

growth, promised investors in November that the company would start revamping its products and services to make them easier to use. That has resulted in new features such as “While You Were Away,” which delivers the most popular tweets that occurred during a person’s absence, and Highlights, an Android feature that pushes a twice-daily digest of tweets direct to a person’s phone notifications.

The tweaks, which are helping to minimize the flood of information, are aimed at attracting new users. Twitter’s home page, which used to just have an option to log in, now has categories, such as Nascar and cute animals, for people to explore even when they aren’t logged in to an account. Those who do choose to sign up for the first time get an instant timeline based on their phone contacts and interests, making it easier to get started on the product.

For Related News and Information:

Twitter Tries to Tone Down the Chirping

Twitter’s Revenue Tops Estimates as Site Draws More Ads

Twitter Adds Features to Woo Users After Discord Slowed Rollouts

Twitter Buys Niche So Vine’s Celebrities Can Work for Brands

Twitter income charts: TWTR US <EQUITY> FA Q IS CHART <GO>

Twitter relative value: TWTR US <EQUITY> RVG <GO>

Twitter price graph: TWTR US <EQUITY> GPO <GO>

Top technology stories: TTOP <GO>

To contact the reporter on this story:

Sarah Frier in San Francisco at [REDACTED] or

[REDACTED]

To contact the editors responsible for this story:

Jillian Ward at [REDACTED] or

[REDACTED]

Reed Stevenson