featured customers

Social Listening Software Category

FALL 2026
Customer Success Report





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Social Listening Software Category

Social Listening Software enables organizations to track mentions of their brand, products, or relevant industry keywords, gaining insights into public sentiment and trends. It allows organizations to monitor and analyze online conversations across various social media platforms.

Benefits of adopting Social Listening Software include real-time awareness of brand perception and sentiment. Organizations can proactively engage with their audience, address concerns, and capitalize on positive trends. This software also facilitates competitive analysis by tracking competitors' mentions and industry discussions. Furthermore, it aids in identifying influencers and understanding the impact of marketing campaigns. In summary, Social Listening Software empowers organizations to stay informed about online conversations, enhance their brand reputation, and make data-driven decisions based on social media insights.

Customer Success Report Ranking Methodology

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

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

MARKET PRESENCE SCORE

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

COMPANY SCORE

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

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.

2026 Customer Success Awards

Check out this list of the highest rated Social Listening Software based on the FeaturedCustomers Customer Success Report.



Brandwatch by CISION
Lumen by Talkwalker
Meltwater
Reputation
sprinklr
sproutsocial



agorapulse
awario
BRAND24
DASH SOCIAL
Forsta a Press Ganey company
Onclusive
SIGNAL AI



BuzzSumo
determ
Iconosquare
infegy
Keyhole A MUCK RACK COMPANY
Orlo
Rival IQ A QUID COMPANY
YOUSCAN

* Companies listed in alphabetical order



2026

SOCIAL LISTENING SOFTWARE

MARKET LEADER

featured customers



ABOUT BRANDWATCH

Brandwatch by CISION

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.

351 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"Brandwatch provides the University of Glasgow with reliable social intelligence that supports the delivery of strategic business goals, particularly those linked to student recruitment and brand and reputation management. It gives myself and the wider leadership team confidence that we have a tool that can answer our questions and sense-check our strategies as we progress our institutional ambitions."

RACHEL SANDISON
DEPUTY VICE CHANCELLOR – EXTERNAL ENGAGEMENT, UNIVERSITY OF GLASGOW

"Brandwatch delivered a report packed with valuable insights into our social media performance, as well as recommendations on content topics, content format and social media channel strategy."

LAURA DE LA TORRE CHEVALLIER
BRAND MANAGER, MILO'S TEA COMPANY

"The Social Media Management tool has been a lifesaver. What was a very manual and arduous task is now really simple, and we're able to judge the success of our own content really easily."

TOBY LEVESON
SENIOR DIGITAL CONTENT MANAGER, BRIT AWARDS

"Since moving to Brandwatch we've gained in-depth analysis of our social channels which has helped steer our content strategy."

BEA PRESTON-ELLIS
COMMUNICATIONS MANAGER, FORTHGLADE NATURAL PET FOOD

TRUSTED BY

tempero social media management · DeVry University · MedStar Health · PANDORA · RF | BINDER



ABOUT LUMEN BY TALKWALKER

Lumen by 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.

95 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"Talkwalker's social media analytics guide hits the nail on the ROI when it comes to taking the mystery out of social media measurement. I'm assigning this guide as required reading to my social media management class at University of Florida, but it should be required reading for all marketing professionals and entrepreneurs. The biggest mistake I see public relations and social media pros making is that they are not measuring what matters. They spend wasted time creating reports that don't match the business goals and therefore never even get read. Brands small and large desperately need this guidance."

LISA BUYER
AUTHOR, SPEAKER, PROF, SOCIAL PR CHAT

"Ritter Sport has been very active in social media for the last 10 years. We saw the data coming in, but we didn't take action or do much with it because it got often caught in silos. Talkwalker enabled us to collect and analyze the data in one place, allowing us to fully understand the conversations about our brand and products on social media."

BENJAMIN LUTZ
GLOBAL BRAND MANAGER, RITTER SPORT

"Just as email has transformed the way people communicate without written letters, social listening has helped us transform the way we measure and track our social performance."

MARLA GROSSBERG
CONSUMER INSIGHTS AND STRATEGY DIRECTOR, MILWAUKEE BREWERS

"Talkwalker brings real-time data and the ability to respond extremely fast, providing a speed that is vital for effective reputation and crisis management."

