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

Live streaming

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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

**MOCK EXPERIENCE

Live streaming

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

Ready? #SuicideSquadPremiere

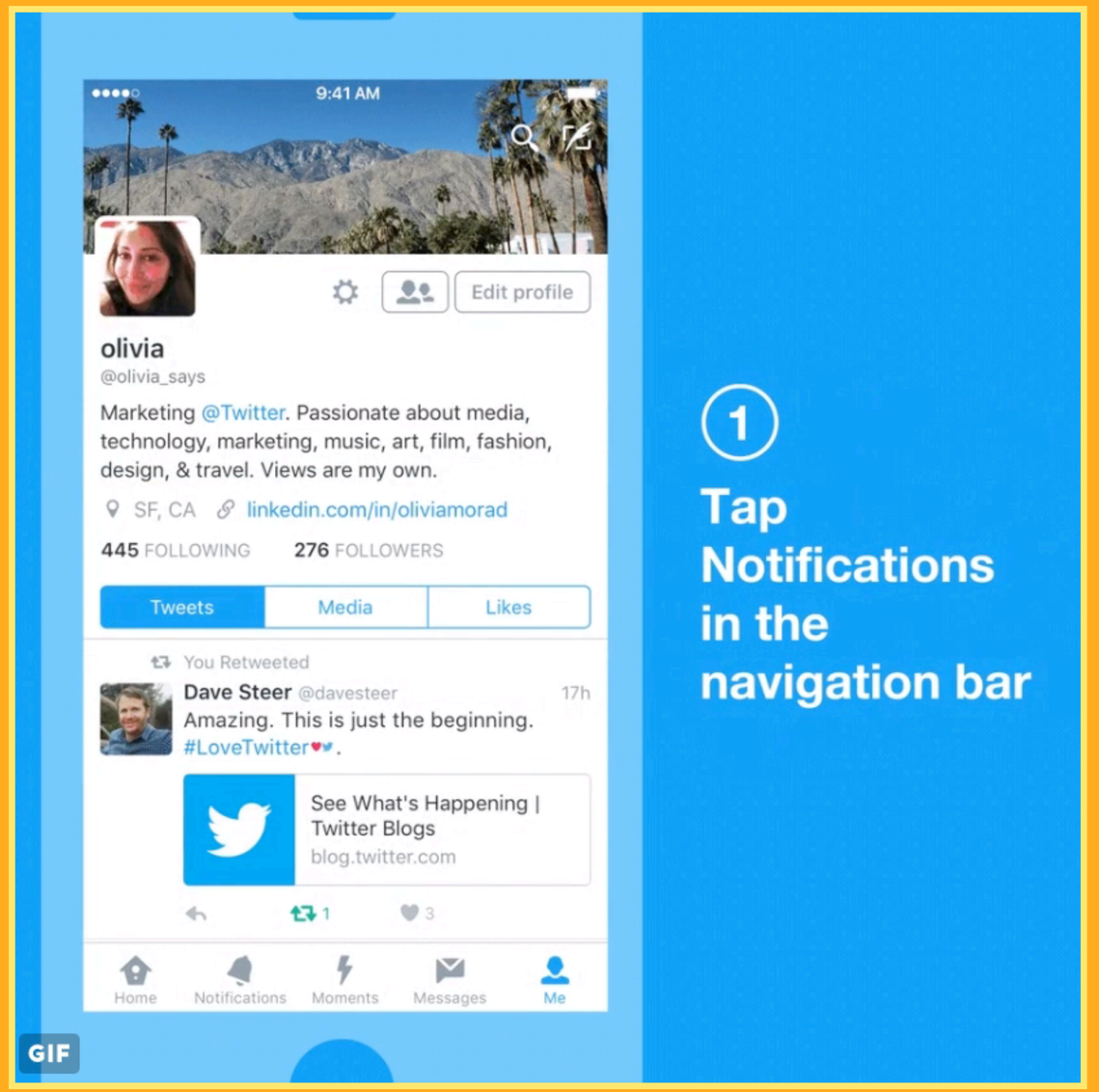
**MOCK EXPERIENCE

Refining our core service

Consumer Products

Notification improvements

Better control over your Twitter experience



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

**MOCK EXPERIENCE

Branded emojis

