



Twitter (TWTR) 2019 Q2 Earnings Summary

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Twitter Is Developing New Features That Make It Easier For Users To Find Events And Topics Of Interest

VIDEO

- **Video is an amazing trend but their work around live events is to use it to complement and enrich the conversations**
 - Make sure that more people can participate in what they are seeing, but also have a recap of everything that they may have missed
 - Don't tend to think about the benefit of a particular type of video format in terms of how it drives people to the service
- **Deal with Olympics shows the opportunity for content owners to leverage the platform differently than they would another service**
 - Allows them to connect with people who are passionate about their topic or event to drive engagement for them

PRODUCT

- **Experimenting with new ways to customize the timeline, making it easier for people to follow their specific interests**
 - Adding new sets of functionality to make sure that they are giving people control within the timelines around relevance
- **Want to continue to build in a lot of agility into their process so they can experiment and introduce new features much faster**
 - Developed a prototype app to play with, instead of just a section within the production app, that allows them to test broader and deeper changes
 - Will always look to expand the number of people who can participate with this, but the ultimate goal is to learn much quicker

USERS

- **Have been remarkably consistent at the top of the funnel in terms of having a lot of people come to the service every day**
 - Opportunity to help them find what they are looking for faster and to surface the topics and events that are important to them
 - Starting to see the cumulative benefit of the last few years of work that they have done to improve the service
- **Still see lots of opportunity in countries outside of the United States and that will continue to be a big focus area**
 - The same work ought to benefit people all over the world, rather than doing different things in different countries

ADVERTISING

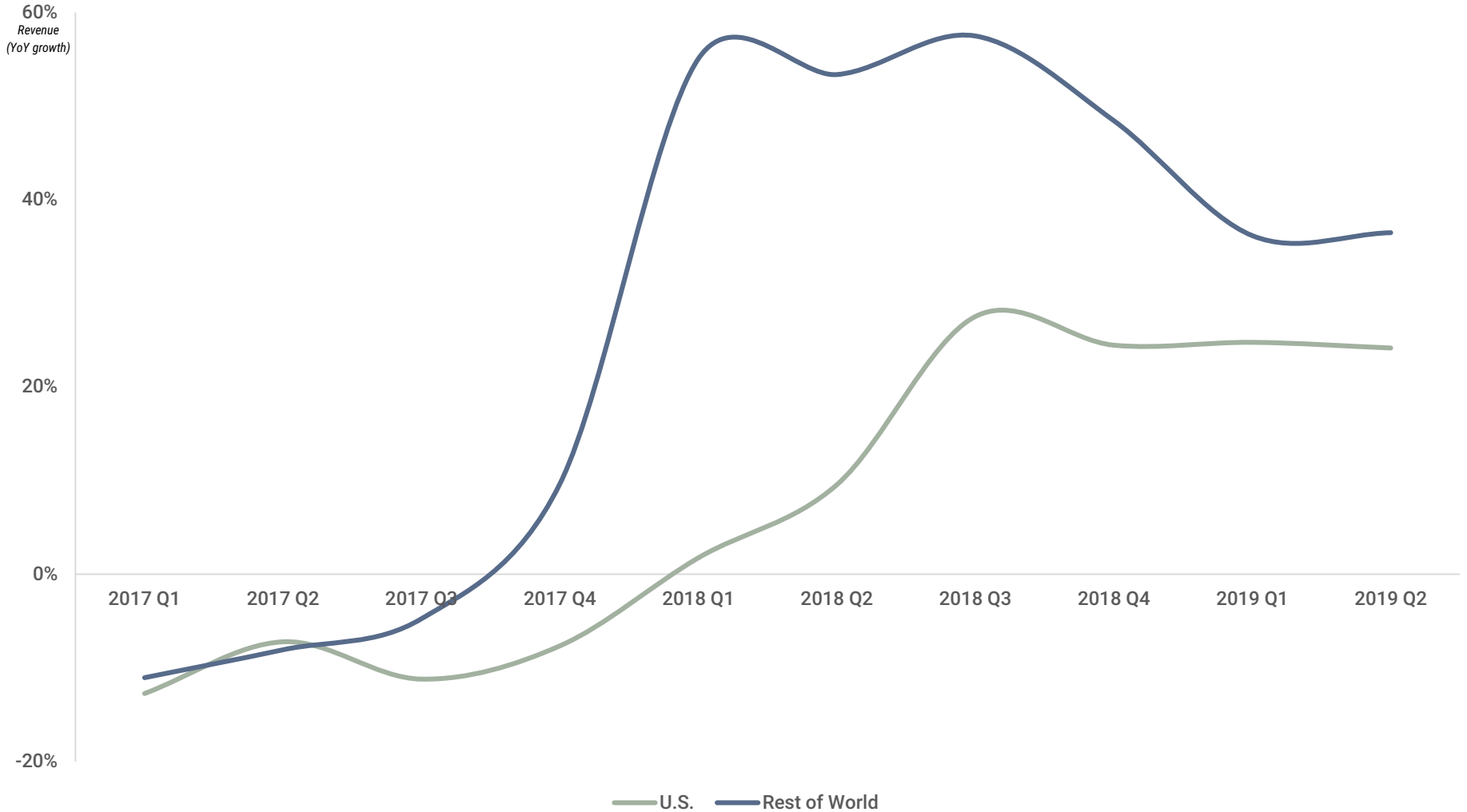
- **Focusing on delivering higher-performing formats and creating a path to more direct response ads over time**
 - Deprecating certain legacy ad formats in order to better serve their customers and drive greater product focus
 - MAP ad format has been successful, but there is plenty of room to grow, and are still at the stage where its impact is gradual in nature
- **More opportunities to help advertisers launch new products and services as they move further down the funnel with ad formats**
 - Working on their ad server to make sure that it is positioned to allow them to move quickly and try new things