BENGIN KORKMAZ
CHIEF MANAGER OF OPEN SOURCE INTELLIGENCE, DIE PR-BERATER

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adidas · Bottomline · eNOVA · Deutsche Telekom · peppercomm LISTEN. ENGAGE. REPEAT.



ABOUT MELTWATER

Meltwater

Meltwater helps businesses drive growth and build brands. Meltwater's online intelligence platform analyzes billions of digital documents daily to extract precise, timely business insights that help more than 20,000 companies understand markets, engage the customers, and master the new social business environment. With offices in 27 countries, Meltwater is dedicated to personal, global service built on local expertise. Guided by core values, Meltwater culture is based on a fundamental belief in people and the potential they possess. They are not afraid of investing in hidden talent and believe that in an environment where people are motivated and supported...

898 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"What I love about Meltwater is it's a one-stop shop. You can do your social listening, you can push out social media content, you can do newsletters, you've got media monitoring, you can push out content to reporters. That is really the big difference."

LYDIA SERMONS
VICE PRESIDENT OF COMMUNICATIONS & CHIEF COMMUNICATIONS OFFICER, HOWARD UNIVERSITY

"Meltwater has transformed our social media management by streamlining processes, enhancing engagement, and providing the insights needed to make informed decisions, ultimately leading to improved customer satisfaction and business growth."

RAQUEL QUINTAS
SOCIAL CONTENT MANAGER, IKHOKHA

"There's no doubt that having Meltwater's database allowed us to reach a lot of different outlets that we wouldn't have known about."

BRAD POMERANCE
TELEVISION HOST AND EXECUTIVE VICE PRESIDENT, JEWISH LIFE TELEVISION (JLTV)

"We use Meltwater for every campaign. We would not have successful media campaigns without a tool like Meltwater."

CHRISTY KIRK
ASSOCIATE DIRECTOR OF MARKETING, BERRETT-KOEHLER PUBLISHERS

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FAIRTRADE INTERNATIONAL · TALIKA PARIS · Schneider Electric · NETSCOUT · Pernod Ricard Créateurs de convivialité



ABOUT REPUTATION.COM

Reputation

Reputation is the only platform that empowers companies to fulfill their brand promise by measuring, managing, and scaling their reputation performance in real-time, everywhere. Functioning as a business' eyes and ears in the spaces where customers talk, post, review, and recommend, Reputation AI-powered product stack analyzes vast amounts of public and private feedback data to uncover predictive insights for companies to act on, and improve their online reputations. Visit reputation.com to learn more.

199 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"The Reputation platform has enabled us to combine the management of the group's online reputation, customer feedback, and customer experience, into a single easyto-use platform. Where once there were multiple platforms, there is now one. We've seen improvement across the board: Our feedback volume, response rates, business listing performance, star ratings and more have all seen improvement, and we couldn't be happier. The more feedback we can generate as a group, the more we can work to improve our already industry-leading service to our clients."

SK:N CLINICS

"Reputation.com is saving us about 45% — all while achieving stronger results."

SHANE GILLMAN
SENIOR DIRECTOR OF MARKETING FOR RESIDENTIAL AND COMMERCIAL PROPERTIES, BERNSTEIN MANAGEMENT CORPORATION

"Reputation.com helped us highlight what a great dealership we already were to more people, and have an accurate reflection of our business online."

CARS.COM

"Reputation is one source of data that was never previously accessed that we can use to answer any of our questions, at any time."

LEADING MEDICAL DEVICE COMPANY

TRUSTED BY

BOZZUTO · AutoNation · CORTLAND · THE ARBOR COMPANY SUPERIOR SENIOR LIVING · RENAULT



ABOUT SPRINKLR

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.

435 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"Sprinklr became the place where everything comes together. Whether it's a call, social media message or live chat through the AjmanOne app, everything is combined in one place now. This is where the Sprinklr system comes to life."

OMAR ALANI
MARKETING SPECIALIST, DEPARTMENT OF DIGITAL
AJMAN

"Before Sprinklr, we were spending hours manually sorting through posts, Now we're surfacing actionable insights in minutes. It's not just faster; it's smarter."

MARKETING ANALYST
AMERICAN UNIVERSITY

"Sprinklr's automations and AI are fantastic, It's great when technology works seamlessly in the background, bringing operational efficiencies."

