

How to deal with Twitter Cards

A STARTER'S GUIDE TO THEIR INNER WORKINGS & ANALYTICS

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What's the big deal?

With its new analytics, Twitter builds a bridge between CFOs and CMOs helping them become two of a kind.

Hello Twitter Card Analytics.

Three suits to follow



ONE

Getting the Cards on the **Table**.



TWO

The small data that makes
business **cents**.



THREE

Fishing out the details and
calling out the bluffs.

Getting the Cards on the Table.

Twitter Cards are the rich media attachment you see at the bottom of Tweets. Sometimes they're images and sometimes they're videos. Currently there are 8 different cards.

WHERE DO THESE ATTACHMENTS COME FROM?

When you share a URL to Twitter, that Tweet might be programmed to pull in a tagged part of the website you shared from. We say "might" because that only happens if that site has enabled Twitter cards. (It's a piece of code in the site)





An example of how
Cards get dealt



"I saw this on the nytimes.com and Tweeted it from the site."



"Then in my feed, the video is embedded into my Tweet for all to enjoy. That embedded media is the rich attachment or 'card'."

```
<meta name="twitter:card" content="player">
<meta name="twitter:site" content="@examplevideosite">
<meta name="twitter:title" content="Example Video">
<meta name="twitter:description" content="This is a sample video from example.com">
<meta name="twitter:image" content="https://example.com/keyframe/a.jpg">
<meta name="twitter:player" content="https://example.com/embed/a">
<meta name="twitter:player:width" content="435">
<meta name="twitter:player:height" content="251">
```

The “dealing” happens on the underside of nytimes.com where a bit of code tells Twitter to insert a card each time someone shares the article.

Oh Snap! Websites and Twitter are doing business.

SHARE CONTENT



CODE IN WEBSITE



CARD IN TWEET





Making 140 characters worth a thousand words.

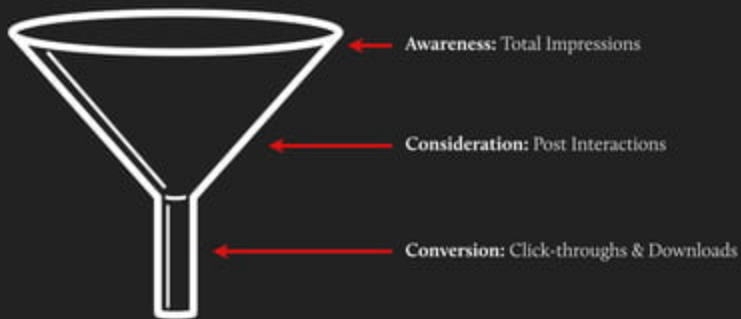


And creating new small data to help us track what makes business cents.



THE RETURN ON THE FUNNEL

“I’m not a businessman. I’m a business, man.”



THE RETURN ON THE FUNNEL

Twitter Analytics is bringing the business, man.

The two circles you need to know about on Twitter Card Analytics



THE LARGER CIRCLE

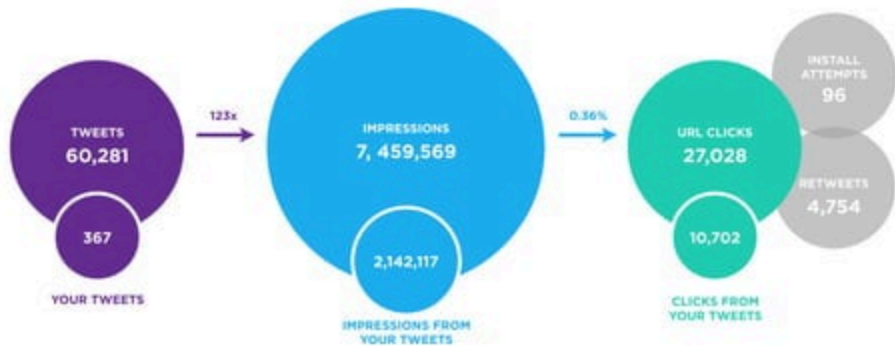
Data about all Tweets posted to Twitter that have a link to your website. This is the **'everything'** bubble.

