



# FAQ - Twingly as a Provider for Blog Data

## Twingly in a nutshell

Twingly got founded in 2006, and since 2007 we provide companies with blog data and various other services based on our technology. We are a privately owned independent company based in Linköping, Sweden.

## What makes Twingly different and what can you as a client expect from us?

As a blog search engine we collect blog data from all over the world. However, our strength in terms of coverage lies in Europe, and we are chosen by the best media monitoring companies in the world to deliver European blog data (see “**API Customers**” on [www.twingly.com/partners](http://www.twingly.com/partners))

Our high coverage in local European languages results from the fact that other branches of our business attract a lot of attention from bloggers, who have incentive to make sure that they are in our index.

Another feature setting us apart from other vendors is that there are no hidden fees in our subscription model. We include all tech support in a fixed monthly fee and we add sources for our clients free of charge.

## What is the entry price for your service, and what does that include? What factors increase the price?

### We have three data API's.

One is called **Livefeed**. With Livefeed our customers get all complete blog data in real time as we get it into the data base. Livefeed gets subscribed to on a per language basis. Prices depend on how many languages you would need. Please choose your language (or language bundle) and ask us for a quote.

The second API we offer is called **Analytics**. Analytics is the commercial search of our blog search engine on [Twingly.com/search](http://Twingly.com/search). Like Livefeed, all results are delivered as an XML-feed which makes it easy to feed them into the systems of our customers. One can search across all or individual languages. The price also depends on how many languages you need. Please let us know which languages (one, several or all) you need and ask us for a quote.

For research institutions we provide blog data for free as long as sufficient insight in usage and results are provided.

The third possibility is our **RSS-feed for commercial use**. One can subscribe directly on [Twingly.com/search](http://Twingly.com/search) to search results per RSS or JSON. We provide our customers with an API-key, and they can run up to 5 RSS/ JSON feeds. Costs are 95 Euro per month.

**We offer a 2-week free trial period for all three API's because we want you to choose the service that suits your needs best.**



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## How soon can I get started?

Provided there is an agreement and all is ready to go at your end, at our end it usually takes less than an hour to get you up and running.

## Who sets up the initial search/ content collection criteria (vendor or client)? Which methods are used? How are changes made?

For Twingly **Livefeed**, where the client is subscribing to all the blog posts from a set of languages, we set it up at our end and changes are made by the client contacting our tech support.

For **Twingly Analytics** and **RSS/ JSON Commercial**, which provides a search API, the customer decides what to search for in terms of keywords or phrases, with or without filters on language.

We provide technical documentation and support for **Livefeed** and **Analytics**.

## Content sources

We only do blogs – blog posts to be precise.

## Does Twingly source content from other content aggregators?

No.

## What techniques does Twingly use to discover sources (e.g., user-specified, internal search/ spider, external search/ spider)?

Twingly indexes bloggers that ping our search engine, while also crawling blogs discovered through proprietary algorithms. We discover new sources as they appear, as long as bloggers or their blog platform makes themselves known to us.

In addition to bloggers pinging us, we use techniques like crawling and PuSH (PubSubHubBub) subscriptions to discover new content.

## How about Spam?

We eliminate spam as much as possible by using a special algorithm that can indicate how close a blog is to a spam cluster. Apart from that we also do some manual work in the indexes where we have language competency. There will always be spam in our index as well, just a lot less than with other providers that don't have any filters in place.

## In what format(s) does Twingly deliver data?

In **Livefeed** and **Analytics** all data gets delivered as XML-feed in a proprietary format. **RSS/JSON Commercial** comes in these formats.



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## What connection protocols are supported?

HTTP

## What authentication protocols are required?

API key

## What data fields are typically included?

### **Analytics**

blog post URL, blog post title, blog post summary, language code, publish date of post, blog name, blog URL, authority, outgoing links from the posts

**Full documentation** [http://connect.twingly.com/content/api/twingly\\_analytics.pdf](http://connect.twingly.com/content/api/twingly_analytics.pdf)

### **Livefeed**

blog post URL, blog post title, blog post summary, language code, publish date of post, blog name, blog URL, blog rank , outgoing links from the posts

**Full documentation** [http://connect.twingly.com/content/api/twingly\\_livefeed.pdf](http://connect.twingly.com/content/api/twingly_livefeed.pdf)

## How about access to historical data?

With **Livefeed** the client subscribes to a feed of data without history. Using **Analytics** or **RSS/JSON Commercial** the client can access a search history of 4-6 months.

## How about copyright requirements for aggregated online content?

By never publishing full data except through machine readable APIs, we don't violate copyrights. In our human-readable search engine at [Twingly.com/search](http://Twingly.com/search) we only show titles and relevant snippets of the data, per search engine convention.

## Do Twingly's collection methods comply with publishers' (including social networks) terms of use?

Yes.

## Does Twingly notify users when a source is unavailable?

No.

## Over 30 different languages

The primary language in your system is **English**.



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We collect content and identify content in over 30 languages, the main ones being listed here

[http://connect.twingly.com/content/api/twingly\\_api\\_languages.pdf](http://connect.twingly.com/content/api/twingly_api_languages.pdf).

Results can be filtered by language in all API's. **Important:** We distinguish sources by language only.

## How about collecting or generating information about sources?

	Yes/No	Type / Notes
Audience size	No	
Audience demographics	No	
Inbound links	Yes	
Outbound links	Yes	
Social network profiles	No	
Geographic location	No	
Author demographics	No	
Influence metrics	No	
Human-written source profiles	No	
Other		Unique number of linking blogs (a more accurate measure of authority than mere inbound link count)

## Want to know more?

### How to reach us

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+46 (0)13 473 10 00

Contact us for more details on [sales@twingly.com](mailto:sales@twingly.com).

### On the web

Homepage: [www.twingly.com](http://www.twingly.com)

Blog search [www.twingly.com/search](http://www.twingly.com/search)

Ping your blog to Twingly [www.twingly.com/ping](http://www.twingly.com/ping)

Blog <http://blog.twingly.com>



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**Twitter** @twingly and @twingly\_de (for Germany)

**Facebook** <http://www.facebook.com/twingly>