MARKETING ENABLEMENT MANAGER
LUXURY AIRLINE

"Sprinklr is now a key part of customer service delivery, helping ensure faster, clearer and more consistent support."

NADIR ESKANDARANI
SENIOR CONSULTANT, THE FINANCIAL ACADEMY

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3M Science. Applied to Life.
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AkzoNobel
Roche
AUTODESK
Telefónica



ABOUT SPROUT SOCIAL

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.

304 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"We chose Sprout Social because we needed a platform that could truly support our growth needs and global vision. What immediately stood out was the robust data and filtering capabilities, especially audience demographics, interests and authenticity checks. This helped us find the right influencers for each market much faster and with more confidence that they would be aligned to our strategy."

ANISTALDA GOMES
CREATIVE CONTENT LEAD, CARE TO BEAUTY

"Sprout isn't just supporting our social strategy—it's making it happen. Sprout allows us to perform at a level above what you might expect for a small social team with limited resources. We get a lot of high-quality content out to our audiences every week. We trial, test and measure. And we track and adapt to trends quickly."

DANIELLE GAULT
COMMUNICATIONS MANAGER - WEST, GRDC

"Sprout Social Influencer Marketing played a major role in that process—the integrated chat feature was essential for maintaining daily communication and tracking each influencer's progress throughout the campaign. It really helped us stay organized and responsive."

RITA SARAIVA
INFLUENCER MARKETING SPECIALIST, CARE TO BEAUTY

"Social media has become more and more important as a channel as compared to before. We see social media as playing a key role in our business and how we communicate."

ACHAREE PUNYASHTHITI
ASSISTANT DIRECTOR OF SOCIAL MEDIA AND ADVERTISING, MINOR HOTELS

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2026

SOCIAL LISTENING SOFTWARE

TOP PERFORMER

featured customers



ABOUT AGORAPULSE

agorapulse

Agorapulse is the secret ingredient for social media managers and marketing leaders whose ambition is to drive real business results. Social media is no longer just an afterthought. It has become a strategic asset that drives brand awareness, lead generation, and revenue growth. We help marketing teams and agencies centralize their efforts, track ROI, and prove their value. Social media becomes more than just content—it becomes a driver of success. Trusted by major brands, Agorapulse empowers marketing teams to amplify their impact and position themselves as essential players in their organization's growth through a series of...

178 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"When we tested Agorapulse, we instantly liked the intuitive and clean user-interface. It offered what we were looking for, matching our needs perfectly (number of profiles, team-setup, listening, content scheduling, support and training). Therefore Agorapulse ranked number one in our requirement analysis and the cost performance ratio was unbeatable."

SUSANNE ADAM
SENIOR DIGITAL COMMUNICATIONS MANAGER, SIEMENS GAMESA

"Agorapulse has not only been a highly effective tool but also provides amazing support, allowing us to focus on our customers and feel truly valued as a client."

APRIL TITLER
CUSTOMER EXPERIENCE DIRECTOR, LATCHED MAMA

"Before Agorapulse we were focused more on the customer service aspect, We would just wait for the messages to come to us."

MAI ELKELISH
TEAM LEAD FOR INBOUND SALES, NEXFORD UNIVERSITY

"It simply works for us. It's so intuitive and the reporting provides exactly what we need."

JENNIFER LIVINGSTON
JENNIFER MEDIA GROUP

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Citrus Content · ArachnidWorks · betterhelp · POSITIONER · RAZORSOCIAL



ABOUT AWARIO

awario

Awario is a social listening tool that gives brands access to data that matters to their business: insights on their customers, market, and competitors. It's developed by a bootstrapped company headquartered in Belarus with offices in Cyprus and California. Awario is a social media monitoring app that will help any business get related updates in no time.

55 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"Awario is a must-have for SEO and customer service. Why SEO? It shows you the easiest places on the web to get quality backlinks! Go to the places talking about your business and engage the conversation. For customer service - you have an opportunity to speak to dissatisfied customers who are voicing their concerns. Awario provides opportunities for crucial product feedback and encourages people who are speaking positively about your product. This will make them feel affirmed in their decision to speak in support for what you do, and that they are a customer that is cared for by your team."

KYLE LAWRENCE
CO-OWNER & DEVELOPER, DESIGN & DEVELOP

"Nothing is falling through the cracks with Awario. Earlier, with Google Alerts, my coworker would get an alert and I wouldn't. There was a feeling of insecurity and I would be doing my own search for our name."

