





Entering A New Orbit

We're advancing the advertising experience at lightspeed with the combined capabilities of X, xAI and SpaceX



“[one of] the most ambitious, [highly] vertically integrated innovation engines on (and off) Earth”.

—— **ELON MUSK**



Superior Compute. Sharper Intelligence. Stronger Results

Our ad solutions are being built specifically to deliver better results for your business.

BETTER BUSINESS OUTCOMES



AI Driven Optimization Engine



Advanced Performance Analytics



Intelligent Real-Time Targeting



Instant Campaign Monitoring



Hyper-Specific Audience Insights

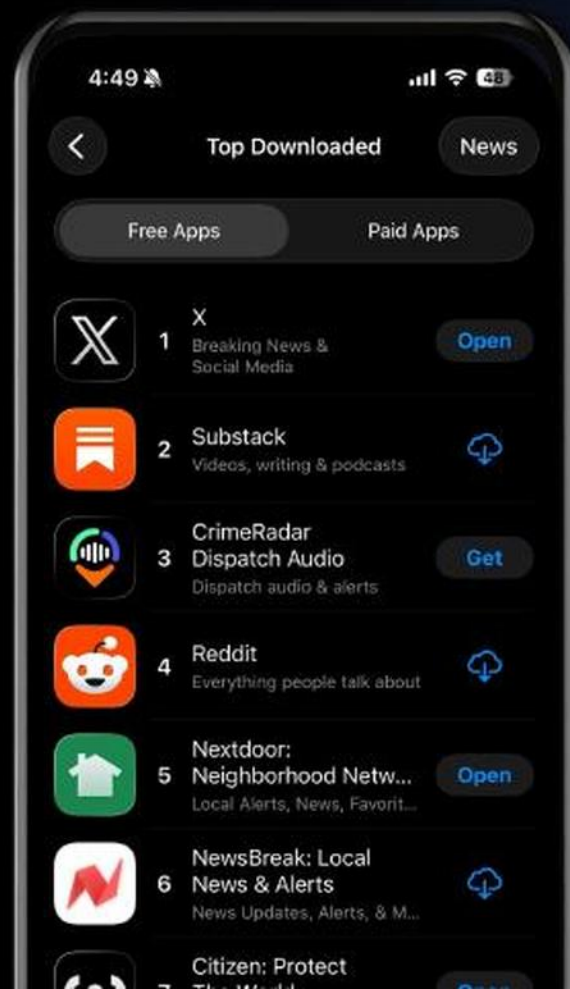
Today's Timeline is Tomorrow's Headline

Where politicians can align with constituent perspectives and become part of the news cycle



