



Twitter (TWTR) 2020 Q1 Earnings Summary

April 2020

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Twitter Is Quickly Building More Robust Direct Response Ad Formats To Increase Their Addressable Market

MAP AD PRODUCT

- **Pilot testing portions of their improved MAP offering with a few advertisers, with plans to expand the test over several phases**
 - Increases their addressable market, with more access to advertising demand that may be more resilient through an economic downturn
 - Have made this the #1 priority and will shift and add resources as practical to increase the pace of execution on this critical work
- **Advertisers want a performance product that's easy to use, where they can launch a campaign quickly with clear attribution**
 - The models that the advertisers use to buy app install ads ought to adapt on their own over time

FEATURES

- **Remain confident that their work on lists and topics will enable entirely new forms of participation for people all over the world**
 - Right now, people have to do all the work to find and follow all the accounts that are related to their particular interest
 - A lot of their work recently to make conversations more organized and much more intuitive is really paying off
- **Launched Fleets in Brazil, which allows users to share something that disappears in 24 hours without likes, retweets, or replies**
 - Seeing incredible feedback in terms of usage and hope to roll that out as quickly as possible all around the world

ADVERTISING

- **Had a strong start to the quarter that was impacted by widespread economic disruption related to COVID-19 in March**
 - January through early March largely performed as expected, with strength in the US and some COVID-19 related weakness in Asia
 - From March 11 to 31, total ad revenue declined 27% as events around the world began to be canceled and many in the US began sheltering in place
- **Impacted by delays of customer events around launching a new product, as well as live events that bring people to the service**
 - Work to improve ad formats that will help them further down the road when these events that come back

USERS

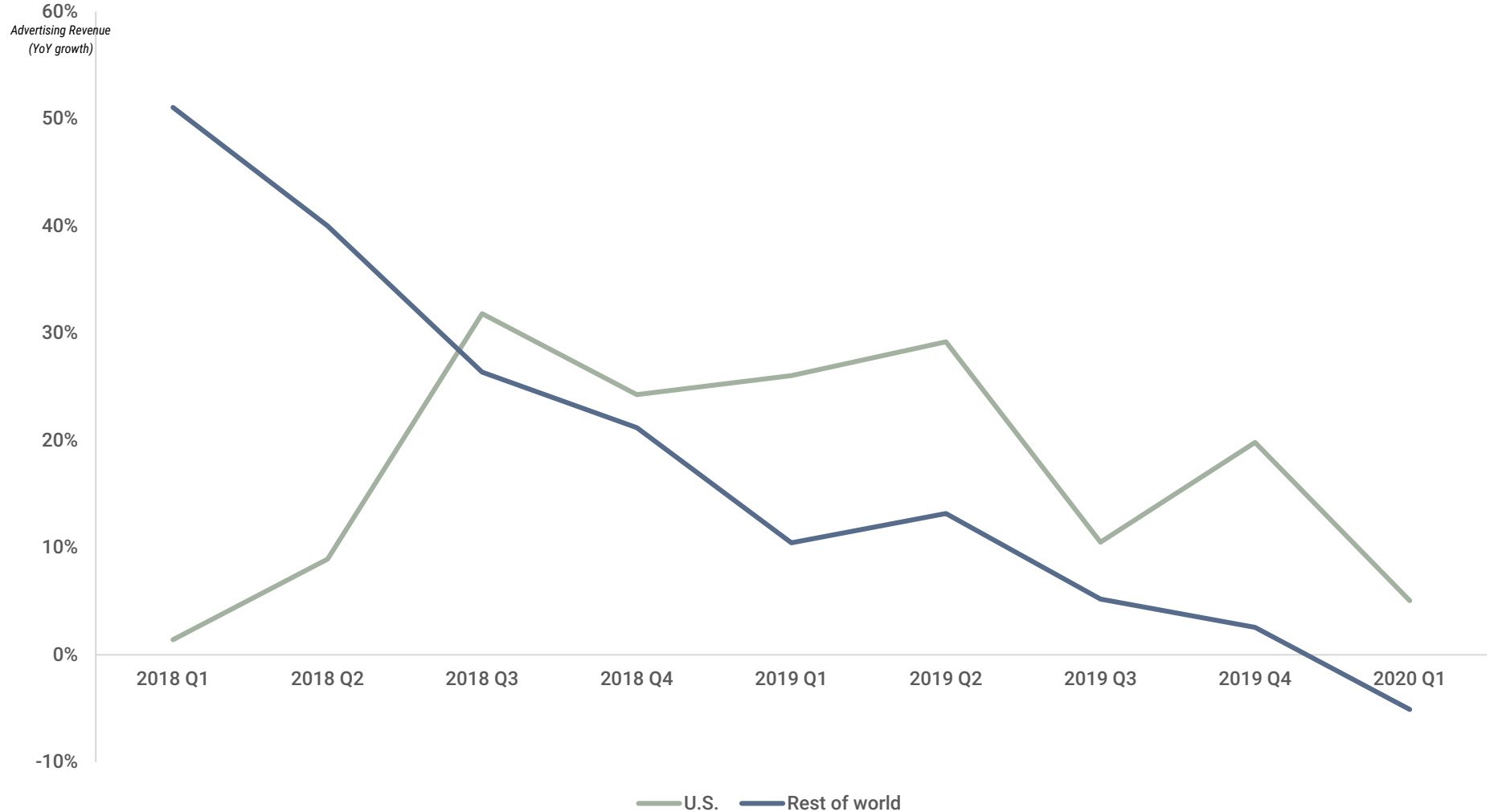
- **DAU strength in January and February was tied to the typical seasonality and ongoing product improvements they've delivered**
 - There really was a surge in March as people flocked to the service to learn more about COVID-19 and what was happening across the world
 - The absolute number of mDAUs stabilized toward the end of March as people around the world settled into new routines
- **The opportunity today is continuing to add people who are new to the service and help them make it part of their daily lives**
 - There still are 6 billion people who live in parts of the world where Twitter is available who don't use it every day

