



What's New @Twitter

November 2016



Product Updates

1. Experience live with the best of Twitter
2. Refining our core service
3. Creative canvas
4. More control over campaign performance
5. Enhancements for customer support



Experience live with the best of Twitter

Consumer Products



Live streaming

Do more than just watch, experience live with the best of Twitter

THE
GAME
AWARDS
2016



BuzzFeed



CAMPUS INSIDERS

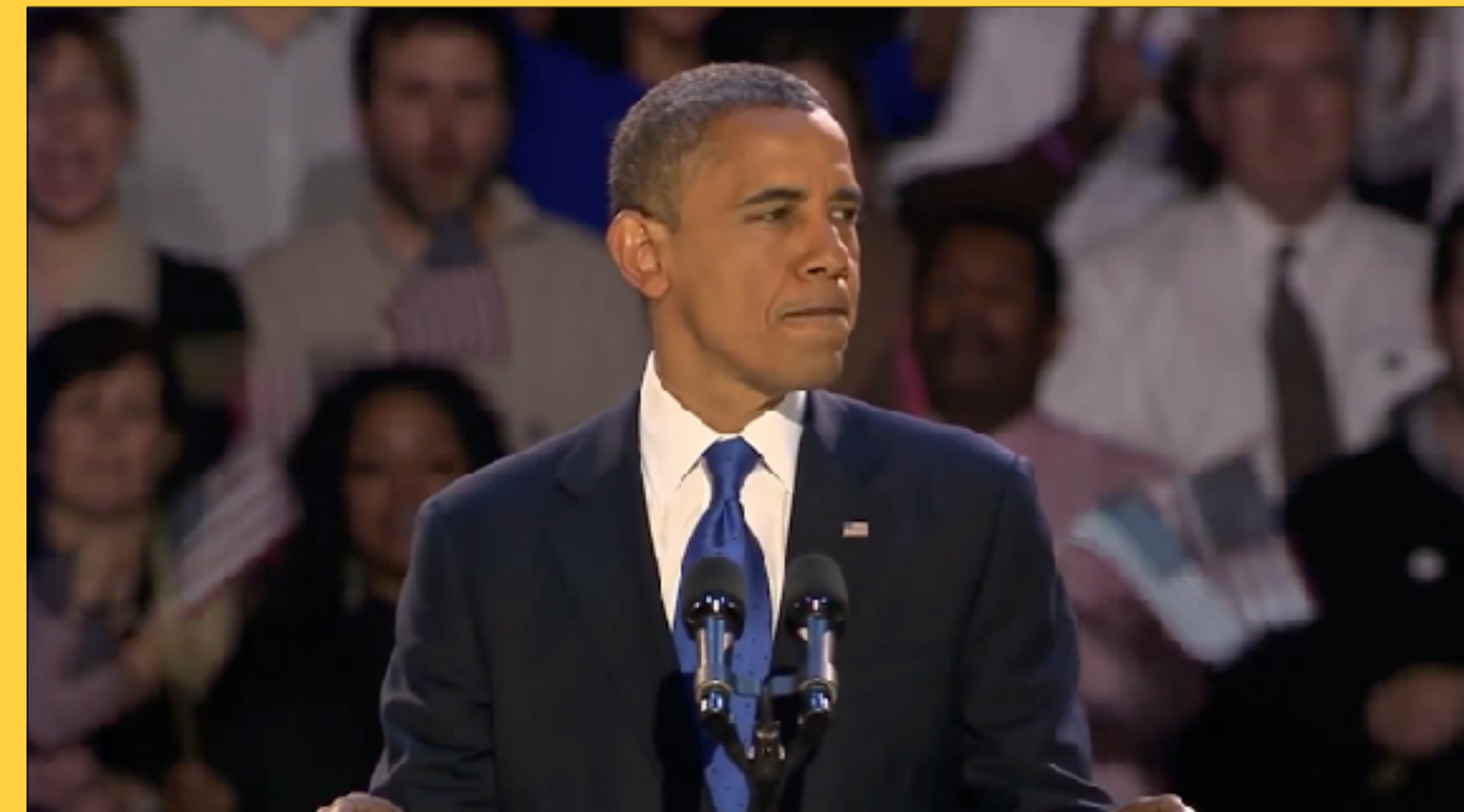
Bloomberg





Live streaming

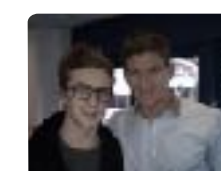
Do more than just watch, experience live with the best of Twitter



Ram Kumar Shrestha @Ramkshrestha
Barack Obama Victory Speech: 'The Best Is Yet To Come' wp.me/pzckD-66m



James Bak @bentobaks
The finale of Obama's victory speech gave me chills, that guy knows how to spit fire behind the microphone.



