

CartoDB lets you visualize Tweets about your event or brand in an interactive map

Access Twitter data directly through the CartoDB interface and build custom maps

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SUMMARY

CartoDB users will be able to make Maps using Twitter data at scale Create interactive animated maps instantly from the Twitter search you define CartoDB users will be able to make maps using geo-tagged Tweets

Starting today CartoDB users can use geotagged Twitter data from inside CartoDB, no coding skills required, to create interactive, animated maps of Twitter activity. Get the geotagged Tweets about your defined search and be able to map them instantly with CartoDB's user friendly interface. Be it a media event or the name of your brand or products, just search, get the data, and map it.

You can now create maps similar to those Twitter creates with the service to visualize user behaviour surrounding major events like the [India Elections](#), the release of the new [Beyoncé album](#), the [UEFA Champions League final](#), and most recently about [World Cup matches](#). It has also been a powerful tool to chart how trends spread around the world over Twitter, like the [#bringbackourgirls](#) case.

Those maps have been featured in more than 100 media outlets, such as **Time, CNBC, USA Today, Huffinton Post, The Guardian, Daily Mail, Le Monde, Aftonbladet, SZ.de...** and have driven millions of Tweets and views. Maps are a fascinating engagement content. These maps enable to tell the stories as they happened and to revive them. Seeing when the story exploded, when an event becomes mainstream, when a goal was scored... these maps increase engagement with content in a great way.

Mapping Twitter, with CartoDB

CartoDB provides the mapping and visualization tool needed to visualize millions of data points, and the ability to create fully customized animated maps with just a few clicks.

CartoDB has been solving the technical and UX challenges of enabling organizations such as Twitter to easily visualize and analyze huge quantities of data in a self service way, no coding skills required. But what about access to Twitter data to be able to map a story about the media event you need, or your brand?

Direct access to Twitter data from the CartoDB interface to build your stories

We are announcing today our beta program for the Mapping Twitter functionality inside CartoDB. This feature will let you ask for all geotagged, public Tweets referring to your search, specify the period you want the Tweets for, and obtain the stream of Twitter data to visualize those Tweets on a map. From there, use all the power of CartoDB: mix with other layers of data, customize your map, share public or privately, or develop your applications.

Check out more in our [product page for Mapping Twitter in CartoDB](#), or contact us to participate in the Beta Program for Mapping Twitter with CartoDB.



RELEVANT LINKS

- [Twitter Maps with CartoDB](http://www.cartodb.com/solution/twitter-maps)
<http://www.cartodb.com/solution/twitter-maps>
- [CartoDB for Media](http://cartodb.com/industries/journalism/)
<http://cartodb.com/industries/journalism/>

QUOTES

"With this integration we are enabling anyone to create interactive maps from live Twitter data, opening a new set of possible products, from interactive storytelling to social media monitoring in a visual way"

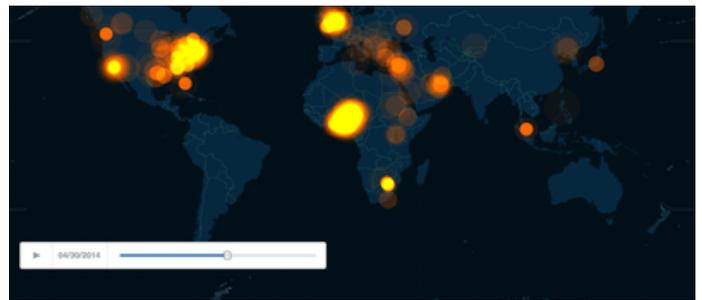
— Javier de la Torre, CartoDB CEO

"Tracking social media activity is a challenge for brands and agencies. With Twitter Maps by CartoDB you can create impressive interactive maps in just a few clicks, making for an amazing social media analysis tool, at the time you can distribute viral content pieces"

— Manuel Alvarez de la Gala, Global Director of Product Transformation, Havas

IMAGES





ABOUT CARTO

CARTO leads the world of location intelligence, empowering any organization and individual to discover and predict key insights through location data. With CARTO's intuitive location intelligence platform, analysts and developers build self-service location based apps that help optimize operational performance, strategic investments, and everyday decisions.

Founded in 2012 by a team of experts in geospatial development, big data analytics, and visualization techniques, CARTO is based in New York and Madrid, with additional locations in Washington D.C., London, and Estonia. CARTO has a team of 100 employees, a portfolio of 1,200 customers including BBVA, BCG, NYC, Twitter, and Vodafone and more than 200,000 users over the globe. The company is backed by investors such as Accel and Salesforce Ventures.



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