



**bizzly**

version 1.0  
Dec 2009

*The*

*realtime*

*report*



web: [bizzlymedia.com](http://bizzlymedia.com) Twitter: [@bizzlymedia](https://twitter.com/bizzlymedia) email: [team@bizzlymedia.com](mailto:team@bizzlymedia.com)



## What is bizzly?

- bizzly is the first Twitter-powered commerce platform
  - our hotlist shows local crowdsourced deals in realtime





## How it works

### bizzly in a nutshell:

- bizzly shows the hottest deals on Twitter happening right now
- Deals are sorted and ranked in realtime by an adaptive algorithm
- The best deals show up on the bizzly hot list
- You can view deals by location and product type, and can share and rate the deals
- Merchants can publish deals using the promotion builder and send them to their followers – these deals also appear on the bizzly hot list
- bizzly makes it easy for people to follow merchants who publish good deals
- People who share good deals can attract Twitter followers as well
- Merchants can view detailed statistics on the performance of their deals and experiment!

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# How it works



- First, if you have a twitter account, you already have a bizzly account

beta  
**bizzly**

Login with your twitter account! [sign up for a twitter account](#)

twitter name  password

**Get the bizzly realtime report!** The first real-time twitter business report

**bizzly realtime** Browse 1,000s of local deals on Twitter happening now!

**hot list**   [post a deal](#)   [the flock](#)   [my bizzly](#)   [user guide](#)   [blog updated daily](#)   [about](#)

**Live deals happening now**

Country:  State/Prov:  Metro Area:  Category:  View Deals:

Rank	Description	Location	Views	Shares	Rating	Share
1 ▲	<a href="#">50% off last season's couches saturday only – limit 2 per customer – selected styles</a> furniture Design Within Reach	<i>sf bay - san francisco</i> 455 Jackson Street (Jackson @ Sansome)	7,325	2,264		
2 ▲	<a href="#">Great Deal on Selected Trek Bikes at Target San Jose</a> sports Target	<i>sf bay - south bay</i> Target - College Park (553 Coleman)	4,334	1,332		
3 ▲	<a href="#">Fresh Cup of Coffee at Pete's</a> food/drink Peet's Coffee	<i>sf bay - peninsula</i> Market & Drumm	465	536		

**Top Deal Alerts**

Top 5 bizzly deals tweeted direct to you daily!

[@bizzlydeals](#)

**Prizes & Giveaways**

bizzly beta bonanza

\$500 Amazon gift card for flock #1 on Jan. 15

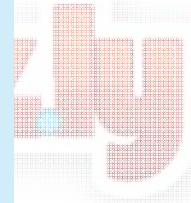
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## How it works

- Merchants can use bizzly to publish promotions and deals and send them to their followers on Twitter. Promotions look like:

The screenshot shows a Bizzly promotion card. At the top left is the Bizzly logo. The title reads "this on bizzly...". Below the title, it says "Share by: bobsdonuts" with a "follow on Twitter" link and a "share this deal on twitter" button. A link says "check out the bizzly hotlist for more deals like this!". The main offer is "Half off at Bob's Donuts" with the subtext "A dozen donuts for the price of 6 'til noon!". Below this is a photo of several donuts. The location is "1621 Polk St (btw Sac + Clay) San Francisco, CA" and the validity is "Valid from: 12/18/2009 to 12/23/2009 12:00 PM (Pacific Time (US & Canada))". At the bottom, there is a "Rate this promotion:" section with a current rating of 4.3 of 5 stars and a five-star icon.



Home

## ...and this on Twitter



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## How it works

- bizzly makes it easy for users to follow merchants they like, share deals with friends, and rate deals

follow merchant

Share by: bobsdonuts  
follow on Twitter

share this deal on twitter

[check out the bizzly hotlist for more deals like this!](#)

### Half off at Bob's Donuts

A dozen donuts for the price of 6 'til noon!

Location: 1621 Polk St (btw Sac + Clay) San Francisco, CA

Valid from: 12/18/2009 to 12/23/2009 12:00 PM (Pacific Time (US & Canada))

Rate this promotion:  
Current Rating: 4.3 of 5 stars

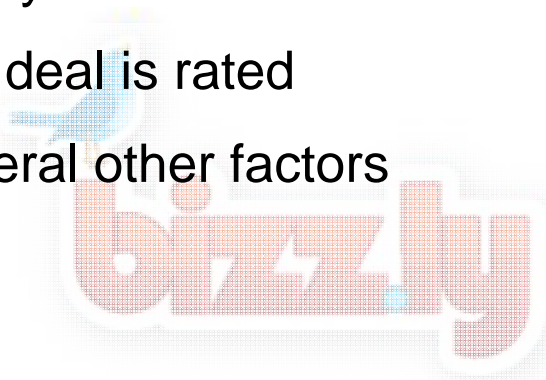
share deal

rate deal



## How it works

- bizzly sorts and ranks these deals based on:
  1. how many people have viewed the deal
  2. how many times the deal has been shared with others
  3. how the deal is rated
  4. and several other factors





