2019 FALL CUSTOMER SUCCESS REPORT

SOCIAL MEDIA MONITORING & ANALYTICS CATEGORY
SOCIAL MEDIA MONITORING & ANALYTICS OVERVIEW

Social media monitoring and analytics software enables you to listen, track, and collect pertinent content from a wide range of social sites. This product is utilized by communications, marketing, and social media teams to learn about customer sentiment, track competitors, and identify trends. Researchers can use the platform to get info on social trends, while media outlets can spot breaking news.

Social media monitoring and analytics tools permit marketers to reply to negative or positive mentions, identify influencers and thought leaders, and personalize content for specific demographics and users. Many products in this category monitor posts in a range of countries and languages, allowing companies to localize ads. With this solution, you can improve your brand's reputation, engage users, learn about negative mentions, understand social presence, and get demographic data. In addition, you can listen for particular mentions on social media, identify trending phases and topics, comprehend consumer sentiment, and organize customer info.
The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings. The overall Customer Success ranking is a weighted average based on 3 parts:

**Content Score** is affected by:

1. Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
2. Customer reference rating score
3. Year-over-year change in amount of customer references on FeaturedCustomers platform
4. Total # of profile views on FeaturedCustomers platform
5. Total # of customer reference views on FeaturedCustomers platform

**Market Presence Score** is affected by:

1. Social media followers including LinkedIn, Twitter, & Facebook
2. Vendor momentum based on web traffic and search trends
3. Organic SEO key term rankings
4. Company presence including # of press mentions

**Company Score** is affected by:

1. Total # of employees (based on social media and public resources)
2. Year-over-year change in # of employees over past 12 months
3. Glassdoor ranking
4. Venture capital raised

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**Customer Success Report Award Levels**

**Market Leader**

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.

**Top Performer**

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.

**Rising Star**

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.
2019 Customer Success Awards

Check out this list of the highest rated Social Media Monitoring & Analytics software based on the FeaturedCustomers Customer Success Report.

**Market Leaders**
- Brandwatch
- buffer
- FALCON.IO
- Hootsuite
- mention
- NETBASE
- socialbakers
- sprinklr
- sproutsocial
- Zoho Social

**Top Performers**
- agora pulse
- BRAND24
- digimind
- eClincher
- linkfluence
- Sendible
- synthesio
- sysomos
- talkwalker
- traackr
- zignal LABS

**Rising Stars**
- Buzzsumo
- ICONOSQUARE
- Promo Republic
- Shareablee
- Simply Measured
- skyroct
- TrackMaven
- unmetric
- upfluence
OVERALL BEST
OF SOCIAL MEDIA MONITORING & ANALYTICS

BEST IN CATEGORY

Hootsuite®
Hootsuite is the most widely used social media management platform, trusted by more than 18 million people and employees at 80% of the Fortune 1000. Hootsuite’s unparalleled expertise, customer insights at scale, and collaborative ecosystem uniquely help people and organizations to succeed with social. To learn more, visit www.hootsuite.com. To request a demo, visit www.hootsuite.com/request-demo.

“We measure results based on certain engagement metrics that are relevant to that particular campaign. Hootsuite helps us track those metrics with its analytics platform. We also use the analytics to keep track of what resonates with our followers and alter our strategy accordingly.”

Matt Steele
Social Media Planner, San Diego Zoo

“Hootsuite allows us to better understand the impact of social media and engage customers more strategically through social channels. As social media becomes a more important part of how our customers communicate, we will continue to invest here.”

Sanjay Dholakia
Chief Marketing Officer, Marketo

“Hootsuite has removed the headache of trying to deliver regular updates across our multiple social media platforms in a timely and effective way. Along with freeing up time to spend on other areas of our business, we now have more time to interact with our followers rather than just posting updates.”

Mike Watt
Managing Director, My Destination New Zealand

“Before Hootsuite and even social media, we connected with our patient community by phone and email. Now, we monitor all related conversations from just about anywhere and respond accordingly. Social media is great opportunity to be more aware, to be more engaged, and provide a better experience.”

Michael Yoder
Social Media Consultant, Spectrum Health
Brandwatch is the world’s leading social intelligence company. Brandwatch Analytics and Vizia products fuel smarter decision making around the world. The Brandwatch Analytics platform gathers millions of online conversations every day and provides users with the tools to analyze them, empowering the world’s most admired brands and agencies to make insightful, data-driven business decisions. Vizia distributes visually-engaging insights to the physical places where the action happens.

“With awareness as our primary objective, we needed to partner with a vendor that really understood what we were trying to achieve. Working with a tool that tracked global conversation and interaction across different sites proved to be crucial, and Brandwatch was the obvious choice for helping us dissect the actual meaning behind the conversation.”

Simon Salter  
Co-Founder & Executive Producer, Check One Two

“Brandwatch helps us measure how many people are currently talking about an issue. This allows us to gauge how big the impact is. We can then be proactive with our updates and any communications with passengers.”

Priscilla Chok  
Digital Marketing Manager, Cathay Pacific

“Brandwatch Audiences helped me to quickly identify and understand my brand’s target audience within minutes. It’s a powerful source of real-time insight.”

