
TWITTER TO MORE THAN TRIPLE AD REVENUE IN 2011



Twitter, the micro-blogging phenomenon with an estimated 200 million users, is set to earn \$150 million in ad revenue in 2011, according to eMarketer. Last year, the site garnered \$45 million in ad revenue, meaning that it is on track to more than triple its year-to-year earnings. Debra Aho Williamson, a principal analyst at eMarketer, said, "In 2011, [Twitter] must work overtime to give its early advertisers a positive experience." Last year, Twitter began opening up the floodgates to a variety of different advertising possibilities: Promoted Tweets (tweet which would appear at the top of search results, Promoted Trending topics, and Promoted Accounts (Users are encouraged to follow these accounts) just to name a few of them. Twitter says that about five percent of users who see Promoted Tweets click on them.

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