more likely** to be retweeted than ads using cards.
- Twitter ads using card images **1.8x more likely** to be liked and **2x more likely** to be retweeted than ads with no image.
- Images make the tweet much more visually appealing, and therefore more likely to be noticed and retweeted/liked.
- Cards may make readers too aware the tweet is a Twitter ad, and therefore less likely to want to retweet it to their timeline or to like the ad.

Links in Twitter Ads



- All Twitter ads had a link either directly in the text or via the image or card.
- Of these links **22.4%** linked to the homepage of the brand advertised, whereas **77.6%** linked directly to a landing page specific to the Twitter ad or product.
- Having a specific landing page allows you to capture information about your audience members, such as name, email, and company.

Links in Twitter Ads - Data



- Twitter ads with links to a specific landing page were **46.4% more likely** to be liked, and **68.4% more likely** to be retweeted by the audience.
- The audience is more likely to form a positive impression from a targeted landing page and therefore more likely to go back and retweet or like the ad.

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