Linda Hoeberigs  
Data Scientist, Unilever

“We just found the platform so easy to use. The simplicity of basic functions such as defining your search terms gave us a really good first impression compared to other monitoring tools.”

Edward Lyon  
Social Media Officer, British Red Cross
ABOUT BUFFER

Buffer was founded in 2010 as a way to easily schedule tweets. Within a few years, Buffer has become one of the leading social media management tools on the web, helping more than 5 million users connect with their followers every day. Buffer is the best way to drive traffic, increase fan engagement and save time on social media.

“None of our content looks scheduled. Yet with Buffer, it all is. That’s one of the biggest things that people say all the time. In fact, I get so much high engagement that people always think that I’m online, but I’m not, which is awesome.”  
C.J. Johnson  
Januel+Johnson

“Since we signed up with Buffer, we’ve had a 150% increase in page views from social media.”  
Andrew Macrae  
Product Manager for Audience Development, The Seattle Times

“Seeing on one dashboard that we have sufficient content queued up to our clients’ accounts and our own accounts is both a major time-saver and stress-buster!”  
Tony Restell  
Founder, Social-Hire

“We like to use the text tools and video formats available to every user in the Instagram app so that it looks native and organic to the user and they don’t just immediately swipe through at the first sign of an ad. Things like stickers, GIFs, hashtags, locations, and other native features help to make our content fit right in.”  
Grace McLaughlin  
Blenders Eyewear
ABOUT FALCON.IO

Falcon.io offers a unified SaaS platform for social media listening, engaging, publishing, measuring and management. The company helps their enterprise clients to explore the full potential of social media marketing and instill a social-first thought process in their employees. Falcon.io’s diverse and global client portfolio includes Carlsberg, Pandora, Nintendo of Europe, IWC Watches, SIGG, Redken, Warner Music, Coca-Cola and many more.

61
Customer references from happy Falcon.io users

“We use Falcon’s approval tool a lot. Sometimes we need to check over and approve something our client has written, and sometimes we send posts to our clients for them to approve. It works both ways. We also use the ‘Notes’ function within the post editor to make suggestions for changes. A client can leave a short message, and I can reply all within...”

Ellen Kleinlangevelsloo
Content Director, The Post

“Falcon’s greatest value-add is on the logistics side, saving us half of the time we’d use natively when creating, moderating and publishing stories across 15+ brand accounts.”

Rattan Chadha
Founder & Chairman, CitizenM

“The social media audit was really useful. It was great to have a statistical analysis of our performance, to look into the anatomy of our posts and our strategy, and move forward.”

Maria Brems Rasmussen
Communications Advisor, Arbejdernes Landsbank

“When it comes to social listening, it’s not always easy to do across networks - but Falcon allows us to search direct and indirect terms to find relevant content to engage with.”

Laurence Hebberd
Community Manager, Cubaka
ABOUT MENTION

Mention is the leading tool for brand monitoring, social listening and reputation management for enterprises and agencies. From social media to PR mentions, user reviews to blog comments, leading brands choose Mention to track the most important conversations about their brand, competitors, and industry across the web.

“Without Mention, we’d have to develop our own API, which would take us at least six months to implement for one client. We wouldn’t be able to offer a complete service package to our clients if not for Mention.”

Dylan Greenfield
Data Analyst, Air

“[Mention] allows us to have a strategic vision of the market. We monitor our competitors in order to follow what they publish and what's being said about them.”

Delphine Moulu
Communications Manager, Reelevant

”Mention helps us stay on top of industry news, find partnership opportunities, and monitor customer feedback online.”

Deutsche Telekom

”Mention saves us hours of work daily by presenting all the information in one neat place. All that data is beautifully presented in exportable reports we can share with our stakeholders.”

Diogo Pontes
Bioderma
ABOUT NETBASE SOLUTIONS

NetBase is the award-winning social analytics platform that global companies use to run brands, build businesses, and connect with consumers every second. Its platform processes millions of social media posts daily for actionable business insights for marketing, research, customer service, sales, PR, and product innovation.

"NetBase is the driving force behind our recipe and meal-prep video content. Without the precise audience insights extracted using NetBase’s tools, we wouldn't have seen the shift in consumer preferences of video content, nor discovered the new marketing window of opportunity Labor Day presented.”

Mary Rodgers
Director of Marketing Communications, Cuisinart

"Without NetBase insights we wouldn't have known our campaign strategy needed to be adjusted. Changing our approach to maximize our campaign brought home the win for our artist, resulted in a 20% increase in record sales, and forever changed how we look at our marketing campaigns.”

Tony Grotticelli
Director of Digital Development & Analytics, Universal Music Group

"When clients come to us it’s imperative we offer them accurate, meaningful insights to act on. With NetBase we can uncover exactly what their competitors are doing and what their audience is looking for. With that information we can optimize our campaigns to deliver on all fronts and help drive revenue for our clients.”

Sergio Claudio
Chief Innovation & Strategy Officer, RockOrange

"More people talking about brands positively is what you need to identify. And tools like NetBase finally give us the way to do that with reliable, scalable, and statistically relevant data.”

