



flight



Gnip Data Products

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Social Data has Unlimited Value
and Near Limitless Application



Twitter's Enterprise API platform that enables businesses to unleash the power of social data

>500

number of businesses worldwide that rely on Twitter data from Gnip

25B+

number of social activities delivered each day on the Gnip data platform

95%

percentage of the Fortune 500 rely on Gnip-powered solutions

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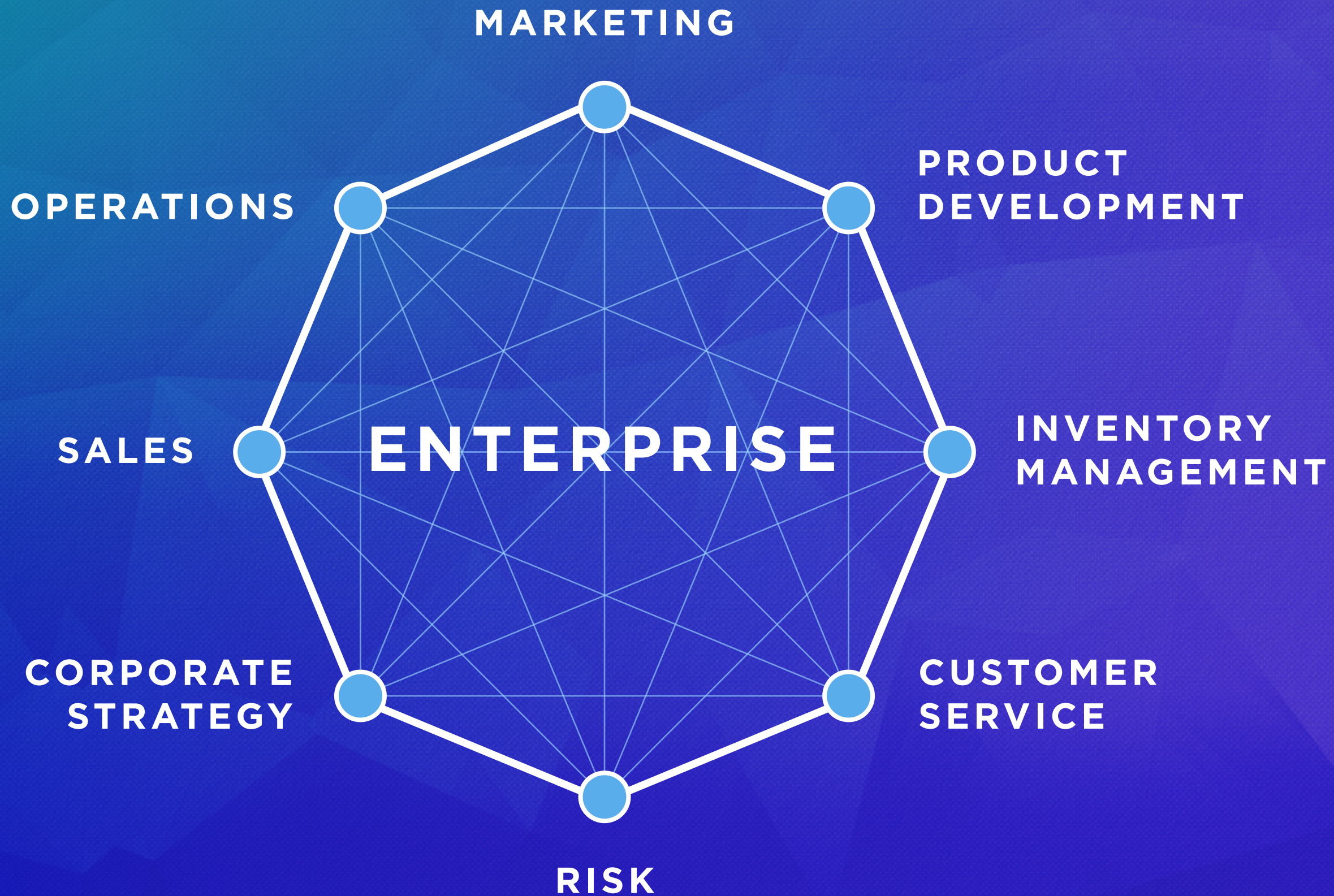
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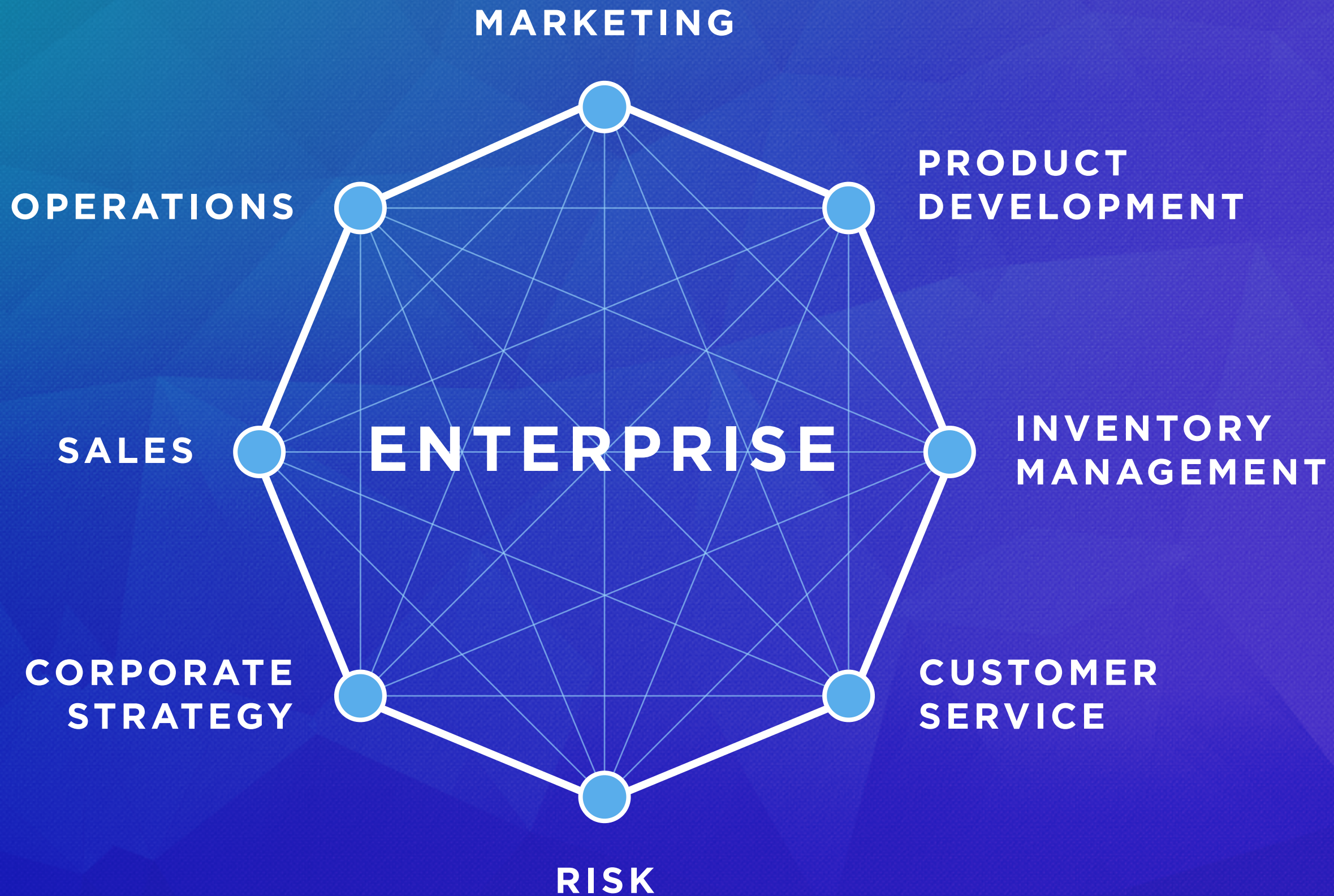
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This is No Easy Task!