ELLEN SLUDER
VICE PRESIDENT OF MARKETING, RINGBOOST

"Awario was brilliant in providing us key insights throughout the campaign and gave us just what we needed without the enterprise costs of competitors."

BEN HODSON
CREATIVE DIRECTOR, SERAPH

"Awario is the best currently available tool for us to deliver on the promise to craft the best content and publish it at the best time."

MADE BY DQ AGENCY

TRUSTED BY

Coca-Cola amazon GEEKWISE ACADEMY Edelman Hilton



ABOUT BRAND24

BRAND24

Brand24 is an easy-to-use social media monitoring solution. Over a thousand companies of all sizes use Brand24 to identify and analyze online discussions about their brands, products, and competitors. Through Brand24, businesses can stay updated about what is being said about them online, gain customer insights, engage communities, find sales leads, improve social customer service, find brand ambassadors, and monitor their competition. Using the tool, you will be able to manage your online reputation, track and assess marketing campaigns, do social selling,...

147 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"I recommend using Brand24 for master's theses, especially those related to word of mouth. It helps us understand why people talk about brands, in what context they engage, what motivates them, and what they talk about in relation to brands. It's crucial to understand both the sender's and the receiver's motivations to create effective communication strategies for brands on social media."

JOLANTA TKACZYK
HEAD OF THE MARKETING DEPARTMENT, KOZMINSKI UNIVERSITY

"I use Brand24 daily. It's one of the first tools I check each morning to catch new mentions, analyze coverage from recent campaigns, or spot opportunities to secure backlinks from unlinked mentions. It plays a consistent role in my workflow, especially during active PR campaigns, since it's essential for monitoring those campaigns' impact and results."

CATARINA MENDES
DIGITAL PR SPECIALIST, HOSTINGER

"My favorite feature is probably the simplest: sentiment analysis. It gives us a clear picture of how XTB is perceived by our customers. We also really value the reports—they provide concrete numbers, allowing us to compare performance across different periods and markets, which is incredibly important for us."

SZYMON SZYMANSKI
CHIEF GROWTH OFFICER, XTB

"Brand24 enables the observation of various phenomena in different languages, which nicely highlights the differences in Polish and German discourses, for instance."

ANDRZEJ JARYNOWSKI
SPECIALIST INFECTIOUS DISEASE MODELLING, FU BERLIN

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SHOPSTORY · DaGrasso · DIENODIGITAL · appwrite · barker



ABOUT DASH SOCIAL

DASH SOCIAL

Leading brands use Dash Social to connect every part of how their brand is discovered and experienced on social. Dash brings content, creators, community, campaigns, and performance together in one agentic system powered by brand-intelligent AI.

152 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"Dash Social has really transformed our social media management. The ease of scheduling and viewing the content timeline has made planning much simpler. The ability to duplicate posts and add them to campaigns has saved us a lot of time. Dash Social's metrics, like the Entertainment Score, help us understand what performs well and highlight our successes. We also find the competitor tab really useful for learning what..."

JENNIFER HOWLETT
SOCIAL MEDIA EXECUTIVE, MERLIN ENTERTAINMENTS

"Dash Social has truly transformed my approach to social media. Their innovative reporting tools and deep insights into content performance have given me a clearer understanding of our audience, allowing me to create more engaging and effective strategies. This invaluable data empowers me to craft more engaging and impactful content, ultimately driving better results for our brand. I'm grateful for how Dash Social has helped me..."

MEGAN MATHEWS
SOCIAL MEDIA SPECIALIST, MERLIN ENTERTAINMENTS

"Dash Hudson has truly transformed my approach to social media. Their innovative reporting tools and deep insights into content performance have given me a clearer understanding of our audience, allowing me to create more engaging and effective strategies. This invaluable data empowers me to craft more engaging and impactful content, ultimately driving better results for our brand. I'm grateful for how Dash Hudson has helped me..."

MEGAN MATHEWS
SOCIAL MEDIA SPECIALIST, LEGOLAND CALIFORNIA

"Our larger brand campaigns are Meta-heavy. It's been a place of consistent growth for us, and from there we learn how to work successful brand messaging on other channels."

