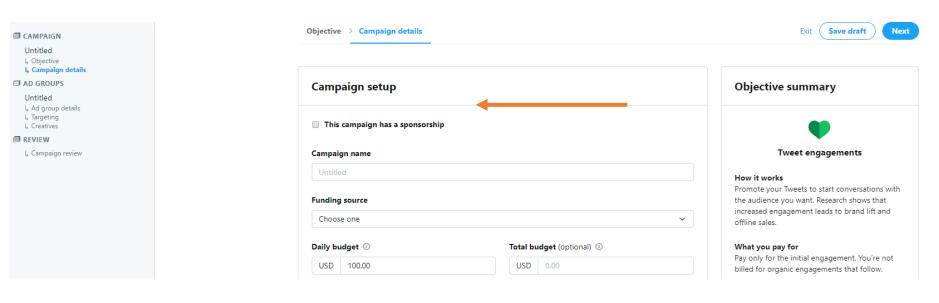
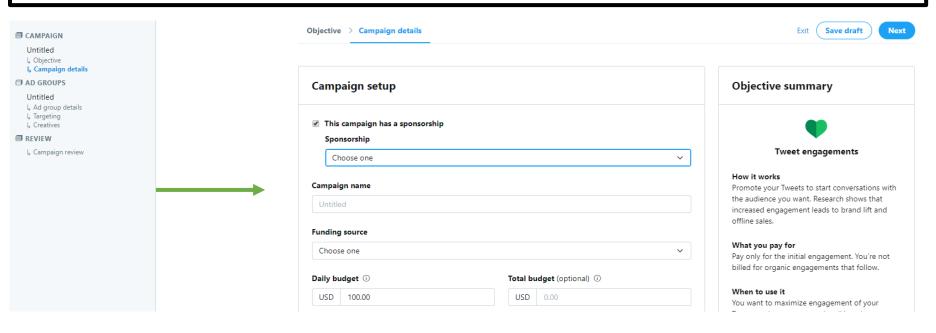
Step 1: Choose from the dropdown name sponsorship within campaign set up form



Then: Select the correct dropdown sponsorship name that will appear below "Choose one"



Campaign objective

Need help choosing an objective for your business needs? Learn more

If you want to run political ads, you'll need to get certified. Learn more

P

Tweet engagements

You want to maximize engagement of your Tweets and get more people talking about your business.



Promoted video views

You want more people to see your GIFs or videos.



Awareness

You want as many people as possible to see your Tweet.

Step 2: Choose your objective



Website clicks or conversions

You want people to visit and take an action on your website (e.g. download a paper or make a purchase).



In-stream video views (pre-roll)

You want to pair your videos with premium content.



Followers

You want to build an engaged audience to amplify your message, on and off Twitter.



App installs

You want people to download your app.

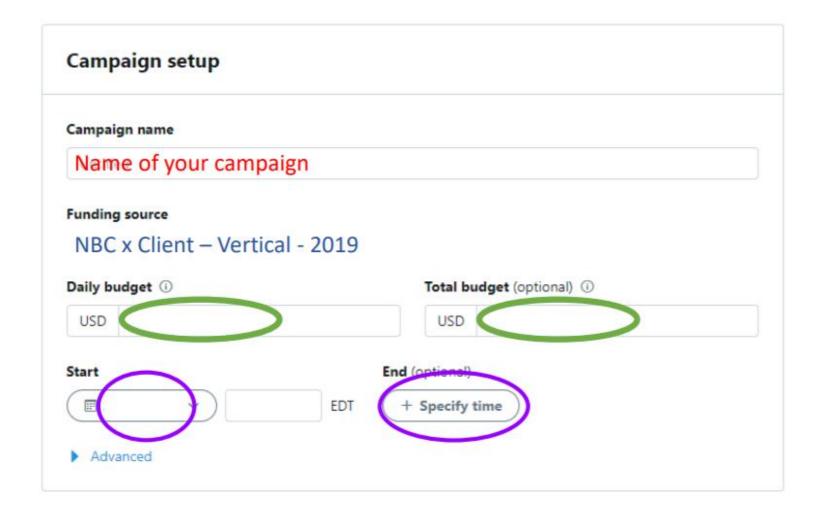


App re-engagements

You want your existing users to open and use your app.