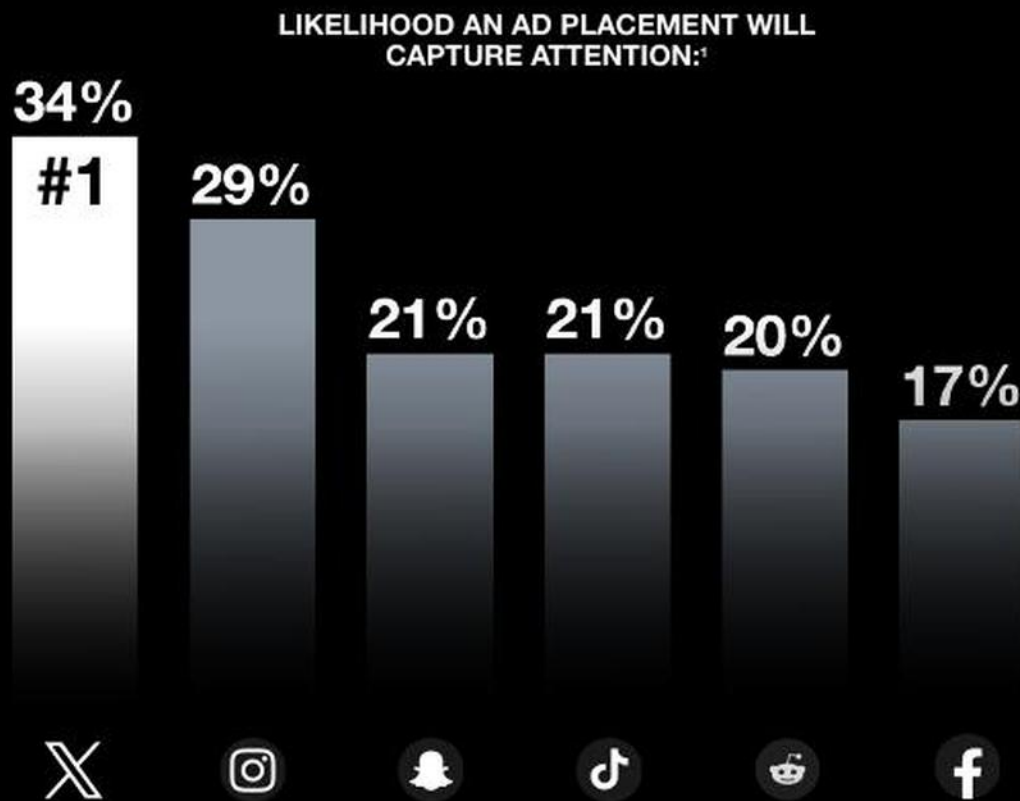
#1 NEWS APP IN AMERICA

Source 1: iOS App Store.



Audiences Go To Other Platforms To Tune Out. On X They Tune In.

Reach constituents when they're most receptive



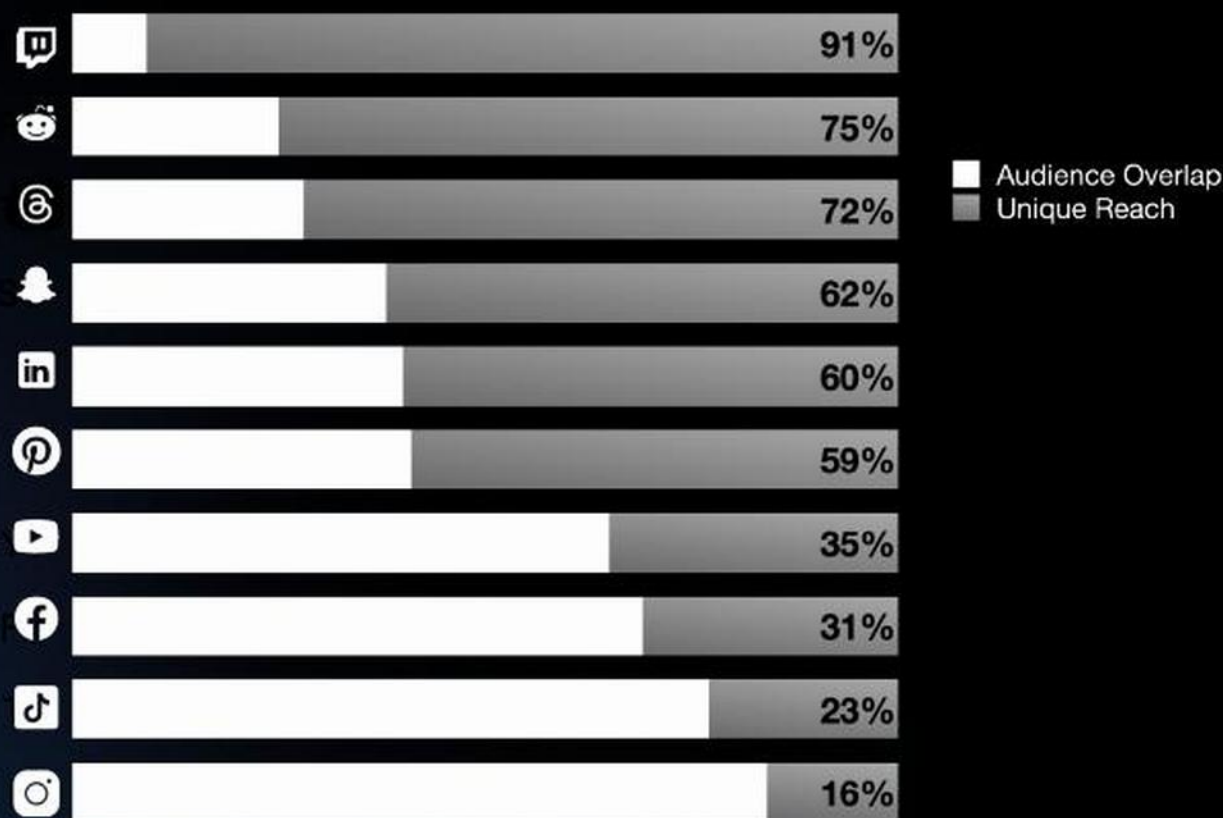
Our users are more tuned in to on-platform ads and more likely to convert than other social users.