LAUREN EIDEN
MANAGER, SOCIAL MEDIA PROGRAMMING, UNITED AIRLINES

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Balmain&Co. ALOHA beautyblender Breeze CAUDALÍE PARIS



ABOUT FORSTA

Forsta
a Press Ganey company

Forsta says that, Behind every customer data point is a person. Behind every business decision is a person. And because every person is unique the first customer they figure out is you. Forsta is the new frontier of customer experience and research technology — a technology company with a difference. The difference is that they collaborate. They listen, they design the solution together. They adapt their market leading experience and research technology to their clients' needs, not the other way around. They exist to inform and inspire the decision makers.

126 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"Our partnership with Rio SEO is invaluable. I've worked with large, well-know organizations in the past who were not nearly as proactive or responsive. Rio SEO's service far surpasses its competition and any other organization I've worked with previously. I know if I encounter any challenges, Rio SEO will be on-hand to support me at a moment's notice."

SENIOR ECOMMERCE PRODUCT MANAGER
CLAIRE'S

"When we set out to do this study, we wanted to provide entire families with the tools to tell us how they think, feel and act in the moment. With the Forsta platform, we were able to engage multiple family members in their own environment."

GEORGE CAREY
DIRECTOR OF GLOBAL CUSTOMER LOYALTY, EBAY

"We have found Forsta to be indispensable and it has become the backbone to all of our fieldwork. It helps us to embed an insight-driven culture within the client team, ensuring long-lasting success for the business."

MATTHEW POWELL
DIRECTOR, B2B INTERNATIONAL

"We used to rely on CSAT, but the feedback was vague. With targeted digital feedback, our product teams are in the platform every week, using the data to prioritize roadmap decisions."

LISA TARRY-SELLERS
HEAD OF GROUP VOC PROGRAMS, RS COMPONENTS

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BUPA amadeus COGNITA trifecta RESEARCH SIEMENS



ABOUT ONCLUSIVE

Onclusive

Onclusive is the data science company for marketing and communications. They reveal which strategies drive actual business outcomes and deliver a brand's most valuable content to its target audience, at scale. The result is thousands of high-performance campaigns around the world. They bring together Kantar Reputation Intelligence, the largest media monitoring and measurement service in Europe, with the best-in-class tools of PRgloo, and Onclusive's own powerful AI and data science.

96 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"Working with Onclusive has been a big shift for us — previously we focused on quantity metrics like share of voice and volume of coverage, and now we use Power of Voice™ to look at content quality, as well. For example, how do you accurately measure the impact of a crisis on your brand? That's where Power of Voice™ comes in, because it includes positive and negative sentiment analysis along with content relevance, publication authority, and social media amplification rolled into a single data point."

DIRECTOR, GLOBAL BRAND PR CONTENT & MULTIMEDIA, IHG HOTELS & RESORT
IHG

"Ultimately, Working with Onclusive has delivered valuable clarity into how some of Heathrow's most important audiences perceive us, enabling us to refine our communications strategy and better inform business decisions emotions."

ANDREW MITCHELL
HEAD OF STRATEGIC COMMUNICATIONS AND POLICY, HEATHROW

"On top of the campaign's metrics, the success of the launch can be measured by the continued response to Cafeyn's message: audience feedback is really positive and the brand has relevance and impact."

OMBLINE DE CORIOLIS
CHIEF MARKETING OFFICER, CAFEYN

"Onclusive has proved itself to be an invaluable business partner and a key plank in delivering a consistent, quality, and responsive press office operation across a geographically diverse team."

HEAD OF MEDIA, CORPORATE COMMUNICATIONS
NETWORK RAIL

TRUSTED BY

ConnectWise® Desigual. edmunds Extreme networks aviva



ABOUT SIGNAL AI

SIGNAL AI

Signal AI is a media monitoring, reputation management, regulatory compliance and market intelligence platform powered by artificial intelligence. Their vision is to create a future where leaders can spot what's coming round the corner, remain one step ahead of the competition and are armed with the tools they need to make the best decisions.

83 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"We're big fans of Signal AI because of how it helps us be more effective communicators. We use the visualization tools to put information that tells a compelling story in front of our leadership. We use data tracking to understand what we are known for, how we're doing against our competition and how our messages are resonating. And critically, we use the data to help understand how our key messages and thought leadership themes are performing so that we can adjust our team's efforts and resources more efficiently."