Supercharge your campaigns and drive earned media with a custom emoji

ScratchReel

Convert GIFs into ScratchReels directly from the Media Studio

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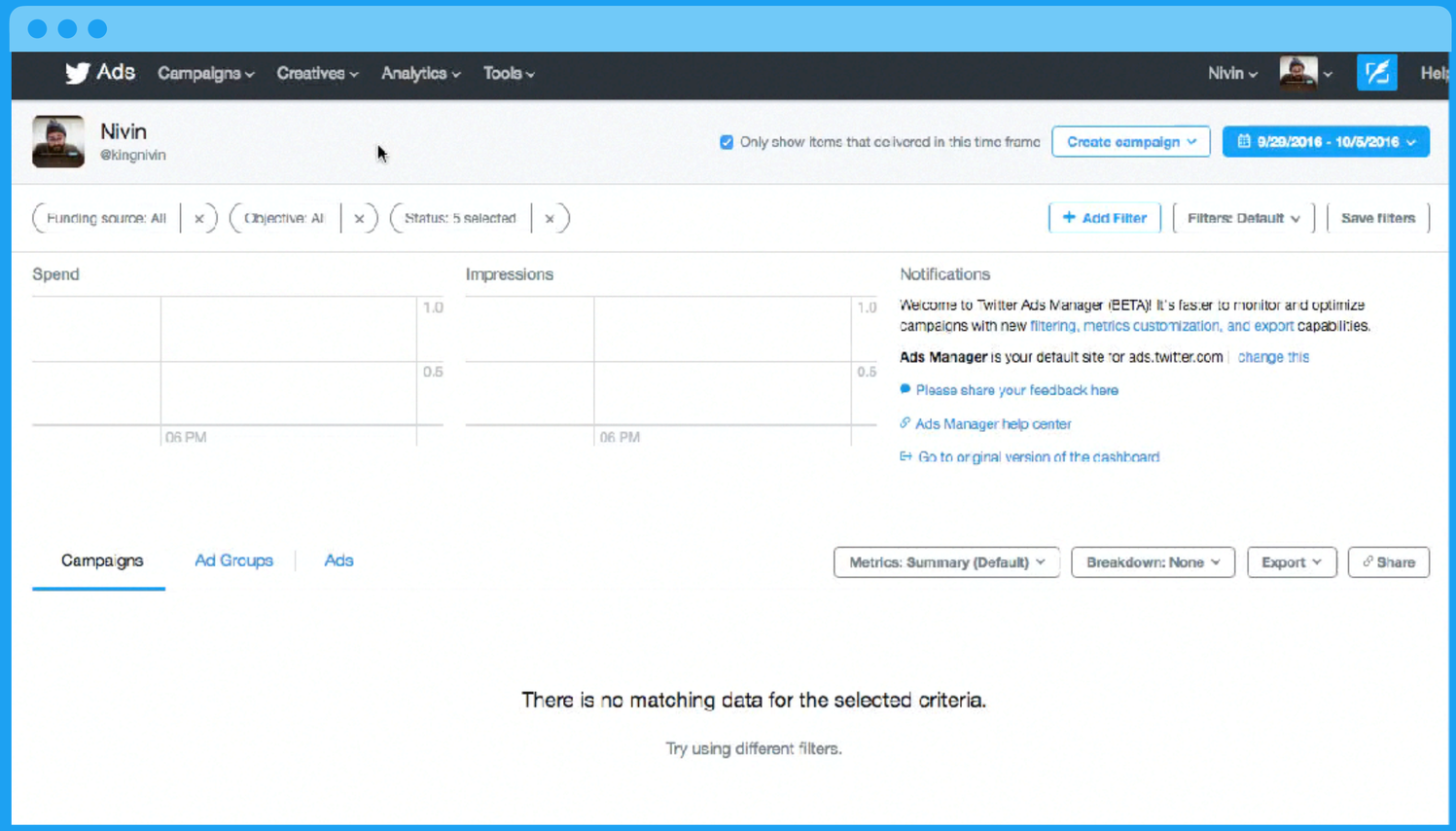
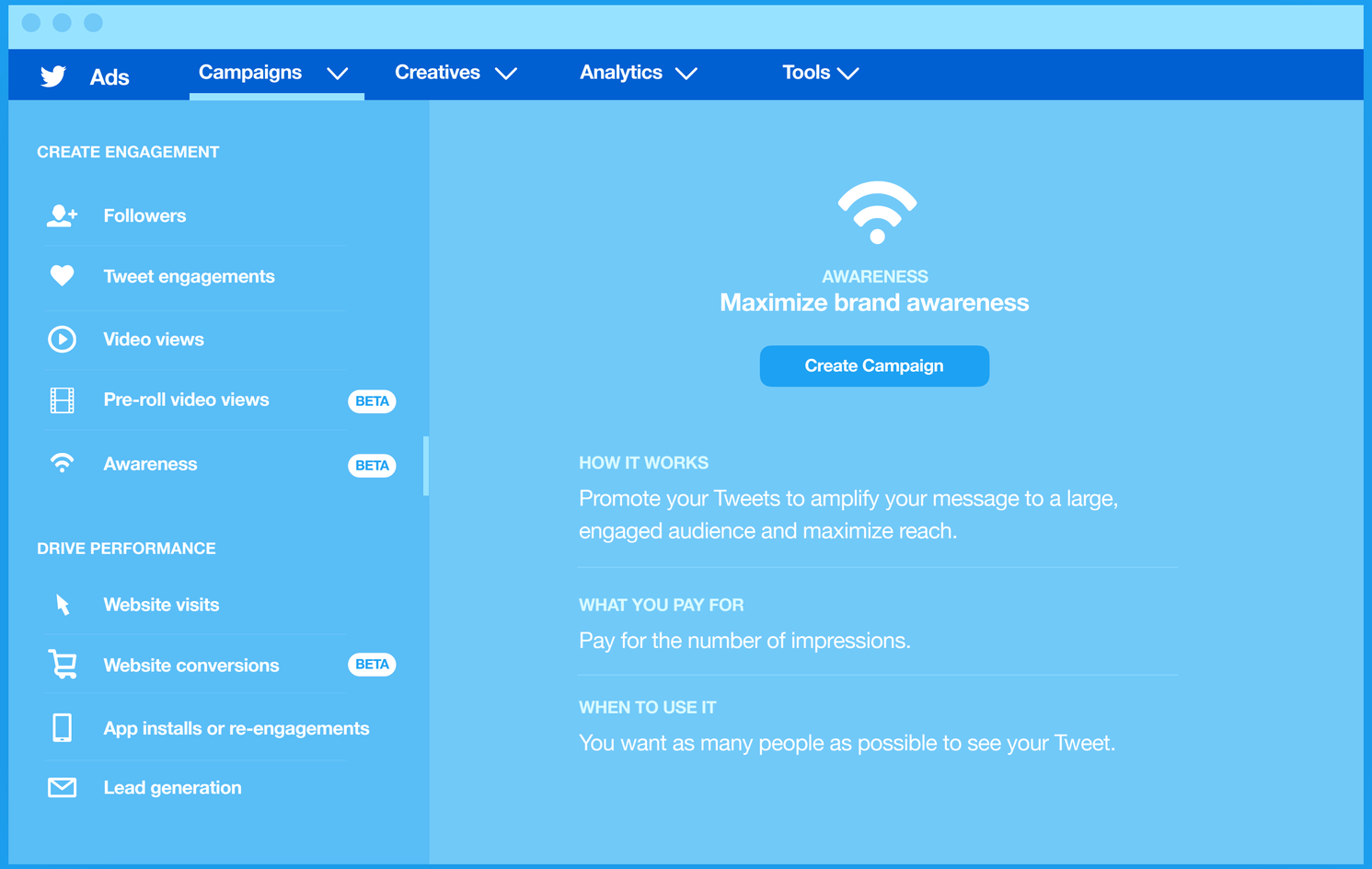


