

Advertisers, listen up: Twitter unveils Audience Insights

According to *NextWeb*, [has unveiled its Audience Insights](#) to detail follower demographics, interests and behaviours.

[eConsultancy](#) says: "Using audience insights, advertisers can more easily visualise information about the people who are interacting with their brands on Twitter."

[Click here](#) for a glimpse of this enhanced tool for understanding their audience on the social network, including demographics, interests, purchasing behaviour and television viewing preferences on *MarketingWeb*.

For more, visit: <https://www.bizcommunity.com>