Our Audience is Unique & Unreachable Anywhere Else

Reach untapped voters by making X an integral part of your digital strategy

INCREMENTAL REACH



35%

Of X users aren't on YouTube

31%

Of X users aren't on Facebook

23%

Of X users aren't on Tik Tok

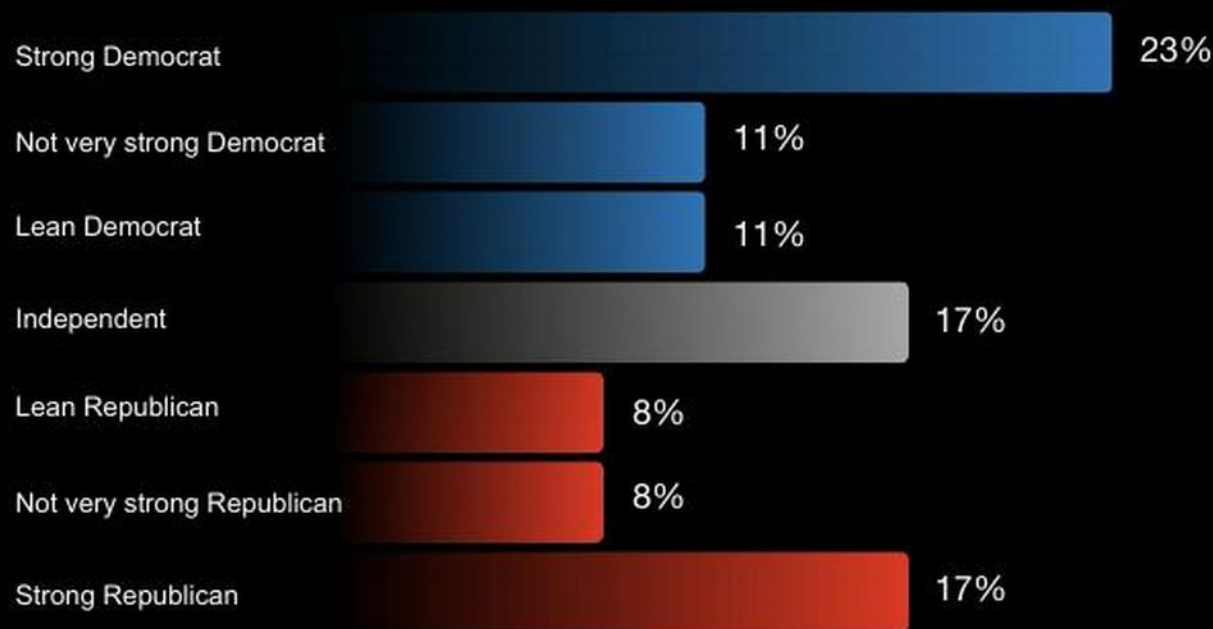
X Is Not An Echo Chamber - It's a Town Square

Where opposition voices come together in the pursuit of truth

Opposition voices trigger engagement & captivate our users

X surfaces opposition voices side-by-side, creating the friction that drives deeper understanding, higher engagement, and genuine shifts in sentiment.

