

# Rethinking Twitter marketing in 5 charts

Article

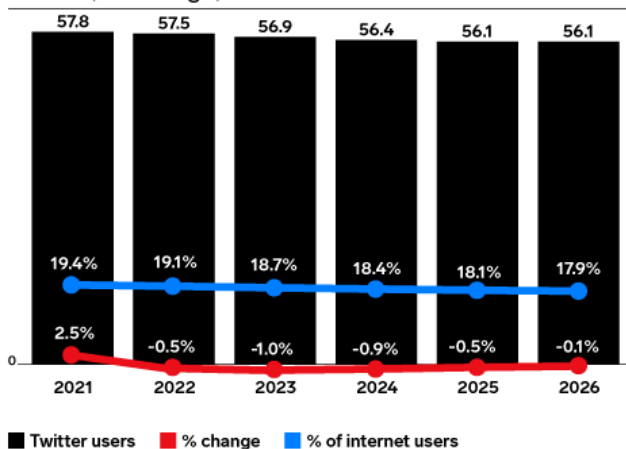
Advertisers are ditching a tumultuous **Twitter** in the wake of Elon Musk's **erratic behavior**, combined with an underwhelming (or downright concerning) earnings season for **Big Tech**.

As it stands, Twitter will make \$2.63 billion in US ad revenues this year and \$4.67 billion worldwide. The app is useful for establishing brand voice, but less fruitful for paid social advertising. If you're considering divesting from Twitter, here is some data you'll want to consider.

## 1. Twitter's not a safe bet.

## US Twitter Users, 2021-2026

millions, % change, and % of internet users



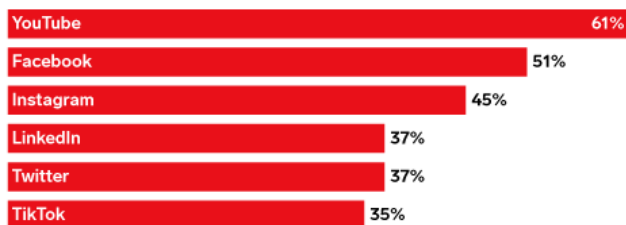
Note: internet users of all ages who access their Twitter account via any device at least once per month  
Source: eMarketer, April 2022  
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The app is past its peak in terms of **monthly active users**. We project it will lose 1.4 million US users in the next four years, landing at 56.1 million active users in 2026. (However, internal documents reported “**all-time highs**” of user growth in the past week following Musk’s takeover.) In comparison, Facebook will still have 178.3 million monthly US users this year, and TikTok already has 94.1 million monthly US users. Keep a brand presence on Twitter, but keep and eye on paid advertising.

## 2. YouTube is one option.

### Most Trusted Social Media Platforms for Finding and Purchasing Products According to US Consumers, May 2022

% of respondents



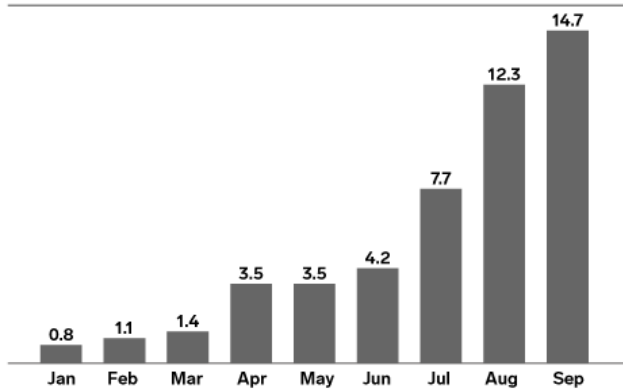
Note: responses of “very trustworthy” or “somewhat trustworthy”  
Source: Jungle Scout, “Consumer Trends Report: Q2 2022,” June 23, 2022  
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US consumers already trust YouTube **significantly more** than Twitter for purchasing products. Granted, the platform is completely different from Twitter, so it's not an alternative, but it is a good bet. Some 90% of Gen Z adults use YouTube, compared to the 58% that use Twitter.

### 3. Explore a younger app.

#### BeReal App Downloads Worldwide, Jan-Sep 2022

millions



Note: includes Apple App Store and Google Play; excludes third-party Android stores  
Source: Sensor Tower as cited in company blog, Oct 7, 2022

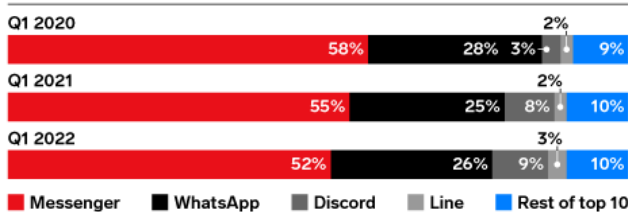
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**BeReal** doesn't feature paid ads yet, but it has a lot of buzz surrounding it right now. **Mastodon**, **Gas**, **Discord**, and **Substack** are also after a share of Twitter's disillusioned users. The up-and-coming apps (OK, Discord and Substack are a bit more established) allow opportunities to take risks with marketing and messaging, even if they don't yet have paid ads.

### 4. Speaking of messaging ...

#### Share of Daily Active Users (DAUs) Among the Top 10 US Mobile Messaging Apps, Q1 2020-Q1 2022

% of total



Source: Sensor Tower as cited in company blog, May 25, 2022

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Discord is already eating into **Meta's Messenger and WhatsApp dominance**. Some prominent Twitter users are adopting **Discord** (and Mastodon) as a backup of sorts for Musk-era Twitter. Discord's popularity has been increasing for years. As Meta looks for new marketing options could messaging platforms be next?

## 5. Or look to any of the top smartphone apps.

### Top 25 Smartphone Apps Among US Smartphone App Users, June 2022

millions of unique visitors and % reach

	Unique visitors	% reach
1. YouTube	153.4	72%
2. Gmail	123.2	58%
3. Facebook	119.0	58%
4. Google Maps	115.3	54%
5. Google Search	115.3	54%
6. Amazon Mobile	113.7	48%
7. Facebook Messenger	102.5	40%
8. Google Play	85.0	40%
9. Weather (iPhone native)	84.1	40%
10. Instagram	82.1	39%
11. Apple Maps	76.0	36%
12. Spotify	72.2	34%
13. Google Photos	67.7	32%
14. TikTok	66.6	31%
15. Apple News	66.0	31%
16. Snapchat	57.0	27%
17. PayPal	56.3	27%
18. Google Drive	55.9	26%
19. Walmart	55.0	26%
20. Cash App	54.3	26%
21. Pandora	49.4	23%
22. Yahoo Stocks	46.4	22%
23. Twitter	44.8	21%
24. Fetch Rewards	43.3	20%
25. Pinterest	42.3	20%

Note: ages 18+; Android and iOS  
Source: Comscore MobiLens, Aug 2022

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Twitter already ranked at a fairly low No. 23 in June. Apps ahead of Twitter by unique visitors included YouTube, Facebook, Instagram, Spotify, TikTok, Snapchat, and Pandora.