More control over campaign optimization

Business Products

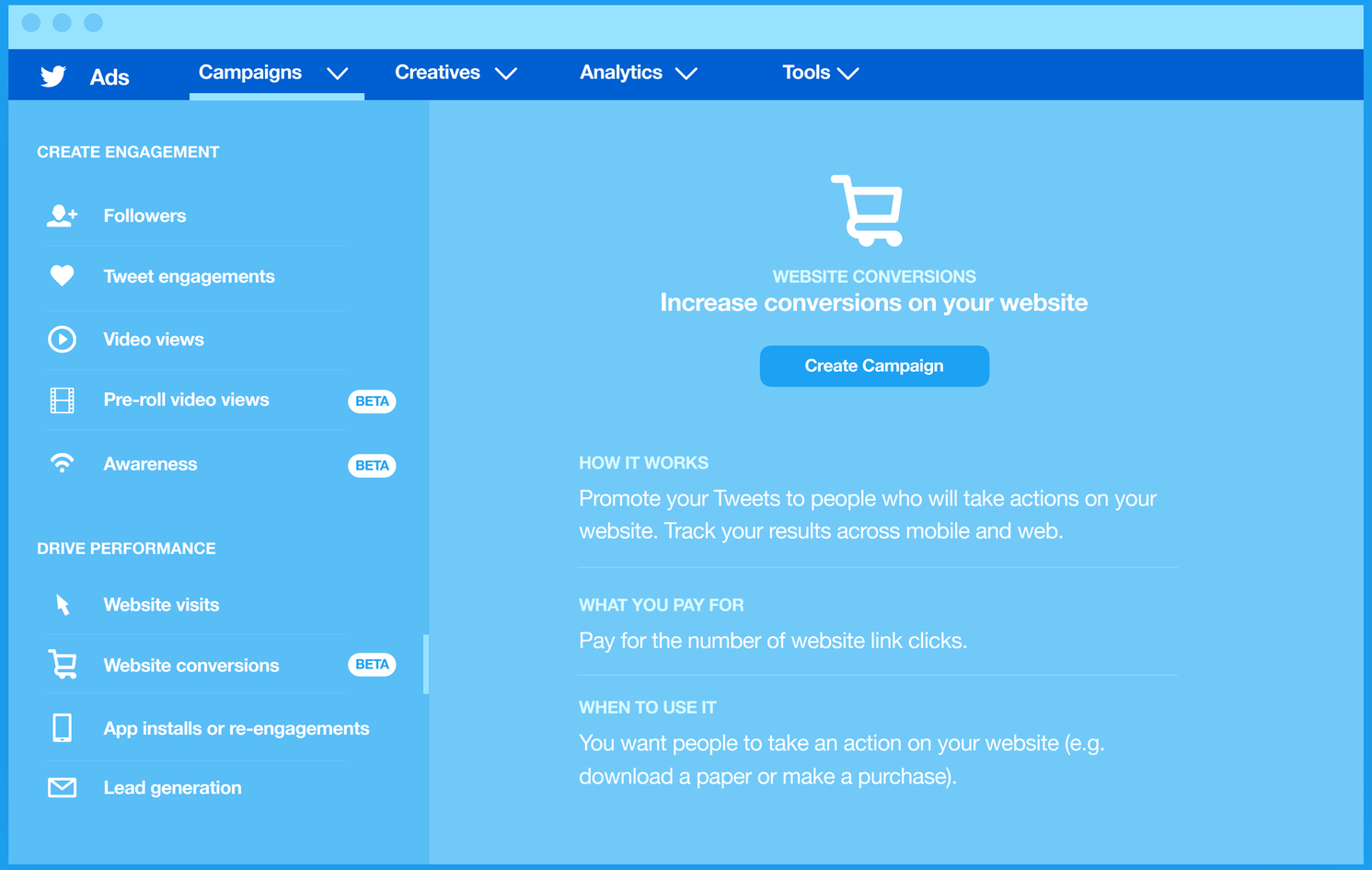
Awareness objective