Organizational realignment has helped improve developer efficiency across advertising, consumer and safety products

Revenue

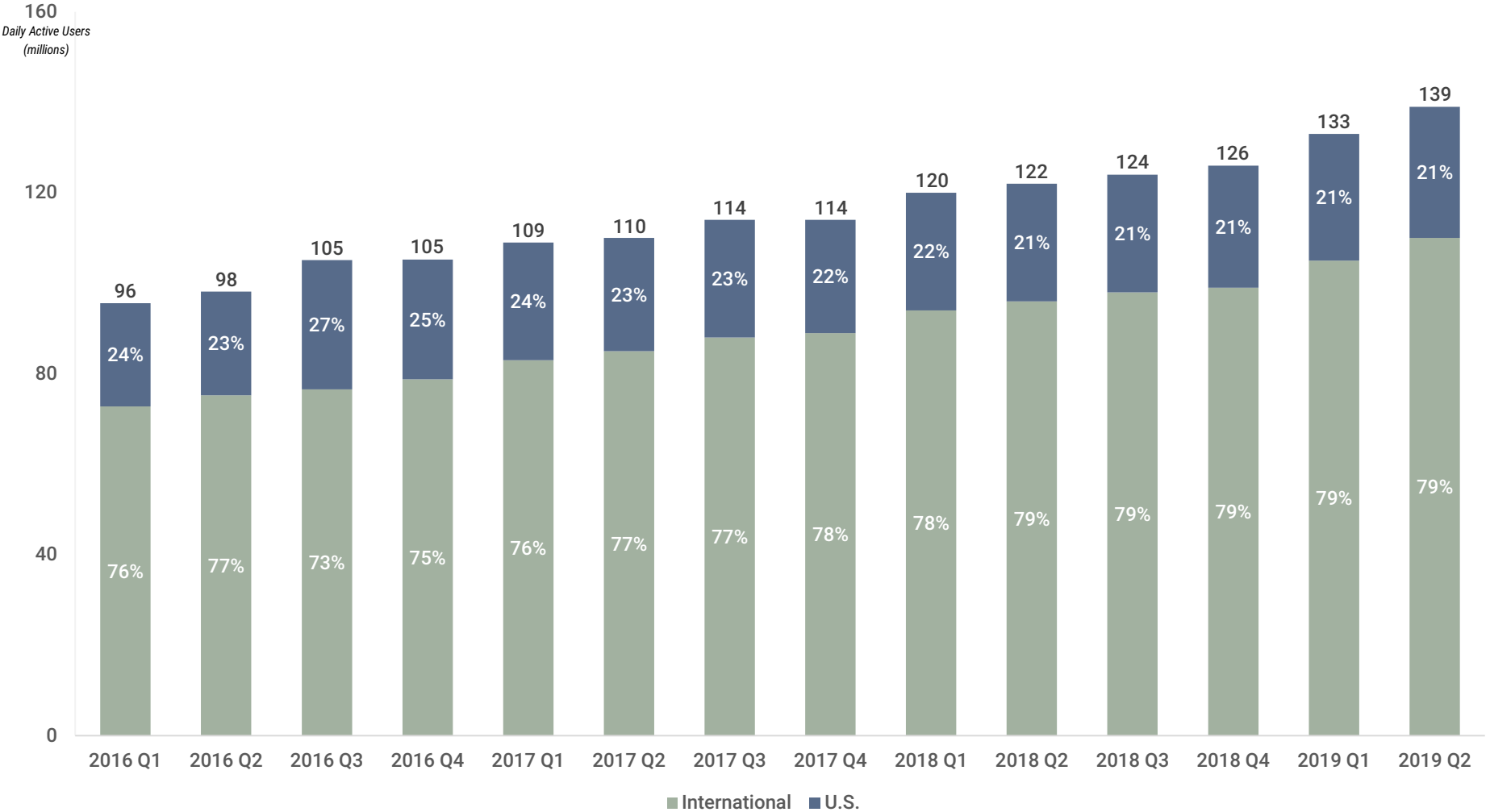


There Is A Transition Away From Ad Formats That Are Effective Now, But Do Not Have Long-Term Benefits