PATRICK MACELROY
SENIOR DIRECTOR OF COMMUNICATIONS, BLACK & VEATCH

"The Signal AI data we were collating and using for the discovery phase of the report was much richer—this was evident in the hypotheses and has been proven with the report's results."

HARRIET MIDWOOD
RESEARCHER, STHREE

"My goal and Signal AI's are aligned – integrating the world's data to help people make sense of the outside world, and make better decisions in their work."

VIPUR PARMAR
GLOBAL HEAD OF DATA MANAGEMENT, WPP

"Signal makes compiling a library of Balderton's media coverage effortless."

BEN GOLDSMITH
HEAD OF PR AND CONTENT, BALDERTON CAPITAL

TRUSTED BY

canada life · CW WINE INVESTMENT · Delivery Hero · APEX · Bird & Bird



2026

SOCIAL LISTENING SOFTWARE

RISING STAR

featured customers



ABOUT BUZZSUMO

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.

86 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"I fell in love with BuzzSumo. It was the missing link I'd been looking for. I use it religiously, every single day. The result we're aiming for is top tier press coverage – not just UK, but global coverage – across some of the largest publications in the world, and BuzzSumo is absolutely pivotal to us achieving that. Without BuzzSumo, we would struggle."

KOSTAS PETROU
CO FOUNDER, STORY AND SEARCH

"One of the great things you can find out on BuzzSumo is who are the top sharers of the best content. There is a cool little button on the above image called View Sharers (it's on the left of the social media share counters). This information is gold!"

ASHLEY FAULKES
MADLEMMINGS

"BuzzSumo is just an integral part of the way I work, and it complements what Rise at Seven is all about."

LUKE COPE
HEAD OF DIGITAL STRATEGY, RISE AT SEVEN

"Honestly, without BuzzSumo, we wouldn't be able to produce the letter the way we do."

RUSS HENNEBERRY
FOUNDER, THECLIKK

TRUSTED BY

blueclaw APPSUMO BuzzFeed CoSchedule GetApp®



ABOUT DETERM

determ

Determ is a media monitoring tool that tracks relevant mentions of your brand across the web and social media in real time. You can use it to get notified immediately when you are mentioned anywhere online and to discover meaningful insights behind every mention.

84 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"Determ is a user-friendly and reliable tool to detect and follow potential issues and crises for our clients. In addition to using the tool for live monitoring, we frequently work with the reports automatically generated by the tool, which we send weekly or monthly, depending on our clients' needs. As an monthly, depending on our clients' needs. As an agency, we appreciate the tool's flexibility and the team's reactivity."

ARIANE GOOSSENS
CONSULTANT, WHYTE CORPORATE AFFAIRS

"We need a monitoring solution because, in marketing, it's crucial to assess the impact and valuation of every campaign and every action. Are you achieving good results? Are you making an impact? We need to answer these questions and determine if the audience is actually perceiving our intended message."

ELEONORA OIKONOMIDOU
SENIOR PR MANAGER, EXNESS

"Primarily, I think they should take into account the time they spend on these tasks without Determ, and how much time would it take with Determ. Also, will the reports they manually do be as good as what Determ offers? They should think about the extra time they will get for planning and strategizing."

STEFAN LIČINA
HEAD OF PR, M:TEL

"We use Determ to monitor the media landscape and analyze the impact of our communications. And also it's really helpful if there is a crisis going on, then we can quickly see who tells what."

EUGENE KALNYK
PR SPECIALIST, MACPAW

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ECO · EMERALD PUBLIC RELATIONS · exness · fabrika · blueReport



ABOUT ICONOSQUARE

Iconosquare is the leading analytics and social media management suite for Instagram and Facebook. With over 25,000 users worldwide and 2 offices in Limoges, France and Berlin, Germany we deliver the most advanced Instagram analytics to tens of thousands of businesses, agencies and influencers.

44 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"In the world we live in right now, every day is totally unpredictable. One day, we'll think, oh, tomorrow we'll post this nice photo of some mountains, to give people a moment of respite. And then you read the headlines and realize, okay, we're gonna seem really tone deaf. I think what our audience needs right now is a mix of the usual university messages, but also content that's plugged into what's happening in the world in a much bigger way. They need us to be responsive to that."