POLITICAL REPRESENTATION ON X



Connect With Audiences Across The Platform & The Funnel

X has a range of touchpoints that elevate opportunities for brand visibility & engagement

AWARENESS

CONSIDERATION

CONVERSION

Takeovers

Video Ads / Vertical Video Ads

Amplify

Reach Ad

**Voter Registration /
Fundraising ads**

Re-Engagement





X + TV = Maximum Incremental Reach

The ultimate place to reach second screeners and mobile-first voters

- **amplify video (college football + NFL + sports/news), articles, audio playback feature, spaces + live video, custom event pages**

80%

Of X's Reach is
incremental to Linear TV





Elevate Your Strategy with Amplify Sponsorships

Contextually align your brand with premium content, pairing pre-roll ads with top tier videos to reach engaged audiences when it matters most



Ad Runs Against Premium Content

SPEND MORE TO WIN MORE



Control



Transparency



Review



Location



Demos



Device



Language



Search



Interests



Followers



Keywords



BRANDS THAT SPEND
\$100K+ SEE A

+34%

HIGHER AVERAGE
COMPLETION RATE ON THEIR
AMPLIFY VIDEOS

(Sports Amplify Partners)

Source: X Internal, Amplify + Sponsorship Pre-Roll,
Sports Amplify Partners, 1Q25, Global



Dominate the Conversation and Maximize Reach with State-Targeted Takeovers

SPOTLIGHT TAKEOVERS

Put your brand at the top of what's trending with engaging video creative.

TIMELINE TAKEOVERS

Position your brand at the top of the timeline as the first ad users see when they open X that day.

TAKEOVERS DRIVE UP TO

4.4X

MORE REACH THAN STANDARD
MEDIA CAMPAIGNS WITH THE
SAME SPEND AMOUNT



Source: X Internal Data, 95 EMEA Takeovers and Reach Blocks and 3,853 upper funnel non-TKO ad campaigns with minimum spend equal to RB cost per individual country running between Jan-Feb 2023.



X Priority Lane: Expanded Statewide Takeover Inventory

We're rolling out the Priority Lane program to a handful of partners to give them **exclusive access to expanded statewide takeover inventory**.

This bypasses the need to compete with national brand takeovers, giving campaigns more accessible takeover inventory.

How to participate:

- Pricing is fixed by tier, eliminating the need to bid
- Availability alerts are sent bi-weekly (Mondays for Tue-Thu inventory / Thursday for Fri-Mon inventory)
- Entry requirement: Book at least 4 TKOs per month

Tier	States	Priority Lane Pricing
A – Mega	CA, TX, NJ, DC, FL, PA, NY	\$150,000
B – Large	GA, IL, VA, OH, NC, MA, MI	\$95,000
C – Core	MD, AZ, CO, TN, IN, MN, MO, IA, KS, UT...	\$47,500
D – Focus	NE, AR, MS, NH, DE, NM, RI, HI, WV, WY, ID, ME...	\$28,500

New Direct @Handle Targeting

Upload custom audiences of X @handles to target in an ad campaign. This allows for specific targeting that meets defined criteria.

Custom Audience Filters Include:

- Find Users That:
 - Follow @...
 - Are followed by @...
 - Mentioned @...
 - Engaged with @...
 - Posted about "[keyword]"
- Find Users Who:
 - Have Bio/Job Titles with "[keyword]"
 - Location
 - Verification
- Excluding Users Who:
 - Follow @...
 - Are followed by @...

[Allowlisting required; 2000 minimum custom audience size]

Audiences and Targeting

Build and export custom audiences for targeted advertising on X

Custom Audience

Native Targeting Packs

Find users that follow @ASCO or follow @AACR or follow @OncoAlert

who have job title "Oncologist" or have bio with "Oncology"

and have more than 50 followers and have account older than 1 years

excluding users who select exclusion

Preview

Sample-based preview (100 users). Export for complete results.