Recommendations:

- For video tweets, no pre-roll –
 Promoted video views
- For photos & GIFs Tweet engagements
- For link tweets Website clicks or conversions



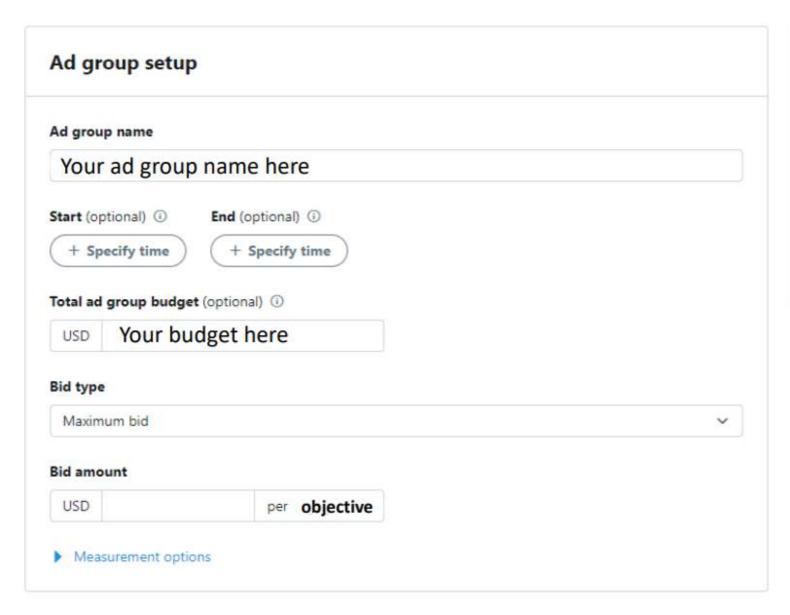
Step 3: Name Your Campaign (up to you)

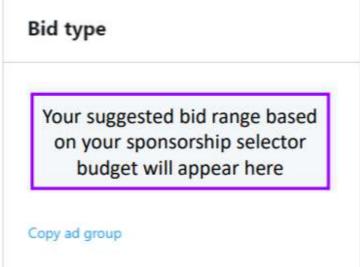
Step 4: Make sure the funding source matches what you choose in the "sponsorship selector" you should see: NBC x Client – Vertical - 2019 written.

Step 5: Set daily budget and total budget (note, to make sure we spend the full budget we have to add an inflated budget for daily goals when the post actualizes.)

Step 6: Add in start date and end date

Step 7: Hit "Next" in the top right corner.

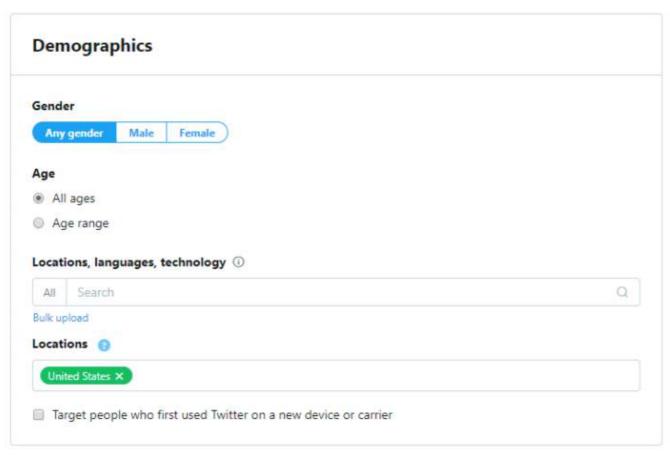


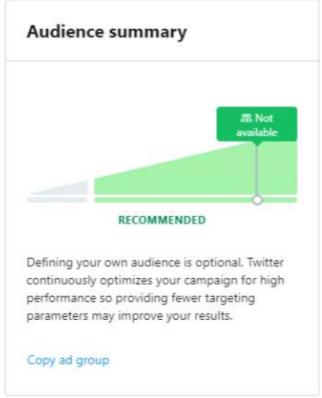


Step 8: Set up ad group similarly to campaign setup. Fill in all of the categories