ANDREA ESTEY
DIGITAL CONTENT STRATEGIST, THE UNIVERSITY OF VERMONT

"Our content is our gold mine and our Dad understood that very early on. When he was swimming down the Amazon alone, with a hydrospeed, he'd sometimes set up his camera and kayak back up again, so he could bring us the images."

JESSICA HORN
MANAGER, HORN MEDIA

"Iconosquare helps you monitor your content performance and channel growth, as well as schedule posts! The Instagram Story analytics feature is crucial if you have IG Stories as part of your channel strategy."

JOAN ZHANG
SOCIAL MEDIA SPECIALIST, AIR NEW ZEALAND

"Iconosquare offers easy statistics and insights for editors as well as the option to download Instagram and Facebook data in XLS form, which is great for me as a data analyst."

ILONA HULSHOF
DATA ANALYST, GEMEENTE UTRECHT

TRUSTED BY

COFFEY & TEA · GYMSHARK · HYPEBEAST · AIR NEW ZEALAND



ABOUT INFEGY

Since 2007, Infegy's cloud-based technologies have been transforming huge volumes of commentary into valuable consumer insights. Infegy's flagship product, Infegy Atlas, helps brands, agencies, and researchers understand consumers better and faster through advanced automated analysis of online dialog.

42 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"Since we are dedicated to healthcare, many of our clients are pharma and biotech which means our searches tend to pull in a lot of finance and investment chatter. Infegy Atlas helps us cut through all that noise and get straight to the voice of the patient."

JACKIE SINGLEY
HEAD OF ENGAGEMENT AND INNOVATION, LUMANITY

"This campaign really resonated with McDonald's target consumers and drove results for our franchise owners. The data provided by Infegy's social listening platform was vital to the success of these marketing efforts."

SAAD RANA
BRAND STRATEGIST, MOROCH PARTNERS

"Infegy Atlas offers the perfect combination of speed and accuracy. The ability to have consumer insight at your fingertips when clients need quick answers or at least the right rabbit holes to search within is crucial."

RYAN MCCARTY
FOUNDER AND LEAD STRATEGIST, COLLECTIVE 12

"As of now, no other social intelligence tool can touch Infegy Atlas when it comes to market research."

ELIZABETH GORMAN
GLOBAL SOCIAL MEDIA ANALYST, CEB ICONOCULTURE

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ABOUT KEYHOLE

Keyhole
A MUCK RACK COMPANY

Keyhole's social listening & influencer management platform helps marketers measure the full impact of their social media campaigns. Try for free at www.keyhole.co Our real-time dashboard is used by organizations like Google, Amazon and yes, LinkedIn; and our data is frequently referenced in the media by journalists at Reuters, The Guardian and Al Jazeera. Contact us at info@keyhole.co

111 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"We started using Keyhole in 2017, and it's been awesome to see the platform grow. Over the years, our account managers have asked for our input, implemented changes, and added new features to address our feedback. Keyhole has been a great partner that has helped us scale our B2B influencer marketing agency and we're grateful for their continued support!"

CHELSEA ANDREWS
CO-FOUNDER, TECHMODE

"The Keyhole dashboard has been very helpful for reporting on the impact we've had at influencing influencers as they publish content around (our) hashtag. Keyhole definitely frees up time from manual monitoring and has contributed to the growth of our social footprint."

LEE ODDEN
FOUNDER, TOPRANK MARKETING

"With Keyhole Publishing, we have been able to schedule our campaigns in advance across our social media accounts. It saves us time and helps us work together to create opportunities for meaningful engagement with our audience."

ADAM CLARKE
DIGITAL ENGAGEMENT MANAGER, THE PEOPLES CHURCH

"Keyhole definitely gives us insight back into the larger social strategy that makes us successful. We're always trying to get into the right spaces, and get more insights."

SOAPBOX STRATEGISTS

TRUSTED BY

gdp VENTURE · consensys · SYNESIS ONE · Robert Irvine's FitCrunch · theCHIVE



ABOUT ORLO

Orlo

Orlo is a unique, new online conversation ecosystem allowing you to create powerful customer experiences and emotional connections that influence behaviour, at scale. Move seamlessly across online channels and inspire your customers with instant and effective conversations when they need you most.

58 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"Orlo has helped us start bringing our social customer service vision to life. We have bold plans for the future and believe that we have found a platform that will keep up with our rate of change and that of our audience. We are no longer just managing our social activity, but building deep and meaningful relationships with our customers."

