

Twitter expands its mobile advertising platform

August 23 2015, by David Pierson, Los Angeles Times



Twitter rolled out a new marketing platform Thursday that could enable advertisers to reach more than 700 million people on and off the social media service in a simpler and more effective way.

The company says the new service improves on last year's Twitter Publisher Network, which gave advertisers a place to run campaigns, not just on Twitter, but on other platforms such as MoPub, the [company's](#) mobile ad exchange.

That service has been renamed the Twitter Audience Platform and expanded across more partner apps. It also gives advertisers tools to target audiences more granularly.

Twitter has struggled to capture as much [advertising](#) money as social media rival Facebook. Wall Street investors have long complained of Twitter's inability to expand its audience and revenue, which led to the [resignation](#) of Chief Executive Dick Costolo in June.

©2015 Los Angeles Times

Distributed by Tribune Content Agency, LLC.

Citation: Twitter expands its mobile advertising platform (2015, August 23) retrieved 25 April 2024 from <https://phys.org/news/2015-08-twitter-mobile-advertising-platform.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.