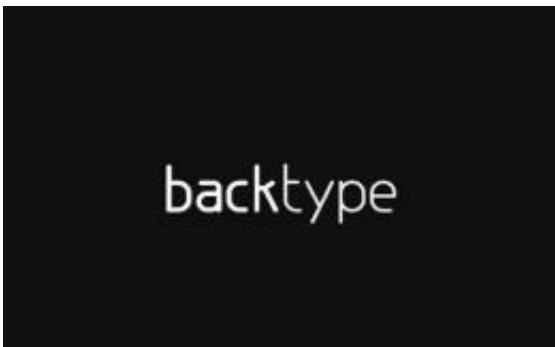


Twitter buys analytics startup BackType

July 5 2011



Twitter announced on Tuesday that it has acquired BackType, a San Francisco-based startup that helps publishers measure the impact of their social media use.

Twitter announced on Tuesday that it has acquired BackType, a San Francisco-based startup that helps publishers measure the impact of their social media use.

Financial details of the transaction were not released.

Twitter, in a message on its @TwitterGlobalPR feed, said BackType would "focus on creating tools for our publisher partners."

BackType said it would be relocating to Twitter headquarters in San Francisco.

"Our vision at BackType has always been to help our customers understand the value of engagement on Twitter and other social

platforms," BackType said in a message announcing the sale on the company website.

"Joining Twitter gives us the opportunity to bring insight to tens of millions of [publishers](#) around the world that are using Twitter to communicate and connect with their audience," the company said.

Twitter, which was founded in 2006, announced last week that [Twitter](#) users are sending 200 million tweets a day, up from 65 million a day one year ago.

(c) 2011 AFP

Citation: Twitter buys analytics startup BackType (2011, July 5) retrieved 25 April 2024 from <https://phys.org/news/2011-07-twitter-analytics-startup-backtype.html>

<p>This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.</p>
--