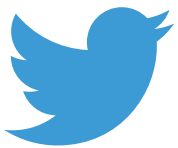


# USING TWITTER BUSINESS TO FIND MORE HAPPY CUSTOMERS



## USING TWITTER'S TAILORED AUDIENCES TO FIND MORE HAPPY CUSTOMERS

Twitter Ads provides a powerful feature that lets you advertise to customers who are similar to a list of customers that you provide. This is called [Tailored Audiences](#).

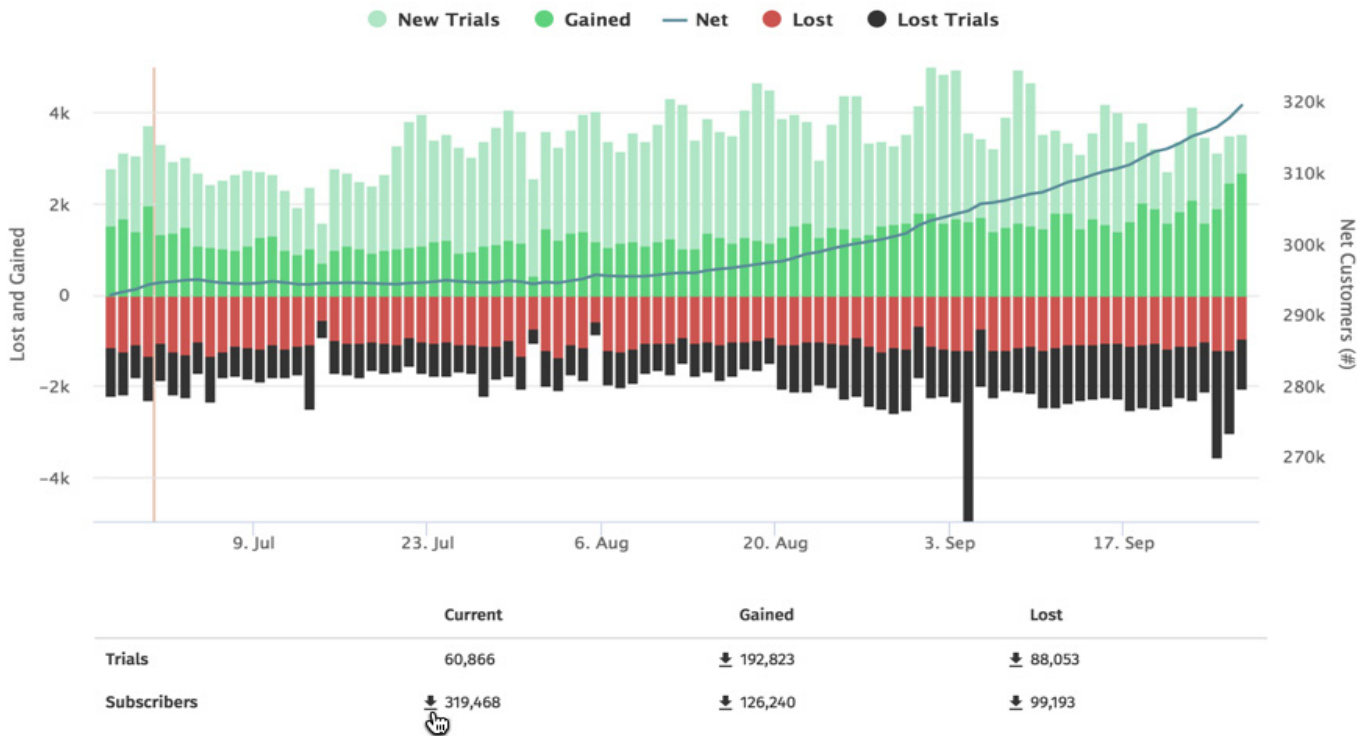
This document describes how to use the Subscriber Export feature of the Wicket Scorecard in conjunction with Twitter Ads.

## 1) DOWNLOAD A LIST OF YOUR PAYING CUSTOMERS WITH A HIGH CHI SCORE.

Navigate to the "Customer Count" wicket. Below the wicket is a selection of customer segments. To run a lookalike campaign, you should start with "Current Subscribers."

