



## The Power of *Historical Twitter Data*

“What I love about this product is it opens up so many possibilities to help our customers further understand their impact on Twitter.”

- Jenn Deering Davis  
Chief Customer Officer, Union Metrics



### Changing the Game

From the moment Union Metrics launched TweetReach in 2009, customers have loved the detailed, real-time metrics and analysis it provides of their Twitter campaign activity. Looking for a way to add even more insight for their customers, Union Metrics signed up for Historical PowerTrack for Twitter from Gnip. Now, through full coverage of historical Twitter data, TweetReach customers have access to a significant new level of functionality. For Union Metrics, the ability to make the full history of public Tweets available is already proving to be a game changer.

Union Metrics' flagship product is TweetReach, which provides access to recent Twitter activity and real-time, in-depth analysis of Tweets to help businesses and marketers understand the impact of their campaigns on Twitter. To that end, historical Twitter data can play an important role in telling the complete story of a Twitter campaign or conversation from the moment an event occurs. A common request Union Metrics heard from their customers was if they could get historical analysis to fill in the gaps.

### Seeing the Whole Picture

A frequent situation for social media managers and analysts is having your boss come up to you and say, “We had an event two years ago. You have Twitter analytics on that, right?” Twitter is a valuable tool for brands but is less useful when you can't see the whole picture. With the addition of historical Twitter data from Gnip, TweetReach

“In the past, when customers would ask to enhance the real-time analytics provided by TweetReach with Historical Twitter Data, it simply wasn't available so we had to say no. Now we're turning a 'no' to a 'yes,' providing even more value to our customers, and as a business that's really awesome.”

- Hayes Davis  
CEO, Union Metrics



The Social Media API™

# A Case Study with Union Metrics

customers are now able to see the whole picture, no matter when the Tweets were posted. So far, one of the most common uses that Union Metrics has seen for historical Twitter data is customers who want to compare the Twitter activity around a campaign or event that occurs month after month to understand the changes over time. The ability to analyze historical data ensures complete coverage from the very start of the conversation and a deeper understanding of how the campaign has evolved. It's also allowing TweetReach customers full coverage of Twitter emergencies, when they need to quickly measure unexpected or unplanned Twitter activity.

## Reliability is Key

Union Metrics is now working to build Historical PowerTrack for Twitter seamlessly into their TweetReach offering. The reliability that Gnip offers gives Union Metrics the confidence to invest their time and energy in creating new solutions for their customers, knowing they're building on a solid foundation.

## Only the Beginning

These new solutions will open up a whole range of new uses, from long-term research projects to competitor and share of voice analysis. What's old is now new and with the entire history of public Tweets now available for analysis, we're only starting to see possibilities that Historical PowerTrack for Twitter can enable.



*It increases the depth of analysis they can do in a way that just wasn't possible before.*

- Hayes Davis  
CEO, Union Metrics

*Like all Gnip products we've used, it's been very reliable. It does what it says and we've been able to integrate it easily.*

- Hayes Davis  
CEO, Union Metrics