

Twitter (TWTR) 2017 Q4 Earnings Summary

February 2018

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Twitter Wants To Be The Primary Source To Answer The Question: What's Happening Now?

ADVERTISING

- **Differentiated offering to advertisers that can deliver an influential audience and real-time relevance for audiences**
 - Focusing on extending their message and execution to a broader group of advertisers outside of the top 100
- **Advertisers are getting lower costs, higher click-through rates and more engagements due to better ad formats, higher relevance and more audience and engagement**
 - Tentpole events are still positive drivers, but are now seeing their impact extend over a longer period of time

USERS

- **Launched an information quality effort to focus on improving the quality of the information and users on Twitter**
 - Will help people identify more authentic and credible accounts and tweets
 - Reducing fake accounts by removing dormant accounts, and better identifying them on the day of sign-up
- **Feel good about audience and engagement, but will continue to be focused on growing usage of Twitter as a daily utility**
 - DAU growth was up double-digits for the fifth consecutive quarter

PERSONALIZED EXPERIENCES

- **Big focus over the past 2 years is adding more relevance to the timeline and notifications and making them more personalized**
 - Want to make interests, topics and events a lot easier to follow and see what's going on
- **Learning a lot from experiments in the Explore tab about how to introduce people to these interests and topics**
 - Less and less having to do with specific accounts that they follow
 - Matching people with those interests as quickly as possible once they open the app

LIVE CONTENT

- **Seeing a lot of positive sentiment around their live streaming efforts, mainly because it fits perfectly with Twitter's value**
 - Helps them be one of the fastest places to see what's happening, and more importantly, generates a conversation and shows the commentary associated with it
- **One of the things that is really important is continuing to broaden its live strategy more towards events**
 - Streamed more than 1,100 events in Q4 and had 22 new live streaming partnerships, including 9 international deals

GLOBAL MARKETS

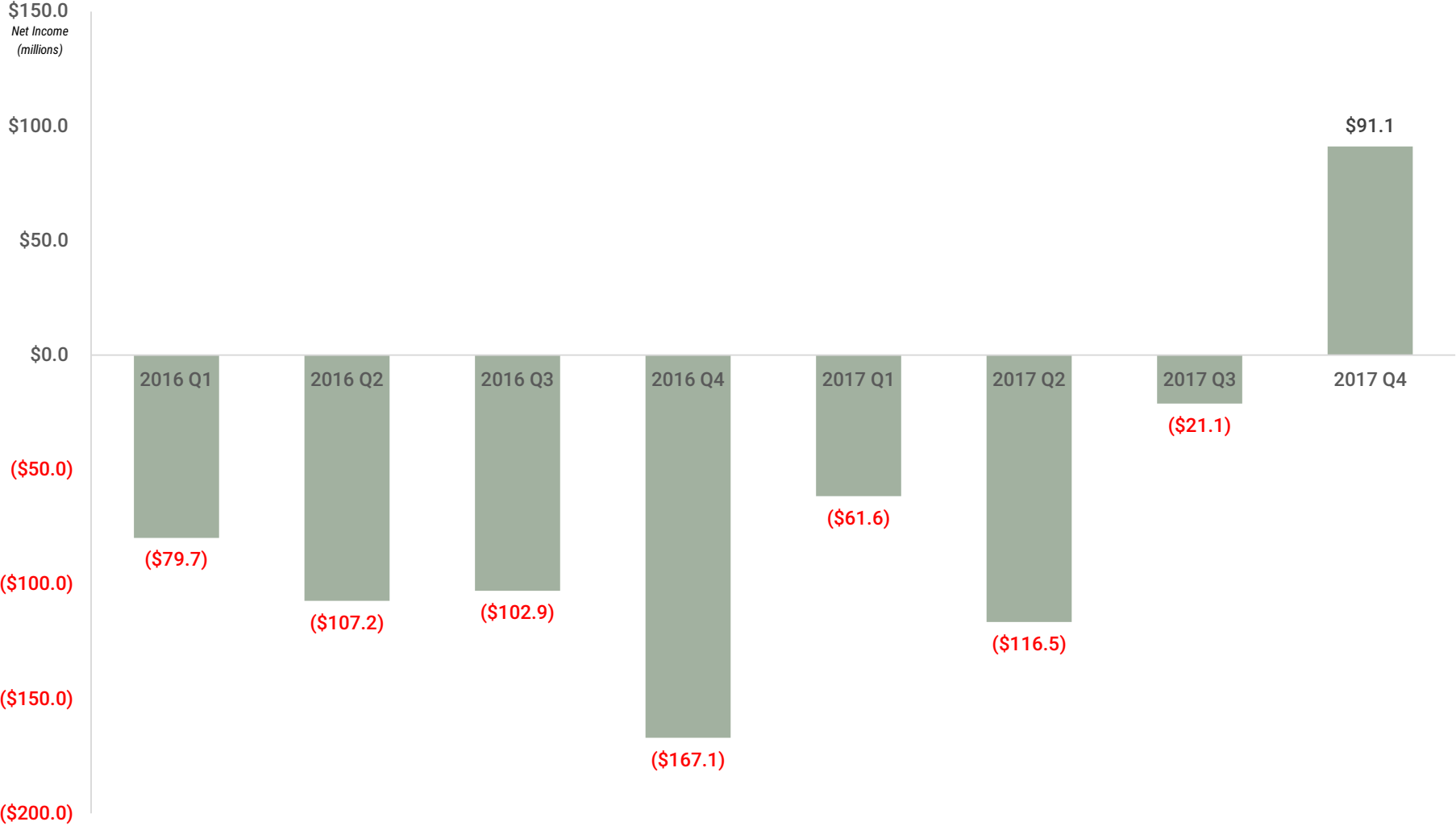
- Saw growth in all geographies this past quarter as revenue was about flat in the United States, and increased in all other regions
 - Saw particular strength in Japan and in Asia Pacific
 - **Continue to help Chinese brands export their message outside of China**
- It's still early days, but Twitter Lite is growing off of a small base and helps in some of the emerging markets

