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Twitter broadcasts track season's e-commerce woes

November 16, 2008 · No Comments

Now here's a neat idea putting new-fangled Twitter to old-fashioned use. Our friends at smart insider retail IT publication [StorefrontBacktalk.com](#) will be launching a Twitter feed tracking major retail site performance problems—crashes, slowdowns and other glitches—starting Black Friday (Nov. 28). Sign up for the site's feed at <http://twitter.com/SFBackTalk> ASAP before the hot news starts moving.

For those who don't know the term, by the way, Black Friday is the unbelievably profitable Friday retailers usually see the day after Thanksgiving, fueled by a frenzy of Christmas shopping by consumers with time off from work.

StorefrontBackTalk will be working with at least a half-dozen of the top site traffic tracking firms from Thanksgiving through New Year's, watching the largest retailers globally, with a special eye on the majors in the United States, Canada and Europe.

Since SFBT's audience made up folks like the VP of e-commerce for Borders,

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this is red-hot information. Some consumers will doubtless be interested in knowing if they're about to lose their carefully-picked shopping cart in a flash due to a server overload, too. So this thing could be big.

Sure, lots of sites are already pushing out their RSS feeds onto Twitter. But it will be interesting to see how it works to treat Twitter as, in effect, an old-fashioned wire service. After all, it still isn't the easiest broadcast mechanism to use. In the future, perhaps it will be, in part due to demonstration projects like these!

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