Twitter Promoted Tweets
Keep it short & simple
Twitter Promoted Tweets are brief messages with short text in combination with images or a video.

WELT as a strong partner for your tweets
WELT as a sender stands for credibility and being up-to-date. The WELT Channel has over 1.3 million followers and posts an average of over 4,000 tweets per month. It reaches about 40 million impressions, which makes the site an ideal partner!

Decision-makers on Twitter
The Twitter target group consists of rather older, especially male and educated persons. Of the 12 million users in Germany, over 50% are between 40 and 65+ years old. So you can reach more people with a high household net income and decision makers.

Examples; Sources: ¹Twitter Ads Manager 2018, ²Civ ey 2018
High reach, engagement and interactions!
Advantages of Twitter Promoted tweets with WELT

Twitter as a direct channel to the customer
Twitter is the fastest information source and has the biggest interaction community

High Reach
Posts are shown to your target group
Possibility to make 4 posts within 2 weeks

High credibility
through the posts from journalistic brands like WELT

Twitter promotes engagement
Users are engaged, actively show interest in news, give opinions, make offerings and interact with the content

Cross Device Targeting
Posts are only shown to defined people who show interest in your content, ex.: interest in news, age: 30-49

High visibility
Post only runs during the campaign period (1-3 days) and is additionally pushed for high visibility
Display format which fits your communication

Forms of advertising on Twitter

**Classic**
A picture linked to your page

**Tweets with pictures**
Up to 4 pictures linked to your twitter profile

**Video**
A video linked to your page
## Contact

### Media Impact Sales

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