

Dell Makes \$3 Million From Twitter-Related Sales

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Dell ([Dell](#)) says it has surpassed \$3 million in sales attributed to Twitter, and the online social network, which has yet to make a profit, is watching closely.

Dell sells refurbished systems through Twitter at @DellOutlet, which the computer maker says has more than 600,000 followers. Since launching @DellOutlet in 2007, the company has taken in more than \$2 million in sales directly attributed to Twitter and another \$1 million from people who start at Twitter and then move on to buy a new computer somewhere else on the Dell Web site, Stefanie Nelson, who manages the Twitter account, said in the [corporate blog](#) late Thursday night.



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Dell's Twitter sales amount to less than a sliver of its multibillion-dollar annual sales. However, its success in enticing buyers shows that money can be made through the [social network](#) in which people post and subscribe to mini-messages, called "tweets."

Dell's success is being watched closely by Twitter, which has yet to establish a business model for making money. The social network has said it plans to eventually draw revenue [by assisting businesses](#) in promoting and selling products through Twitter. In addition, the