The combination of targeted marketing and live content creates a unique value proposition for advertisers

Net Income



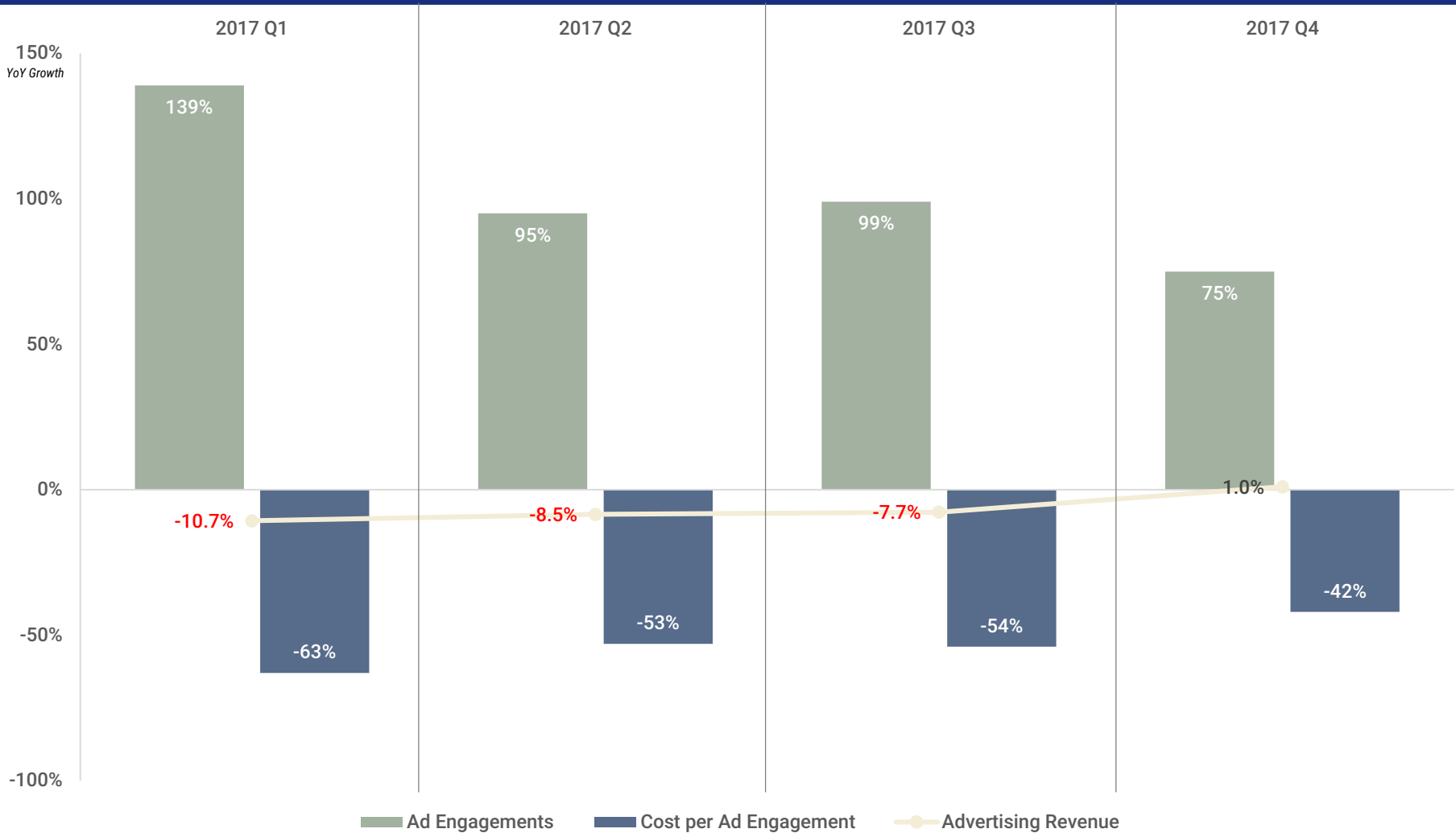
Strong Brand Advertising At The End Of The Year Resulted In Its First Quarterly Profit