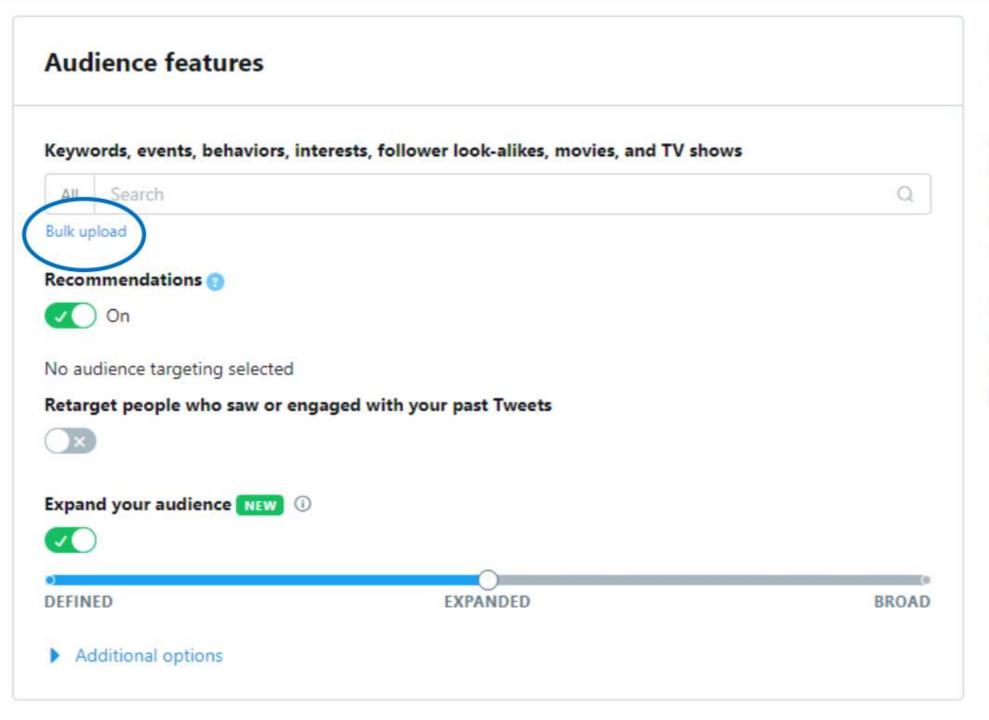
Save draft







Step 9: Select gender, age range, locations, etc.

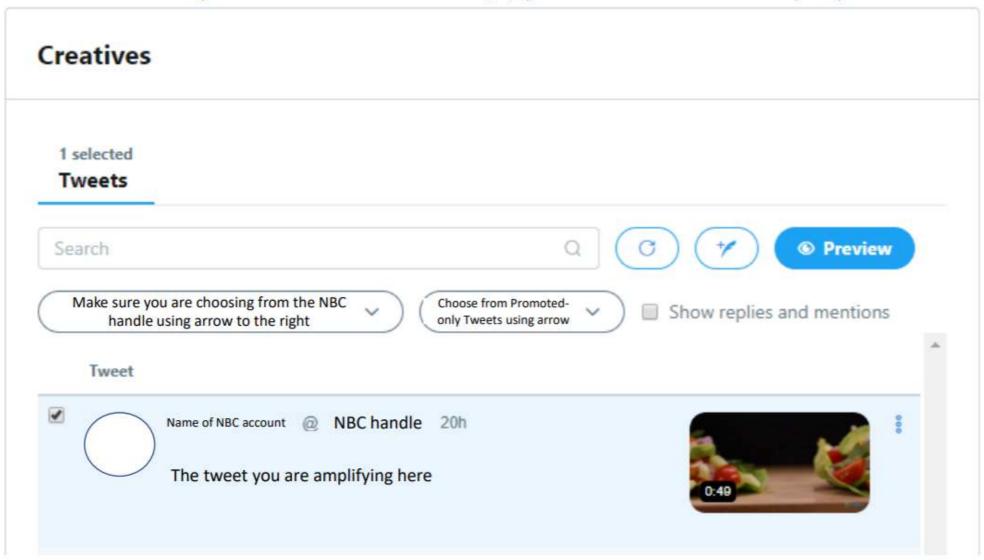


Step 10: Upload targeting

A. Select "bulk upload" (this will expand the section) When you're done uploading follow step B for each group.

B. When you are done uploading targeting, you can also search for more keywords

Step 11: Select the tweet(s) you would like to amplify





Campaign details