Christian Buss
Analyst, Credit Suisse
ABOUT SOCIALBAKERS

Socialbakers is a trusted social marketing partner to 1000’s of enterprise brands and SMBs. Its AI unified marketing platform helps brands ensure their investment in social delivers measurable business outcomes. Clients reach business targets faster with advanced marketing solutions fed by the industry’s deepest data-set. Marketers can understand their audiences, validate influencers, gain market intelligence, create and publish content, monitor conversations, care for customers, and measure the business impact - all in one place.

“A few months after starting to use Socialbakers Analytics, we increased our clients' interactions by over 200% and grew their fans by nearly 25%, helping establish ourselves as a premier digital marketing consultancy.”
Simone Bianchi
Evolution People

“We use Socialbakers to track our performance on engagement, response rate, and response time, and improve our approach on a daily, weekly and monthly basis based on the reports that we pull on our performance.”
Muthoni Maingi
Manager of Brand Assets, Experiential and Digital, Airtel

“With Socialbakers Suite we have been able to learn more about our audience, which has significantly impacted our overall content strategy. Now we are able to get to the heart of what our audience wants, with the added advantage of being able to track and optimize our social media efforts in real-time.”
Mert Mavi
Digital & Social Media Manager, Türk Ekonomi Bankası

“Inspiration in Socialbakers allows us to see how other brands or companies in our industry are performing. It’s a great tool for discovery. We can easily find content that works and build on that success in our own work.”
Carlos Barrera
Marketing Manager, Cinepolis
ABOUT SPRINKLR

Sprinklr is the first unified customer experience management platform for the enterprise. They help the world’s largest brands reach, engage, and listen to their customers on Facebook, Twitter, and 23+ other social channels for the purposes of marketing, advertising, research, care, and commerce. Sprinklr does all of that on one unified platform, which integrates with legacy systems and allows siloed teams to collaborate to deliver a seamless experience to every one of their customers across any channel - at scale.

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Customer references from happy Sprinklr users

“Sprinklr has given us an efficient workflow method, where content can be produced, reviewed, scheduled and measured all within one shared interface.”
Paul Matson
Head of Content & Social Media, Groupon

“Sprinklr gives us a single view of our customers. It helps us understand what our customers are saying, not only on social but across the web. These insights reveal where we need to focus our resources, to make sure we can be there for our customers when they need help.”
Andy Freeman
Head of Social Media and Digital, Santander UK

“Sprinklr’s integration between the listening engine and our monitoring dashboards allowed our team to easily identify people who would be excited to learn about the launch of voice on Sonos and reach out to them with a personalized message when the time came to share the news.”
John Milton
Sonos

“By fully leveraging Sprinklr’s measurement and listening framework to match our global needs, and finally incorporating our own booking and revenue data, we have filled in all the puzzle pieces. We can quickly learn what impacts different aspects of the customer experience and travel purchases on social.”
Alex Stein
Social Media & Brand Intelligence Manager, Starwood
Sprout Social is a social media management tool created to help businesses grow their social media presence. The web application integrates with multiple social networks where consumers are engaging with businesses and brands. The application also offers team or individual engagement and publishing tools with in-depth analytics, brand monitoring, competitive insights and social CRM features. Sprout Social is known for its intuitive, easy-to-use web and mobile platforms.

“Sprout is really helpful because we all have to do so many other things on any given day. If we go in and set things up for the next week, we can set it and forget it, then check back in and see who’s mentioning us and make sure everything’s working smoothly.”

Katie Taylor
Director of Development, Northwestern Settlement

“Sprout is integral to our social strategy. We undertake research and development using the platform, build up an idea of our audience and what they’re saying and posting about us, then take this information and use it extensively in our strategy planning.”

Alex Hodgson
Social Media Manager, Stoneacre Motor Group

“Sprout is an excellent tool that helps us better plan and organize all our social content. With the help of the calendar and scheduler tools, we’re able to save time by scheduling and publishing the same post across multiple profiles in just one simple step.”

Ana Laura Montaño González
Community Manager, Catalonia Hotels

“There’s no way I can disseminate all the information for all our artists, so another great Sprout feature is auto-scheduling reports for people outside the company who are closer to the artist than I am.”

Matt Brum
Director of Digital Strategy and Social Media, Big Machine Label Group
ABOUT ZOHO SOCIAL

Zoho Social provides powerful tools your business or agency needs to help build a strong presence on social media. You can monitor keywords and hashtags, discover new leads, and listen to what’s being said about your brand across social networks. They gather insights, measure performance, and optimize your social strategy with in-depth social media analytics and custom reports. You can discuss popular posts, share custom reports, or plan a campaign together. Make decisions faster and save time when you collaborate with your team from within Zoho Social.

“Zoho Social is totally, hands down, one of the best sharing tools I’ve used. Especially the custom reports and advanced analytics which helped me a lot in pointing out the strengths and weaknesses of my brands.”

Peter Paul Duran
Reporter and Social Media Manager, Manila Standard

“I love the consolidated dashboard and monitoring capabilities it has. We were looking for a better platform to integrate social media marketing, management, and monitoring. This hits the mark on all counts. We’re definitely customers for life.”

Justin A
Aceso Consulting LLC

“While there are many social media tools available on modern platforms (scheduling, insights, etc.) Zoho Social is the first that allows me to schedule reoccurring weekly posts, in turn opening entirely new streams of revenue for my clients.”