Dr. Oguz Kinikoglu
@Ogocan
medical oncologist, anti-vivisection association...
5,203 followers

Sharlene Gill, MD, MPH, MBA, FASCO
@GillSharlene
Cancer Doctor, Professor, Lifelong Learner #UBC...
3,586 followers

Radiation Oncology
@UofTDRO
University of Toronto Department of Radiation...
3,151 followers

Bill Arneson
@thetechleader
Director Business Operational Transformation. Fightin...
2,517 followers

Mukund Iyengar
@mukundiyng
Building @jori_health | AI x Data-infra in precision...
1,847 followers

Dr Brian Healey Bird
@DrHealeyBird
Consultant Medical Oncologist Bon Secours Cork...
1,828 followers

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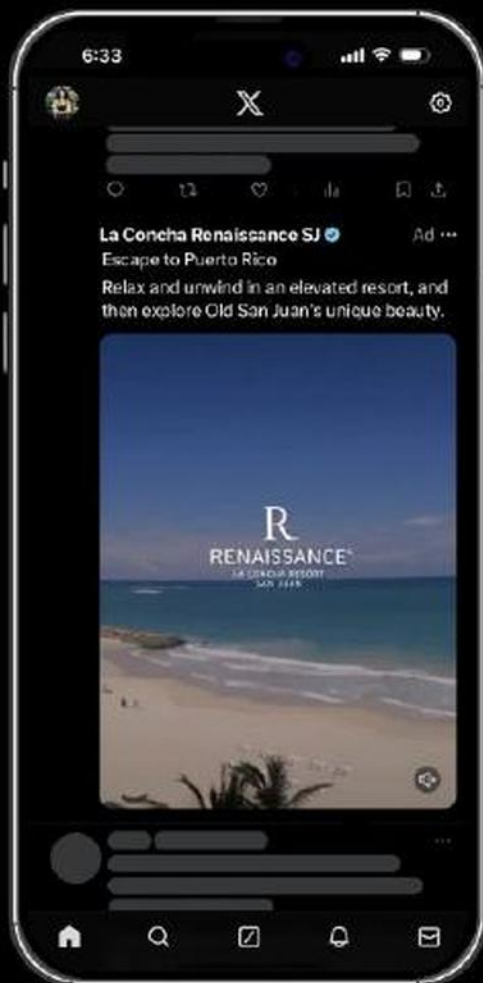
Programmatic Placements

All placements run in our “For You”, “Following”, and vertical video feeds.

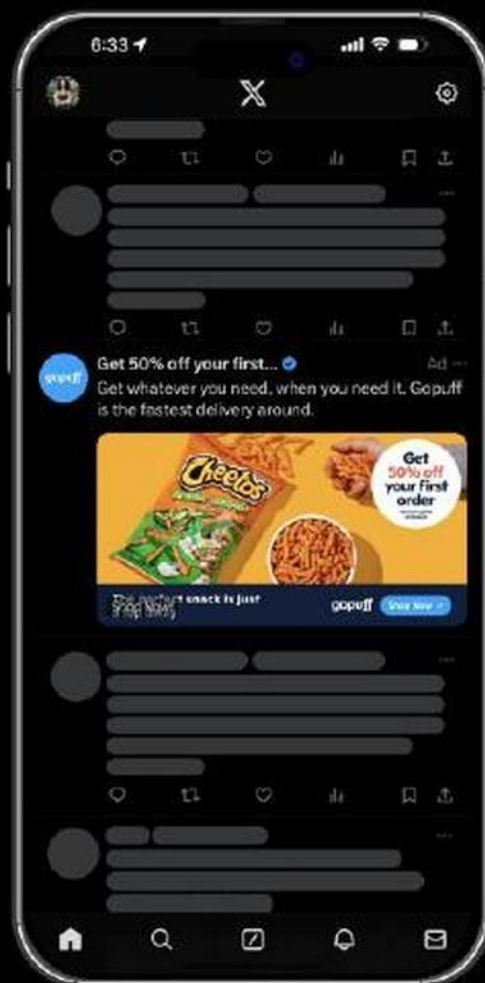
NATIVE CONTENT
AD



NATIVE VIDEO AD



NATIVE APP
INSTALL



NATIVE VIDEO APP
INSTALL



Immersive Video : Vertical Video + Display

Extend reach across surfaces with vertical video on—full-screen, mobile-first content that stops thumbs and drives engagement.



