



Twitter (TWTR) 2019 Q1 Earnings Summary

May 2019



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## Twitter Is Increasingly Utilizing AI Across Their Systems To Proactively Combat Malicious User Behavior

### VIDEO

- **Video is an advertising opportunity, but is also a great way for people to share what's happening and drive engagement**
  - Makes the conversation something that people want to be a part of or are more excited about reading than they otherwise might have been
- **Announced a number of new content partnerships that highlight their unique value proposition for professional content owners**
  - Looking for content where there is already robust conversation on Twitter where they can add to and improve the conversation
  - Can drive incremental ad revenue through the coupling of compelling premium live video content with real-time audience engagement

### EVENTS

- **Have a broader strategy of eventually making it as easy to follow an event, a topic or an interest as it is today to follow an account**
  - Started with sporting events and live events, making sure that they are organizing the conversation in a much more fluid and better way
  - Extending this into longer-term topics and interests and want to be able to directly match interests to live content that's happening on the service
- **The ultimate goal is for people to participate in conversations and they are experimenting to make it easier to read and join**
  - Will create the most daily value for people, where they are seeing Twitter as not just what's happening but what people are saying about it

### HEALTH

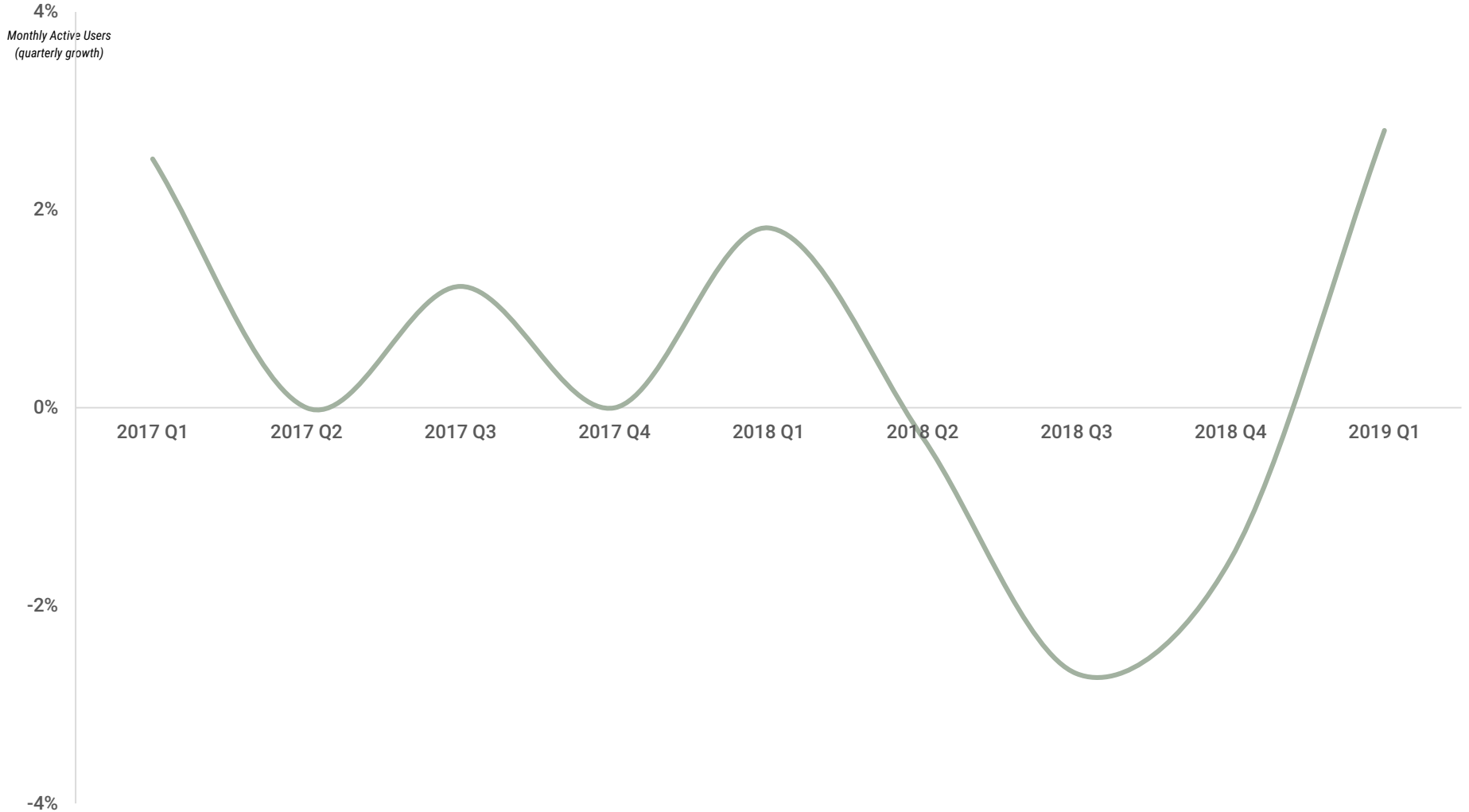
- **The #1 priority as a company continues to be health and have been focusing on proactive detection of abuse and harassment**
  - Going to continue applying technology and machine learning and deep learning specifically to the health challenges that they are facing
- **Completely open to regulation where it makes sense and their role in a lot of these conversations is to help educate**
  - Regulations like GDPR have been a net positive and not just for their service but also for the broader industry in general
  - Adds a lot more clarity around privacy and how data is being used on people that they serve