JARROD WILLIAMS
COMMUNICATIONS MANAGER, BROMFORD

"Orlo is key to our strategy not only does it help staff allocate messages to the right teams or police officers, but it also offers an audit trail, so we can monitor what content is going out and when, as well as, control which staff members have access to which accounts."

DAVID BAILEY
HEAD OF CORPORATE COMMUNICATIONS, STAFFORDSHIRE POLICE

"Orlo is a young, passionate and energetic team who are very responsive to changing customer trends, which really appealed to us as we wanted a future-proofed solution that would adapt as technology progresses."

SAMANTHA COX
DIGITAL CONTRACTS MANAGER, NATIONAL EXPRESS

"Orlo helps us not only to deliver excellent customer service to the people of Leeds but also helps us demonstrate to senior management that there is a demand for us to take social media seriously as a channel."

NICK MOORE
DIGITAL DEVELOPMENT OFFICER, LEEDS CITY COUNCIL

TRUSTED BY

Bristol City Council · Bromford. · Connexus · Gilpin County



ABOUT RIVAL IQ

Rival IQ
A QUID COMPANY

Rival IQ delivers analytics and competitive insights to help digital marketers make informed decisions, improve results, and better understand competitors. Using benchmarks and comparative analysis, Rival IQ enables digital marketers to uncover new opportunities, identify trends, and track results across all the main social channels and the web.

31 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"Rival IQ has been really valuable in communicating with our board of directors. The Rival IQ visuals are powerful and make it easy for executives to understand our performance. I share these reports with other parts of our organization, too, to illustrate all the progress we're making in social media awareness and engagement."

GABBY GEIER
SENIOR MANAGER, DIGITAL MARKETING & GRAPHIC DESIGN, LUNG CANCER ALLIANCE

"Rival IQ saves us time because all the information we need is in one spot. Plus, it is very easy to use. The interface is much simpler than competitive products while still giving us the ability to do everything we need to do."

BEN HUNT
DIRECTOR OF DIGITAL MEDIA, DENVER BRONCOS

"Rival IQ has given us a simple and effective way to test and optimize our social marketing strategy."

CARRIE JORDAN
SOCIAL MEDIA & EMAIL MARKETING MANAGER, ATKINS NUTRITIONALS

"In Rival IQ I see my top posts and how they compare to each other—this is how you make faster decisions on what content to produce."

TRUSTED BY

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ABOUT YOUSCAN

YOUSCAN

YouScan is an AI-powered social listening platform. It helps marketers, researchers, CX experts, and PR pros fully understand their customers by providing insights into: - What they say. - What they do. - Who they are. We serve 400+ clients worldwide, including renowned brands and agencies such as Nestle, L'Oreal, PepsiCo, Coca-Cola, Samsung, McDonald's, UNICEF, Listen&Learn, M&C Saatchi, Havas Media,...

38 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"YouScan has become a convenient, practical service for us to work with on a daily basis. We have been using the system for six months now and it has helped us process customer reviews more effectively and see the mentions about our company in online media resources. We especially appreciated the possibility of compiling analytics, thanks to which it is now much easier to analyze the number of mentions, their sentiment, frequency. The Word Cloud feature was also very useful."

IRINA LEVENKO
PR-MANAGER, WINDROSE AIRLINES

"YouScan helps us not only to track mentions and reviews we got about all range of Depositphotos products but also to follow up all the feedback we got and coming up with new features which match users' demands. We are also really happy to emerge with our solutions at the exact place wherever these are requested: Facebook or Twitter feed, blogs, chats etc. Using YouScan as an essential tool for building relationships with press is also must be mentioned."

ALEXEY PEDOSENKO
DIRECTOR OF PR, DEPOSITPHOTOS

"YouScan is the most user-friendly and intuitive data analytics tool on the Internet - you can quickly find out what is being said about the brand and detect a potential crisis, which is critical in these difficult times when one user click can damage the reputation. Also, the guys from the support team are as friendly as possible and can quickly help if necessary."

ULIANA VOVCHUK
SOCIAL MEDIA AND PR LISTENING SPECIALIST, SAMSUNG

"YouScan's smart features help us work efficiently with large amounts of data by segmenting them into meaningful and convenient information clusters."

RAIFFEISEN BANK

TRUSTED BY

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