

Will in-stream advertising kill the Twitter experience?

Twitter's recent announcement that it is going ahead with in-stream ads is yet another attempt for the microblogging platform to effectively monetise without losing its opt-in/opt-out appeal. This follows the removal of Quickbar, a form of intrusive promoted tweets that appeared in Hootsuite users' timelines, in March.

By [Graeme Lipschitz](#) 1 Jul 2011



Users quickly voiced their frustration by using the #dickbar hashtag and Twitter quickly removed this feature saying via its blog:

Rather than continue to make changes to the QuickBar as it exists, we removed the bar from the update appearing in the App Store today. We believe there are still significant benefits to increasing awareness of what's happening outside the home timeline. Evidence of the incredibly high usage metrics for the QuickBar support this. For now, we're going back to the drawing board to explore the best possible experience for in-app notification and discovery.

Added to this is the move made by Twitter in May last year to change its rules to prohibit third parties from injecting "paid tweets into a timeline on any service that leverages the Twitter API."

Twitter CFO Dick Costolo's explanation at the time gives us valuable insight into what the company wants to achieve with in-stream ads:

Why are we prohibiting these kinds of ads? First, third party ad networks are not necessarily looking to preserve the unique user experience Twitter has created. They may optimize for either marketshare or short-term revenue at the expense of the long-term health of the Twitter platform. For example, a third party ad network may seek to maximize ad impressions and click through rates even if it leads to a net decrease in Twitter use due to user dissatisfaction.

Read the [full article](#) on www.memeburn.com.

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