# How it works

- Deals show up on the bizzly hot list, with top ranked deals at the top of the list:

hot list   post a deal   the flock   my bizzly   user guide   blog *updated daily*

### Live deals happening now refresh order

Country:  State/Prov:  Metro Area:  Category:  View Deals:

Rank	Description	Location	Views	Shares	Rating	Share
1 ▲	<a href="#">Half off at Bob's Donuts - A dozen donuts for the price of 6 'til noon</a> <small>food/drink Bob's Donuts</small>	<i>sf bay - san francisco</i> 1621 Polk St (btw Sac + Clay)	7,875	3,291	4.3	
▲	<a href="#">Great Deal on Selected Trek Bikes at Target San Jose</a> <small>sports Target</small>	<i>sf bay - south bay</i> Target- College Park (553 Coleman)	4,334	1,332	3.4	
3 ▲	<a href="#">Fresh Cup of Coffee at Pete's</a> <small>food/drink Pete's Coffee</small>	<i>sf bay - peninsula</i> Market & Drumm	465	536	3.9	



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# How it works

- People can search for local deals or for deals on specific products

**Live deals happening now** refresh order

Country:  State/Prov:  Metro Area:  Category:  View Deals:

Rank	Description		Views	Shares	Rating	Share
1 ▲	<a href="#">Half off at Bob's Donuts - A deal for the price of 6 'til noon</a> food/drink Bob's Donuts	San Francisco	7,875	3,291	4.3	
▲	<a href="#">Great Deal on Selected Treats at Target San Jose</a> sports Target	North Bay	4,334	1,332	3.4	

**That's good for now**



**There's more, but enough about bizzly,  
let's look at some data**

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# The realtime report

## What we did

- Analyzed Twitter user account growth, from March 2006 (inception) to the present
- Estimated Twitter user growth from now to 2012
- Examined the Twitter presence of **1,400 US based companies**
  - The Fortune 500
  - Top 100 national retailers
  - Top 100 'hot' national retailers
  - Top 50 online retailers
  - The top 100 local favorites in 8 US Metro Areas
    - *San Francisco, New York, Los Angeles, Orange County & San Diego, Chicago, Washington DC, Seattle, and Boston*

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# The realtime report

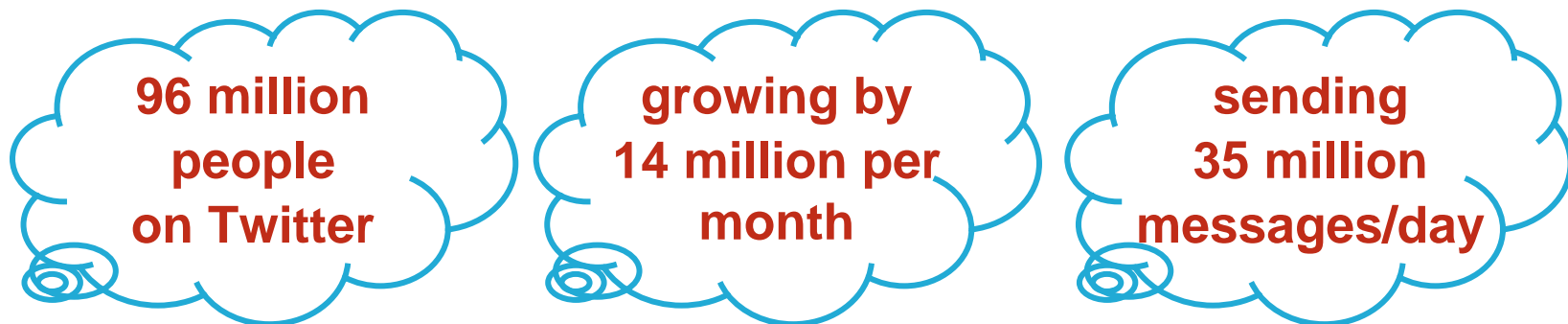
## Why we did it

- While developing bizzly, we wanted to get a better understanding of how businesses are using Twitter
- We couldn't find this data anywhere, so we created it
- We found the results really interesting
  - so much so that this “market check” turned into a very large project
- We hope you find it interesting as well