Frank Sale @franksale
Barack Obama is the best orator of his

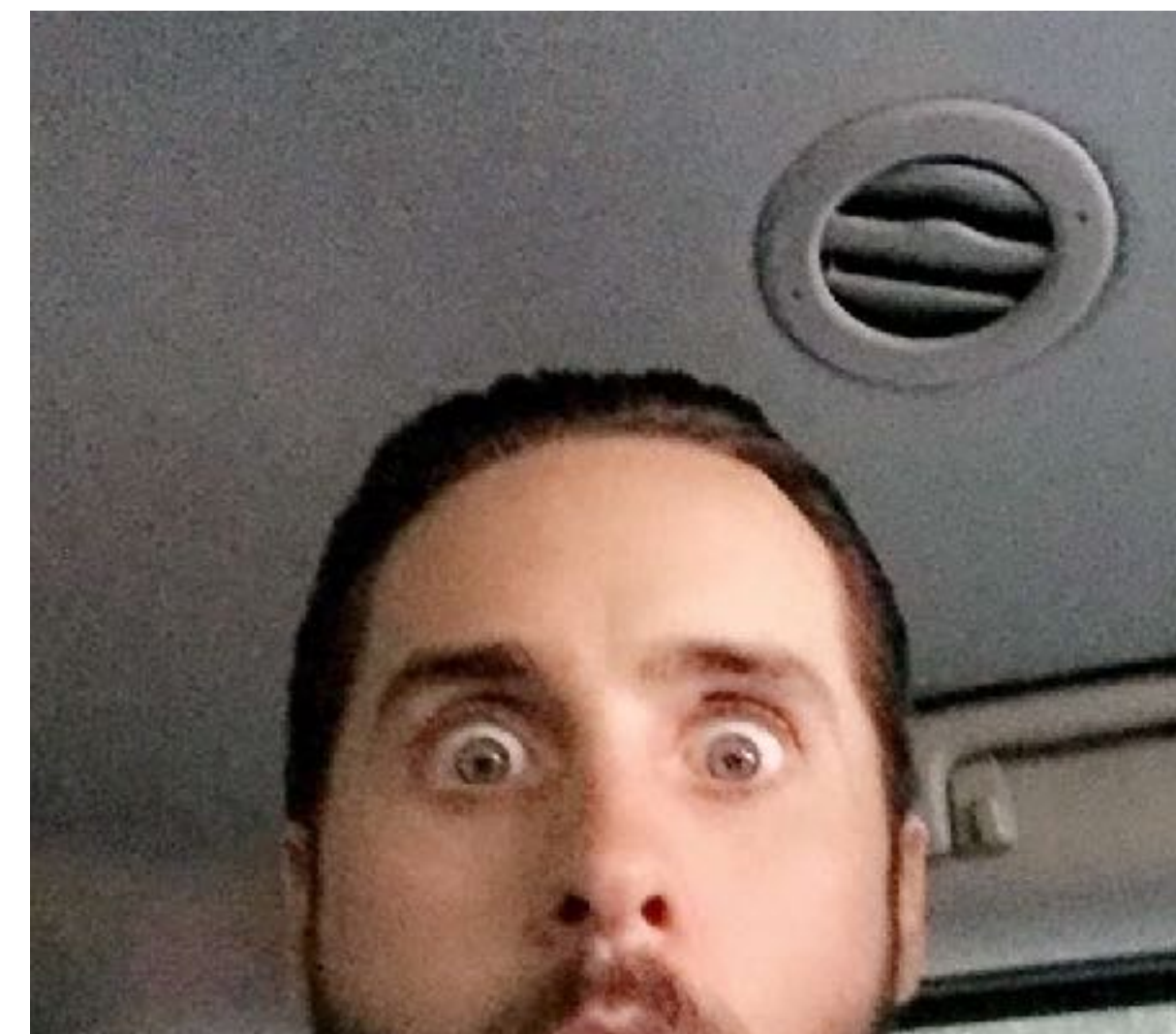


Live streaming

Do more than just watch, experience live with the best of Twitter



Ready? [#SuicideSquadPremiere](#)





Refining our core service

Consumer Products





Notification improvements

Better control over your Twitter experience

9:41 AM

olivia
@olivia_says

Marketing @Twitter. Passionate about media, technology, marketing, music, art, film, fashion, design, & travel. Views are my own.