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



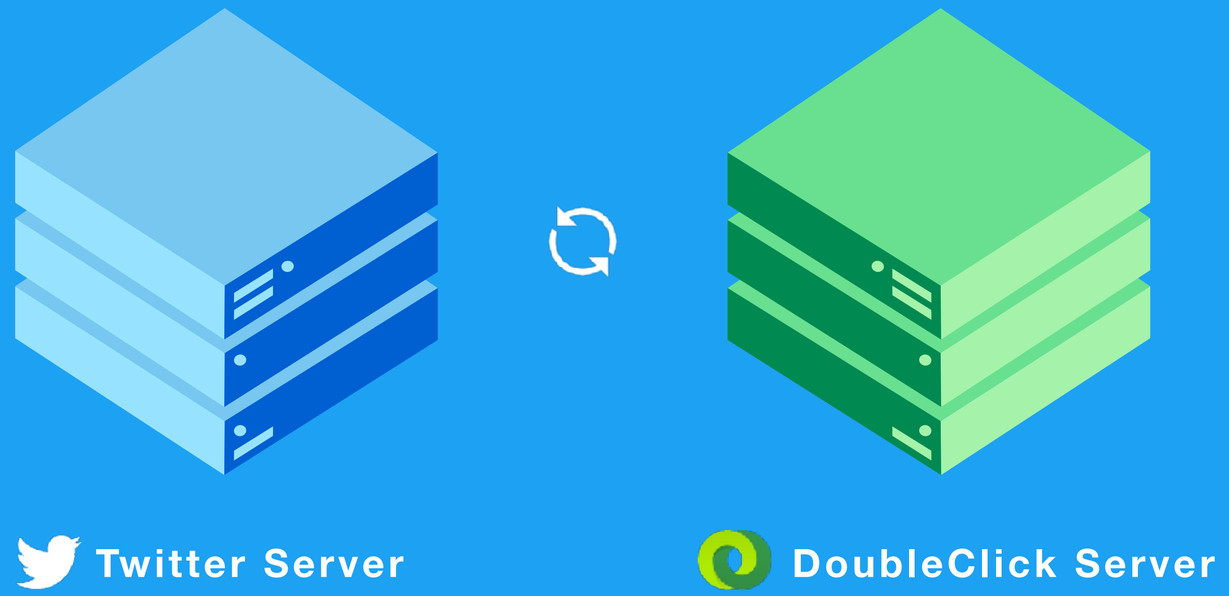
Website Conversions objective

