**Twitter Topped $1B Revenues in Q4**

Twitter reached a milestone topping $1 billion quarterly in revenues during the fourth quarter of 2019, and boosted its monetizable daily active users 21% to 152 million, while also generating $885 million in ad sales and realizing 29% growth in ad engagements. Company executives said they're working on an updated mobile app ad format and enhancing its mobile ad exchange MoPub.

***Marketing Land 2/6/20***

<https://marketingland.com/twitter-says-ad-tech-and-product-updates-will-improve-direct-response-advertising-275554>