SF, CA [linkedin.com/in/oliviamorad](https://www.linkedin.com/in/oliviamorad)

445 FOLLOWING 276 FOLLOWERS

Tweets Media Likes

You Retweeted

Dave Steer @davesteer 17h
Amazing. This is just the beginning.
#LoveTwitter

See What's Happening |
Twitter Blogs
blog.twitter.com

Home Notifications Moments Messages Me

1
Tap
Notifications
in the
navigation bar

GIF



Media no longer counts toward your 140 characters

Express more about what's happening on Twitter





Read receipts, typing indicators, and link previews in DMs

Share rich content and have real-time private conversations about what's happening on Twitter





Creative Canvas

Business Products



New sponsorship opportunities

NBA Live



NBA Opinions @NBA_opinions_

Russ screams really loudly when he dunks & gets triple doubles bro. Obviously he locks Curry down all the time



Young Simmons @gabrielgisalan

Well, Steph Curry is still the best point guard in the league and he's only 28.



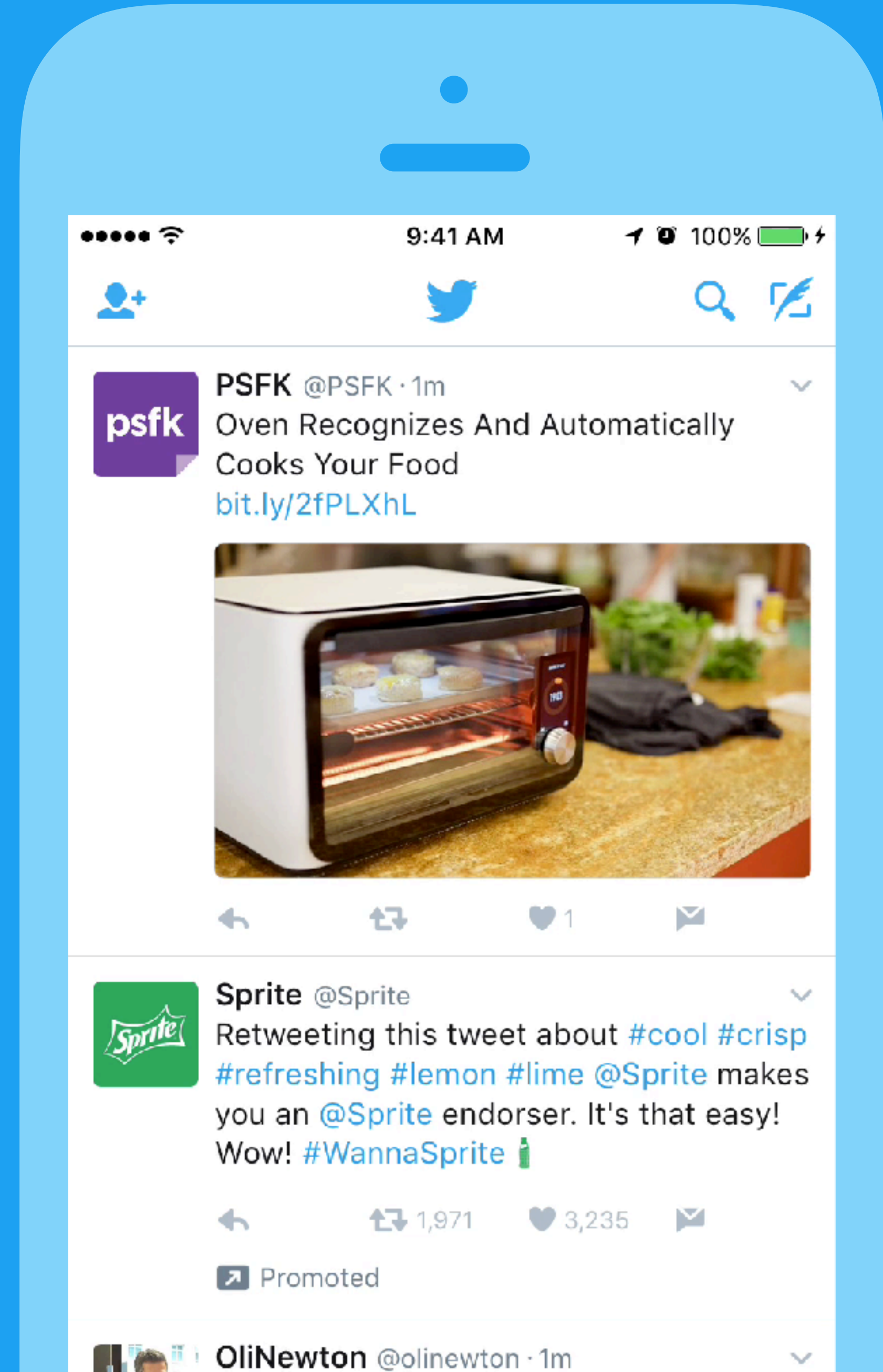
John Utah @GoldenStateShow

@ScottClev33 Curry was the top finisher in the NBA this year percentage wise.,,when he



Branded emojis

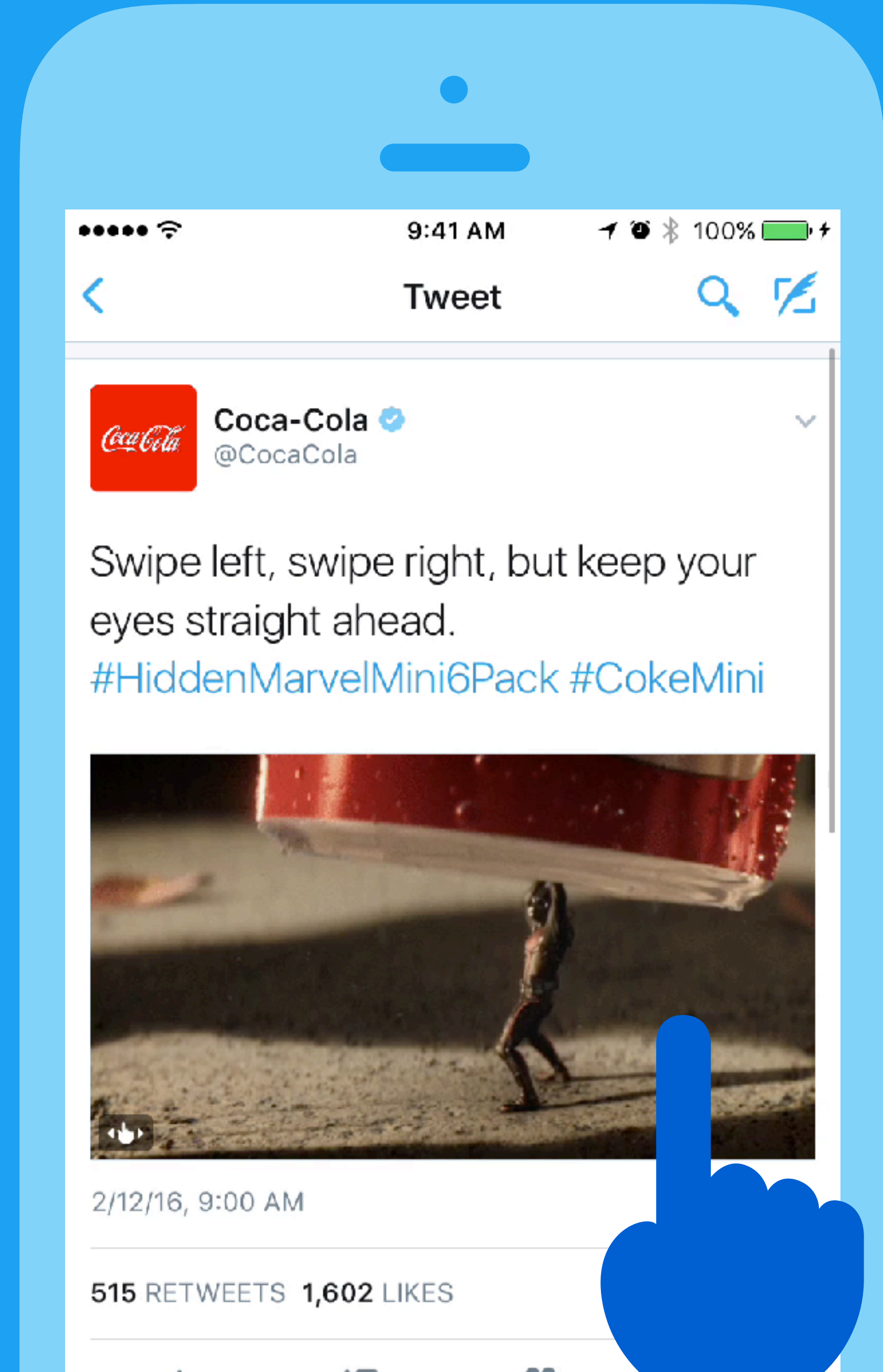
Supercharge your campaigns and drive earned media with a custom emoji