Michael Tessler
Producer & Writer, Stars Aligned Productions

“If you’re an agency that has to handle a lot of posts, then I recommend this. The best part about Zoho Social is that we can schedule as many posts in advance as we want. It is also very affordable, easy to use and helps keep all the different posts organized.”

Chad M
CEO, Foundation Marketing
2019 TOP PERFORMERS

agora pulse

Brand24

digimind

linkfluence

Sendible

synthesio

sysomos

Now Meltwater Social

talkwalker

traackr

zignal LABS

eClincher

an Ipsos Company
Agorapulse is a social media management tool that enables agencies, businesses and marketers to manage all their social media messages, schedule and publish content, identify key influencers, monitor social channels, and get stunning reports all in one easy-to-use dashboard. Agorapulse currently supports Facebook, Twitter, Instagram, YouTube, and LinkedIn.

“We switched to Agorapulse as we required a platform that integrated activity on social media ads as well as organic activity. This tool also helps our team to manage all incoming customer activity in one easy to manage place as well as providing detailed weekly reports with useful insight into our social media channels.”

Joshua Carry-James
On the Beach

“Agorapulse allows us to automatically moderate comments on our ads with features like flagging certain keywords for fast response and auto-hiding profanity & troll comments. Additionally, it is a much faster option to manage reviews of customer questions and comments than what is provided by Facebook. We highly recommend it!”

Dustin Stolberg
Drinks

“We put a huge amount of bandwidth into interacting and managing our growing social media following. Agorapulse allows my team to interact with our fans through all of our social media channels across 4 different brands all in one place.”

Ryan Corless
Madd Gear

“Agorapulse has completely transformed our work with social media clients. Without a doubt, its built-in reports are the best on the market. Our clients often mention how detailed, clear, and comprehensive they are. Highly recommended!”

David Trott
Impact
ABOUT BRAND24

Brand24 is an award-winning app that helps you track & engage people talking about your company. Thousands of brands of all sizes (including Intel, IKEA, H&M, GlaxoSmithKline, Carlsberg) use Brand24 to identify and analyze online conversations about their brands, products and competitors. Brand24 provides a reliable, easy to use, and affordable solution that allows you to both track and engage online conversations relevant to your business.

“At Printoo, we are focused on having the best data from our users. Brand24 has been our essential daily tool not just to track social media but also to engage users, track our clients’ campaigns and measure what our brand is doing.”

José Miguel Sainz
Chief Executive Officer, Printoo

“We use Brand24 mainly as a reporting tool, to identify how effective our influencer marketing activities are. We are also increasing our usage of Brand24 to identify new Influencers within our Analysis Center.”

Apple Ko
Content Marketing Manager, Soundbrenner

“I love the Brand24 tool. In addition to being able to see all mentions of my name and brand online, it also provides me the opportunity to get notifications on other brands and keywords I want to follow.”

Melonie Dodaro
Social Media Expert & Chief Executive Officer, Top Dog Social Media

“The user interface of this tool is brilliant and really intuitive and being able to compare projects to work out share of voice is extremely useful. The fact that it can also be used as a sentiment tracker and an influencer sourcing tool makes it extremely good value for [the] money.”

Anna Corbett
Head of Social Media, Together Agency
ABOUT DIGIMIND

Digimind is the global social media monitoring and competitive intelligence company that provides businesses with unrivaled insights into their true standing in the market. Digimind's proven intelligence technology has provided Fortune 500 brands around the world with critical information for their business for more than 15 years. Profitable since its founding, Digimind has a 92 percent customer retention rate and more than 100 employees across offices in North America, Europe, Asia and Africa.

“Digimind Social allows ASUS to be at the center of social discussions, therefore giving us the upper hand at listening and quickly reacting to the latest trends and consumer demand. It also provides sentiment analyses for our social campaigns and so we’re quick to react with our content creation.”

Jeff Lee
Head of Global Social Media and Influencer Marketing, ASUS

“In my role, I have to keep a pulse on what competitors are doing, understand customer trends, what’s trending on social media at any point in time, and understand brand sentiment. That’s where Digimind comes in.”

Michelle Loke
Head of Digital Services & Engagement, AXA

“Digimind is an exceptionally useful tool. It allows us to save time, gives us access to multiple sources simultaneously, receives news in real time and automatically redistributes to colleagues. Clustering, categorization, and preservation of information facilitates all types of research. Indeed, Digimind is a simple to use tool with a straightforward, easily...

Véronique Rigal
Sector Intelligence, Credit Agricole

“Excellent tool covering the entire Intelligence Cycle. Digimind offers the opportunity to automatically search an enormous amount of sources and validate the right articles.”

Klaas-Jan Knol
Sales Excellence Specialist, Schneider Electric
ABOUT LINKFLUENCE

Linkfluence, a social media intelligence company, provides brands with actionable consumer insights through social data and market leading social media research.

““The Linkfluence solution allowed integrating the customer's voice to Orange's marketing operations and daily practices not only for the formulation of new offers but also for operational steering of their activities. Besides this, real time interaction with the consumer’s voice allows the development of a digital reflex for the Products Manager.””

Nicolas Gilot
Web Manager, Orange

““Linkfluence enables us to maximise the business value of what consumers are saying on the social web. We are working together to form social listening solutions which are adapted for each particular situation.””

