GNIP

The Social Media API™

Gnip and The Social Cocktail



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President and COO

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WHAT WE BELIEVE

We believe the thoughts, conversations, opinions, and debates expressed in public social conversation have unlimited value and near limitless application.

GNIP

A FEW INTERESTING TIDBITS

Delivering social data for 4 years . . .

Serve 8 of the 9 leading social media monitoring firms. . .

Our customers serve over 90% of the Fortune 500 . . .

Deliver over 3 billion activities every day . . .

Provide access to data found nowhere else . . .

TWITTER IN THE HOUSE



ACCESS TO DOZENS OF SOURCES

Gnip provides access to dozens of social media publishers so customers get the social media data they want all in one place.



GNIP

ENTERPRISE DATA NEEDS

Oceanographers Not Fly Fishermen

- Full Coverage
- Reliability and Redundancy
- Scalablity
- Support

IT'S NOT JUST ABOUT TWITTER



REACTION TIME



Faster

Slower

GNIP

DEPTH

Deep









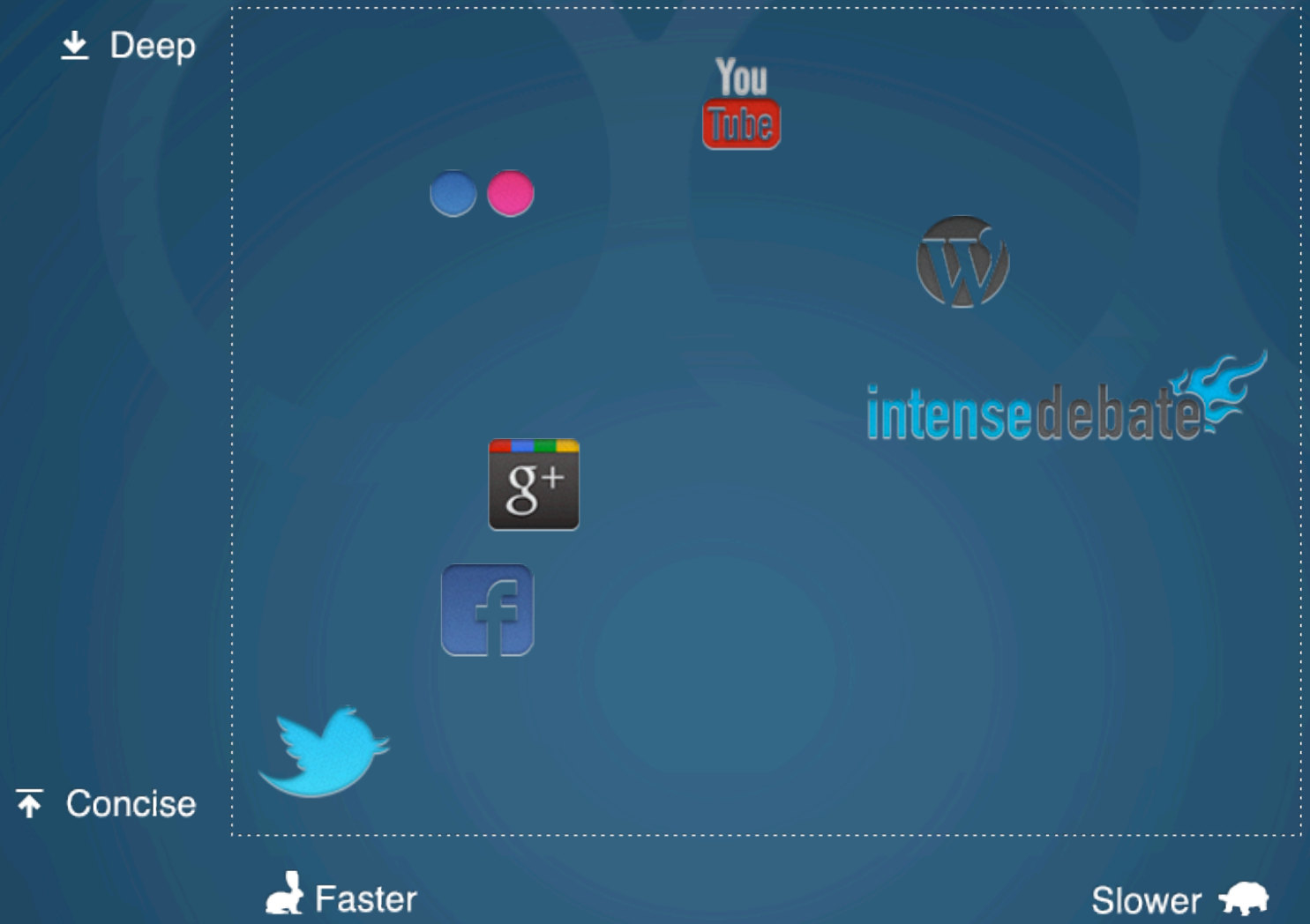




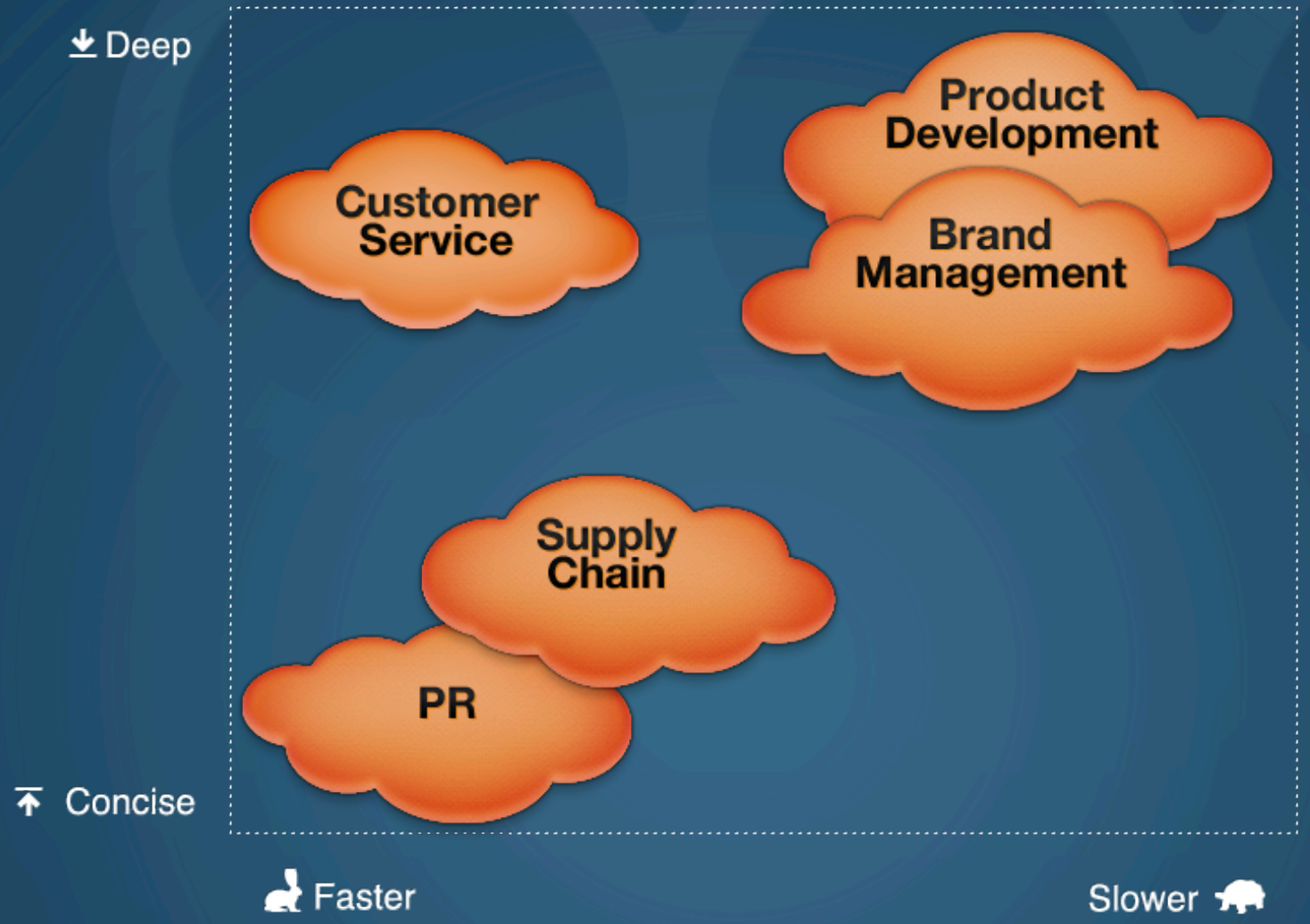


