

## Twitter launches first subscription service offering new features

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A TwitterBlue subscription offers an undo feature, bookmark sorting and reader mode. Image credit: Twitter

By LUXURY DAILY NEWS SERVICE

Twitter is launching its first subscription service, offering features meant to enhance the user experience.

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With a monthly fee, a Twitter Blue subscription gives users bookmark folders, an undo tweet option and a reader mode. Twitter says that it will continue listening to feedback and releasing additional features and perks for subscribers over time.

### Twitter Blue

Twitter released its first iteration of Twitter Blue in Australia and Canada on June 3. The platform hopes to gain a deeper understanding of user feelings on the new expression and customization features.

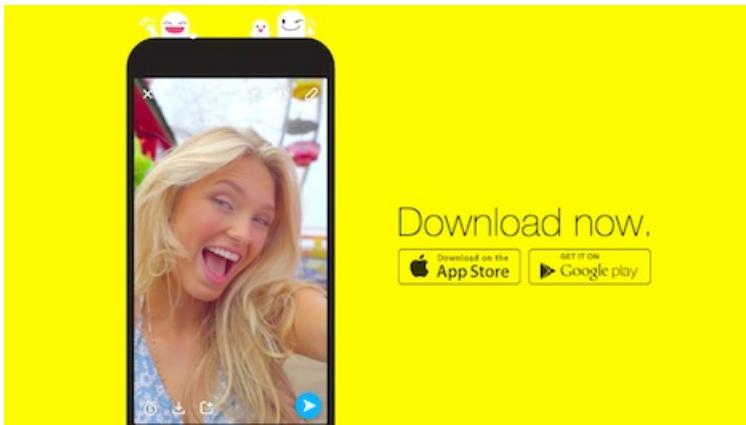
Bookmark folders will enable users a more efficient way to organize their saved content. Users will be able to organize Tweets they have saved so that they can more easily and efficiently retrieve saved content.

The Undo Tweet feature assists users who want to rectify typos or forgot to tag someone. With Undo Tweet, users can set a customizable timer of up to 30 seconds to click Undo' before the Tweet, reply or thread they have sent posts to their timeline.

Reader Mode helps users to more easily keep up with long threads on Twitter by turning them into easy-to-read text so users can catch up on all the content seamlessly.

Twitter Blue subscribers will also receive perks such as customizable app icons for their device's home screen, fun color themes for their Twitter app, and access to subscription customer support.

As a Twitter Blue subscriber, users will have access to these features and perks for \$3.49 Canadian dollars or \$4.49 Australian dollars, \$2.89 and \$3.48 at current exchange, respectively.



*Snapchat is making more ecommerce strides. Image credit: Snapchat*

Last month, Social media company Snap Inc. announced it was launching new AR features and effects for Snapchat users, creators, businesses and beyond.

The new effects include scan at the forefront of the Snapchat home screen, camera shortcuts, lens studio and AR try-on. Farfetch and Prada were some of the first brands to tap into the new AR try-on capabilities ([see story](#)).

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