ScratchReel

Convert GIFs into ScratchReels directly from the Media Studio





ScratchReel

Convert GIFs into ScratchReels directly from the Media Studio

The screenshot shows the Twitter Ads Manager interface for user Nivin (@kingnivin). The top navigation bar includes 'Ads', 'Campaigns', 'Creatives', 'Analytics', and 'Tools'. The user's profile is visible on the left, and the right side shows the user's name and a 'Help' link. Below the navigation, there are filters for 'Funding source: All', 'Objective: All', and 'Status: 5 selected'. A 'Create campaign' button and a date range selector '9/29/2016 - 10/5/2016' are also present. The main content area is divided into three sections: 'Spend', 'Impressions', and 'Notifications'. The 'Spend' and 'Impressions' sections show a table with two rows of data, both with a value of 0.5. The 'Notifications' section contains a welcome message and links for feedback and help. At the bottom, there are tabs for 'Campaigns', 'Ad Groups', and 'Ads', and buttons for 'Metrics: Summary (Default)', 'Breakdown: None', 'Export', and 'Share'. A message at the bottom states: 'There is no matching data for the selected criteria. Try using different filters.'



More control over campaign optimization

Business Products



Awareness objective

The most cost efficient way to reach more customers and drive brand awareness

The screenshot displays the Twitter Ads interface. At the top, there is a navigation bar with the Twitter logo and menu items: Ads, Campaigns (selected), Creatives, Analytics, and Tools. The left sidebar is divided into two sections: 'CREATE ENGAGEMENT' and 'DRIVE PERFORMANCE'. Under 'CREATE ENGAGEMENT', there are options for Followers, Tweet engagements, Video views, Pre-roll video views (marked BETA), and Awareness (marked BETA). Under 'DRIVE PERFORMANCE', there are options for Website visits, Website conversions (marked BETA), App installs or re-engagements, and Lead generation. The main content area is titled 'AWARENESS Maximize brand awareness' and features a 'Create Campaign' button. Below this, there are three informational sections: 'HOW IT WORKS' (Promote your Tweets to amplify your message to a large, engaged audience and maximize reach.), 'WHAT YOU PAY FOR' (Pay for the number of impressions.), and 'WHEN TO USE IT' (You want as many people as possible to see your Tweet.).



Website Conversions objective

Better performance and greater scale for direct response advertisers

The screenshot displays the Twitter Ads interface. At the top, there is a navigation bar with 'Ads', 'Campaigns', 'Creatives', 'Analytics', and 'Tools'. The left sidebar is divided into two sections: 'CREATE ENGAGEMENT' and 'DRIVE PERFORMANCE'. Under 'CREATE ENGAGEMENT', there are options for Followers, Tweet engagements, Video views, Pre-roll video views (marked BETA), and Awareness (marked BETA). Under 'DRIVE PERFORMANCE', there are options for Website visits, Website conversions (marked BETA), App installs or re-engagements, and Lead generation. The main content area is titled 'WEBSITE CONVERSIONS' and features a shopping cart icon, the text 'Increase conversions on your website', and a 'Create Campaign' button. Below this, there are three sections: 'HOW IT WORKS' (Promote your Tweets to people who will take actions on your website. Track your results across mobile and web.), 'WHAT YOU PAY FOR' (Pay for the number of website link clicks.), and 'WHEN TO USE IT' (You want people to take an action on your website (e.g. download a paper or make a purchase)).