Consistent focus on improving relevance helps the user experience, but allows for better targeted advertisements

Ad Revenue



Greatest Declines In International Revenues, Came From APAC, Including Their 2nd Largest Market, Japan

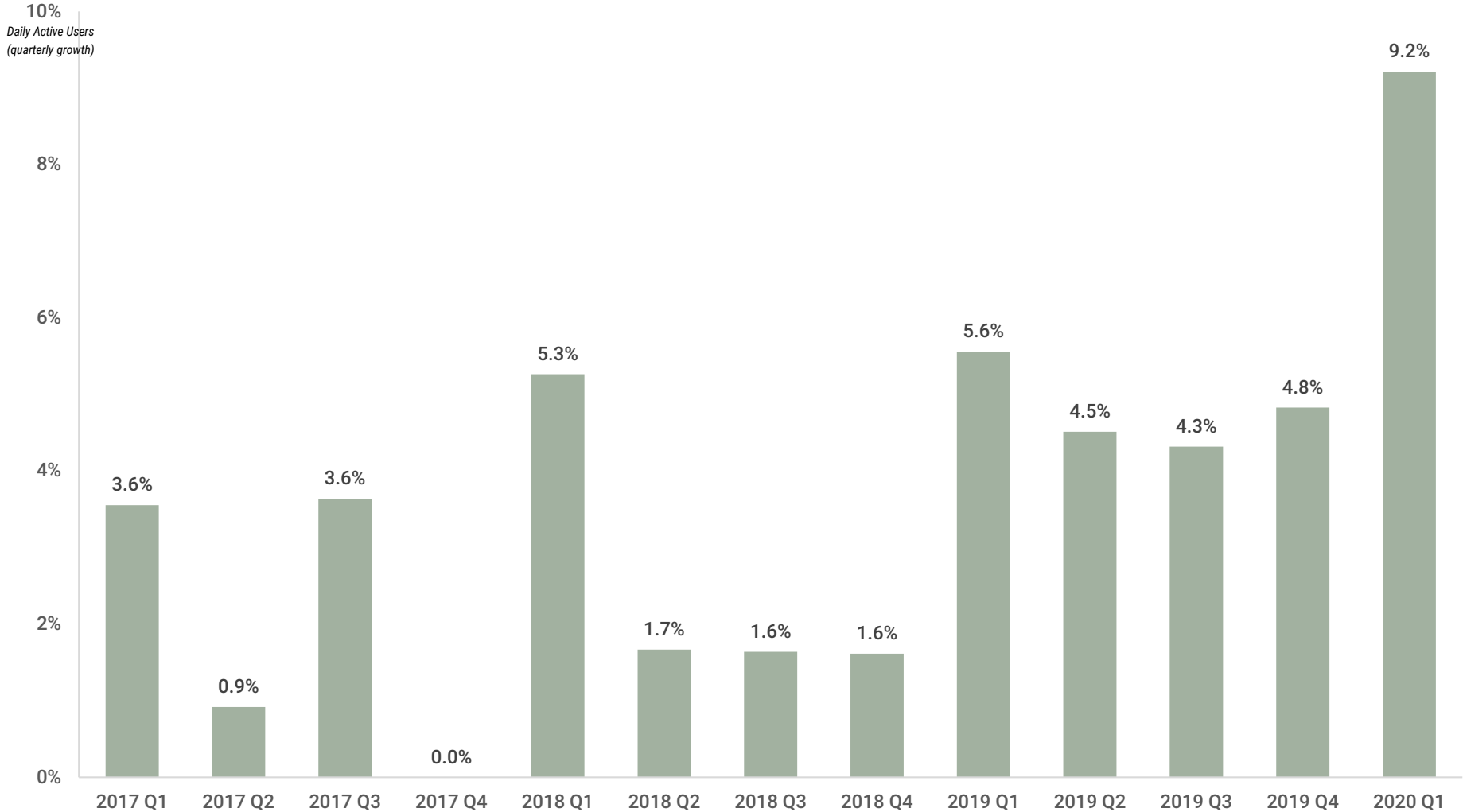


As demand has declined, sales teams have helped advertisers pivot strategies and adapt to changing environment