## Twitter is growing (fast)

- There are 96 million people on Twitter, sending around 35 million messages a day (*as of Dec 9th, 2009*)
  - This is increasing by 14 million per month, or 460,000 per day
  - The growth rate is accelerating



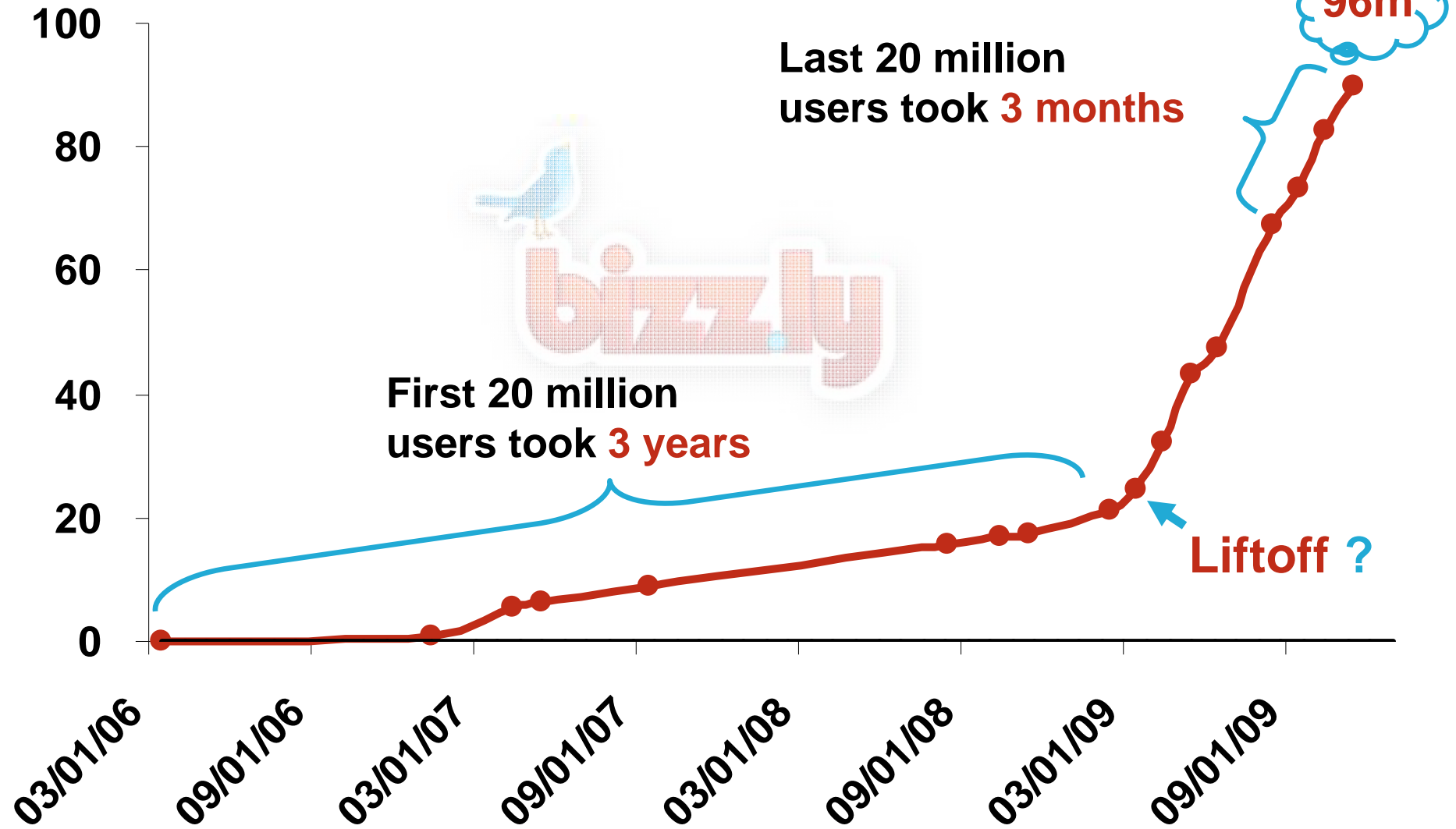
- This is the equivalent to the entire New York Metro Area joining Twitter **every month**
  - Or a city the size of Washington DC joining Twitter **every day**