DoubleClick measurement integration

View your Twitter Ads performance and gain cross-channel insights within DoubleClick Campaign Manager



 Twitter Server



 DoubleClick Server



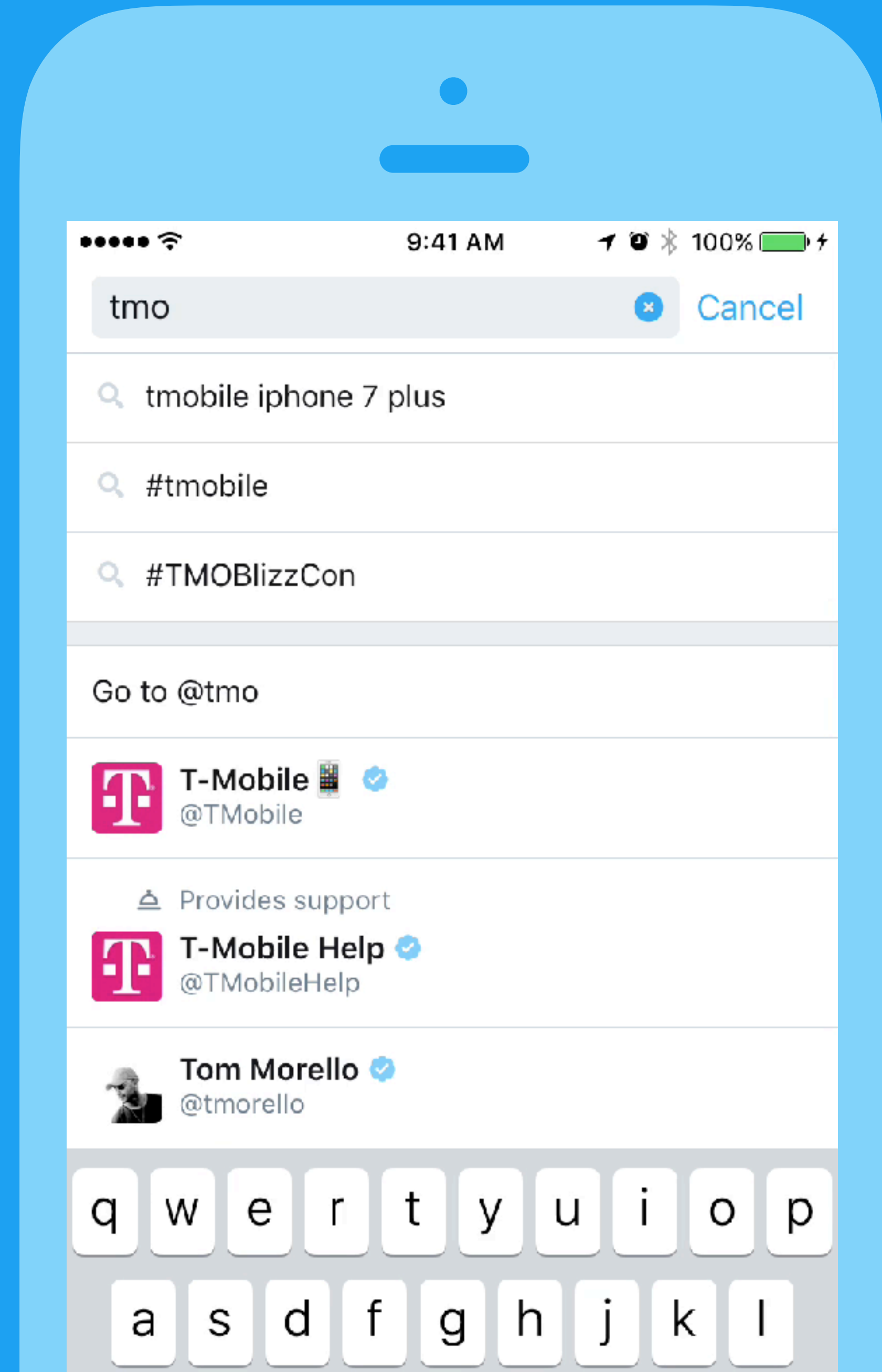
