knb
communications

EGUIDE

Maximizing X Ads for healthcare marketers

knbcomm.com

A note to our readers

In today's rapidly evolving world, the importance of corporate responsibility and the rejection of prejudice have never been more significant. At KNB, we stand firmly as advocates for practicing corporate responsibility and championing diversity and inclusion. We are equally committed to another crucial aspect of success in the modern business landscape: making informed decisions.

In a world where information flows at unprecedented speeds and digital marketing undergoes constant transformation, staying ahead of the curve is not just a luxury; it is a necessity. As an organization that values ethics and inclusivity, KNB believes that these principles should be at the core of every decision we make. We also understand that to effectively navigate the complexities of the digital marketing landscape, it is essential for both our clients and ourselves to remain informed and adaptable.

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X subscriptions

Three types of subscriptions on X ([FAQs + pricing](#))

01

Basic

Includes essential Premium features like editing posts, longer posts and longer video uploads, reply prioritization, text formatting, bookmark folders, custom app icons, and more.

02

Premium

Includes all Basic features plus a checkmark, reduced ads, ads revenue sharing, creator subscriptions, larger reply prioritization, ID verification, access to Media Studio, and more.

03

Premium+

Includes all Premium features with additional benefits like no ads in the For You and Following timelines, largest reply prioritization, and coming soon, access to [Grok](#) (conversational AI).

Multi-user login is finally here

Multi-user login allows you to grant access to other users for your X Ads account, helping you manage campaigns effectively and securely. You can grant different levels of permissions to multiple users, who will be able to then access your X Ads account while logged into their own personal handle.

This feature can reduce the risk of malicious or erroneous issues with your business or brand's handle(s) by granting access to more of your team without sharing the password to your main account(s). It can also help reduce friction for users who manage ads for more than one ads account on X.

For more information, visit the multi-user login FAQs page in the X ads help center.

Multi-user login is finally here

Access levels +permissions

These permissions control what the users can view, change, and create within your ads account.

— Account administrator: User has full access to ads.X.com, including the ability to create new account administrators and ad managers, edit account access for administrators and ad managers, make changes to advertiser campaigns, and view performance data. Account administrators cannot post organic posts, but have the ability to create Promoted-only, or limited delivery, posts. Please note that account administrators have access to credit card and billing information.
— Ad manager: User can access ads.X.com, make changes to campaigns, and view performance data. Ad managers cannot grant users access to the ads account or post organic posts, but can create Promoted-only posts.
— Creative manager: User can access ads.X.com to modify creatives and view previews, but cannot create or modify campaigns.
— Campaign analyst: User can access ads.X.com and view performance data, but cannot create campaigns or make changes to campaigns. Campaign analysts cannot grant users access to the ads account, or post posts of any kind.
— Organic analyst: User can access analytics.X.com and view analytics, but cannot view paid campaigns.
— Partner audience manager: User can view, create, modify, and delete Custom Audiences through the X API. Audience partner managers will be required to obtain authorization in order to update or deliver new audiences to an ads account. This permission level does not provide access to any data other than Custom Audiences they created.

Note: Account administrators and ad managers do not have the ability to compose Promoted-only posts by default. You must grant this permission to their handle separately. Campaign analysts and organic analysts can never be granted the ability to compose Promoted-only posts.

Types of X Ads campaigns

X Ads campaigns are objective based, meaning they are optimized towards the objective you select, and you are only billed for actions aligned with that goal.

Awareness	Consideration	Conversion

Reach

Video views
Pre-roll views
App installs
Website traffic
Engagement

App re-engagements
Website conversions

Note: follower campaigns no longer exist but that could change in the future
Note: You can set up an X Pixel or Conversion API to track conversions / actions

X Ads targeting

X ads targeting (information)

Use demographic targeting to reach people based on location, language, device, age, and gender.

Location
Countries, regions, metro areas, cities, postal codes, or a radius around a location
Language
[Age](Age)
Gender
[Device, carrier, platform + wifi](Device)
Layer based on phone model, new devices or carriers, or Wi-Fi connected devices.

Your audiences

Target ads to your known audiences, such as your followers and custom audiences.
[Follower targeting](Follower)
[Custom audiences](Custom)

Audience types

Use audience targeting to serve ads based on conversations, events, interests, movies and TV shows, keywords, follower look-alikes, and engagement.

[Conversation targeting](Conversation)
Reach people based on the content of their everyday conversations across 25+ categories and 10,000+ topics.

[Event targeting](Event)
Use event targeting to join the conversation around the biggest online and offline events in the world.

[Post engager targeting](Post)
Remarket to people who've already seen or engaged with your previous campaigns or your organic X presence.

[Keyword targeting](Keyword)
Target or exclude people who searched for, Posted, or engaged with specific keywords.

[Movies + TV targeting](Movies)
[Interest targeting](Interest)
(25 interest categories and 350+ sub-topics - these are listed in the campaign manager within the Targeting Features section, under Interests

[Follower lookalikes targeting](Follower)
Target people who behave similarly to another account's followers.

Interest targeting

Interests are listed in the campaign manager within the Targeting Features section, under Interests. Here is a list of the 25 main categories:

Interests are listed in the campaign manager within the Targeting Features section, under Interests. There are 25 main categories and 350+ subtopics. Here is a list of the 25 main categories:

Automotive	Law, government, + politics
Beauty	Life stages
Books + literature	Movies + television
Business	Music and radio
Careers	Personal finance
Education	Pets
Events	Science
Family + parenting	Society
Food + drink	Sports
Gaming	Style and fashion
Health	Technology + computing
Hobbies + interests	Travel
Home + garden	

About
KNB Comm.

Healthcare's premier PR + marketing ally

In the labyrinthine landscape of healthcare, there's a need for a trusted guide—enter KNB Communications. As a full-service PR, marketing, and content-creation firm established in 1998, KNB's dedication to the healthcare industry is unparalleled. Their journey spanning over a quarter century is enriched with passion, innovation, and a team that embodies expertise.

Our mission

To provide the most creative, expert healthcare, life sciences and technology marketing and communications services to our clients, via unique executions and leveraging our extensive network and targeted channels.

Let's talk

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