

Media Kit





US LIBRARY OF CONGRESS

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By providing a complete and reliable stream of Twitter data, Gnip is playing a critical role in helping the Library of Congress build a stable, sustainable archive for future generations.

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ABOUT GNIP

Gnip is the world's largest and most trusted provider of social media data, serving customers in over 30 countries in a range of industries from social media monitoring and business intelligence to finance and government. Gnip's customers deliver social media analytics to more than 95% of the Fortune 500. Gnip is Twitter's first data reseller and the only company with access to the full archive of historical Twitter data. In addition to Twitter, Gnip provides exclusive access to full firehoses of publicly available data from Foursquare, Tumblr, WordPress, Disqus, IntenseDebate, StockTwits, and Estimote as well as managed integrations to the public APIs of Facebook, YouTube, Instagram, Google+ and others.



WHAT WE DO

Deliver more than 100 billion social data activities each month.

Provide reliable, real-time access to publicly available social data.

Normalize data across different sources.

Enrich data allowing clients to filter by location, language, Klout and more.



WHAT WE DON'T DO

Gnip serves the social data needs for enterprises, and we don't compete with what our clients are working to accomplish. To that end, we don't do the following:

Social Media Analytics.

Sentiment Analysis.



Gnip is the world's largest and most trusted provider of social media data, and in addition to being a fantastic team of innovative social data ninjas, they've been terrific partners in our quest to transform the way corporate enterprises drive revenue.



MEDIA VS. DATA

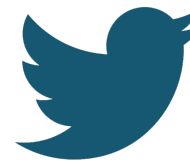
Gnip often sees confusion on the difference between social data and social media. Here is how Gnip defines both terms:

Social Media: User-generated content where one user communicates and expresses themselves and that content is delivered to other users. Examples of this are platforms such as Twitter, Facebook, YouTube, Tumblr and Disqus. Social media is delivered in a great user experience, and is focused on sharing and content discovery. Social media also offers both public and private experiences with the ability to share messages privately.

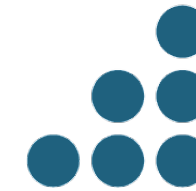
Social Data: Expresses social media in a computer-readable format (e.g. JSON) and shares metadata about the content to help provide not only content, but context. Metadata often includes information about location, engagement and links shared. Unlike social media, social data is focused strictly on publicly shared experiences.



FULL FIREHOSE ACCESS TO:



TWITTER



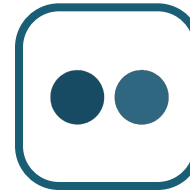
ESTIMIZE



DISQUS



WORDPRESS



FLICKER



FOURSQUARE



INTENSEDEBATE



STOCKTWITS

OTHER SOURCES INCLUDE:



REDDIT



TUMBLR



BITLY



VENMO



INSTAGRAM



GOOGLE +



FACEBOOK



YOUTUBE



CHRIS MOODY
CEO

THE EXECUTIVE TEAM

Chris Moody currently serves as the CEO of Gnip, the world's largest and most trusted provider of social data.

Prior to joining Gnip, Moody served as Founder and President of Aquent On Demand, a leading provider of technology solutions for creative and marketing organizations. Prior to his responsibilities with Aquent On Demand, Moody served as Aquent's Chief Operating Officer with responsibility for the day-to-day management of more than 700 employees across 70 offices in 17 countries. Before joining Aquent, Moody served in senior management and technology consulting roles with IBM, Oracle, and EDS where he led engagements with more than 25 Fortune 500 companies.

Moody serves on the National Technical Advisory Board of Year Up, is an advisor to several technology startups, and is an active TechStars mentor. He also facilitates a monthly CEO Lunch for startups in Boulder. Moody has a Bachelor of Science degree in Electrical Engineering from Auburn University. You can follow him on Twitter at [@chrismoodycom](#).





JUD VALESKI
CO FOUNDER & CTO

THE EXECUTIVE TEAM

Jud Valeski is co-founder and CTO of Gnip, the world's largest and most trusted provider of social data.

From client-side consumer facing products to large scale backend infrastructure projects, he has enjoyed working with technology for over twenty years. He's been a part of engineering, product, and M&A teams at IBM, Netscape, onebox.com, AOL, and me.dium. He has played a central role in the release of a wide range of products used by tens of millions of people worldwide.

Jud pursues big ideas that have the potential to change large scale behavior. He lives passionately in Boulder, CO with his wife and two children. You can follow him on Twitter at [@jvaleski](#)



FAST FACTS

Over 70 employees.

Headquarters in Boulder, Colo.

Founded in 2008 by Jud Valeski and Eric Marcoullier.

Gnip has raised \$6.6 million in funding from the Foundry Group, First Round Capital and SoftTech VC. Last round was Nov. 2010.



GNIP ON SOCIAL MEDIA

 twitter.com/gnip

 facebook.com/gnipinc

 linkedin.com/company/gnip



CALL US

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IBM

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Social data is a new and incredibly exciting dataset that our customers are beginning to leverage within IBM InfoSphere BigInsights and other IBM products. Via the Plugged In To Gnip business partner program, we make it incredibly easy for them to access that social data.

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// Visualization created by MapBox for Gnip