Module 5: Create and share video campaign reports

With your campaign up and running, you’ll want to find a quick and easy way to create, analyze, and share campaign performance with colleagues and clients.

Twitter Ads Manager allows you to use third-party measurement, predefined views, and custom reporting. This allows you to spend less time configuring reports and more time bringing strategic analysis to your campaigns and clients.

In this module, we’ll start with a review of third-party audience measurement metrics available through Twitter’s measurement partners. Next, we’ll move into how to create custom reports. Finally, we’ll look at how to save, export and share reports with clients and colleagues.

Learning Objectives:

You should be able to:

• Quickly prepare, customize, and distribute video campaign reports to peers and clients.

• Select reporting metrics essential to campaign reporting based on your objective.

• Articulate the process for engaging with third-party reporting providers, including Nielsen & ComScore.

• Identify appropriate video view metrics based on campaign bid strategy.
Advanced audience reporting

Many brands come to Twitter to achieve viewability, attribution and advanced audience reporting for their campaigns.

Twitter has multiple relationships with third-party measurement providers that enable marketers to measure the impact of their video ad campaigns across reach, influence, and actions taken.

**Viewability and Attribution:**
Twitter’s global relationships with Moat (@moat) and Integral Ad Science (@integralads) enable marketers to understand if the video ads they run on Twitter are viewable by humans, and allow marketers to compare video ad viewability and attention metrics across channels.

Among in-app impressions Moat has measured on Twitter, Moat has detected 99% of them are viewed by humans.

Getting started

- To measure your video ad campaigns using Moat, IAS, Nielsen DAR, or comScore vCE, reach out to your Twitter Client Partner.
- Both Moat and IAS are available globally. Nielsen is available in the US and more than 20 international markets. comScore vCE provides Twitter measurement in the US, Canada, Spain & the UK.
Audience reporting partners

**Audience reach**
We’ve expanded our relationships with Nielsen (@Nielsen) and comScore (@comScore).

Using Nielsen Digital Ad Ratings and comScore validated Campaign Essentials (vCE), Twitter empowers marketers to measure whether their Twitter ads were delivered to the audience they intended to reach.

**Global partnerships**
Beyond these partners, Twitter has relationships with top measurement companies, which allows our partners to measure the reach, influence, and action that results from their advertising. This includes ongoing conversations with organizations like the Media Ratings Council on the accreditation process.

Next, let’s move on to creating reports and viewing metrics available in the Twitter Ad Manager.

Implementing third-party measurement

- Once you’ve established a relationship with a third-party measurement provider, you’ll find everything you need to implement advanced campaign measurement in our Help Center.
Create reports in Ads Manager

With your video campaigns up and running, you’ll want to begin tracking various aspects of campaign performance. Twitter Ads Manager allows you to quickly create, export, or share reports across a variety of metrics and time periods.

Reporting can help you understand performance at various levels of granularity, from funding sources, campaigns, and ad groups, to audiences and creatives.

These reports will help you optimize campaigns to reach their full potential and to present status and campaign reports to your colleagues and clients.

Twitter’s reporting tools are powerful and can be used whether you’re a campaign novice or a true expert. Below, you’ll find the key elements you’ll need to create and share your first video campaign reports.

1. **Summary reports** - these most commonly run reports present pre-defined metrics for various campaign objectives and formats. Select the summary you’d like from the drop down list including both:
   - In-Stream Video Views and
   - Promoted Video ad views

2. **Summary breakdown** - provides commonly used reporting dimensions including:
   - Days, placement, creatives, and additional options

3. **Options for exporting and sharing reports** for additional analysis and collaboration

4. **Campaign and audience dimensions** can also be selected to dive more deeply into performance at the campaign, ad group, ad, or audience level.

5. **Customize Metrics** - add any metrics you’d like to see in your dashboard
Create custom reports

Once you’re comfortable with the performance dashboard in Ad Manager, you’ll want to begin creating custom reports for your campaigns.

Ads manager gives you complete control of reporting and metrics. You can view and share reporting across a variety of metrics and dimensions that are important to your client. You’ll be able to measure effectiveness against your campaign objectives.

To add custom metrics to your dashboard:
• Choose “Metrics Summary” and select “Custom metrics…”
Select custom metrics

You can select and save custom metrics to tailor campaign performance dashboards for your campaigns and easily share or export reports for client reports or further analysis. Once you have saved a metric set, it will become available in the metrics drop-down with your other presets.

