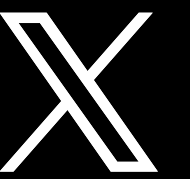


# X Ads best practices



## 1. Choose an objective for your campaign

### Website traffic campaign

Drive high quality traffic to your website.

### Sales campaigns

Get people to visit and make a purchase (or other action) on your website.

### App installs campaigns

Get people to install your app.

## 2. Targeting and campaign setup

Narrow your audience based on their age, gender, and location.

Include any keywords, follower look-alikes, interests, etc., that your target audience would resonate with.

Ensure Optimized Targeting is enabled to allow our AI systems to reach the people who are most likely to engage with your ad.

*Optimized Targeting is enabled by default for Sales campaigns.*

*Pro tip: Be sure to add a payment method to your account to access our full suite of advertising features.*

## 3. Create scroll-stopping ads

### • **Keep it concise**

- Make sure your post is simple, gets straight to the point, and focuses on one clear message.

### • **Include a strong call-to-action**

- Be clear and straightforward with your desired action and explicitly say “sign up now” or “shop our online sale”.

### • **Convey a sense of urgency**

- Give people a reason to take immediate action and visit your site, download your app, or make a purchase.

### • **Avoid unnecessary exit points**

- Don't use hashtags or @mentions.

### • **Incorporate strong visuals**

- 97% of people focus on visuals on X. Make sure yours are eye-catching and feature your product or key message.