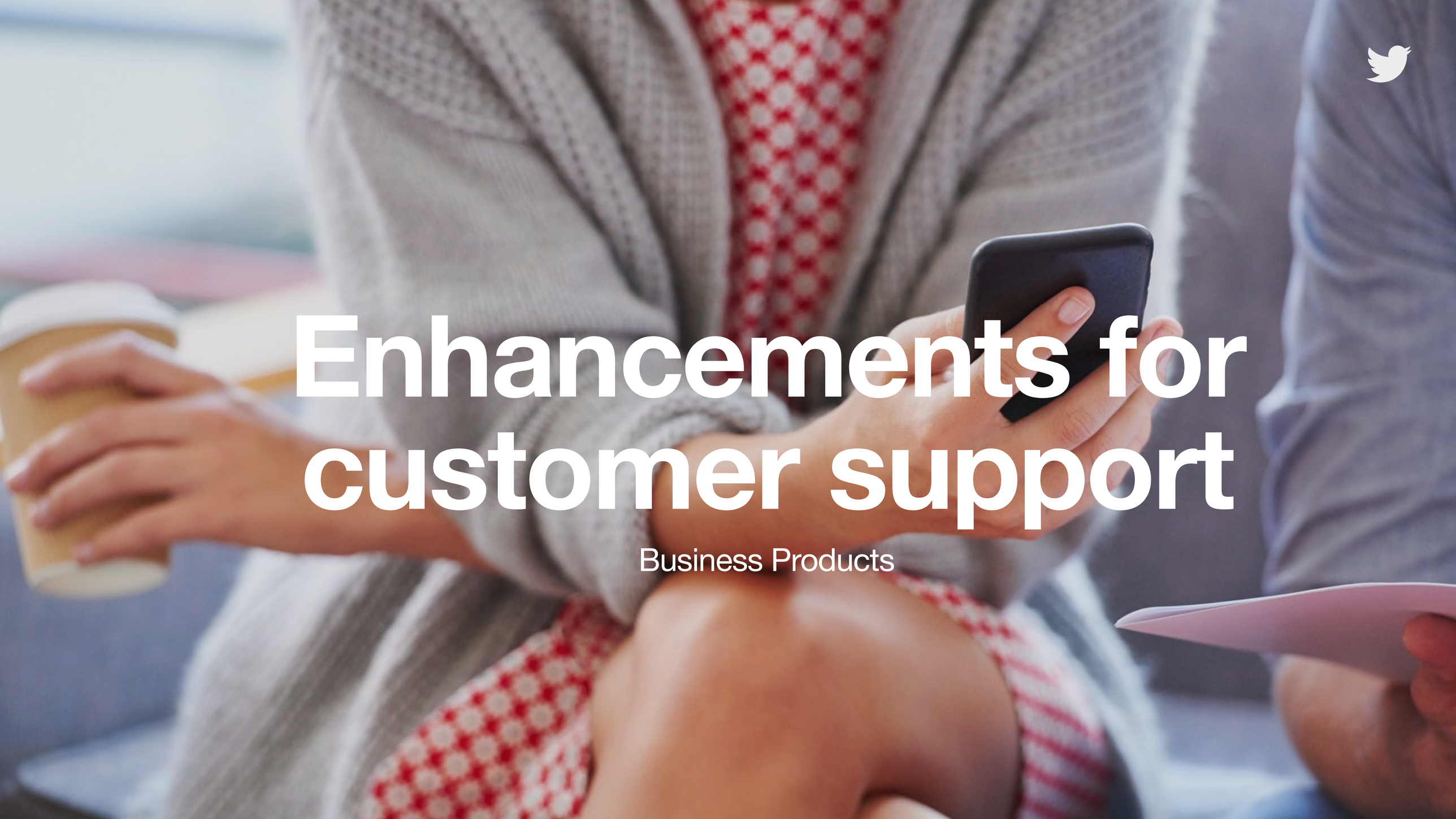
Better performance and greater scale for direct response advertisers



