



Twit-alytics

AGGREGATED ANALYTICS FROM
TWITTER'S TOP DATA MINING TOOLS

Twit-alytics.com (@twit_alytics) is both a new standalone product AND a paid Twitterface feature. The problem statement it solves is:

- There are many great analytic tools out there, all doing something slightly different. Going to these sites routinely would take too much time, and by having them on one convenient page I am hoping people will get more benefit from these tools, more regularly.
- Consultants and employees are being asked to provide monthly reports these days, and it takes hours sometimes and is hard to do because of all the disparate sources. Right now there isn't another way except to go to multiple sites and get whatever the consultant wants to include. There's not a fast way today.
- There are so many tools, a lot of people don't even know they exist, yet they're out there trying to find this data and sometimes what they're looking for is already available somewhere.

The idea is that people can sign up for an account (individual, business, corporate or agency) and it will give them a page, like twit-alytics.com/kriscolvin (similar to how we do Twitterface pages.) They can put in a background, logo and header (we will reuse design code from Twitterface) so that the company or agency can brand these pages however they want. Like Twitterface will be, the pages can be public or private. This is what will be on the page in Version 1. I will do an actual prototype with data showing soon, and then get buy-in from the people mentioned here (some know, some don't) about this project:

TWITALYZER API

TWITTERGRADER API

FOLLOWERS
some info from TWITTERCOUNTER API

RETWEETS
TWITTER API (or another source)

LISTS
TWITTER LISTS API

MR. TWEET API

KLOUT API

LINKS
BIT.LY API

APP LAUNCHER
Tweetstats
TwitterAnalyzer
TwitterFriends
TweetReports

Users need to be able to:

- Print this page (properly formatted)
- Save this page as a PDF (this gives them reports they can save and refer to over time)
- Email this page as a PDF attachment
- Specify some settings for this data
- Switch from one account to another using a dropdown menu (like in Twitterface settings)

Partners who are providing us actual data via an API or some other method of integration (in the big boxes shown above) will be paid for it per user that signs up. We will have a partner program designed to give them a share of the revenue and help us with integrating or giving us data that customers ask for.

People whose sites are listed in the **App Launcher** do not get shared revenue and do not require a login (we just need to pass the name to those sites in a slick way, so I can easily go to <http://tweetstats.com/status/kriscolvin> for example in a new window and see those things outside our site. I am hoping that some of those folks may want to become a partner and then we will bring some of their data into the page directly. All of the apps listed are sites I personally use and find valuable.

There are some more complex things I'd like to add to this but later, after we get the things I've outlined here done.

This product (and Twitterface) need **mobile apps** for iPhone and Android, so people could check their stats on the go.

Regarding **bit.ly** which you will see me mention repeatedly... we need to get an api from them and be whitelisted if we aren't already. Given how they aggregate data and provide stats already, I'd rather use them than do our own url shortener. Users lose too much important info if we do our own vs. using bit.ly I think.

PRICING NEEDS

We have several things to consider regarding a pricing and payment system:

- 4 Annual Price Plans (and people need to be able to upgrade)
- Partner Program (pay API partners monthly for new subscriptions)
- Affiliate Program (I want to get consultants to essentially be our design partners, to help us figure out what to provide, and let them resell this to clients for some reduced amount)

IMPORTANT

This is in a way, a proof of concept for a much larger product I have planned and prototyped called the SM Dashboard. I want us to try to get this smaller-scale idea done, with payment functions, etc. before we tackle that. Also, others may have to get involved with that one and we may need to see if we can get Khurram full time on it and Twitterface productivity features (which will also earn money.) If we can get this going, and make enough money from it, we may be able to do that sooner so that's why this is such a critical piece for us.

I did a series of polls today on our blog: <http://twitterface.me/need-your-feedback-on-twitter-analytics> I actually feel more excited about the concept after hearing from some people. Two people communicated with me in DM and email about it, that have to deliver monthly reports to clients. Here in KC at LightThread we are having to get into that too now. We are in a very good place going forward to be able to deliver products that meet the needs of all these people selling social media. :-)