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X Ads | FAQs



Written by Team Blaze

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1. Can Blaze assist in unblocking/whitelisting my ads account?

Yes, at Blaze we work with a dedicated twitter/x support representative. We can assist with both whitelisting accounts and removing suspended accounts. To start the whitelisting process, you can refer to our [documentation](#) and let us know which category you'd like your account to be whitelisted under.

Please note that Blaze charges a fee of \$1,000 USD for account whitelisting.

2. Can I integrate multiple ads account on Blaze?

Yes, multiple ads accounts can be integrated on blaze.

3. Common issues faced while integrating ads account?

You may encounter the "Ads account not integrated" error if you have not previously run any ad campaigns from that account. To avoid this issue, we recommend running a dummy campaign first and then proceeding to integrate your account.

4. How does lookalike audience work?

Lookalike Audiences on Twitter are a targeting option that helps you reach people who share similar traits with your existing audience. Twitter's algorithms analyze the

characteristics and behaviors of your current audience and use this data to identify new users who are likely to be interested in your content based on those similarities.

5. What's the difference between lookalike and custom audiences on X ads?

Custom Audiences target specific users that you have uploaded, allowing you to directly reach your existing audience. In contrast, Lookalike Audiences expand your reach by targeting people with similar characteristics and behaviors to your existing users, helping you find new potential customers with similar traits.

6. Why my custom audience is showing too small?

When uploading custom audiences, X targets users who have been active in the last 30 days. If your uploaded audience size is small and those users are not active on X, the audience size may reduce further, and you might see a "too small" message, with the status changing to "failed."

To avoid this, we recommend uploading an audience size of approximately 500k. Also, please note that X may take 3–4 days to upload the entire audience, and during this period, the status might automatically change to "ready."

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8. Why X ads whitelisting is essential for running crypto/web3 ads?

X allows the promotion of financial products and services with restrictions. This includes financial entities, products and services, cryptocurrency products and services, non-fungible tokens (NFTs) and related products. The restrictions are based

on the specific product or service being promoted as well as the region or country being targeted.

At Blaze, we take this entire process off your plate - strategy, communications, project management. Check our whitelisting [documentation](#).

9. What metrics to check while running an ad campaign?

a) **Impressions** refer to how often your ad appears in users' timelines or search results. Key factors influencing impressions include the target audience size, budget and bid strategy, ad frequency, and the relevance of the campaign objectives.

b) **Engagement Rate** is the percentage of users who interact with your ad (likes, retweets, replies, clicks). It is driven by relevant targeting, engaging ad copy, compelling visuals, and a clear call-to-action (CTA).

c) **Click-Through Rate (CTR)** measures the percentage of users who click on your ad after seeing it ($\text{Clicks} \div \text{Impressions}$). Factors that affect CTR include ad relevance, a well-crafted headline and CTA, high-quality visuals, and precise targeting

d) **Cost Per Click (CPC)** is the price paid for each click on your ad. It is influenced by bid amount, competition, audience targeting (broad or niche), ad quality, and the effectiveness of the ad creative.

e) **Conversions** represent the number of users who took the desired action after engaging with your ad, such as signing up or making a purchase. Key drivers are proper conversion tracking, relevant ad copy, high-quality visuals, landing page quality, and precise audience targeting.

10. Why should I use Blaze to run ads on X/Twitter?

Blaze supports you throughout the entire process of running Twitter ads for crypto projects. We help get your account [whitelisted](#) to ensure compliance with Twitter's ad policies. Once approved, we assist in setting up your ad campaigns and targeting the right audiences. Additionally, we optimize your campaigns on a weekly basis to ensure you're getting the best possible results, whether it's increasing engagement or lowering costs. Blaze provides a complete solution to help you succeed with Twitter ads.

11. How does lookalike audience work on Blaze?

Blaze's lookalike algorithm functions by analyzing the top 100 projects followed by the audiences uploaded. This is why specific projects appear in the targeting. The X Lookalike Followers feature leverages algorithms to identify individuals with similar interests and behaviors to the followers of these top 100 projects. This allows targeting of people who are likely to have interests aligned with your brand as they already follow similar one.

12. When should I use custom audience for targeting for X ads?

Custom audience must have at least 100 X users. If the audience size is too small, it will display "audience too small" in the Audiences tab and won't be available for selection. Additionally, the audience must be marked as "Ready" in the Audiences manager to be eligible for use in campaigns.

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