Expanded creative for seamless launches

We have expanded our creative format options to include **all standard aspect ratios** available on the largest social media platforms

Seamlessly use the same creatives from all other social platforms on xAI regardless of their aspect ratio. **No more reformatting, cropping, or recreating assets**

2x3 4x5 9x16

1.91x1 16x9 1x1



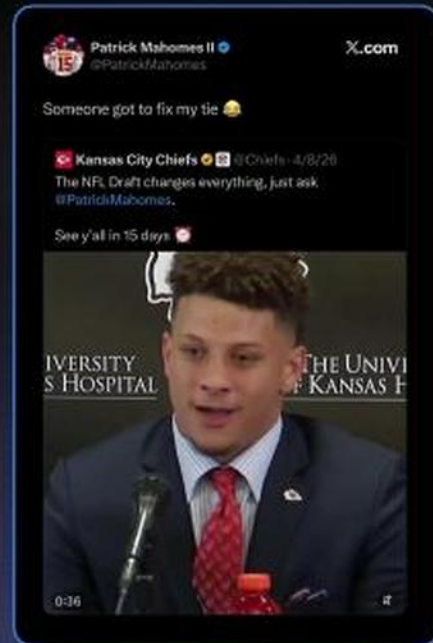
X is Where Fans Experience the NFL at Full Volume

24/7

Every highlight reel touchdown.
Every viral gameday fit.
Every unfiltered player take.

On X, NFL culture comes alive
at full blast – **all day, every day.**

Powered by the fans and voices that
define the game.



-1 0 -2 0 -3 0 -4 0 5 0 4 0 - 3 0 - 2 0 - 1 0 -

NFL Gametime on X



ALL THE NFL BUZZ. ALL IN ONE PLACE

NFL Timeline

A dedicated timeline where all the content NFL fans care about converges, all season long.

News, highlights, creator takes and fan reactions all in one highly prominent feed.



REAL TIME SCORES, STATS AND MORE

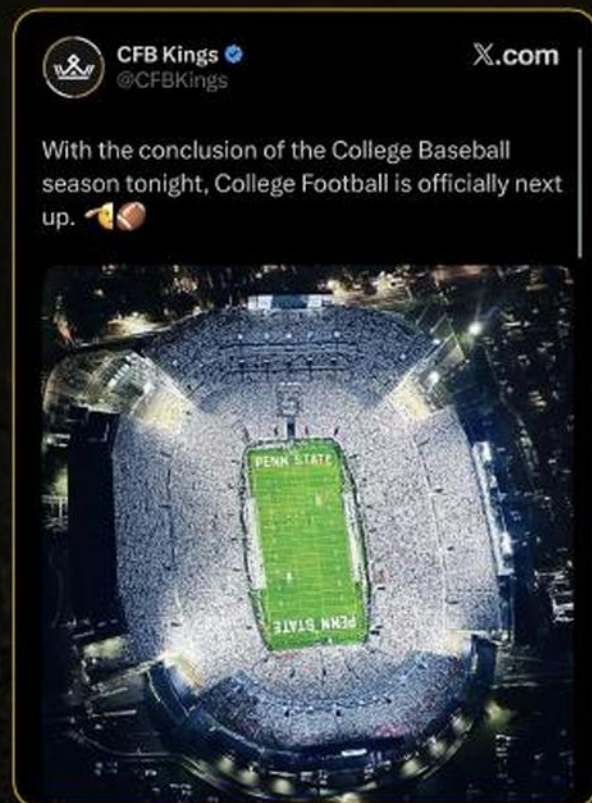
Gametime Hub

A dedicated hub for real time scores, standings and stats.

Where fans can follow gameday action right alongside the conversation in the NFL Custom Timeline.

2025-26 College Football Season

Massive Passion Driven College Football Conversation all Season Long

**32B****Impressions****2.5B****Video Views****298M****Engagements**

Source: X Internal Data, US, 8/23/25 - 1/20/26

-10 -20 -30 -40 50 40 30 20 10