DoubleClick measurement integration

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



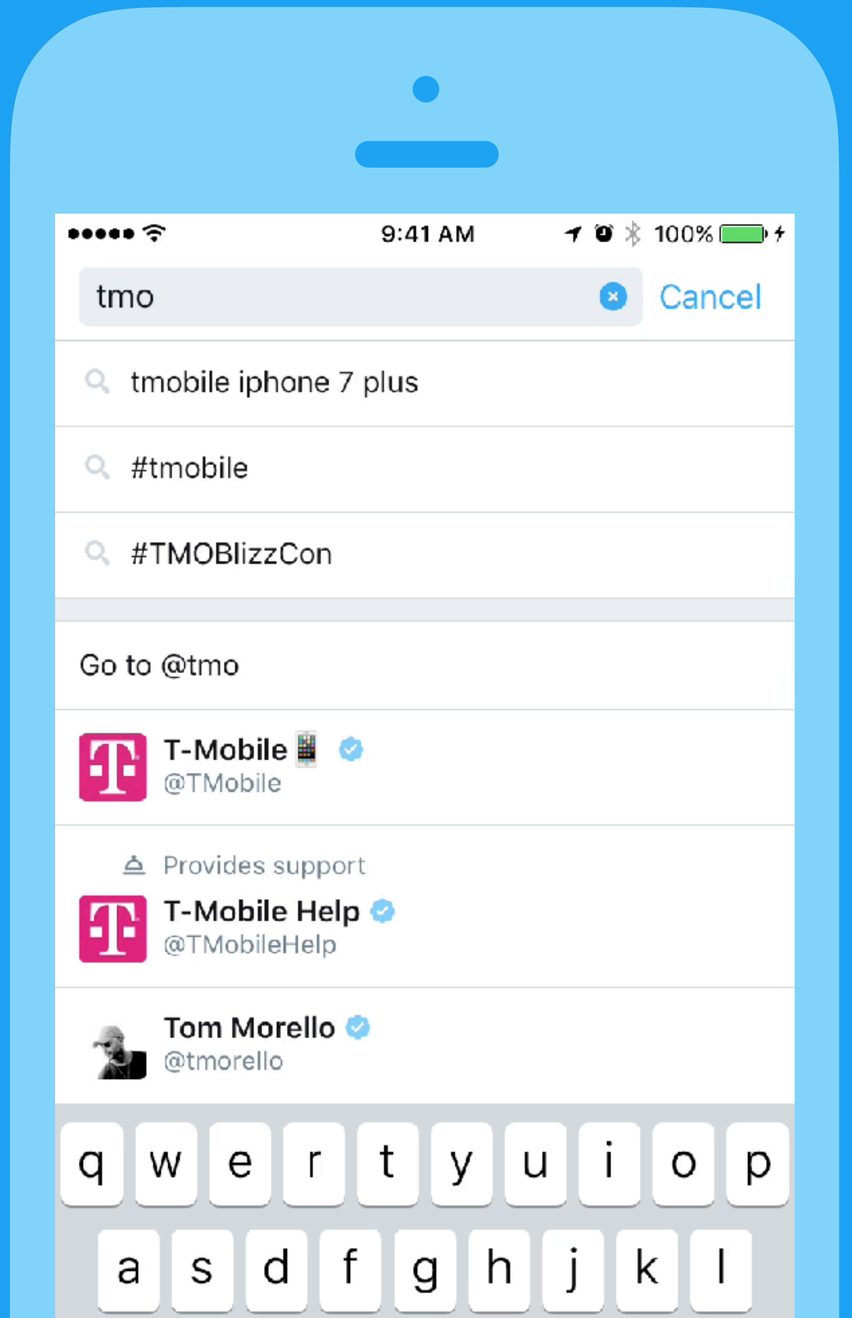


Enhancements for customer support

Business Products

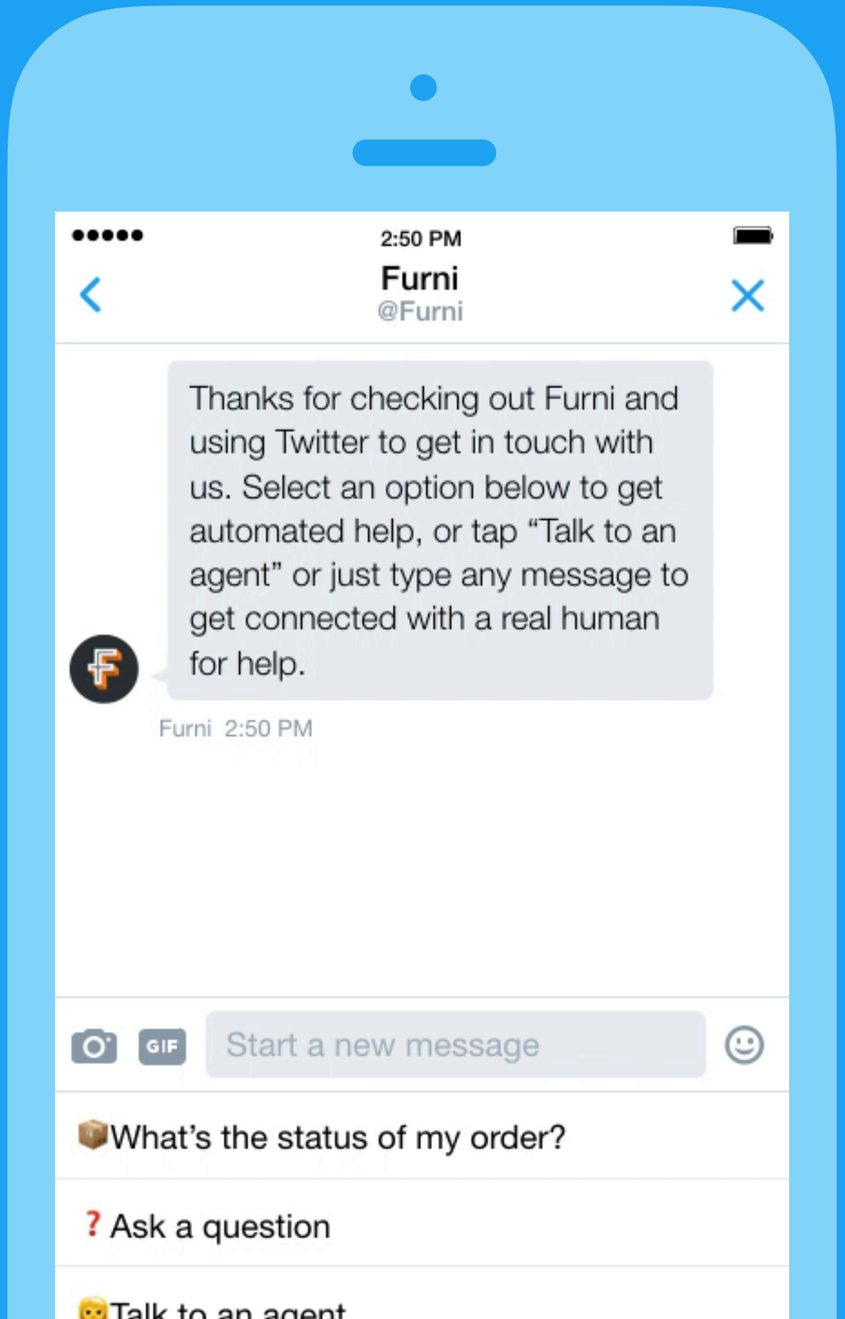
Support indicators & message button

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

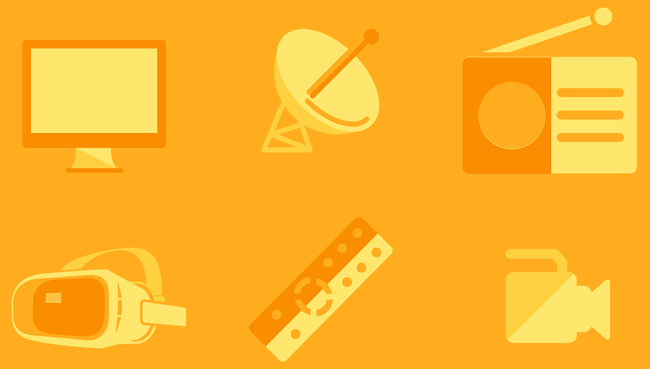
Periscope Producer

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