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Covering social, start-ups and venture capital.

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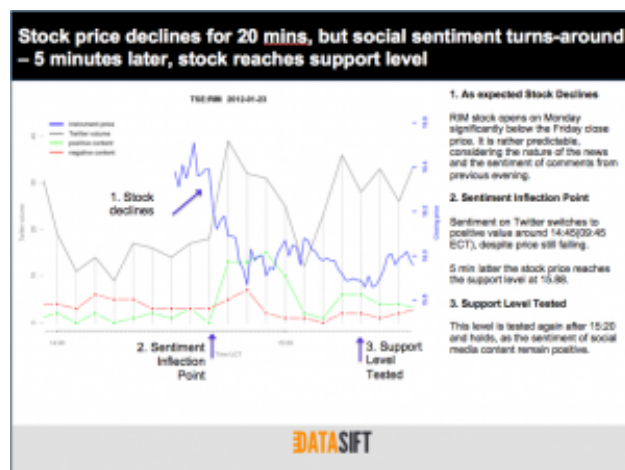
## DataSift Launches Historical Twitter Search For Businesses

Startup DataSift is launching a service for companies to search historical Tweets as far back as January 2010.

This information is useful for businesses looking to gain insights into customers and their own products and brands. On Twitter.com, the search function only goes back seven days. DataSift already has a service that provides real-time filtering of Tweets, which can sort by demographics, sentiment of Tweets, location and influence through Klout, among other factors. Now those same filters can be used to analyze historical data back to January 2010, a time frame which covers 85 to 90% of what clients are looking for, says DataSift founder Nick Halstead. The service goes beyond keyword searches because it can analyze a topic and pull Tweets related to the topic even if it is not named in the search.

To give a sense of how much data DataSift is analyzing, there were 85 billion Tweets just in 2011. “There’s never been an available public record of this kind for human behavior,” Halstead says.

This data is used for all kinds of purposes, such as hedge funds that are tracking indicators for stocks, news organizations analyzing how stories are performing, brands tracking the



performance of product launches, social media monitoring companies tracking conversations and corporations looking to correlate point-of-sale data with Twitter sentiment. For example, you can search for “IPOs” and DataSift will show all the IPOs recently. If you click on one, it will show you the graph of all the Tweets on and around the IPO day, colored by red or green to indicate positive or negative sentiment.

In another example, for RIMM’s co-CEOs’ resignation, which was on a Sunday night, DataSift’s analysis shows a massive spike in Twitter volume, mostly negative (see graphs). The next day, the stock price opened down. But then sentiment turned positive and five minutes later the stock price hit a support level and turned upwards. That’s the kind of information that could be useful for traders.

The amount of focus companies are putting on social media analysis has jumped significantly in recent months, says Rob Bailey, CEO of DataSift. “Before it was passive real-time listening,” Bailey says. “Now they’re making really big business decisions based on this.”

DataSift, which is backed by IA Ventures and GRP Partners, is working directly with Twitter and gets access to Twitter’s feed. That means that for privacy, Tweets that are deleted will not show up in DataSift’s searches.

The other company in this space is Gnip [<http://gnip.com/>].