Christian Veysseyre
Director, Consumer Insights & Social Media Intelligence, Danone

““Linkfluence’s platform is an easy to use and powerful tool to monitor our TV channels and TV shows. Our community managers use it to engage easily with our communities and we benefit from daily reporting for our different departments.””

Communications Department
France Television

““With Linkfluence, we’re leading a huge transformation in agencies. Social listening helps us stay one step ahead in the industry and win clients with creative, data-backed campaigns.””

Gildas Launay
Chief Executive Officer of Everyday Content, Publicis
ABOUT SENDIBLE

Sendible is the leading social media management platform for agencies looking to manage social media more effectively for their clients. The Sendible platform brings all your social networks together into a centralized hub and is the easiest way to execute a winning social media strategy for multiple brands at scale. Positioned as a productivity tool for agencies, you can be certain that your team will save hours of time! With powerful social media engagement, monitoring, publishing, lead generation and reporting features, Sendible gives you all the tools to delight your clients every step of the way.

"Sendible is a lifesaving tool for social media marketing. You can schedule your posts either at a specific time of day or with the incredible auto-schedule feature. We can also prepare engagement reports, track keywords, and assign tasks to our colleagues. It's easy to use, innovative and absolutely perfect."

Alparslan Demir
Founder, FOLX Digital

"Sendible has made managing our social media much easier, allowing us to schedule content, work as teams with clearly defined workflows and monitor results."

Tom Noble
Social Media & Online Manager, Pan Macmillan

"This platform is easy to use. We are able to find the right solution for our agency. With Sendible we can share accounts with clients, monitor our client’s social media networks and provide beautiful reports to clients."

Kristi Robertson
Owner, AdMix Social

"Having a content library saves me so much time. When working with your competitor I had to map everything out on paper first and then go in and recreate everything. Sendible’s library makes it easier for you to create content when inspired, but then be able to go back to it - it eliminates work."

Marie Masse
Founder, Fearless & Framed
ABOUT SYNTHESIO

Synthesio, named the Global Leader by an independent analyst in two reports in Q1 2016 and an Editor’s Choice by PC Mag, is a global Social Intelligence platform used by some of the world’s top brands, and the agencies that support them. Synthesio is the framework for building social intelligence that provides real business results. Whether an organization’s social team is built within Marketing or crosses multiple departments, business units or geographies, Synthesio helps teams listen to, and analyze, consumer conversations across social and mainstream media within one platform.

“The platform provides all major sources of social and news media and does a great job at removing noise or spam. The dashboards are easy to build and the FlashDash really helps provide advanced insight into conversations. The staff is extremely knowledgeable, skilled and customer focused.”

John Iacovacci
GE

“Synthesio’s ability to offer us both listening and engagement within one intuitive tool was very appealing.”

Kyle Thorne
Social Relations Manager, Virgin Atlantic

“Synthesio provides a first line defense against potential risks to our brand, highlighting customer sentiment for faster reactions. The daily alerts help highlight potential risks. Great bunch of people who are always happy to help.”

Mike Atherton
Dixons Carphone

“We went through a very extensive vendor selection process, and were impressed with the Synthesio offering. The quality of the insights they have provided, and the breadth of their global coverage, are excellent.”

David Parkinson
General Manager, Social and Digital Engagement, Nissan
ABOUT SYSOMOS

Sysomos is the social intelligence engine that drives better decisions. Preferred by the most innovative brands, businesses and agencies, Sysomos social media and analytics solutions deliver the insight you need to develop new strategies, uncover opportunities and make smarter decisions.

"The value Sysomos MAP provides for us is very clear. We need to have a bedrock of insights to justify how to approach content solutions for different audiences and different platforms, and Sysomos helps us to sell in our strategies by giving us a much clearer understanding of how audiences feel about specific brands and issues."

Alejandro De Luna
Social Strategy Manager, MediaCom

"We look at Sysomos not so much as a listening platform but a company that knows how to aggregate data, present it in new forms, and make it easier for us to innovate on top of it."

Bob Pearson
President, Chief Innovation Officer, W2O Group

"Because of the flexibility of Expion’s configuration, Follett can add additional social channels as their local social strategy evolves."

Leeann Fecho
Marketing Manager, Follett Higher Education Group

"Sysomos Analyze has helped us drive our business and that of our customers by enabling us to make immediate decisions on optimizing campaign performance across creative, audiences, placement, and channels. It’s imperative that we turn insights into actionable commercial opportunities."

Sam Ahmed
Chief Marketing Officer, MasterCard
ABOUT TALKWALKER

Talkwalker is an easy to use and incredibly powerful social media monitoring and analytics tool. It delivers high value insights in a user-friendly dashboard recommended by agencies and brands worldwide. With a focus on big data crawling, the Talkwalker search index is one of the largest, covering over 150 million sources in 187 languages. The dashboard is extremely user-friendly and features intuitive filters and reporting functionalities.

