

Twitter to acquire Gnip to boost tools for analyzing data

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By Bloomberg

Twitter Inc. is buying Gnip Inc. as the microblogging service seeks to provide analytical data on tweets to developers and businesses.

Gnip, based in Boulder, Colorado, will continue to offer data to its existing customers, Twitter said in a blog post today. Terms of the acquisition weren't disclosed.

The deal follows Apple Inc.'s purchase of data-analytics firm Topsy Labs Inc., which is used by companies to analyze consumer sentiment on Twitter, be it responses to TV shows or politics. Topsy and Gnip are the few partners that have real-time access to the public messages that roll across Twitter.

"These public Tweets can reveal a wide variety of insights — so much so that academic institutions, journalists, marketers, brands, politicians and developers regularly use aggregated Twitter data to spot trends, analyze sentiment, find breaking news, connect with customers and much more," Twitter said in the blog post.

Apple paid more than US\$200 million for Topsy, people with knowledge of the deal said at the time.

Twitter also paid US\$36 million to acquire 900 patents from International Business Machines Corp., according to a filing last month.

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