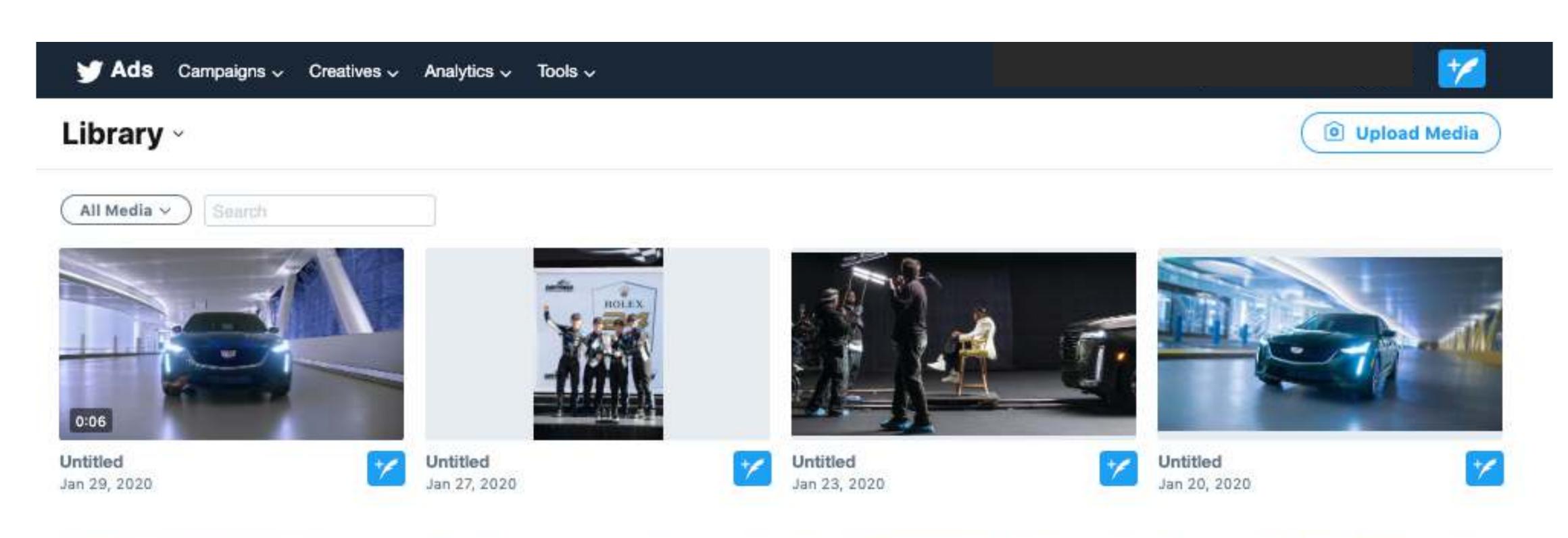


Amplify Sponsorship Campaign Setup Guide

#BeforeWeSetup



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

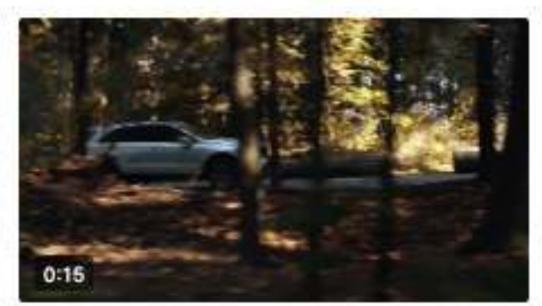




GJRB20TVH00H_Cadillac_Winte...

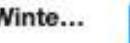






GJRB20TVE00H_Cadillac_Winte...

GJRB20TVG00H_Cadillac_Winte...