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# Twitter is growing (fast)



users in millions

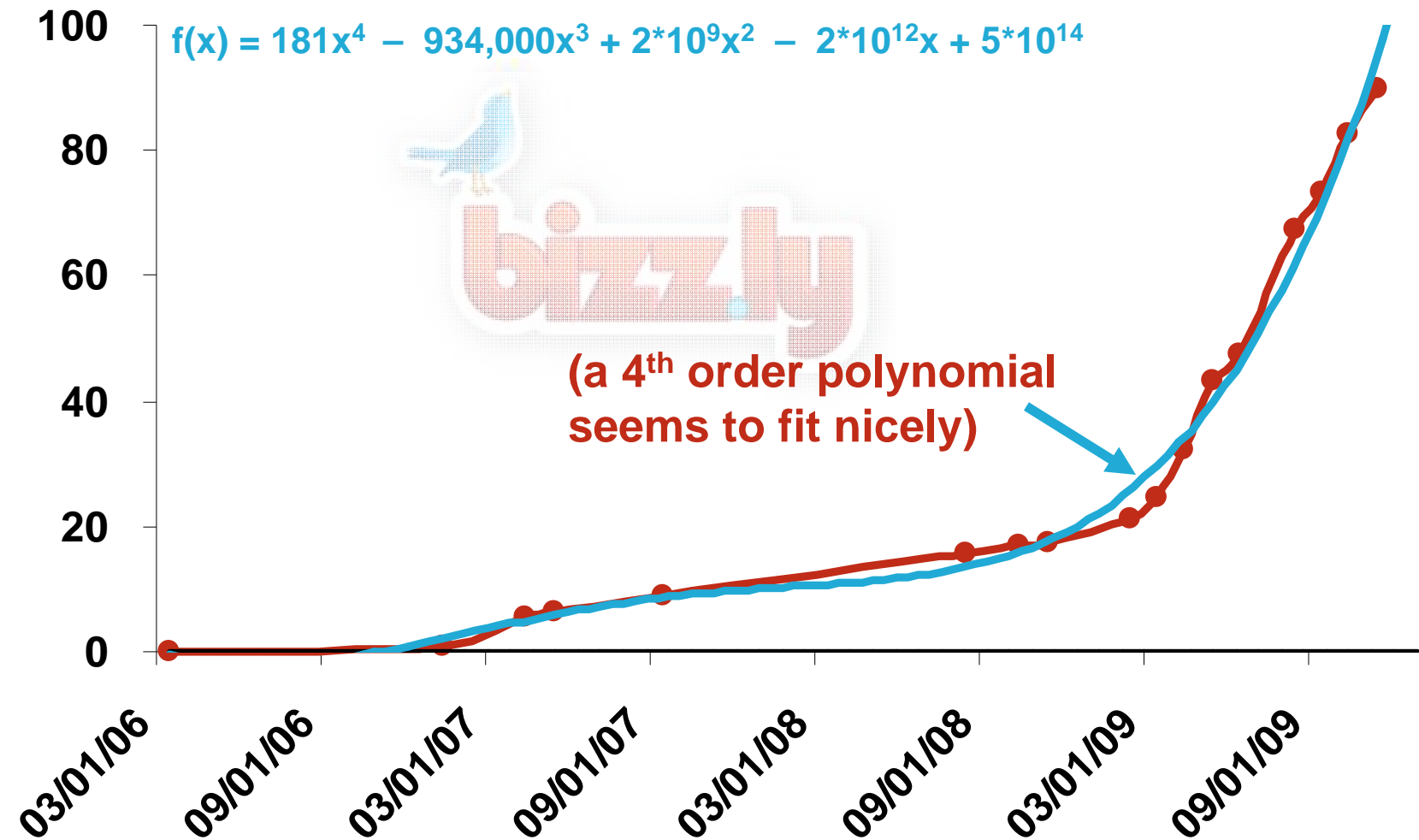




# Twitter is growing (fast)

- We attempted to model this growth mathematically

users in  
millions



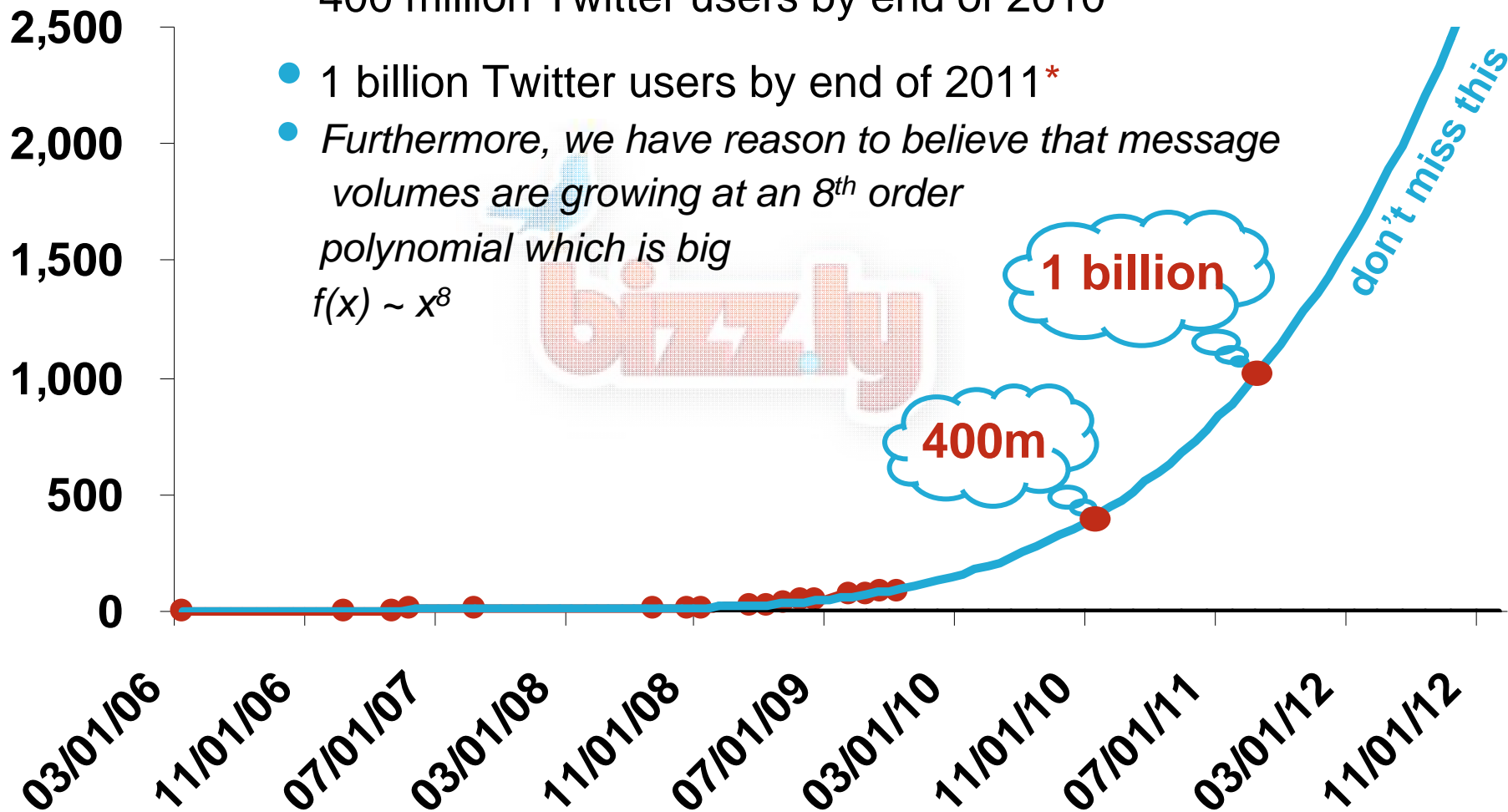


# Looking ahead

users in millions

• Our model tells us to expect:

- 400 million Twitter users by end of 2010\*
- 1 billion Twitter users by end of 2011\*
- *Furthermore, we have reason to believe that message volumes are growing at an 8<sup>th</sup> order polynomial which is big*  
 $f(x) \sim x^8$



\* Of course this is hard to predict with any certainty, but you get the idea

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# Companies on Twitter



## The bizzly 1000

Source: bizzlymedia (www.bizzlymedia.com, @bizzlymedia)

	# bizzly is Tracking	# on Twitter	% on Twitter
Fortune 500	342	180	52.6%
Top 100 US Retailers	100	66	66.0%
Local Favorites, Top 8 US Metro Areas <sup>1</sup>	794	272	34.3%
Hot 100 Retailers	104	52	50.0%
Top 50 Online Retailers	50	41	82.0%
<b>The bizzly 1000</b>	<b>1,390</b>	<b>611</b>	<b>44.0%</b>

(1) Top 8 Metro Areas are:

San Francisco Bay Area, New York, Los Angeles, Orange County & San Diego, Chicago, Washington DC, Boston, Seattle

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## The F500 on Twitter

- As we have seen repeatedly, there is a huge gap between leaders with 1m+ followers versus everyone else
- Follower counts are self-reinforcing as well, as those with large followings are growing much more quickly than average

