Twitter Introduces Pre-Bid Adjacency Controls for Advertisers

Twitter found time amid this past weekend's drama to share two brand safety-related updates following the company's meeting earlier this month with the World Federation of Advertisers, during which it reaffirmed its commitment to the Global Alliance for Responsible Media.

Starting Monday, advertisers on the platform have access to Adjacency Controls, which are pre-bid controls that help them ensure that their ads do not appear adjacent to tweets containing keywords they wish to avoid in relevance-ranked timelines, which the social network said make up the vast majority of timelines on its platform.

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