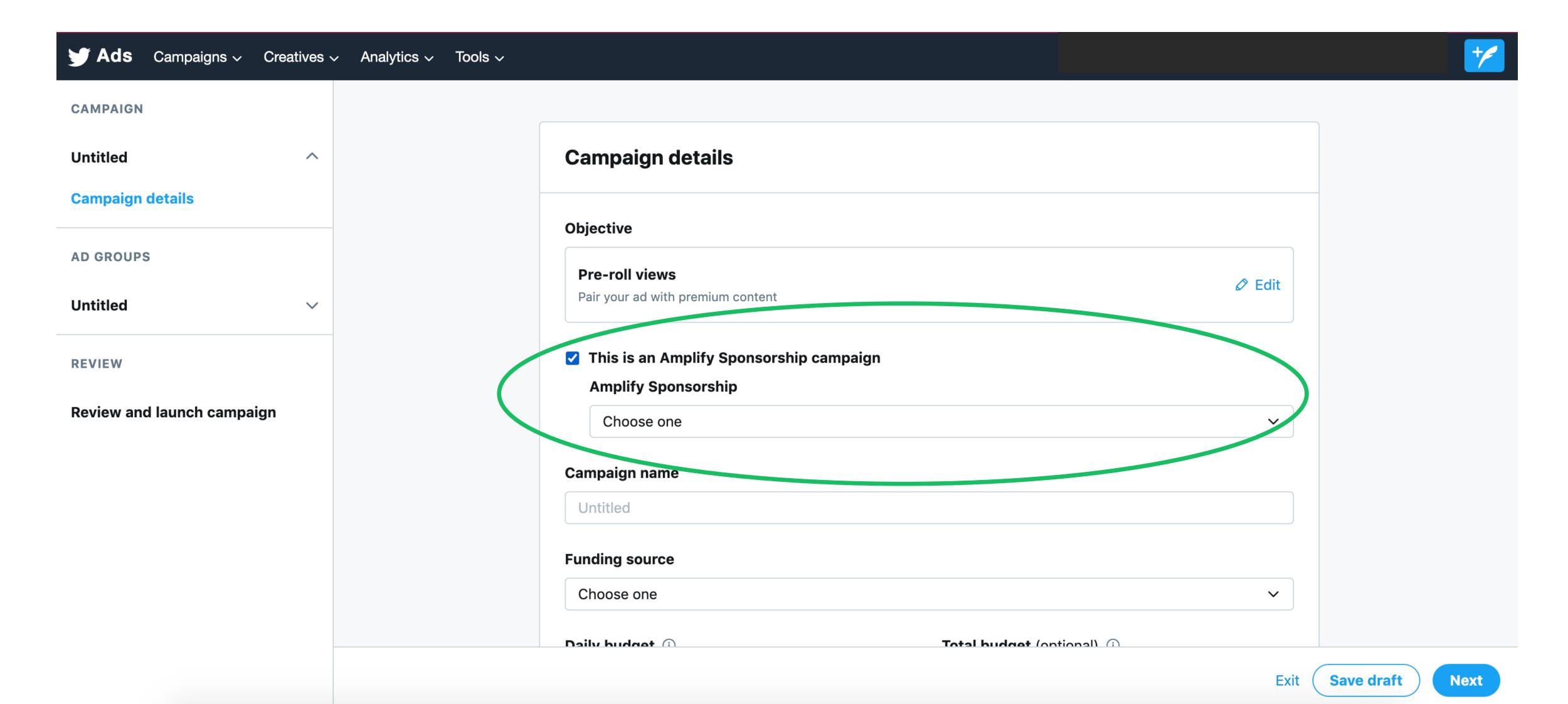


Create a new campaign selecting "Pre-roll views" objective

ampaign objective		
	Choose your objective	
	Need help choosing an objective? Learn mo	ore
wareness	Consideration	Conversion
Reach Maximize your ad's reach	Video views Get people to watch, carridge	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	