### Fortune 500 on Twitter

Source: bizzlymedia (www.bizzlymedia.com, @bizzlymedia)

bizzlymedia tracking count	342
# with Twitter Presence	180
<i>% with Twitter presence</i>	52.6%

#### Follower Data (for those on Twitter)

Max	1,822,235
Average	59,841
Median	1,506
<i>Median (All)</i>	55
Total Followers	10,771,389
Total Twitter Users (11/17/09)	89,983,236
<i>% total Twitter users</i>	12.0%

Scratching  
the surface  
of what's  
possible

# F500 Twitter Leaders



Jetblue is a great example of follower count reinforcement – they added around 550k followers in the last 2 months alone

F500 Rank	Bizzly Rank	Company Name	Followers	
			oct. 30	dec. 30
149	1	Google	1,822,235	<i>tbd</i>
368	2	Whole Foods Market	1,538,166	<i>tbd</i>
705	3	Jet Blue	1,398,605	<i>tbd</i>
34	4	Dell - Outlet	1,365,395	<i>tbd</i>
180	5	CBS	1,325,375	<i>tbd</i>
102	6	Apple - Trailers	1,194,607	<i>tbd</i>
266	7	Southwest Airlines	819,852	<i>tbd</i>
276	8	Starbucks	443,518	<i>tbd</i>
83	9	News Corp. (foxnews)	114,051	<i>tbd</i>
66	10	Walt Disney	42,743	<i>tbd</i>

As we mentioned earlier, follower counts drop off quickly

# Top 100 US Retailers



- Slightly higher Twitter presence of 66% versus the F500 (53%)

## Top 100 US Retailers on Twitter

Source: bizzlymedia (www.bizzlymedia.com, @bizzlymedia)

bizzlymedia tracking count	100
# with Twitter Presence	66
<i>% with Twitter presence</i>	<b>66.0%</b>

### Follower Data (for those on Twitter)

Max	1,549,169
Average	55,228
Median	1,631
<i>Median (All)</i>	253
Total Followers	3,645,036
Total Twitter Users (11/17/09)	89,983,236
<i>% total Twitter users</i>	4.05%

# Top 100 US Retailers – Twitter Leaders



- Again we see a large drop-off in follower counts outside the top few leaders

Top 100 Rank	Bizzly Rank	Company Name	Followers	
			oct. 30	dec. 30
48	1	Whole Foods Markets	1,549,169	<i>tbd</i>
32	2	Dell - Outlet	1,365,395	<i>tbd</i>
36	3	Starbucks	460,297	<i>tbd</i>
44	4	GameStop	25,558	<i>tbd</i>
71	5	AT&T Wireless	18,745	<i>tbd</i>
19	6	Amazon.com	18,076	<i>tbd</i>
46	7	Nordstrom	17,521	<i>tbd</i>
30	8	Toys "R" Us	16,968	<i>tbd</i>
39	9	Apple Stores/iTunes	15,627	<i>tbd</i>
27	10	Gap	15,041	<i>tbd</i>

# Hot 100 US Retailers



- Significantly higher average follower counts than the top 100 retailers

## Hot 100 Retailers on Twitter

Source: bizzlymedia (www.bizzlymedia.com, @bizzlymedia)

bizzlymedia tracking count	104
# with Twitter Presence	52
<i>% with Twitter presence</i>	50.0%

**we expected this to be higher**

### Follower Data (for those on Twitter)

Max	1,549,281
Average	70,989
Median	3,108
<i>Median (All)</i>	8
Total Followers	3,691,452
Total Twitter Users (11/17/09)	89,983,236
<i>% total Twitter users</i>	4.10%

# Hot 100 Retailers – Twitter Leaders



- Whole Foods, Dell and Starbucks have very strong followings

Hot 100 Rank	Bizzly Rank	Company Name	Followers	
			oct. 30	dec. 30
21	1	Whole Foods Market	1,549,281	<i>tbd</i>
45	2	Dell - Outlet	1,365,395	<i>tbd</i>
48	3	Starbucks	460,457	<i>tbd</i>
20	4	Urban Outfitters	49,401	<i>tbd</i>
2	5	American Apparel	47,543	<i>tbd</i>
16	6	GameStop	25,559	<i>tbd</i>
17	7	AT&T Wireless	18,746	<i>tbd</i>
10	8	Amazon.com	18,076	<i>tbd</i>
56	9	Overstock.com	14,929	<i>tbd</i>
33	10	Netflix	13,682	<i>tbd</i>

# Top 50 Online Retailers



- Online retailers have a significantly higher Twitter presence than traditional retailers