"Talkwalker boasts an impressive social analytics engine that allows us to deliver meaningful insights for our clients - insights that have an impact on affecting more successful campaigns. I see Talkwalker as the search engine for social - my first destination if I need to gather conversational intelligence to aid our clients in their competitive space."
Benjamin Reynolds
Marketing Manager, TBT Marketing

"This is a solid guide to social media analytics that explains the technical aspects in an easy to understand form. It not only explains what social media analytics is but also shows you how you can use it in your organization by listing tools that are free to use. I like the fact that they cover most major social media platforms and make it as visual as possible."
Wolston Lobo
ITWC

"Talkwalker was the ideal platform for this project as we were able to track everything we needed to compose our report. We were able to not only collect, select and organize all this data, but also easily illustrate and export key points into graphs and charts. It covered and really went beyond our expectations."
Pavlina Proteou
Founder and Chief Executive Officer, Beyond CSR

"What really stands out is how easy it is to use and how quickly we can create top quality monitoring reports that we can present to clients. My team of analytics experts learned how to use the platform in a matter of days and the easy reporting functions have saved the account teams perhaps even days of time."
Nicole Moreo
Director of Research and Insights, Peppercomm
ABOUT TRAACKR

Traackr is a powerful influencer analytics suite that supports successful influencer marketing strategies by giving you the knowledge you need to craft smart strategies and effective plans. They help you understand your audience and focus your attention on the most important people and content on the social web. Over 140 enterprises and 40% of the top communications agencies use their people discovery engine and influencer tools to drive their marketing and communications strategies. Their customers are forward-thinking organizations and include EMC, Marketo, JP Morgan Chase, Orange, SAP, Zendesk, and more.

"With Traackr, we have been able to significantly increase digital influencer engagement over time. By managing key relationships and identifying new contacts, we can scale influencer mentions across social media. The result is increased credibility for HPE, as influencers help us to better connect with our customer base."

Ted Sclavos
Hewlett Packard Enterprise

"Traackr helps us to manage our engagement with influencers and measure results of content, events, and campaigns effectively."

Olivia Terenzio
Content Marketing Manager, OpenTable

"Traackr’s data quality and breadth of its database are unrivaled. It’s been essential in our work to find the perfect influencers for our clients and prospects – whether we are working on a complex proposal with the creation of custom KPIs or on the day-to-day influencer relationships."

Nathalie Folco
Account Director, Integrated Media Strategy, Weber Shandwick

"Traackr is unique as they have built a fantastic SaaS platform that makes the discovery, management and measurement of influencer relationships seamless while using data to help quantify the impact of those relationships across the customer journey."

David Jones
Founder and Chief Executive Officer, You & Mr Jones
ABOUT ZIGNAL LABS

Zignal Labs is the world’s leading media analytics company. With unparalleled expertise in big data, machine learning and media measurement, Zignal empowers communications and marketing teams to confidently navigate an unpredictable and fast-moving digital media landscape. Today, the Zignal platform protects Fortune 1000 brands and executive reputations from digital threats, malicious disinformation attacks and fake news. Headquartered in San Francisco with offices in New York City, and Washington DC, Zignal serves customers around the world, including IBM, NVIDIA, Airbnb, Citrix, DTE Energy, Uber and FleishmanHillard.

"When I came to LendingClub, I knew we had to implement [Zignal] immediately to get an in-depth, objective understanding of our share of voice in the current media landscape. Zignal pulls in situational media — broadcast, news outlets, social and more — for a well-rounded view of the brand; no one else pulls in that much data.”

Anuj Nayar
Vice President and Head of Communications, LendingClub

"The word clouds help us quickly understand what the industry is talking about, and whether the conversation is positive or negative. And the hashtag clouds give us great information about how to plug into the conversation.”

Ed Davis
Regional Director, Fifth Ring

"The platform is flexible enough that you could just go in and make a dashboard of the most popular widgets to give a high-level perspective for certain client stakeholders, while also creating multiple dashboards all filtered by different information for others.”

Prama Collective

"Zignal has allowed us to be more efficient in how we’re both tracking and also reporting. There’s at least four instances where I can think that I saved tremendous amounts of time and actually saved money.”

David Patton
Director, Digital Media, Vulcan Inc.
ABOUT ECLINCHER

eClincher, a social media management platform, is trusted by tens of thousands of businesses and marketing agencies around the globe. Save time, stand out and augment your online reach and reputation with one tool that has everything you need to manage all your social media accounts - listen, create, publish, analyze and engage. To learn more, schedule a demo or start a free trial, visit https://eclincher.com/


"We don't have to monitor our social accounts constantly - we can log into eClincher, check our messages across multiple social accounts, upload new lists of messages, schedule the right time for them to publish, and go work on something else."

Mary Mac
Social Media Manager, Tegile

"eClincher is saving me time and money. I have also been able to eliminate the use of several other tools that I was previously using to manage my clients' accounts. Also, I have learned more about my visitors' behavior, the kind of posts they like, and the timing of posts that seem to resonate more with my followers."

Crystal Maleski
Clear Path Social

"Instead, imagine being able to run your Ferrari by recycling your BEST performing content, so that your engine doesn't even need gas AND actually starts performing better! That's what eClincher does with your social media accounts. It allows you to run your social accounts like a high-performance vehicle using evergreen social solar power!"

Eric E-Rock Christopher
The Huffington Post

"If you're looking for a tool that is designed with the user in mind then definitely try out eClincher. This social media productivity platform makes the overwhelming process of managing a few to a hundred social media accounts much easier."

