



## Fact Sheet October 2014

ThinkUp is a simple service which gives users of social networks like Twitter and Facebook deeper insights into their activity, and the activity of their friends and followers. ThinkUp costs \$5/month for insights about one Facebook and one Twitter account, or \$10/month for insights about multiple accounts.

ThinkUp is cofounded by [Gina Trapani](#) (CTO) and [Anil Dash](#) (CEO).

### Product

- ThinkUp is available at [thinkup.com](http://thinkup.com). Users sign up and can see a simple stream of insights when they log in to the site. These insights are also delivered as a personalized email digest, either daily or weekly. (Soon, users will get notifications via Twitter for particularly noteworthy events.)
- Users choose ThinkUp as a complement or alternative to traditional analytics tools, like offered by the major social networks or third-party platforms. Rather than an analytics focus on simple metrics such as audience impressions, ThinkUp offers deeper and more subjective intelligence such as how much a user is talking about themselves, which friends have updated their profiles, and whether a user has taken the time to thank or congratulate their friends recently.
- ThinkUp works best for serious users of social networks – the top tier of creative people on Twitter and Facebook who have big networks but aren't "brands". They're skeptical about assigning a number to their "influencer score", but still want to know how they're doing. And they're dissatisfied with the fact that current analytics tools are either aimed at the enterprise or only feature vanity metrics like follower count. ThinkUp users tend to be people like artists, activists, writers, educators or online personalities, who find meaning in knowing whether they're really connecting with people online.
- Many social media users try out one-time tools which offer simple insights into their networks (e.g. "do you retweet more men or women?", Facebook's year-in-review video) but don't observe that data over time to see how their behavior is changing. ThinkUp offers richer versions of those data points, along with the ability to compare changing behavior to a baseline over time, working something like quantified self for social media.

- ThinkUp’s technology emerged from an earlier open source project aimed at improving social media analytics for public institutions. Today, ThinkUp proudly retains that open source heritage, and still welcomes a diverse community of open source contributors from around the world.



## Company

- ThinkUp’s business model is unconventional for the contemporary consumer technology market: Members pay a subscription fee to use the service. ThinkUp has no advertising, and does not sell user data.
- ThinkUp is cofounded by [Gina Trapani](#) (CTO) and [Anil Dash](#) (CEO). Both are experienced entrepreneurs and noted experts at social media and blogging. Gina is best known as founding editor of Lifehacker, Gawker Media’s pioneering productivity and technology site. Today, Gina cohosts This Week in Google and All About Android, two of the most popular tech podcasts, and created the Todo.txt suite of task management apps. Anil is also known as one of the most influential voices in technology, from his strategy consultancy Activate as well as his opinion columns in Wired and Medium. Anil helped start Movable Type and TypePad, two of the earliest blogging software platforms.
- ThinkUp is (proudly!) based in New York City. In addition to Gina and Anil, the ThinkUp team consists of 5 team members distributed across the United States.
- ThinkUp LLC was founded in August 2013, and launched with a crowdfunding campaign in October 2013 that reached its month-long goal of 1000 paid subscribers in just a week. By the end of the month, the crowdfunding campaign had far exceeded its goals.

- ThinkUp LLC has also received seed funding from Bloomberg Beta, 500 Startups, SK Ventures, and Quotidian Ventures. Angel investors include Amol Sarva and Jalak Jobanputra.

## Fun Facts

- ThinkUp has a few thousand paying subscribers. Typical ThinkUp users have hundreds or even thousands of followers and friends on their social networks, far more than an average user of Twitter or Facebook.
- About half of ThinkUp users open their ThinkUp insights email each day, which is about 10 times as many people as open a typical email notification from a social app.
- ThinkUp is among the top 1% most followed open source projects on GitHub, and among the top 10 PHP projects on the platform. ThinkUp is also one of the largest open source projects in history where the majority of code is written by women.
- ThinkUp has participated in Google's "Summer of Code" program for student programmers 3 times. This has led to features like ThinkUp analyzing whether your Facebook posts get more responses from men or women, a capability created by Anna Shkerina, a student studying system programming in Ukraine.

## Example Insights

ThinkUp delivers its insights to users as a stream of cards which feature fun, expressive little stories that users can read and reflect upon over time. There are dozens of possible insights, and they can yield a countless number of personalized results. These are some illustrative examples.

## Profile Changes

Like x-ray vision into a social network, ThinkUp can show a user when their friends' Twitter profiles have been updated. This can yield fun little discoveries as people tweak their descriptions of themselves, deeper changes which reflect life milestones for people, or even useful data, as when a coffee shop changes the hours that it's open.

**Something's different about @hillbillytea**



[@hillbillytea](#) has an updated Twitter profile. Spot the difference?

**hillbilly tea**   
2,540 followers

~~lunch-monday~~ brunch fri - ~~thursday~~ 11am  
4pm ~~dinner-wednesday~~ sun 9a - ~~saturday~~  
5pm- 4p lunch mon - ~~11pm~~ derby brunch  
friday, ~~saturday & sunday~~ 9am- fri 11a -  
~~3pm~~ 4p dinner wed - sat 5p - 10p

[Show before/after](#)

 Sep 30 

**@ChelseaClinton makes an adjustment**



[@ChelseaClinton](#) has an updated Twitter profile. Spot the difference?

**Chelsea Clinton**   
631,787 followers

Mom, Wife, Daughter, Vice-Chair/Champion  
of all things Bill, Hillary & Chelsea  
[@ClintonFdn](#), [@ClintonHealth](#), New Yorker

[Show before/after](#)

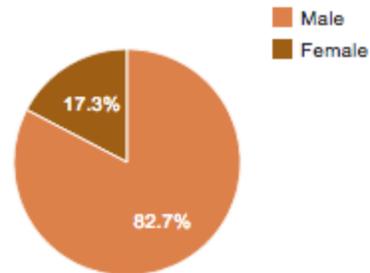
 Sep 28 

## Responses by Gender

Many of ThinkUp's insights inspire a response of "how come Facebook doesn't tell me that?!" and one of the best examples is the insight which breaks down the gender of those who respond to a user's status updates in a given week. It encourages users to think about who they inspire and engage with in a very different way than the social networks themselves do.

## Men reacted to Gina Trapani's status updates the most

This past week, **62 likes and comments** on Gina Trapani's status updates were by people who identify as male, compared to 13 by people who identify as female.



f Sep 26



## The F-Bomb

Though ThinkUp offers dozens of different insights, it's easy to identify the most notorious one: The F-Bomb. It's a simple view of how much a user has been using That One Word on their social networks in a given month, but it has inspired some immediate changes in behavior from more than one user.

## Been dropping those F bombs?

[@anildash](#) said "fuck" 5 times in the past month. These are the tweets that inspired [@anildash](#) to say "fuck".



**Sharif Naas** [@cyphase](#)

[@pixiemia](#) [@anildash](#) Nut job, OBV, but not fair to judge an entire group by one wacko. Not defending MRA's particularly, just in general.

May 24, 2014   



**John Gruber** [@gruber](#)

[@anildash](#) If that's really the explanation for this list, I love Microsoft for this.

May 21, 2014   

 Jun 4