THE SMALLER CIRCLE

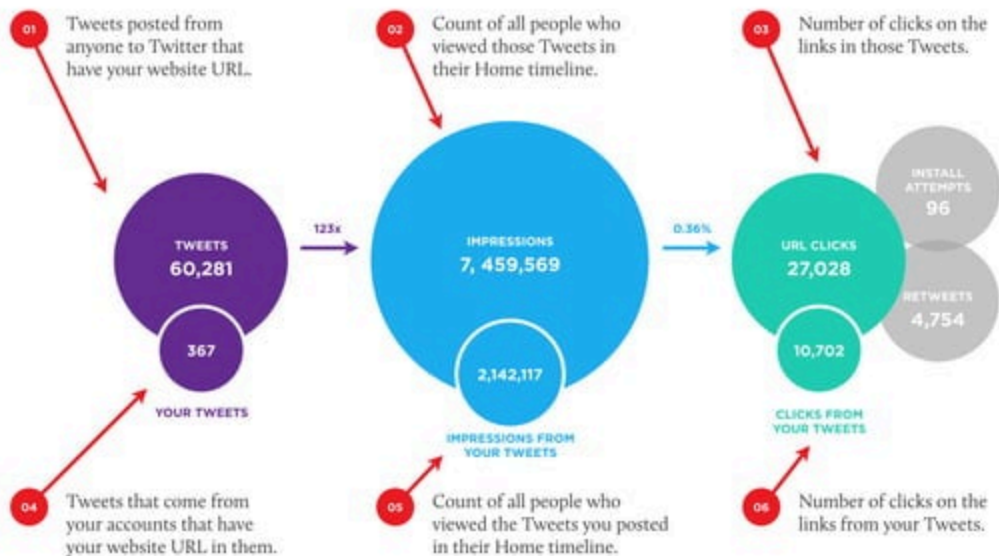
Data about Tweets posted from your account which have a link to your website in them. This is the **'your posts'** bubble.

The Ace of Circles

The one chart you need to know about.



This, we'll break down on the next slide.



Same game, better data.

1997



2014



We can now Go Fish out those tough questions.

- 01 What are Tweets with website links worth in terms of actual impressions (people who actually see them vs follower counts)?
- 02 How many people are visiting our website from Twitter Cards posted by us, or anyone on Twitter?
- 03 Are we seeing spikes in impressions or click-throughs on Twitter during TV campaigns or other paid media events?
- 04 Is Twitter a viable channel to get my app adopted by new users?
- 05 What is the conversion rate from a Tweet to my product (website / app)?

And call out a few bluffs.

01 'YOUR TWEETS' IS NOT THE NUMBER OF TWEETS YOU POSTED.

It's the number of Tweets any person has viewed in their Home timeline across selected time frame. If I select 'Yesterday' as my time frame, the data I'm looking at includes all Tweets that were viewed yesterday, not all Tweets I posted yesterday.

02 IMPRESSION DATA IS TAKEN FROM 'TWITTER CLIENTS'

– that being people viewing Tweets in their Home news feeds. 'Twitter Client' include Twitter.com, mobile.Twitter.com, Twitter for iPhone, Twitter for iPad and Twitter for Android. But not for views on your Twitter profile page or from 3rd parties like Hootsuite.

03 ATTEMPTED APP INSTALLS ONLY APPLIES TO PEOPLE WHO DON'T HAVE YOUR APP...

...and only appears on mobile devices. If I'm looking at Tweets from YouTube on my phone and I already have the YouTube app installed I won't see the prompt.

In Summary



A TWITTER CARD IS...

The rich media attachment you see at the bottom of Tweets. Currently, there are 8 different types which can be 'dealt' to Twitter via embedded code in websites.



TWITTER GETS NEW FUNNEL ANALYTICS FOR CARDS.

Understand how many people are seeing, interacting and converting on your Tweets, and all the Tweets shared containing URL's to your website.

Dealing with Twitter Cards is a
creative **and** calculating business, man.

This was a public service announcement from Big Spaceship. If you liked it, please like it and share it.

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