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



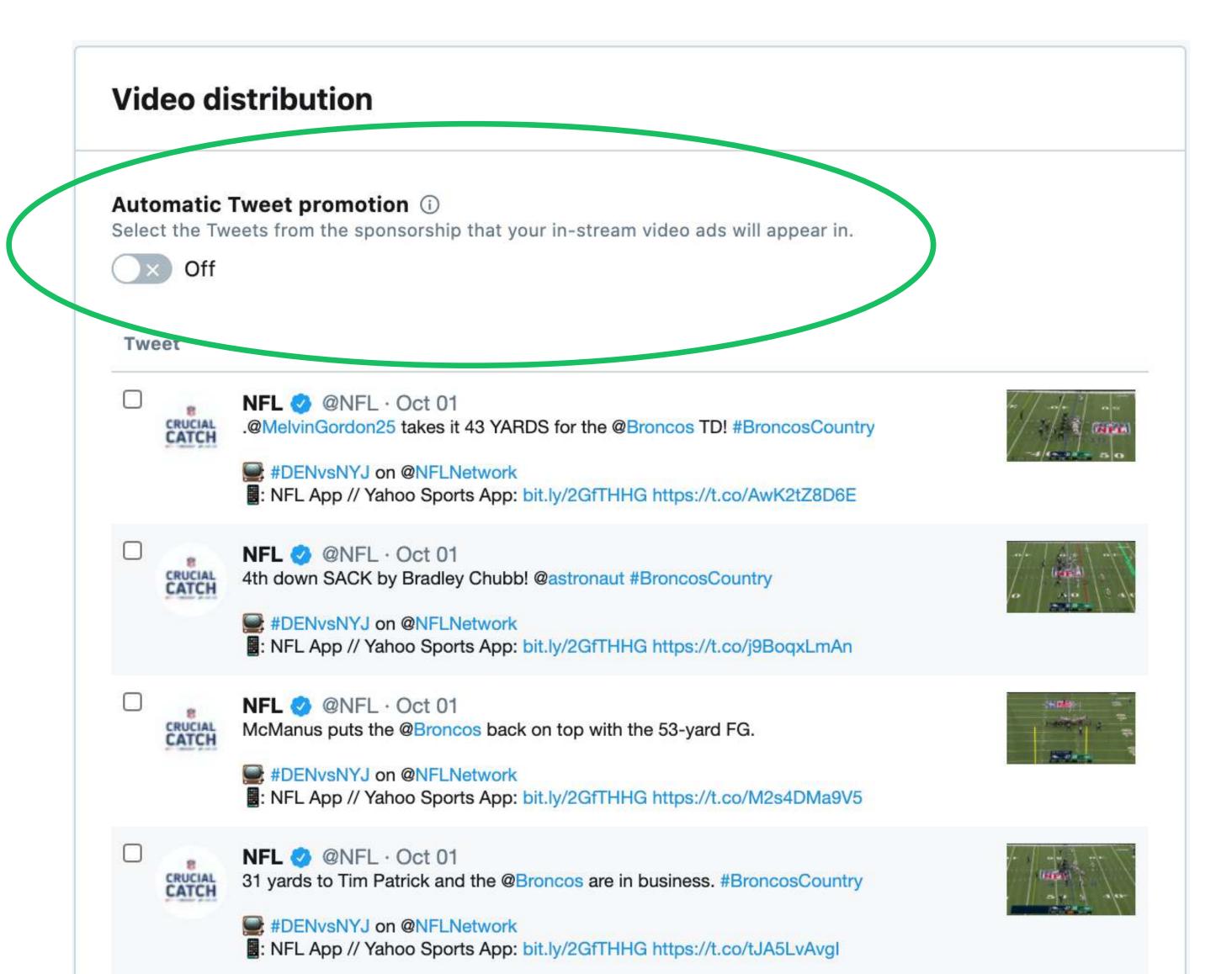


Set Bids, Budgets, Targeting as usual

	Demographics		
Ad group details	Gender Any Women Men	Targeting features	
Ad group name Untitled	Age	Keywords (optional) ③ Include ✓ Search	
Start (optional) (i) + Specify time + Specify time	Location (optional) (i) Search	Follower look-alikes (optional) ① Search	
Total ad group budget (optional) (i) USD 0.00	United States X	Interests (optional) ① Search Movies and TV shows (optional) ①	Q
Bid type Automatic bid (recommended)	Language (optional) ① Search	Search Events (optional) ①	Q
Your bid will be optimized to maximize results at the lowest price within Bid unit per pre-roll view	your budget.	Conversation topics (optional) ①	Q
Measurement options		► Additional options	Q



Choose your Video distribution



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

Automatic is recommended.

