



# TWITTER

PROMOTED TWEETS



# WELT TWITTER PROMOTED TWEETS

## Keep it short & simple

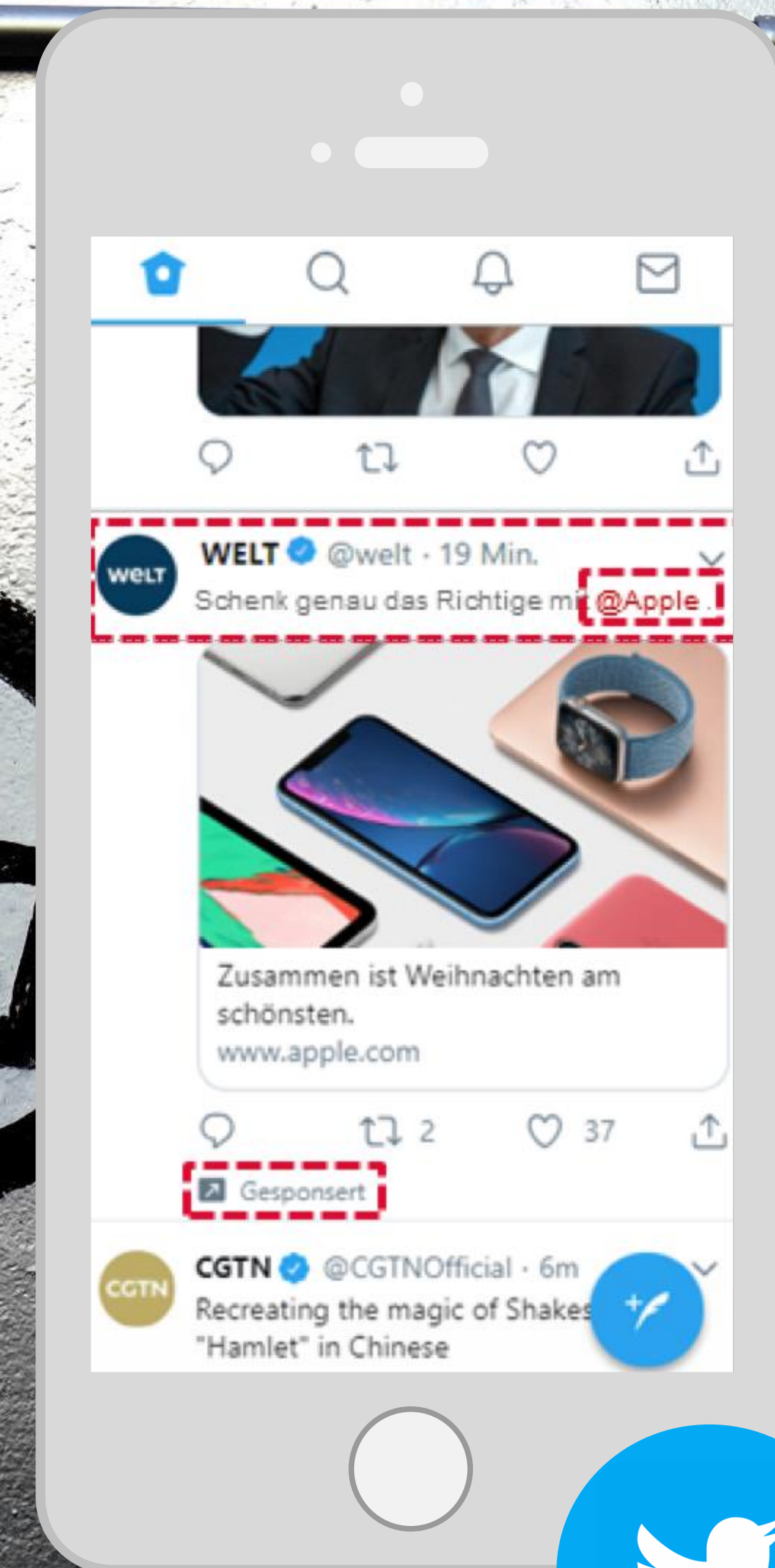
Twitter Promoted Tweets are brief messages with short text in combination with images or a video.

## WELT as a strong partner for your tweets<sup>1</sup>

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.







