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Twitter Data Mining Case Studies

* JibJab
  + Wanted to integrate users’ Twitter feeds into the app
    - Twitter Kit
  + Wanted people to be able to share GIFs on Twitter directly from the app
    - Social Sharing
  + <https://s3.amazonaws.com/cdn0-crashlytics-com/marketing/case-studies/JibJab-caseStudy-1b.pdf>
* BuzzFeed
  + Aimed to reduce crash rates for its 150+ million users
    - Crashlytics (Part of the Fabric SDK)
      * Pinpoints state of the device when exceptions are thrown
      * Data collected regardless of whether throw/catch exists
      * Issues alerted in real time
      * Stack trace analysis
  + Wanted to make it easier to share stories on Twitter
    - Twitter Social (Also part of the Fabric SDK)
      * One tag in XML embeds a tweet
      * Made possible by the TweetUI Kit for Android and the REST APIs for iOS
  + <https://get.fabric.io/crashlytics>
  + <https://s3.amazonaws.com/cdn0-crashlytics-com/marketing/case-studies/New_BuzzFeed-caseStudy-Final.pdf>
  + <https://dev.twitter.com/twitter-kit/android/tweetui>
  + <https://dev.twitter.com/twitter-kit/ios/show-tweets>
  + <https://dev.twitter.com/products/native-social>

Data mining during exceptions was used to understand the reason behind app crashes, while data mining of tweets allowed BuzzFeed to embed tweets inside its native Play Store and App Store apps.

* Halfbrick Studios
  + Wanted to make money through/personalize their advertisements
    - MoPub
      * Better ad management
      * Personalized advertisements with just a few lines of code
      * Doubled the revenue of advertisements
      * Real time bidding – advertisers are in control of the apps their ads appear in
  + <https://dev.twitter.com/mopub/android/getting-started>
  + <https://dev.twitter.com/mopub/android/banner>
  + <https://s3.amazonaws.com/cdn0-crashlytics-com/marketing/case-studies/Halfbrick_casestudy.pdf>
  + <http://www.mopub.com/>

Data mining of apps, their users, and ad performance on a specific app platform allowed Halfbrick Studios to increase their ad revenue with real-time bidding.