Distribution Options



What's the difference between Automatic On and Off?

Automatic On

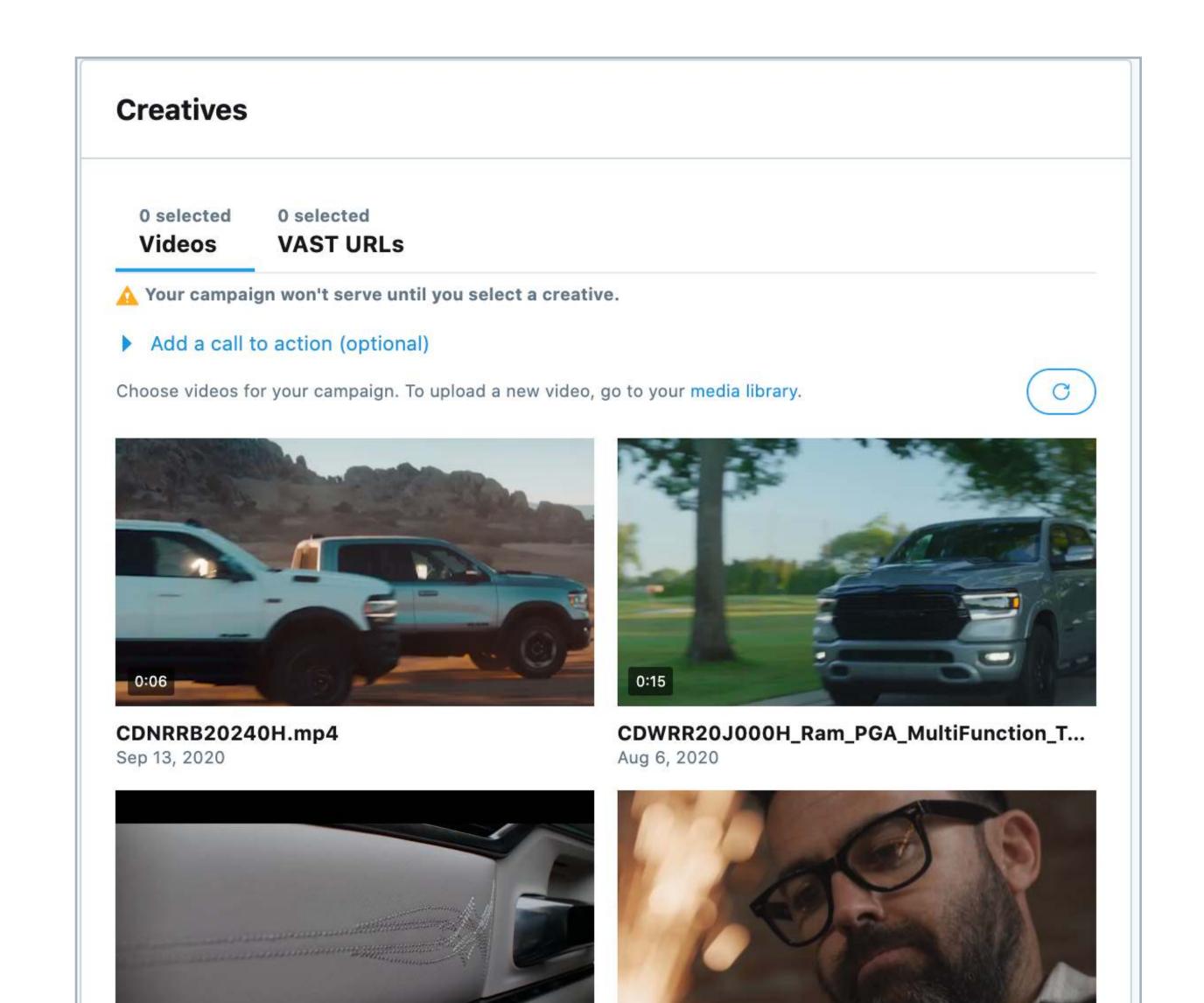
Automatic Off

Automatically promote all Tweets from the Sponsorship you select.

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



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





#ThankYou