Fred Shirvan
Aptgadget

20 Customer references from happy eClincher users

VIEW ALL REFERENCES
RISING STARS
ABOUT BUZZSUMO

BuzzSumo is the world’s most-loved content marketing software. They empower businesses to connect with their audiences. BuzzSumo’s social data helps you discover engaging content and outreach opportunities. Millions of marketers rely on BuzzSumo to reveal the truth about what content works and what sinks without a trace.

"I love the ease of use and the immediate value I get from using the product. I can search for terms/phrases and quickly identify content that’s performing well in a niche or with an audience. Likewise, I love how visually simple and compelling BuzzSumo’s data displays."

Rand Fishkin
Founder, Moz

"What BuzzSumo does differently is that they give you information on what is hot – what is being shared across all the major social sites. [They] even specify a time frame: last 24 hours, past week, past month or past six months."

Barbara Hooks
Nerd Dog Social

"I seek out great financial planners to co-market services with my attorneys. BuzzSumo makes it a breeze. Using BuzzSumo’s Guest Post filter, we can pinpoint authors to reach out to, either as guest authors, authority sources, or promotion partners."

Terence Collins
Chief Executive Officer, Collins Online Marketing Services

"BuzzSumo has to be the most important tool that I use for my content marketing and SEO campaigns. [It has] the ability to quickly identify what content is working well in an industry and who the major influencers are. For me, no tool comes close to providing the kind of insight that BuzzSumo gives - great work guys!"

Matthew Barby
Digital Marketing Expert, HubSpot
ABOUT ICONOSQUARE

Iconosquare is a leading Analytics & Management Suite for Instagram and Facebook - manage your social media activity, analyze your performance, and engage your community. Step by step, with the help of their amazing community, they’ve built what has become the leading analytics and marketing suite for Instagram.

"Being able to monitor our follower growth in so much detail over time has been really valuable to our Instagram strategy.”
Audrey Tolbert
Marketing Specialist/Brand & Content Marketing, Foursquare

"Iconosquare makes my job as a content creator a little less hectic - it provides the summaries that make it extremely easy to identify the best methods to post your content.”
Jonathan Brown
Digital Marketing Manager, Eko Studios

"I've grown my account by 3000% in the last year and that's only with using Iconosquare about 5 minutes a day, 3 times a week.”
Natalie Palombi
Founder, Natalie Palombi Fitness

"Iconosquare has facilitated me in planning and has aided in the increase of our engagement through the analytics and insights which have been fundamental to the approach of our activity.”
Rebecca Shipton
Social Media Executive, Gymshark

Customer references from happy Iconosquare users

VIEW ALL REFERENCES
ABOUT PROMOREPUBLIC

PromoRepublic helps small businesses, agencies and marketers to make great content and get results (ROI) from social media. Their products will help you with creating, posting and promoting content that drives customers for your business. Here, they'll share useful, exclusive, industry-related content and company updates to make you succeed on social media. Don’t forget to follow PromoRepublic’s page to stay notified about the latest updates to help your business grow.

“Marketing management may seem like a relentless end-to-end routine — clunky, complicated, and circular. Tools like PromoRepublic change this status quo and simplify collaboration between you, your team, and your client.”

Marilyn Heywood Paige
Vice President of Marketing, Inciting Marketing Solutions

“I use PromoRepublic a portion of the time to schedule and design posts. Sometimes we just pull a great quote from their Post Ideas section that I know will speak to our base. Often, though, it’s to do a straight-up product promotion.”

Stacy Woodward
Owner, Wild & Roaming

“The library of social media templates is amazing! I spend a few minutes on finding and scheduling a professionally designed post for each of my social media channels, and less than an hour to create a complete content plan for the whole month.”

Valerie T.
PR Manager, Netpeak Software

“The only platform I need for social media marketing. I can create, publish and track as many posts as I need - right down from a single post, to 100 posts scheduled ahead of time. I never knew it can be that easy, but here we are!”

Kate K.
Marketing Manager, Serpstat
ABOUT SHAREABLEE

Shareablee is the first and only industry-level measurement solution for media companies and brands wanting to understand the impact and effectiveness of their cross-platform social media campaigns. The platform is now available globally, with clients in 15 countries worldwide.

“Shareablee is a valuable tool that provides us a clear view of how our social growth and engagement strategies are performing. With Shareablee’s platform and analysis, we can convert data into insights and those insights into actions that help us monetize and engage our audiences at an industry-leading level.”

Jim Thompson
SVP Analytics and Audience Development, The Hollywood Reporter And Billboard

“Shareablee is an invaluable tool that tells us in real time how our content is performing across platforms, allowing us to change the outcome of our campaigns predictively, and be more effective.”

Meagan James
Senior Manager, Digital Audience Development, People

“Shareablee has helped to validate our content and channel bets. We leverage the platform daily to understand our content performance relative to our peers. From this data we can validate our strategies and tactics, and ensure that we are on track to accomplish our goals.”

Dan Phelps
Head of Social, T. Rowe Price

“Our social analytics team uses Shareablee competitor data to alert us when industry and best-in-class competitors launch social campaigns featuring running events. Shareablee data also provides real-time insight into the type of content that’s working well on social.”

