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Better Marketing With Twitter Analytics

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If a business manages to pull data from the api then they will need to segment this data in order to make any good use of it. The tweet curve allows a business to pull data and store data for on a ongoing basis from the date the search is started and the previous seven days and then indefinitely or until all the companies hard drives are full, which might not be long with over a million tweets a day.

Twitter process over 1 million tweets a day, a tweet is a micro blog made up of a maximum of 144 characters and can contain a link to another site or indeed a hash tag with can be used for tracking purposes. Twitter its self we allow you to look at a keyword search for the past 7 days; it will not allow you via its platform to store or do anything with this data. To get to grips with twitter analytics then a business must understand the tweet curve and employ a technician to pull data from the API.

In today's fast moving culture of micro blogging, business can be made and destroyed in a matter of minutes. Businesses who take advantage of [twitter analytics](#) have a much deeper and more rounded understanding of what their customers and potential customers are saying whether it is a happy thought or unhappy thought.

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