

# WPP and Twitter announced global strategic partnership

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LONDON: WPP, the global agency holding company, has struck a partnership deal with Twitter that will allow it access to the social network's data in order to develop more effective advertising.

"We'll have access to behavioural data that Twitter has developed, which will be available to our media planning and buying business, to Kantar, and to our public relations and public affairs businesses," Sir Martin Sorrell, WPP's chief executive, told the Financial Times.

"It will enable us to analyse how people interact with one another, what they like and what they dislike, what they're doing and what they're not doing," he added.

Meanwhile, Dick Costolo, chief executive of Twitter, noted that "marketers are leveraging the platform for brand insights, relevant real-time messaging, and customer research".

"This partnership will benefit clients by pairing Twitter with WPP's world-class analytics, targeting, and creative capabilities," he said.

"Twitter's relevance continues to grow," noted Sorrell, as he looked forward to "leveraging the platform in a variety of ways for our clients around the world".

WPP expected that the deal would help develop GroupM client investments on Twitter, particularly in the US, Western Europe, Japan, Turkey, Mexico and Brazil.

Unlike the recent tie-up between Twitter and Starcom Mediavest, WPP did not put a figure on the value of this partnership.

Data sourced from Financial Times; WPP; first published by **Warc**