Live streaming partnerships will accelerate advertising revenue over the next year

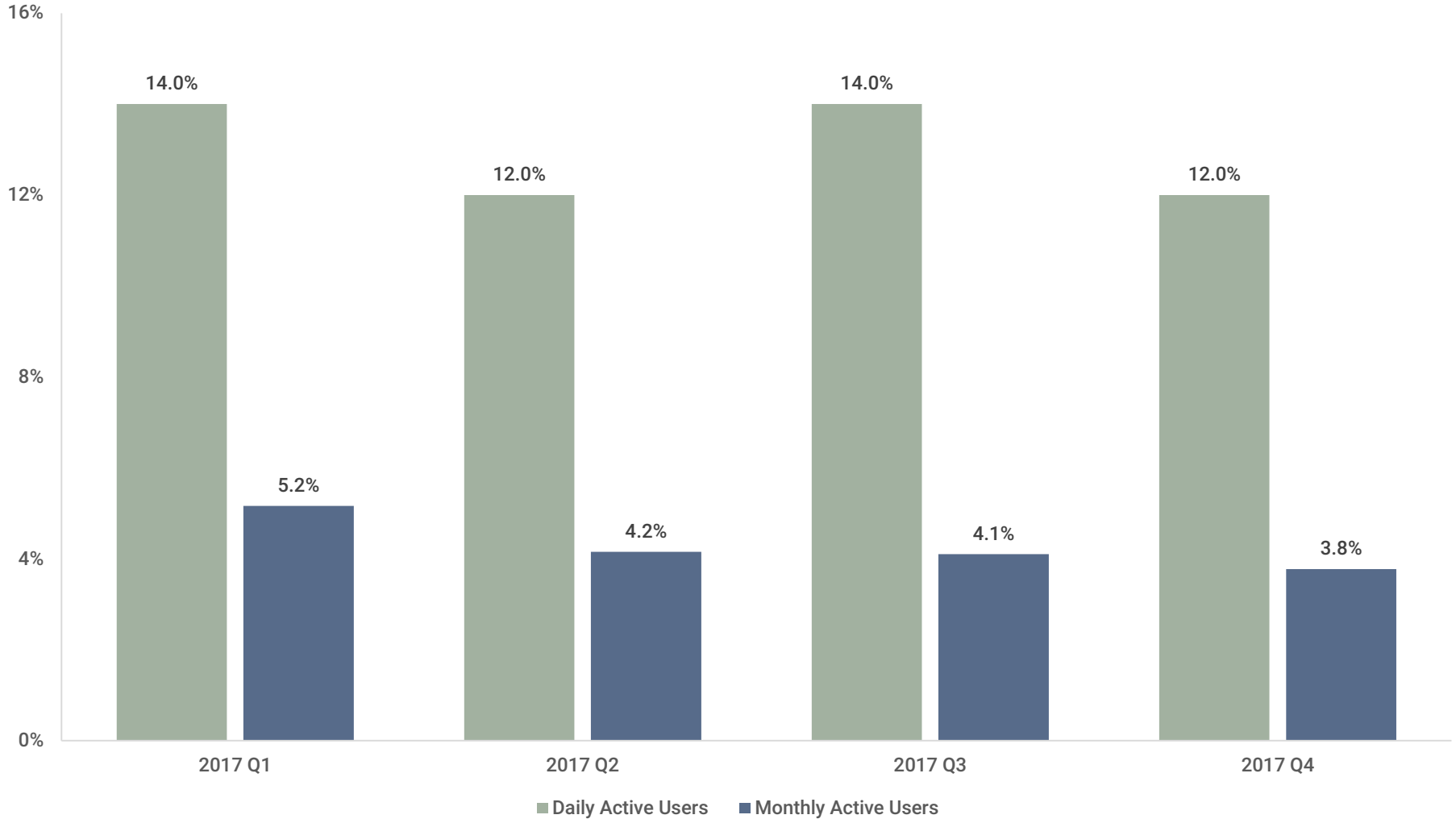


New Ad Formats And Better Measurement Capabilities Will Help Deliver Better ROI For Advertisers



Creating more personalized timelines and notifications will help increase user engagement

Quickly Matching Users With Their Topics Of Interests Helps Convert MAU To DAU



Increased utilization only helps their machine learning technology further improve the user experience