



Amplify Sponsorship Campaign Setup Guide

#BeforeWeSetup



Ensure your Pre-Roll assets are uploaded in the Media Library

The screenshot displays the Twitter Ads Media Library interface. At the top, there is a navigation bar with 'Ads', 'Campaigns', 'Creatives', 'Analytics', and 'Tools'. Below this is the 'Library' section with an 'Upload Media' button. A search bar and 'All Media' filter are present. The main area shows a grid of video assets, each with a thumbnail, duration, title, and date. Each asset has a blue checkmark icon indicating it is ready for use.

Thumbnail Description	Duration	Title	Date	Status
Blue Cadillac in a futuristic tunnel	0:06	Untitled	Jan 29, 2020	Ready
Three people on a stage with a Rolex sign		Untitled	Jan 27, 2020	Ready
Behind-the-scenes of a car shoot		Untitled	Jan 23, 2020	Ready
Blue Cadillac in a futuristic tunnel (different angle)		Untitled	Jan 20, 2020	Ready
White Cadillac in a dark setting	0:15	GJRB20TVH00H_Cadillac_Winte...		Ready
People at a 'GIVE DATE NIGHT' event	0:15	GJRB20TVF00H_Cadillac_Winte...		Ready
People at a 'TURN A NIGHT IN' event	0:15	GJRB20TVE00H_Cadillac_Winte...		Ready
White Cadillac in a forest setting	0:15	GJRB20TVG00H_Cadillac_Winte...		Ready

#Step1



Create a new campaign selecting “Pre-roll views” objective

Campaign objective

Choose your objective

Need help choosing an objective? [Learn more](#)

Awareness	Consideration	Conversion
Reach Maximize your ad's reach	Video views Get people to watch your video	App re-engagements Get people to take action in your app
	Pre-roll views Pair your ad with premium content	
	App installs Get people to install your app	
	Website clicks Drive traffic to your website	
	Engagements Get people to engage with your Tweet	
	Followers Build an audience for your account	

#Step2



Check box to confirm Amplify Sponsorship campaign and choose activation from drop down

Twitter Ads Campaigns Creatives Analytics Tools

CAMPAIGN

Untitled Campaign details

AD GROUPS

Untitled

REVIEW

Review and launch campaign

Campaign details

Objective

Pre-roll views [Edit](#)
Pair your ad with premium content

This is an Amplify Sponsorship campaign

Amplify Sponsorship

Choose one

Campaign name

Untitled

Funding source

Choose one

Daily budget (optional) Total budget (optional)

Exit Save draft Next

#Step3

Set Bids, Budgets, Targeting as usual



Ad group details

Ad group name
Untitled

Start (optional) ⓘ **End (optional)** ⓘ
[+ Specify time](#) [+ Specify time](#)

Total ad group budget (optional) ⓘ
USD 0.00

Bid type
Automatic bid (recommended)
Your bid will be optimized to maximize results at the lowest price within your budget.

Bid unit
per pre-roll view

[▶ Measurement options](#)

Demographics

Gender
[Any](#) [Women](#) [Men](#)

Age
 All
 Age range

Location (optional) ⓘ
Search

Include
[United States](#) X

Language (optional) ⓘ
Search

Targeting features

Keywords (optional) ⓘ [Recommendations](#) [Bulk upload](#)
Include ▾ Search

Follower look-alikes (optional) ⓘ [Recommendations](#) [Bulk upload](#)
Search

Interests (optional) ⓘ
Search

Movies and TV shows (optional) ⓘ
Search

Events (optional) ⓘ
Search

Conversation topics (optional) ⓘ
Search

[▶ Additional options](#)

#Step4

Choose your Video distribution















Video distribution

Automatic Tweet promotion ⓘ

Select the Tweets from the sponsorship that your in-stream video ads will appear in.

Off

Tweet

-  **NFL** @NFL · Oct 01
.@MelvinGordon25 takes it 43 YARDS for the @Broncos TD! #BroncosCountry
 #DENvsNYJ on @NFLNetwork
NFL App // Yahoo Sports App: bit.ly/2GfTHHG <https://t.co/AwK2tZ8D6E> 
-  **NFL** @NFL · Oct 01
4th down SACK by Bradley Chubb! @astronaut #BroncosCountry
 #DENvsNYJ on @NFLNetwork
NFL App // Yahoo Sports App: bit.ly/2GfTHHG <https://t.co/j9BoqxLmAn> 
-  **NFL** @NFL · Oct 01
McManus puts the @Broncos back on top with the 53-yard FG.
 #DENvsNYJ on @NFLNetwork
NFL App // Yahoo Sports App: bit.ly/2GfTHHG <https://t.co/M2s4DMa9V5> 
-  **NFL** @NFL · Oct 01
31 yards to Tim Patrick and the @Broncos are in business. #BroncosCountry
 #DENvsNYJ on @NFLNetwork
NFL App // Yahoo Sports App: bit.ly/2GfTHHG <https://t.co/tJA5LvAvgl> 

Under Targeting Features, you'll see the option to choose your Video distribution.

Automatic is recommended.

Distribution Options



What's the difference between Automatic On and Off?

Automatic On

Automatic Off

Automatically promote all Tweets from the Sponsorship you select.

Tweets from publisher will ONLY be promoted when you manually select them.

#Step4

Select your creatives, add an optional CTA, and launch!




Creatives

0 selected Videos 0 selected VAST URLs


⚠️ Your campaign won't serve until you select a creative.

[▶ Add a call to action \(optional\)](#)


Choose videos for your campaign. To upload a new video, go to your [media library](#). 🔄




CDNRRB20240H.mp4
Sep 13, 2020



CDWRR20J000H_Ram_PGA_MultiFunction_T...
Aug 6, 2020







#ThankYou