A note about video views:
- Not all video views are created equal.
- When reviewing Twitter Video Ads performance metrics remember that Twitter videos reports default to standard MRC (Media Ratings Council) views counted at 50% of a video viewed for 2 seconds.
- You’ll want to be sure to select an alternate view should you have purchased

Use custom metrics to:
1. Select the video metrics you want to review in the dashboard and downloaded reports.
2. Name and save your view so you can select it every time you log into Twitter Ads Manager.
3. Drag and drop the order in which the metrics appear in reports.
Export and share reports

With custom metrics selected, Ads Manager makes exporting and sharing reports quick and easy.

You can download and share reports to create presentations, to view campaign performance against other media, or to create client-ready reports.

Click “Export” and “Export Data” to download your dashboard metrics.

Click “Share” to generate a link which you can share with anyone who has access to the Twitter Ads Manager account.
Video Campaign Basics

Course Assessment

1. The Media Studio allows you to:
   A. Upload media, select a media library, and search for media
   B. Auto-compress creatives to six seconds or less
   C. Generate GIFs
   D. Request access to upload a video greater than ten minutes in length

2. When naming campaigns, you’ll want to:
   A. Use code names that only you have access to
   B. Check to see if your agency or client has naming conventions already in use
   C. Create a new Twitter handle matching each campaign name
   D. Choose very general names so you can remember them easily

3. When creating ad groups for a campaign, abest practice is to:
   A. Always spread your budget evenly across ad groups
   B. Restrict yourself to one ad group
   C. Avoid using ad groups for video campaigns
   D. Create different ad groups targeted to desktop and mobile devices

4. If no targeting for a campaign or ad group is chosen, Ads Manager will default to:
   A. Country based on your IP address
   B. Country based on browser setting
   C. Global
   D. Country based on agency headquarters
Video Campaign Basics
Course Assessment

5. Tailored Audiences allow you to refine your targeting to include:
A. Lists (including lists of existing customers), Web (including people who have visited your website), or Mobile apps (people who have taken a specific action through an app)
B. Only users who arrive at Twitter from sites and apps you specify
C. Zip and postal codes from customers or prospects who have visited your Twitter profile
D. Celebrities and Influencers

6. When selecting follower look-alikes, consider selecting:
A. Misspellings and broad match search terms
B. Controversial figures even if they have little association with your brand
C. Hashtags your audience may not have heard of or be likely to use
D. Competitors, complimentary brands, industry media, influencers, and similar audiences

7. Keyword targeting allows you to target keywords from:
A. Trending stories
B. Twitter Search and timelines
C. Animated GIFs
D. Google Trends

8. Three main levers for optimizing campaigns are:
A. Creatives, Targeting, Bids, and Budget
B. Followers, look-alikes, events
C. Time of day, language, demographics
D. Third-party data, audience measurement, ad serving provider
Video Campaign Basics

Course Assessment

9. To measure your video ad campaigns using Moat, IAS, Nielsen DAR, or comScore vCE, you will first need to:
   A. Code In-Stream Video for set top boxes
   B. Carefully select your video compression
   C. Create a pre-campaign custom report in Twitter Ads Manager
   D. Have an existing relationship with one of these third-party measurement companies

10. When reviewing Twitter Video Ads performance metrics, remember that Twitter videos reports default to:
    A. 100% of a video viewed for 3 seconds
    B. standard MRC (Media Ratings Council) views counted at 50% of a video viewed for 2 seconds
    C. The default metrics counted according to DoubleClick VAST
    D. CPV as a function of total budget
Video Campaign Basics Course Assessment Answers

Answer Key:
1. A
2. B
3. D
4. C
5. A
6. D
7. B
8. A
9. D
10. B

Score = <7
Feel free to flip back through the course to review any questions you may have missed.

Score = 8-9
Not bad! Have a look back through the course to review any questions or content you may have missed!

Score >10
Nice job! Feel free to use this course as a resource as you continue to grow your skills and expertise with video advertising on Twitter!
You’ve got this! Now we’d love your feedback.

Would you recommend this course to a colleague?
   YES
   NO

How actionable was the information you received in the training?
   Very
   Somewhat
   Not at all

How much new information did you receive in the training course?
   More than expected
   About what expected
   Less than expected

What could we do to make this course more valuable for you?

What other topics would you like to see covered in future courses?