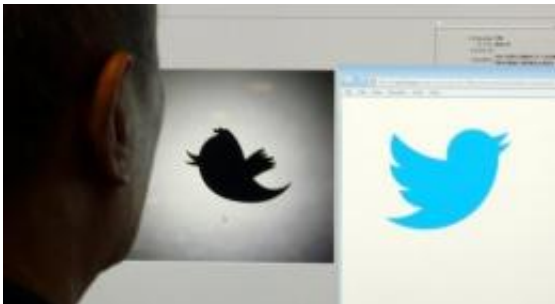


Twitter targets ads based on interests

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[Twitter](#) also slashed to a penny the minimum opening bid in its auction-style ad-buying system.

"We're taking an important next step by allowing you to target your Promoted Tweets and Promoted Accounts campaigns to a set of interests that you explicitly choose," Twitter product management director Kevin Weil said in a blog post.

"When people discover offers and messages about the things they care about on Twitter, it's good for both marketers and users."

Twitter ad products tap into a "real-time interest graph" to target promoted "[tweets](#)," terse text messages, in hundreds of categories ranging from gardening and hobbies to pets and investing.

Factors that go into determining interests include which Twitter accounts people follow, such as [sports teams](#) or chefs.

The San Francisco-based firm boasts having 140 million active users.

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