## Top 50 Online Retailers on Twitter

Source: bizzlymedia (www.bizzlymedia.com, @bizzlymedia)

bizzlymedia tracking count	50
# with Twitter Presence	41
<i>% with Twitter presence</i>	<b>82.0%</b>

**Versus**

**F500: 53%**

**Top 100 retail: 66%**

**Hot 100 retail: 50%**

### Follower Data (for those on Twitter)

Max	1,840,840
Average	72,081
Median	3,250
<i>Median (All)</i>	2,399
Total Followers	3,604,056
Total Twitter Users (11/17/09)	89,983,236
<i>% total Twitter users</i>	4.01%

# Top 50 Online Retailers – Twitter Leaders



- Despite a much stronger overall Twitter presence, online retailers still face massive dropoffs in follower counts outside the top few

Online Rank	Bizzly Rank	Company Name	Followers	
			oct. 30	dec. 31
8	1	Google	1,840,840	<i>tbd</i>
38	2	Zappos.com (Amazon)	1,490,242	<i>tbd</i>
44	3	Forever 21	53,494	<i>tbd</i>
13	4	Yahoo	24,574	<i>tbd</i>
1	5	Amazon	18,076	<i>tbd</i>
31	6	Buy.com	17,306	<i>tbd</i>
25	7	Craigslist	17,071	<i>tbd</i>
33	8	American Eagle	15,224	<i>tbd</i>
28	9	Gap	15,120	<i>tbd</i>
9	10	Overstock	14,930	<i>tbd</i>

# Local Favorites



- We are tracking 800 local favorites (primarily restaurants & retail)
  - We were amazed at how consistent Twitter usage penetration rates were across geographies (around 1/3<sup>rd</sup> of all companies)

## bizzly Local Favorites

Source: bizzlymedia (www.bizzlymedia.com, @bizzlymedia)

Strong in SF bay

Metro Area	Companies		% on Twitter	Followers (for those on Twitter)				% Total
	Tracked	on Twitter		Max	Average	Median	Total	
SF Bay Area	131	37	28.2%	63,334	5,151	583	190,594	10.2%
New York	94	33	35.1%	10,113	1,405	552	46,370	2.5%
Los Angeles	94	38	40.4%	47,495	2,480	414	94,237	5.0%
Orange Cty	95	29	30.5%	11,344	1,733	479	50,265	2.7%
Chicago <sup>1</sup>	96	35	36.5%	1,336,874	39,164	522	1,370,725	73.3%
Boston	93	33	35.5%	19,605	1,750	356	57,756	3.1%
DC	95	32	33.7%	12,952	949	309	30,371	1.6%
Seattle	96	35	36.5%	3,408	845	571	29,585	1.6%
<b>All</b>	<b>794</b>	<b>272</b>	<b>34.3%</b>	<b>1,336,874</b>	<b>6,875</b>	<b>422</b>	<b>1,869,903</b>	<b>100.0%</b>

(1) Note: of 1.9 million total local favorite followers, 1.3 million (68%) are associated with one company alone (Threadless, Chicago/online)



# Local Favorites – Twitter Leaders

## SF Bay Area - Top 5 on Twitter

bizzly			Followers
Rank	Company	Type	Oct. 30
1	Crushpad	food	63,334
2	American Apparel	retail	47,328
3	Sephora	retail	20,779
4	Amoeba Music	retail	20,178
5	H & M	retail	16,319

We are big fans of  
crushpad

## New York - Top 5 on Twitter

bizzly			Followers
Rank	Company	Type	Oct. 30
1	Whitney Museum	retail	10,113
2	Dylan's Candy Bar	food	4,841
3	P.S.1 Contemporary Art	retail	4,011
4	Shake Shack	restaurant	3,591
5	Kiehl's Since 1851	retail	3,560

New York trends  
toward the intellectual  
set with two museums  
in the top 5

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# Local Favorites – Twitter Leaders (cont'd)



## Los Angeles - Top 5 on Twitter

bizzly		Followers	
Rank	Company	Type	Oct. 30
1	Kogi	restaurant	47,495
2	Undeclared	retail	13,468
3	LA County Museum	retail	7,569
4	Sprinkles Cupcakes	food	6,245
5	Skylight Books	retail	2,635

## Chicago - Top 5 on Twitter

bizzly		Followers	
Rank	Company	Type	Oct. 30
1	Threadless	retail	1,336,874
2	LUSH	retail	8,776
3	Hot Doug's	restaurant	3,941
4	Eli's Cheesecake World	food	2,850
5	Superdawg Drive-In	restaurant	1,733