Hire Data Scientists



Cleanse/Enrich Data



Build Data Stack



Visualize Data



License Data

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Full-Archive Search API



.....
Instant access to the full
corpus of every public
historical Tweet

Full-Archive Search API

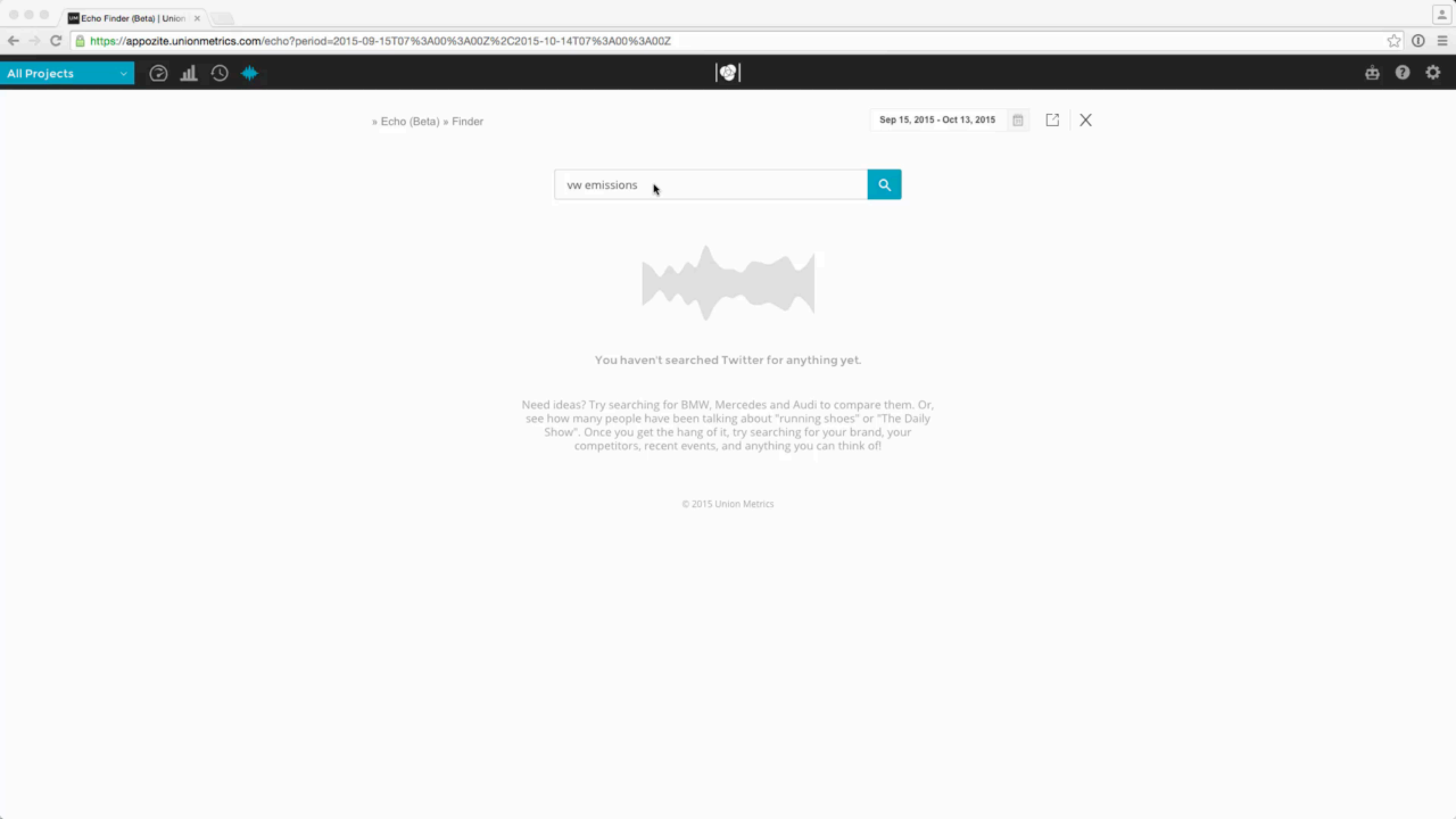


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vw emissions



You haven't searched Twitter for anything yet.

Need ideas? Try searching for BMW, Mercedes and Audi to compare them. Or, see how many people have been talking about "running shoes" or "The Daily Show". Once you get the hang of it, try searching for your brand, your competitors, recent events, and anything you can think of!

Union Metrics Echo



Explore the world's reactions.

“I’m really impressed with Full Archive Search performance. We can pull 30 days of minute-by-minute data in just a couple of seconds”

–Hayes Davis
CEO | Union Metrics

Insights Family of APIs



Engagement API



Audience API

Brands:

1. Please give me access to the data in the tools I use.
2. Please give me the right answer, and tell me why I can trust it!

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Ecosystem:

1. Help me grow my business. Help me differentiate and add value.
2. Give me reliability & sustainability I can invest in.

— —  NEW API — —

Engagement API

Total Impressions

The number of times a Tweet has been viewed.

Engagements

The total number of times a Tweet has been engaged with across all engagement types.

```
{
  "start": "2015-08-10T00:00:00Z",
  "end": "2015-08-31T00:00:00Z",
  "group1": {
    "app_install_attempts": "0",
    "app_opens": "0",
    "detail_expands": "25439",
    "email_tweet": "0",
    "engagements": "139212",
    "favorites": "5569",
    "hashtag_clicks": "105",
    "impressions": "864192",
    "media_clicks": "99490",
    "permalink_clicks": "32",
    "replies": "59",
    "retweets": "4902",
    "url_clicks": "1059",
    "user_follows": "75",
    "user_profile_clicks": "2481",
  }
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Use Cases:

Help me understand the true reach of my Tweets, from all my accounts, in one place

Help me measure how my organic Tweets are performing so I can create better Tweets

Show me which of my Tweets are getting the most love so I can promote and amplify them!

— —  NEW API — —

Audience API

— + NEW API —

Audience API

Key Design Goals:

1. Ensure a privacy-focused approach
2. Create net-new value by enabling richer insights



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Audience API



Audience Data Models

Gender

Language

Location - Country

Mobile Device Network

Location - Region

Mobile Device OS

Location - Metro

TV Show

Interests

TV Genre



Audience API

Audience Data Models

Gender

Language

Location - Country

Mobile Device Network

Location - Region

Mobile Device OS

Location - Metro

TV Show

Interests

TV Genre



Audience API

— USE CASES —

Audience API

— USE CASES —

Audience API



What's in the Future for Twitter Data Products?





Thank You

@robjohnson