Concise

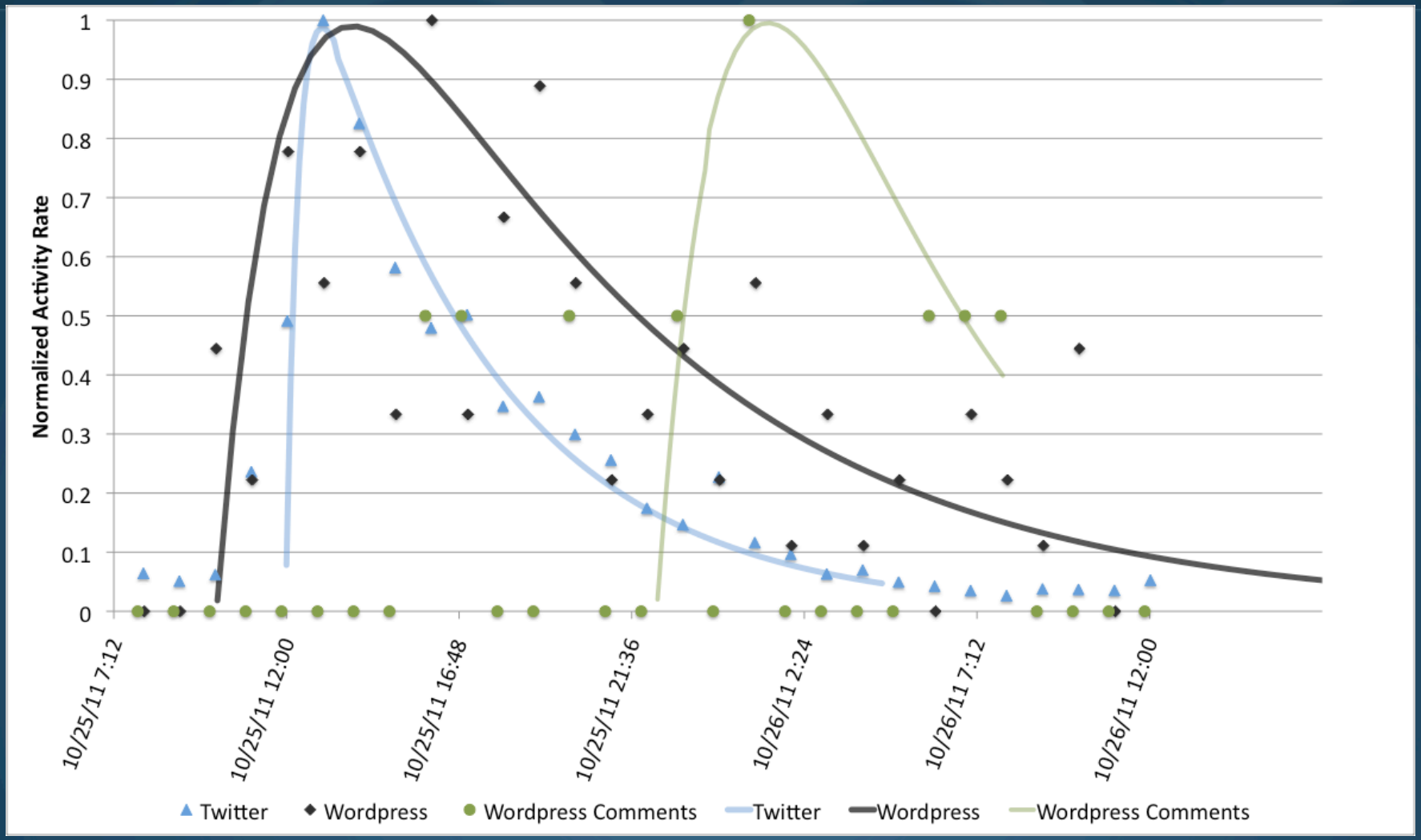
THE GNIP SOCIAL COCKTAIL



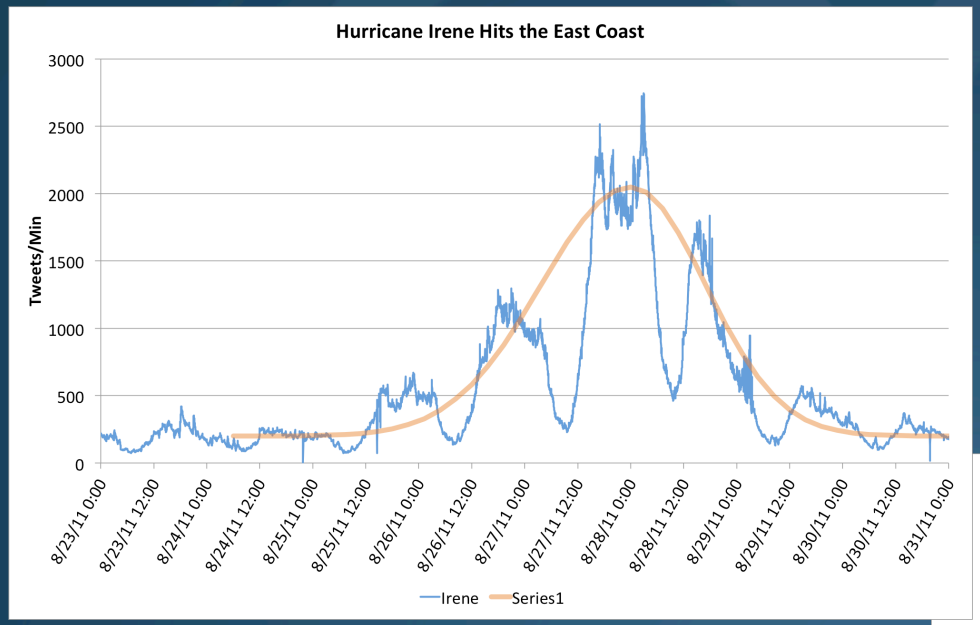
USING GNIP'S SOCIAL COCKTAIL

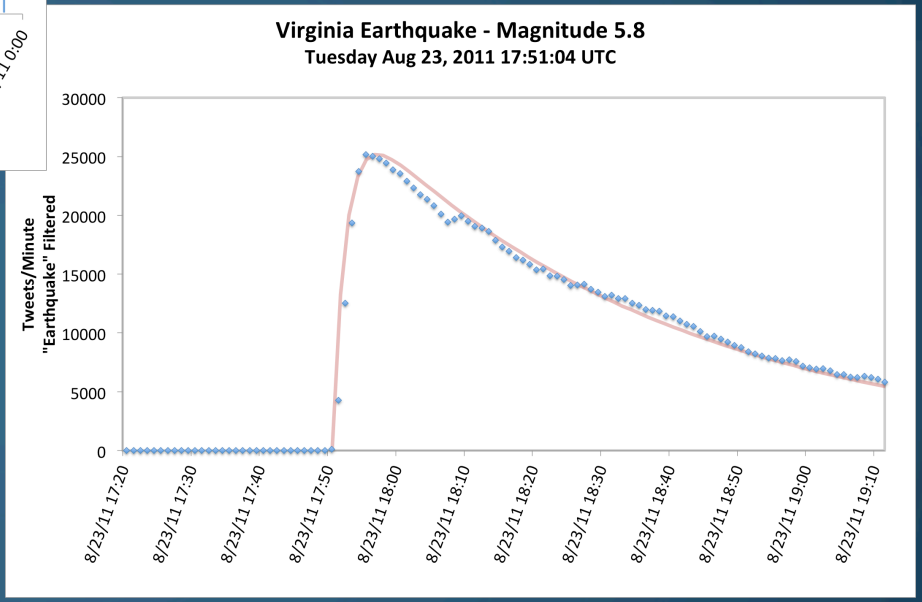


MARKET RESPONSE TO NFLX EARNINGS



EXPECTED VS. UNEXPECTED EVENTS





WHAT'S NEXT?



GNIP



The Social Media API™

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