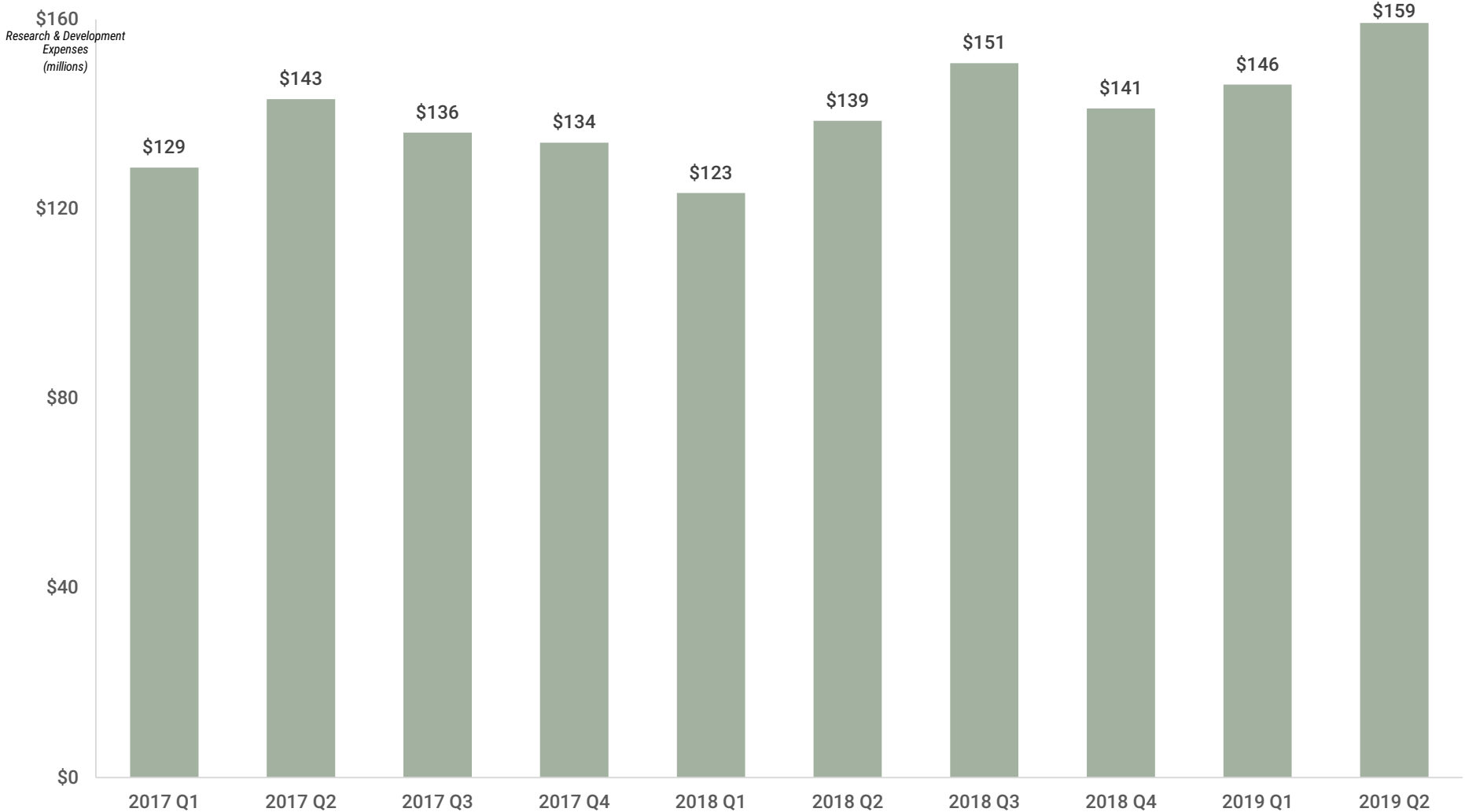
The partnership with the 2020 Olympics will be extremely meaningful since Japan is one of their most important markets

Lists Will Start Gaining More Prominence In The Timeline As They Make The Platform More Topic-Focused



The emphasis on events, and forthcoming elections, will stimulate conversations that lead to more active usage

Health Is Still A Top Priority And Will Require Significant Investments In Technology To Combat The Issues



The company is shifting their mindset to approach every problem with technology first, leading to more use of AI