Lori Feldman
Global Head of Social Media, Cigna
ABOUT SIMPLY MEASURED

Simply Measured offers the most complete measurement and reporting solution for social media marketers. Simply Measured believes that reporting should be simple, beautiful, and accessible for everyone – not just data scientists. Simply Measured software streamlines the process of moving social media data into dashboards and other deliverables.

"Simply Measured’s new API raises the bar for the entire social analytics market. What they’ve done by unifying data across social channels enables us to ask complex questions of both structured and unstructured data and get instant answers, which fundamentally elevates the level and types of actionable insights we’re able to offer our clients.”

David Lawson
CEO, NewSci

"Simply Measured's video analytics is great. Now, we can see what works, what doesn't work, what kind of content is getting the most engagement, and we can see how our video content stacks up against our photos or stories.”

Lisa Bernier
Head of Social Media, BARK

"Now we can curate and create more content that will resonate with our followers. When you look at the man hours versus the monthly costs, we’re actually saving money. It was a no-brainer for our team.”

Katie Drossos
Director of Consumer Marketing, WeddingWire

"Before, we were making decisions on a hunch. With Simply Measured, we have robust data to work from when it comes to our social strategy. Our audience and engagement are growing because the analytics tell us what’s working and what to do more of.”

Allie Hardee
Director of Digital Marketing, Nashville CVC
TrackMaven is a marketing software company headquartered in Washington, D.C. Their mission is to make every marketer data-driven by providing one centralized marketing analytics platform that makes it easy to prove ROI and improve results on over 20 digital channels including social, ads, PR, automation, CRM, and more.

“In most companies now, content is essential, but being able to communicate the value of content is equally important to the investment. We use TrackMaven to prove that value.”
— Troy Janisch
VP, Social Intelligence, U.S. Bank

“TrackMaven allows us to know how our messaging and strategy is resonating with our fans. While we’re happy with our growth and our overall strategy, there is always room to improve it. With this platform, we’re able to find out where we are statistically while still being able to have easy access to content across the NBA to gain inspiration and direction...”
— Jacob Raim
Director, Monumental Sports & Entertainment

“The biggest thing the TrackMaven platform has done is allow us to make more fluid decisions, and be smarter and more reactive in our editorial calendar.”
— Cathy McPhillips
Vice President of Marketing, Content Marketing Institute

“I am continually impressed by what TrackMaven analytics reveal about our competition, along with the strategy the TrackMaven team recommends to always stay a step ahead.”
— Bobby Tying
Creative Director, TTI Success Insights
ABOUT UNMETRIC

Unmetric provides an online platform that enables them to understand, uncover and unlock insights into how well social media content and campaigns perform compared to industry competitors. Unlike listening or publishing services, Unmetric is a seeing platform that combines the power of human cognition and technology to provide global brands with data to analyze, benchmark and enhance their social media efforts. Unmetric has been on a mission to help risk takers advance the future of their marketing insights, reporting, and creative processes by democratizing their archive of rich content data and proprietary artificial intelligence.

"The insights Unmetric provides is a great way to complement the monthly data we provide our clients to help them benchmark and understand what content works. Before we had the platform, pulling data and going through content manually was extremely time consuming, and Unmetric sped up this process saving us time & resources."

Matt Schultz  
Senior Manager of Social Media, Resource/Ammirati

"With the help of Unmetric, we have experienced a 7x increase in our average engagements per post and doubled our monthly follower growth rate."

Jakob Knutzen  
Managing Director, Lion & Lion

"Unmetric’s reporting capabilities make it easier for us to share audience and campaign insights with our clients."

Don Mathis  
CEO, Kinetic Social

"Unmetric gives us the data to inform our intuition. The user-friendly platform gives us the visuals to quickly understand what’s working instead of flooding the team with an overflow of dashboards and content feeds. As we continue to launch new products, Unmetric gives us a great understanding of the competitive landscape to better inform our strategy."

Jayne Flynn  
Data & Analytics, Away

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Customer references from happy Unmetric users

VIEW ALL REFERENCES
ABOUT UPFLUENCE

Upfluence helps brands tell their story with powerful influencer & content marketing technology. Upfluence Software is an all-in-one platform that allows brands to identify and contact their influencers at scale. Additional features such as campaign management, reporting tools and a payment processing platform simplify influencer interactions so brands can focus on their marketing goals. Upfluence Software is currently used by 700+ clients worldwide.

"Their platform is just amazing. We were able to target our influencers accurately, simply and efficiently. Upfluence team guides us anytime we need and makes our progress easier. I definitely recommend this incredible technology."
Audrey Collilieux
Founder, Louty

"The way we worked with influencers before Upfluence was not a pretty experience. It took forever. With Upfluence, we’ve been able to grow by 56% from what we were doing previously."
Erica Amatori
Director of Marketing, Burrow

"Switching to Upfluence has been a game changer for my team. Advanced options that allow you to fine-tune your searches, detailed breakdowns of all of the most relevant creator metrics, an intuitive project management system, and easy to use campaign monitoring tools all combine to create a one-stop solution for all of our project needs. Oh, and..."
Calvin Smith
International Content & Creative Head, BlueFocus

"I think your software is just GREAT."
J. Smaldone
Founder, Mighty Mug