Enhancements for customer support

Business Products



Support indicators & message button

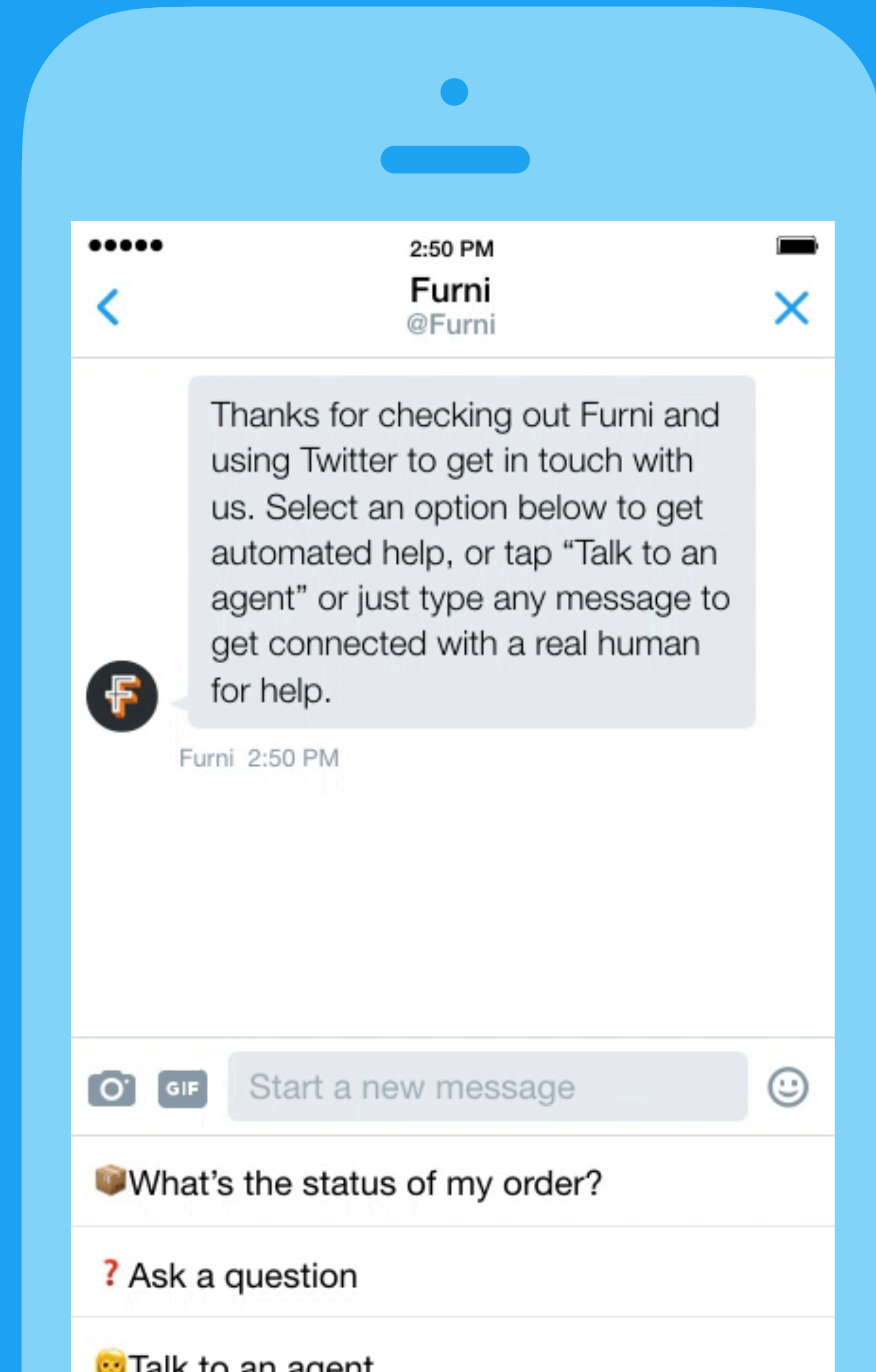
Make it clear you provide support on Twitter
& when your customers can expect a response





