- The bulk editing and copy / paste features have saved me a ton of time when rotating creative on a monthly basis. It allows for multiple ad / post creation, which typically is very manual if done directly within Power Editor or the Twitter Ads UI. I also very much enjoy the targeting sets and how easy it is to apply to current or new ad sets.
  - Steve Moon, Social Media Strategist, Resolution Media

Source: Steve Moon, Social Media Strategist, Resolution Media



