Twitter presents Web Analytics tool

by Ritika Sharma

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Here is some good news for all those who use Twitter to network, get business visibility, vent, share links and blog posts, but have no tool to track or analyze traffic they are getting from the social network.

The micro-blogging site is launching a new tool called Twitter Web Analytics. The new service which is based on Backtype, the social analytics company that Twitter acquired in July, comes with three key benefits.

Christopher Golda, Twitter product manager, wrote in a blog post, "Twitter is a powerful platform for websites to share their content and drive traffic and engagement. However, people have struggled to accurately measure the amount of traffic Twitter is sending to their websites, in part because Web analytics software hasn't evolved as quickly as online sharing and social signals."

According to Golda, the new tool will help website owners understand how much traffic they receive from Twitter and the effectiveness of Twitter integrations on their sites.

Three key benefits:- Twitter's web analytics service will enable users to see how visitors interact with their website and how their advertising campaigns are faring.

The company plans to release the product as a free service to all website owners within the next few weeks. Additionally, they will be releasing Twitter Web Analytics API for developers who want to add Twitter data in their products.

The new service which is based on Backtype, the social analytics company that Twitter acquired in July, comes with three key benefits.

Firstly, the Twitter Web Analytics will allow users to see to what degree their content is being shared on the Twitter network.

Secondly, it will help them accurately quantify how much traffic Twitter is sending to their websites. Lastly, the analytics tool promises to measure the impact of the Tweet button integration on their site.

Full release of Web Analytics in coming weeks:- Twitter Web Analytics will be tested by a selected few this week. The company plans to release the product as a free service to all website owners within the next few weeks. Additionally, they will be releasing Twitter Web Analytics API for developers who want to add Twitter data in their products. Twitter is planning to release the product as a free service to all website owners within the next few weeks and they will be releasing Twitter Web Analytics API for developers who want to add Twitter data in their products. The micro-blogging site is launching a new tool called Twitter Web Analytics.

Twitter director of web business development, April Underwood, stated, â€œWe know our partners use third-party analytics tools that go way beyond what weâ€™re offering today. So weâ€™re going to release application programming interface (API) that will make their dashboards stronger.â€•

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