Quick replies and welcome messages

Making customer service in Direct Messages faster and easier





Appendix

Moments for all



It's now easier than ever to tell rich stories through collections of Tweets

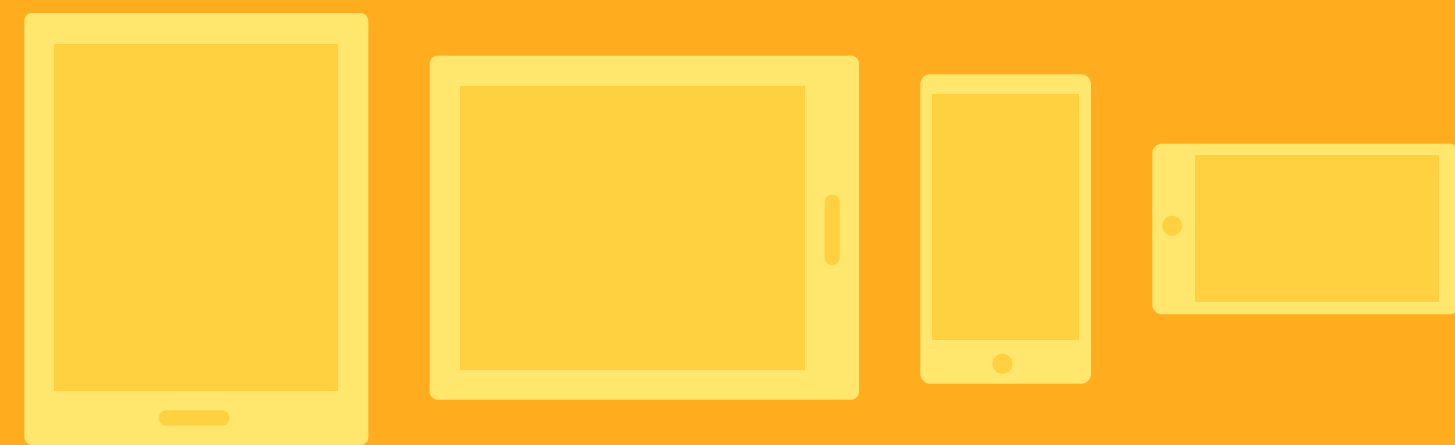


Periscope Producer



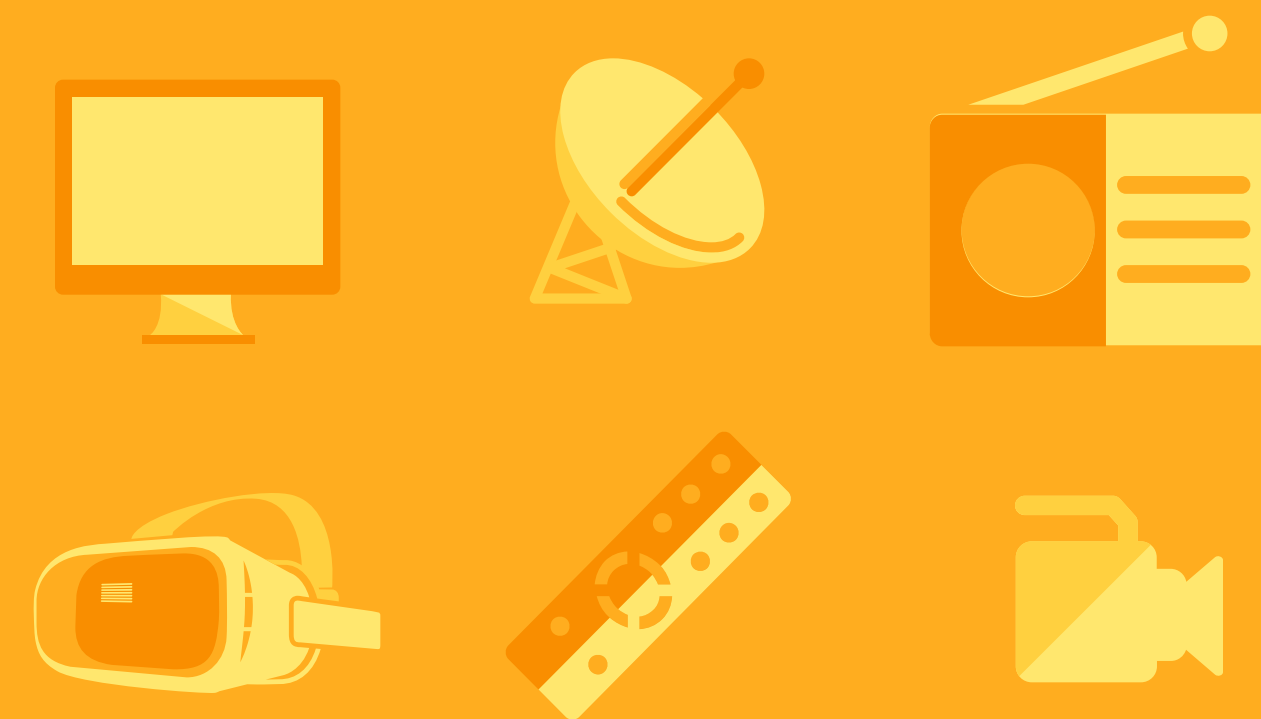
Broadcast professional live video onto Periscope and Twitter

Periscope



Mobile Device Broadcasting from iOS
and Android

Periscope Producer



Broadcast any live feed, from any source
and in HD, on the fly