

Twitter Power Stats for Agencies Q3 2018 Performance

335m

Total Average Monthly Active Users

+9m

Annual Growth

11%

(7th cons. quarter)

Daily Average Users Annual Growth

\$711m

(YoY growth 24%)

Total Revenue

\$100m

(GAAP net margin 14%)

GAAP Net Income

+81%

Total Ad Engagements Annual Growth

-32%

Cost per Engagement Annual Change

\$3.36

Average Global ROI \$1=

Twitter marketing campaigns delivered **40% higher ROI** compared to the average media ROI for all other channels



Twitter users

79%

of users follow brands on Twitter

53%

more likely than the online population to buy new products first

85%

of users made an online purchase in the past month (75% non-Twitter)

31%

of users made a mobile purchase in the past month (12% non-Twitter)

Video

93%

of video views happen on mobile

50%

Savings on CPE from Promoted Tweets with video

2x

higher CTR than mobile video ad benchmark

6x

more Retweets from Video Card v. image

Tweet Best Practice



Tweets with hashtag
100% more engagements than Tweets without them



Tweets with GIF
55% more engagement than Tweets without a GIF



Tweets with video
10x more engagements