## Orange County & San Diego - Top 5 on Twitter

bizzly		Followers	
Rank	Company	Type	Oct. 30
1	The Veggie Grill	restaurant	11,344
2	Maggiano's Little Italy	restaurant	9,041
3	Pinkberry	food	7,971
4	Ulta Cosmetics	retail	5,134
5	Shu Uemura	retail	3,701

## Washington DC - Top 5 on Twitter

bizzly		Followers	
Rank	Company	Type	Oct. 30
1	Books A Million	retail	12,952
2	Busboys & Poets	restaurant	3,439
3	Georgetown Cupcake	food	1,527
4	Cusp	retail	1,474
5	Gordon Biersch	restaurant	1,443



## Local Favorites – Twitter Leaders (cont'd)

### Boston - Top 5 on Twitter

bizzly		Followers	
Rank	Company	Type	Oct. 30
1	Johnny Cupcakes	retail	19,605
2	Karmaloop	retail	14,998
3	Newbury Comics	retail	4,124
4	Harvard Book Store	retail	3,444
5	Blick Art Materials	retail	3,313

**Art and books reign supreme in Boston**

***(the Cambridge effect)***

### Seattle - Top 5 on Twitter

bizzly		Followers	
Rank	Company	Type	Oct. 30
1	Archie McPhee	retail	3,408
2	Trophy Cupcakes	food	2,579
3	Cupcake Royale	food	2,331
4	Theo Chocolate	food	2,234
5	Travelers	retail	1,946

**Cupcakes are big in Seattle**

***(comfort food for rainy days?)***



## Twitter and Business – our view

- It is very difficult to find a business on Twitter
  - Due to the large number of accounts (and growing fast), it is hard to find things you are interested in\*
  - Fake (squatter) accounts, and multiple account (corporate, regional, ‘fan’ accounts) add to the confusion
- There are huge gaps between follower counts on Twitter, and “real world” presence has a minimal effect

Company	Geo	Type	Followers Oct 30
<b>Leaders</b>			
Threadless	Chi/online	Apparel	1,336,874
Kogi	LA	Restaurant	47,495
Johnny Cupcakes	Boston	Food	19,605
<b>Laggards</b>			
Barnes & Noble	National	Books	4,901
Macy's	National	Dept Stores	4,485
Williams-Sonoma	National	Household	568

big gaps

\* After 10 minutes of searching we were unable to find “The Cheesecake Factory” on Twitter even with both the business name and their Twitter ID



# Twitter and Business – our view

There are big challenges for businesses on Twitter

- What should we tweet about?
- Who is responsible for tweeting on behalf of the company?
- It's tough to measure success
- But all this assumes you have a following to talk to in the first place
- The reality is most business don't, because:

***It is extremely difficult to attract followers!***

*(Which is the problem bizzly is trying to solve)*



# Bizzly and business

## First:

- We believe a connection on Twitter is a very powerful customer relationship
- Twitter creates a trusted dialog between merchants and customers

## Compare with:

- TV ad buys everyone fast forwards
- Junk mail that ends up in the trash
- Billboards no one remembers
- Newspaper ads (see circulation #'s)
- Banner ads that many browsers now block
- Unsolicited phone calls no one enjoys
- Email (spam) that no one reads

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# bizzly and business

## Second:

- Customers are people who are interested in your products
  - Customer service is good
  - General company updates are ok too
  - But we believe customers are more interested in hearing about products they might like

## bizzly is two things

- 1) a tool for merchants to offer deals to their followers
- 2) a tool that helps customers find and share those deals

Adding 1) and 2) together, you get

**bizzly: a tool for merchants and customers to find each other  
and build a connection**

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## The bizzly way

- Publish offers instantaneously – no lag time (design, print, distribute)
- No publishing costs (paper, ink, printing, mailing)
- Offers can be targeted by geography
  - national, local, internet or combination thereof
- Offers can be targeted by product strategy / needs
  - specific product promotions that dovetail with business goals
  - real time inventory management at both a national and local level
- Offers go out to both existing and new customers
- We make it really easy to collect new followers
- Offers can be shared and go viral
- bizzly offers generate a rich data set that can be analyzed to improve performance (we are spending lots of time on this)

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# Try it!



<http://bizzlymedia.com>

- Twitter: [@bizzlymedia](https://twitter.com/bizzlymedia)
- email us: [team@bizzlymedia.com](mailto:team@bizzlymedia.com)
- blog: <http://bizzlymedia.com/blog>
- team: <http://bizzlymedia.com/team.html>

*bizzly is...*

- matt mcLeod, founder + ceo
- david yun, infrastructure + development
- chris browning, design, graphics + user experience
- chris suen, market + data analyst

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