



Ads Without Profiles

Overview

Introducing a new way for Pharma brands to reach millions of influential consumers on Twitter without requiring an official profile. This new feature enables Pharma brands to leverage Twitter's live canvas by running ads in the same rich viewing experience as regular Tweets.

Key Benefits

Access the Twitter Audience

Reach millions of influential consumers on Twitter without maintaining a permanent account.

Brand Safety

Engagement actions such as Retweets and Replies are disabled for ads without profiles.

How It Works

Once granted access to this feature, your brand can create, optimize & report on campaigns based on the following objectives:

- Video Views (including Preroll)
- Qualified CPM
- Website Clicks & Conversions
- Mobile App Installs

These Tweets will not be delivered organically and will only be seen as precisely served Twitter Ads in users' timelines.

Profile & name not clickable

Retweets & replies disabled



Pictured: Nestlé Italy Alpha Test