### CUSTOMER COUNT PER MONTH

The net effect of conversions and cancellations on total subscribers for the given date range, including the current month. The earliest date in the range snaps to the start of that month.



This opens the export dialog which we will use to select your best customers.

To select your best customers, you should further filter “Current Subscribers”

- **Tenure** - choose “6 months.” This selects customers who have subscribed for six months or more. These customers have a high lifetime value.
- **Last Video View** - choose “This month.” You want to select customers who are still currently watching video.
- **CHI Score** - choose “Happy (90-100).” These customers are unlikely to churn and have the highest LTV of your customers.

**EXPORT CUSTOMER COUNT**

Report Name  
Current Subscribers (Jun 27-Sep 27, 2018)

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Current Subscribers Jun 27-Sep 27, 2018

Tenure Last Video View CHI Score

6 months This month Happy (90-100)


Only Subscribers have a CHI score.

CANCEL EXPORT

Click the “Export” button to start the report export running. Report progress is shown in our reports sidebar.

## Pending

Current Subscribers (Jun 27-Sep 27, 2018) - 6+ months customers, Happy,  
Last View This month,

 a few  
seconds

## ✓ Complete

Name	Filters	Report Range	Status
New Trials (Jun 26-Sep 26, 2018)		Jun 26-Sep 27, 2018	Expires in 7 days

Download the report when it completes and unzip it. For example, this report is a file named "current subscribers \_jun 27-sep 27\_ 2018\_ - 6\_ months customers\_ happy\_ last view this month. csv"

## 2) SORT AND FILTER TO SELECT CUSTOMERS THAT BEST MATCH YOUR CAMPAIGN.

Using spreadsheet software, open the CSV file and review the subscriptions contained within.

You can further filter the customers to match these lookalikes to the targeting associated with your campaign. For example, if you are going to run a campaign targeting Android users, you may want to filter your subscriber list to those users who have also used Android.

The key requirement is that your file should have at least 1000 customers after the filtering.

### 3) FORMAT THE FILE

Twitter requires a specific format for the customer match file, especially when uploading pre-hashed data.

For the security of your customer's personally identifiable information (PII), Wicket Labs only provides a hashed email address. Indeed, Wicket Labs' processing of your customer's data operates solely on one-way hashed PII data.

Remove all columns other than the "emailHashSha2" column from the file and save it. This column follows Twitter's best practice and formatting requirement for hashed email addresses.

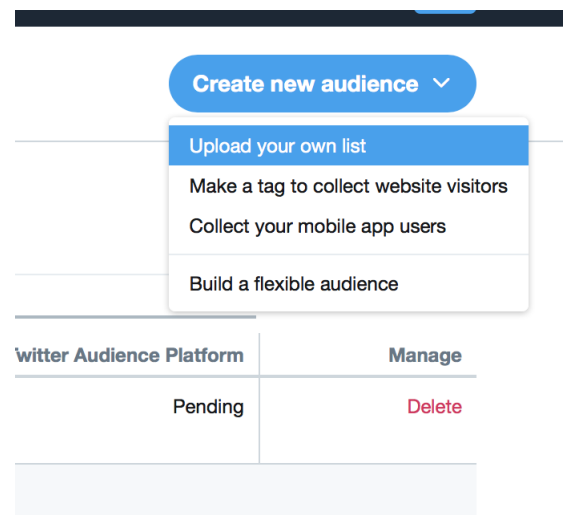
Remove the first, header-containing, row and save the file.

For additional details on the Tailored Audience file formatting guidelines, refer to their [documentation](#).

### 4) UPLOAD THE FILE AS A TAILORED AUDIENCE TO TWITTER ADS

Sign in to Twitter Ads and upload your list (or update an existing list) using the file prepared above.

In the Tools menu, select "Audience Manager" and then select to create a new audience by uploading your own list. Follow their guided steps and upload the file prepared above.



### 5) CREATE A CAMPAIGN USING THE TAILORED AUDIENCE LIST

Using Twitter Ads, create a campaign that uses this Tailored Audience list. Be sure to align the customer segmentation and filters you used during the export process to the campaign targeting and messaging.