








 [Developer](#)  [Back](#)

- Use cases 
 - Advertise (<https://developer.twitter.com/en/use-cases/advertise>)
 - Publish and curate (<https://developer.twitter.com/en/use-cases/publish-and-curate>)
 - Analyze (<https://developer.twitter.com/en/use-cases/analyze>)
 - Engage (<https://developer.twitter.com/en/use-cases/engage>)
- Products 
 - Products overview (<https://developer.twitter.com/en/products/products-overview>)
 - Accounts and users (<https://developer.twitter.com/en/products/accounts-and-users>)
 - Tweets (<https://developer.twitter.com/en/products/tweets>)
 - Direct messages (<https://developer.twitter.com/en/products/direct-messages>)
 - Metrics (<https://developer.twitter.com/en/products/metrics>)
 - Ad campaigns (<https://developer.twitter.com/en/products/ad-campaigns>)
 - Publisher tools (<https://developer.twitter.com/en/products/publisher-tools>)
- Docs 
 - Documentation (<https://developer.twitter.com/en/docs/documentation>)
 - API reference index (<https://developer.twitter.com/en/docs/api-reference-index>)
 - Tutorials (<https://developer.twitter.com/en/docs/tutorials>)
 - Changelog (<https://developer.twitter.com/en/docs/changelog>)
 - API status (<https://api.twitterstat.us>)
- More 
 - Case studies (<https://developer.twitter.com/en/case-studies>)
 - Enterprise data (<https://developer.twitter.com/en/enterprise>)
 - Developer terms (<https://developer.twitter.com/en/developer-terms>)
 - Pricing (<https://developer.twitter.com/en/pricing>)
 - Billing details (<https://developer.twitter.com/en/billing-faq>)
 - Community (<https://developer.twitter.com/en/community>)
 - Forum (<https://developer.twitter.com/en/forum>)
 - Blog (https://blog.twitter.com/developer/en_us.html)
 - Stay informed (<https://developer.twitter.com/en/stay-informed>)

- Labs 
 - Join
 - About (<https://developer.twitter.com/en/labs>)
 - Docs (<https://developer.twitter.com/en/docs/labs/overview/introduction>)
 - Feedback (<http://twitterdevfeedback.uservoice.com>)
- Apps 
- Brian 



- Go to Twitter (<https://twitter.com>)
- Sign out (<https://twitter.com/logout>)

Use cases / Analyze

Evaluate Twitter data to inform business decisions

Twitter data is the most comprehensive source of live, public conversation worldwide. Our REST, streaming, and Enterprise APIs enable programmatic analysis of data in real-time or back to the first Tweet in 2006. Get insight into audiences, market movements, emerging trends, key topics, breaking news, and much more.

Trend and event detection

Be the first to know what's happening.

It pays to be the first to uncover a breaking news story, identify an industry-wide trend, or take action on market movements. We offer several tools and endpoints to help you analyze conversations and respond to trends as they unfold. Use these insights to optimize ads, generate organic content, engage with customers, identify audiences, write articles, purchase stock, assess risks, inform long-term business strategy, discover unknown relevant topics, and much more.

Relevant products

Filter APIs

[Explore endpoints >](#)

Sample APIs

[Explore endpoints >](#)

Likes stream in Decahose

[Explore endpoints >](#)

Search APIs

[Explore endpoints >](#)

Historical PowerTrack API

[Explore endpoints >](#)

Engagement API

[Explore endpoints >](#)

Public Trends API

[Explore endpoints >](#)

Relevant case studies

Relevant tutorials

[Twitter's enterprise APIs >](#)

[The newest data products >](#)

[Building PowerTrack: Philosophy and design >](#)

Audience insights

Understand your audience.

In a world of abundant choice and information, building a relationship with customers is more important than ever. To do this well, it's critical to understand the motivations, interests, and demographics of your audience. Use Twitter's tools and endpoint to

formulate audience insights to identify relevant groups, inform Twitter ad campaigns, build relevant content, and maximize reach based on interests, and more.

Relevant products

Filter APIs

[Explore endpoints >](#)

Sample APIs

[Explore endpoints >](#)

Historical PowerTrack API

[Explore endpoints >](#)

Ads API

[Explore endpoints >](#)

Account Activity API

[Explore endpoints >](#)

Follower endpoints

[Explore endpoints >](#)

Relevant case studies

Relevant tutorials

[Twitter's enterprise APIs >](#)

[The newest data products >](#)

[Building PowerTrack: Philosophy and design >](#)

Sentiment detection

Make decisions informed by customer sentiment.

Understand customer sentiment as people and markets respond to product and business decisions. Our endpoints and tools enable techniques to analyze and inform next steps based on sentiment. Sentiment analysis can predict the outcome of

upcoming events, evaluate the impact of a recent product launch, pivot the direction or content of an ad campaign, and more.

Relevant products

Filter APIs

[Explore endpoints >](#)

Likes stream in Decahose

[Explore endpoints >](#)

Historical PowerTrack API

[Explore endpoints >](#)

Search APIs

[Explore endpoints >](#)

Engagement API

[Explore endpoints >](#)

Brand intelligence

Monitor brand mentions.

Marketing in today's fast-paced social landscape means keeping your finger on the pulse of the conversations surrounding a brand. Twitter data enables partners and brands to stream all relevant Twitter content about a brand in real-time, and perform analysis as topics or issues emerge. Today, brands across the world are using Twitter data to inform engagement and deliver better experiences for their customers.

Relevant products

Filter APIs

[Explore endpoints >](#)

Search APIs

[Explore endpoints >](#)

Historical PowerTrack API

[Explore endpoints >](#)

Relevant case studies

Research

Test a theory or uncover insights with public data.

Going back to the first Tweet in 2006, Twitter includes over a decade of public conversations from around the world. Whether pulling Tweet data around a specific topic to develop a study, conduct academic research, establish benchmarks, or evaluate a brand concept, our customers have used Twitter's comprehensive source of public data to inform and publish important and impactful work.

Relevant products

Filter APIs

[Explore endpoints >](#)

Sample APIs

[Explore endpoints >](#)

Historical PowerTrack API

[Explore endpoints >](#)

Relevant tutorials

[Twitter's enterprise APIs >](#)

[The newest data products >](#)

[Building PowerTrack: Philosophy and design >](#)

Ready to build your solution?

Review the documentation to get started.

[Go to docs \(https://developer.twitter.com/en/docs.html\)](https://developer.twitter.com/en/docs.html)

[Developer policy and terms](#)

[Follow @twitterdev \(http://twitter.com/twitterdev\)](#)

[Subscribe to developer news \(https://developer.twitter.com/en/twitterdev-news-subscription\)](#)

© 2019 Twitter, Inc.

[Cookies \(https://help.twitter.com/rules-and-policies/twitter-cookies\)](#)

[Privacy \(https://twitter.com/privacy\)](#)

[Terms and Conditions \(https://twitter.com/tos\)](#)