DAU



People Are Gravitating To The Platform, But The Key Task Is To Provide Content Users Can Engage With

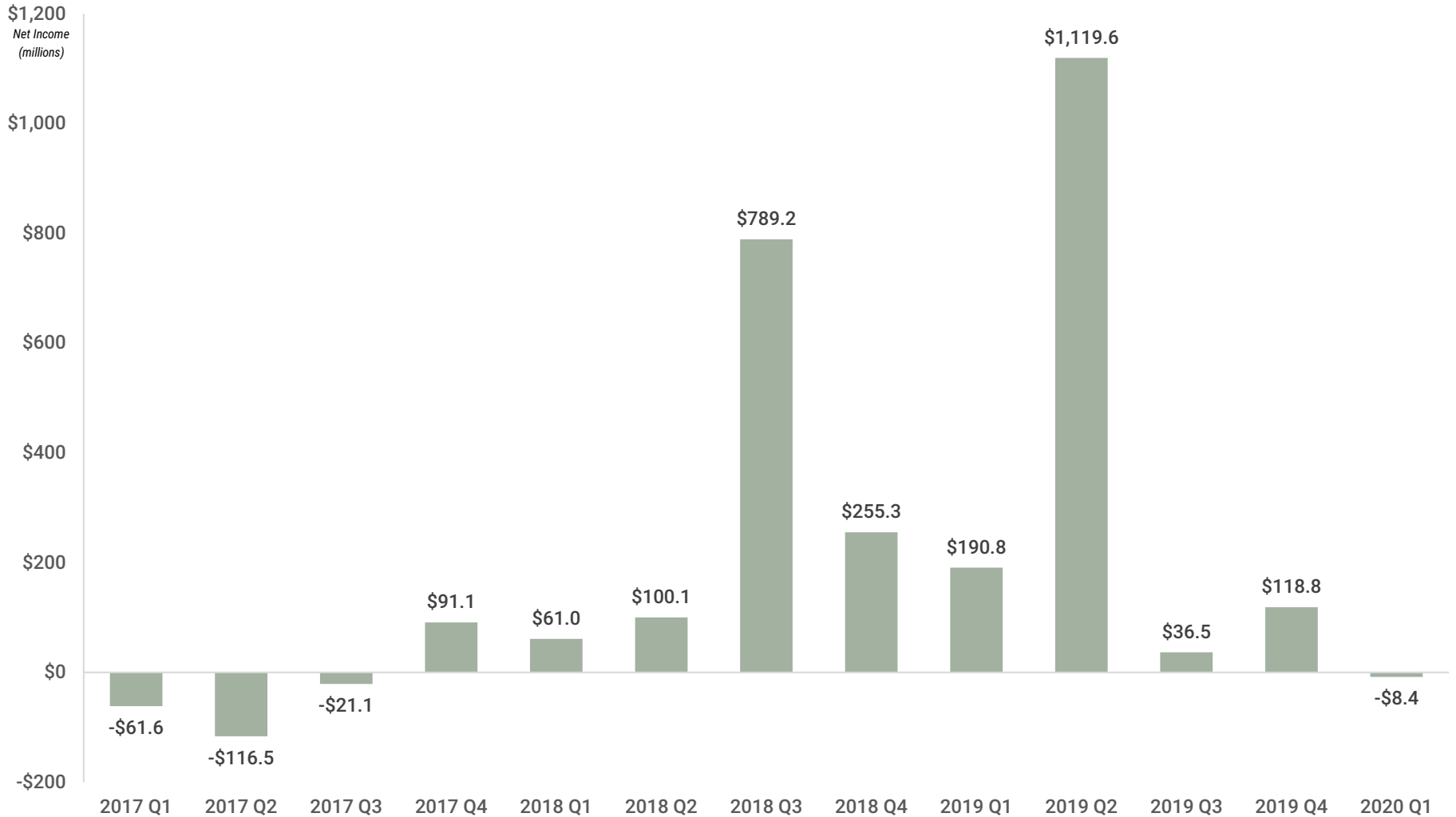


Improvements to lists and interests will enable new forms of participation for people all across the world

Net Income



The Goal Is To Be Nimble And Adapt, While Identifying Long-Term Opportunities To Improve The Service



They've been developing a decentralized workforce for some time, so don't expect impact on product releases/updates