

What can you do with instant access to the last month's worth of Twitter data?  
Quite a lot as it turns out.



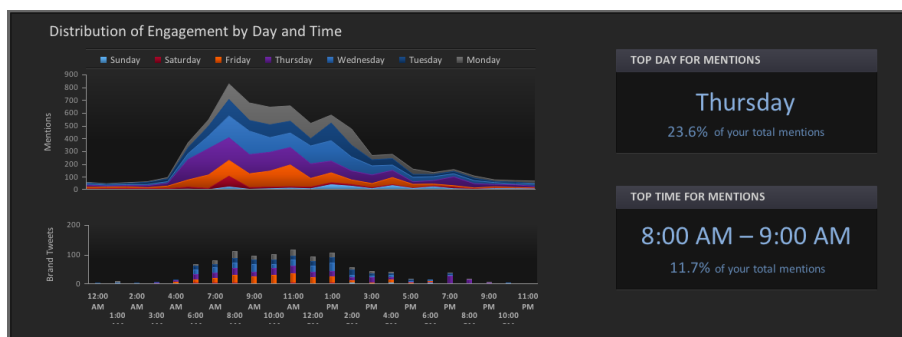
Simply Measured

## NO MORE MISSING DATA

What can you do with instant access to the last month's worth of Twitter data? Quite a lot as it turns out. Simply Measured, based in Seattle, Washington, is a social media measurement and analytics company, featuring tools like Excel to web reports. By partnering with Gnip, Simply Measured provides its customers with instant access to up to 30 days of historical full fidelity Twitter data. As part of the company's robust social data analytics suite, access to the Gnip Search API provides Simply Measured with everything from backfilling data for new customers to tracking unexpected events. The following examples are just a few of the ways the company has incorporated this historical search tool into its product.

## GET NEW CUSTOMERS UP AND RUNNING

Companies that are just starting to incorporate social data, or are setting up analysis of a new marketing campaign, might be uncertain on how to construct search rules or queries that return relevant content. New Simply Measured clients can use this historical access feature to backfill data that is important to them, giving a real first-time experience that demonstrates the types of results they'll actually get. New customers can instantly get a more complete picture of what they're trying to track, and see immediate value from the Simply Measured product.



*Simply Measured uses the Search API to backfill data so that new customers start out right off the bat with meaningful data displayed in the analytics dashboard, like the one shown here.*

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## WHEN THE UNEXPECTED HAPPENS

When unexpected events occur, like breaking news, Simply Measured clients can track those events even if they were not tracking them previously, at the time of the event, meaning they do not miss out on valuable insights and drivers. Not only does this help clients respond to the unfolding event, but it also facilitates a deeper understanding of what occurred. Clients don't have to worry about missing a single Tweet.

## INTERNAL EDUCATION AND RESEARCH

Simply Measured also finds the Search tool useful internally to cover events that are important to their clients through blog posts, guides and white papers. The company uses it almost daily to analyze in-the-news events, important social media topics and other educational events. For example, here is a [blog post](#) they created using the search tool to understand some of the key takeaways from the way the White House team executed the State of The Union (#SOTU) campaign back in January.

## A Customer Story

One of the large international brands Simply Measured works with had an ongoing sponsorship deal with a famous celebrity. Rumors that this celebrity had decided to leave the brand and strike a deal with the brand's biggest competitor started circulating and gaining traction on social media channels. The origin of the rumor was unidentifiable.

### THE CHALLENGE

Like most rumors, it was unanticipated. So, the keywords associated with the rumor were not actively tracked by the client. In order to surface the root cause for the rumors, understand who started them and be better positioned to react to them, the brand needed historic Twitter data related to the specific keywords.

### THE SOLUTION

The client reached out to their Simply Measured account manager and asked for historic data about the keywords surrounding the rumors. Since the client didn't track those previously, Simply Measured immediately set the up data collection for all of the keywords—ensuring all future social conversations would be recorded and available to analyze. But that only took care of future conversations. There was still the problem of accessing the conversations that happened before the brand noticed the rumors.

Using Gnip's Search API functionality, Simply Measured was able to pull historic data about the rumor including all the Tweets, authors, engagement, location, time of Tweets and even the devices used for each Tweet. With that information in hand, the client could quickly analyze the data to find the Tweet that started the rumor, as well as its author. They used this data to craft a PR response and a social strategy to react to the rumors without jeopardizing their relationship with the celebrity.

Analysis of Your 17 Twitter Accounts

1,070 Total Sent Tweets	8,700 Total Engagement	3.4% Avg. Engagement Rate	216,250 Total Followers	7,332 New Followers
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<b>HIGHEST ENGAGEMENT</b> @rga : 3,119	<b>HIGHEST ENGAGEMENT RATE</b> @mwwgroup : 28%	<b>LARGEST AUDIENCE</b> @rga : 70,102
<b>AVERAGE ENGAGEMENT</b> 17 Accounts : 512	<b>LOWEST ENGAGEMENT RATE</b> @wsmobilesherpas : 0%	<b>AVERAGE AUDIENCE</b> 17 Accounts : 12,721
<b>LOWEST ENGAGEMENT</b> @wsmobilesherpas : 0		<b>SMALLEST AUDIENCE</b> @wsmobilesherpas : 251

Another example of a Simply Measured dashboard where new customers start out with meaningful data to analyze right away.

Contact [bizdev@simplymeasured.com](mailto:bizdev@simplymeasured.com) to learn more about how Simply Measured can help your brand.