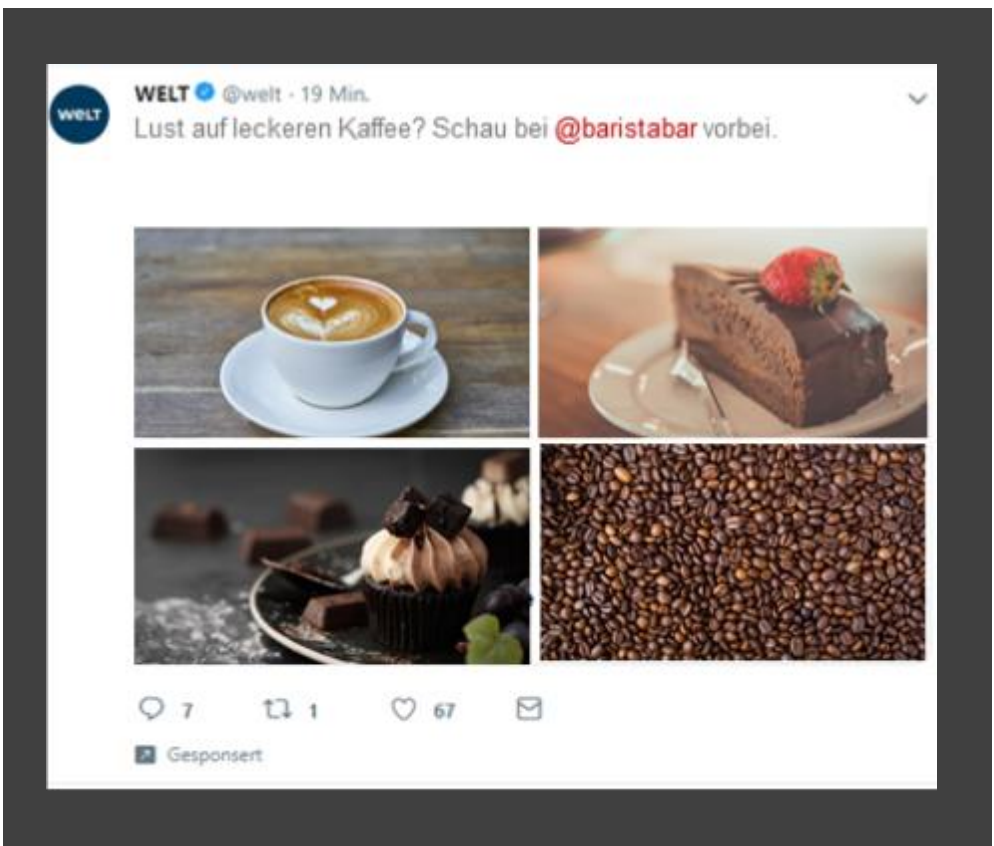
JUST THE RIGHT FORMAT FOR YOU

CLASSIC PICTURE



A picture linked to your page

SEVERAL PICTURES



Up to 4 pictures linked to your twitter profile

VIDEO



A video linked to your page

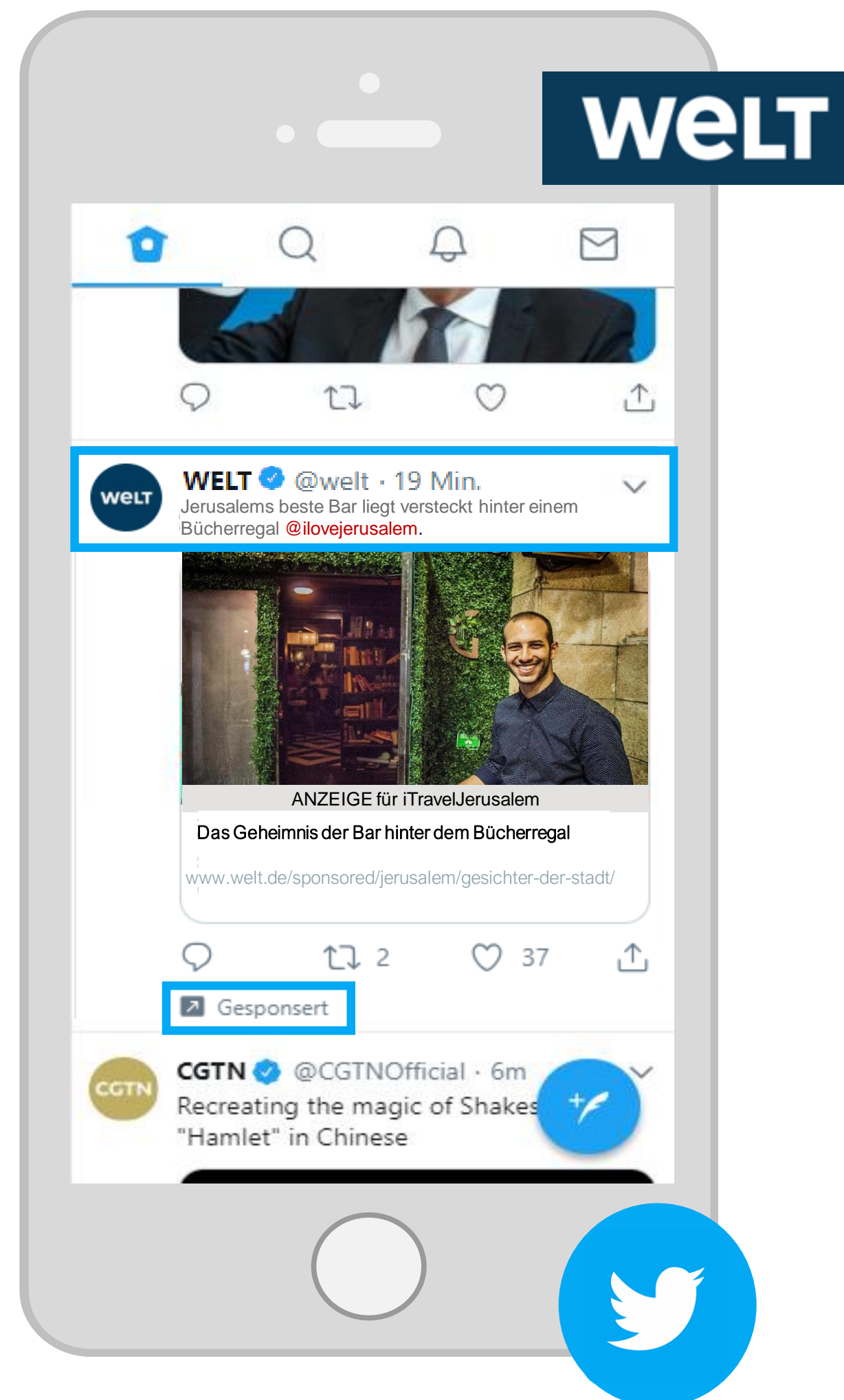


# HIGH REACH, ENGAGEMENT AND INTERACTIONS!

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

**High Credibility**  
through the posts from journalistic brands like WELT

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



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

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

**High visibility**  
Post only runs during the campaign period (1-3 days) and is additionally pushed for high visibility



# CONTACT

You want to get to know us? Contact us:

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