### ADVERTISING

- **Advertisers have a specific campaign objective and know exactly what they're buying when they look to reach a specific audience**
  - There has been a blending in some ways of brand and performance over the last couple of years because of their innovative ad formats
- **Direct response is an opportunity over time, and they are continuing to improve the mobile application promotion product**
  - When a company is launching a new app, they should come to Twitter to launch it just as somebody would to launch a phone or a movie
  - Will be a rolling thunder, not a big reveal, where there will be ongoing improvements as opposed to something that happens all at once

*The shift away from accounts and towards events and topics makes it easier for new users to engage with the service*

## Users Are Returning To The Platform As A Result Of Product Improvements And Enhanced Safety Tools

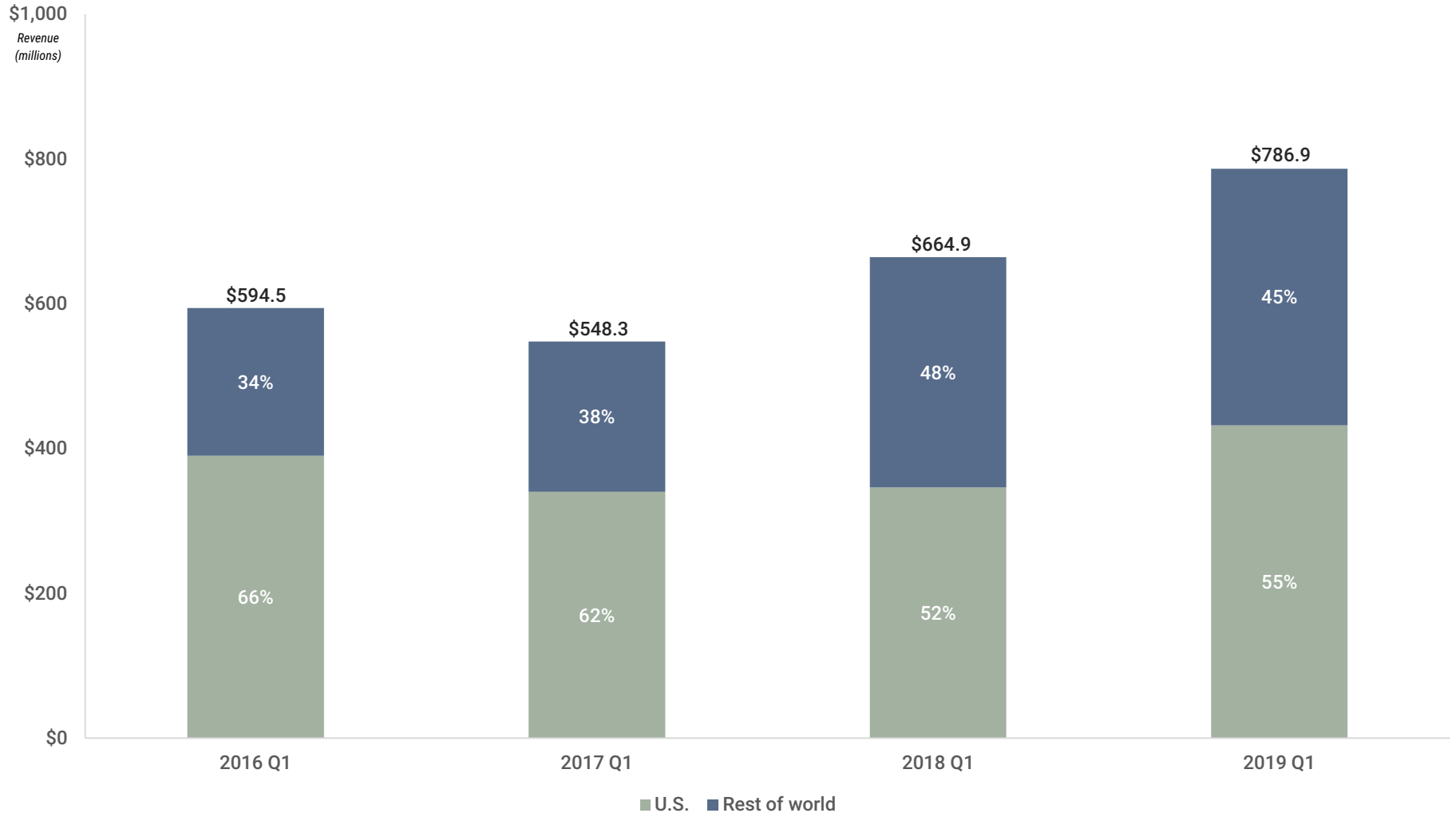


*New features are designed to increase engagement and convert more monthly users into daily active users*

# Revenue by Geography



Revenue Continues To Grow On The Strength Of Their international Markets, Especially In Japan



*As content becomes more global, video partnerships can stimulate communication between users around the world*

# Ad Revenue



There Is A Gradual Shift To More Direct Response Advertising To Capitalize On Increased User Engagement



*There remains plenty of work to improve the relevance of advertisements and improve ROI for their clients*

