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In-depth

In-depth: Will “Threads” be a refuge for brands unhappy with Twitter?

While most of the advertisers are praising the launch of Twitter rival Threads, a few also suggest caution before jumping on the bandwagon

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Facebook-parent Meta's Threads is being seen as a formidable rival to Twitter. The app has passed 30 million sign-ups on day one of the launch, Zuckerberg shared on his verified Threads account.

According to news reports, Twitter has threatened legal action against Meta for its text-based app. Although Musk has not directly tweeted about the possible legal action, he has replied to several snarky takes on the Threads launch.

The advantage of using Threads is the 500-character limit, surpassing Twitter's 280-character limit. Additionally, Threads allows for posting 5-minute-long videos, whereas Twitter restricts non-verified users to 2 minutes and 20 seconds.



Meet Jatakia

Meet Jatakia, Director of Branding and Marketing, Cossouq, believes that the launch of Threads is a noteworthy development for online marketplaces as the app focuses more on close friends and real connections making it a perfect fit for the way people shop today. “E-commerce brands are also keen on exploring the potential of Threads as its close-knit community can help foster personalised interaction leading to increased customer satisfaction and repeat purchases.”

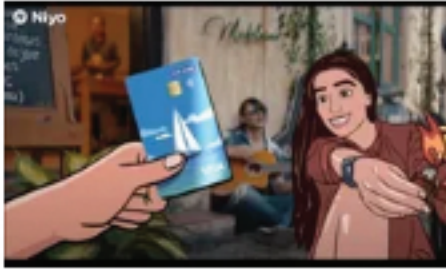
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