

Brand Intelligence Software Category



Brand Intelligence Software Category

Brand intelligence software helps you to collect and interpret data to comprehend your audience's sentiment. It enables you to track online conversations so you can learn about your customers' feelings toward your brand. The platform allows you to collect brand intelligence data from sources such as blogs, social media, industry forums, third-party reviews, news outlets, etc.

By gathering data on brand intelligence, you can build a clear picture of how your consumers talk, think and feel about your brand. Further, you can use the insights to improve your products, refine your brand message and get an edge over competitors.



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.



2020 Customer Success Awards

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



* Companies listed in alphabetical order

2020



SUMMER 2020

Brand Intelligence
Software Category

MARKET LEADERS



135

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT BRANDWATCH



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.

Featured Testimonials

“We can configure Brandwatch according to our needs and start an in-depth analysis when necessary. Variables can be directly compared and with just one click I can have a different view of any chart. The ability to group authors and pages also simplifies the analysis. This way we can distinguish between owned and earned media, exclude irrelevant pages and effectively compare the regional media.”



IBRAHIM GHUBBAR
ONLINE MARKETING MANAGER, SPARKASSEN-FINANZGRUPPE

“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 HOEBERRIGS
DATA SCIENTIST, UNILEVER

“Brandwatch's ability to gather metrics on mentions and being able to have them all in once place is critical for our social listening and monitoring.”



NIKKI NEWMAN
SOCIAL MEDIA COMMUNITY MODERATOR, WHOLE FOODS MARKET

“We used Brandwatch Analytics to set up a Query based around the campaign. It allowed us to immediately see how many times the hashtag had been shared — and where.”



ANDREW SALTER
CO-FOUNDER & EXECUTIVE PRODUCER, CHECK ONE TWO

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158
Total Customer References

[VIEW ALL REFERENCES](#)

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.

Featured Testimonials

“Socialbakers Analytics equips us with the KPIs and metrics we need to meaningfully evaluate our performance across social channels and countries, generating valuable feedback and local intelligence so we can focus on continuous improvement in our markets.”

 SEBASTIAN BLANCK
DIGITAL MARKETING SPECIALIST, JÄGERMEISTER

“Audience analytics plays a key role in helping us to shape our social media strategy. Socialbakers' integrated approach to content intelligence has enabled us to create more engaging Instagram posts, backed by data insights, to grow our engagement, web traffic and, most importantly, sales. With this integrated approach, we have been able [to] drive greater intention to buy and grow the conversion rate from our campaign “Les Préférés” by 40%.”

 ANNA FAURE
HEAD OF SOCIAL MEDIA, LA REDOUTE

“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

“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 MAVIŞ
DIGITAL & SOCIAL MEDIA MANAGER, TÜRK EKONOMI BANKASI

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218

Total Customer References

VIEW ALL REFERENCES

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.

Featured Testimonials

“With Sprout we are able to get all our social messages in a single location, and not only see who we need to respond to, but know what actions have already been taken by other team members.”



SIMON KOPEC
DIRECTOR OF SOCIAL MEDIA & CONTENT STRATEGY, LOEWS HOTELS & CO

“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’s analytics let us see what is working—we can listen better to our customers and react appropriately. It’s an incredible platform to get a macro look at what’s happening with your brand’s voice in the social space. It aggregates that information and really creates one solid picture for us to understand the feedback loop.”



NICOLE PORTWOOD
VICE PRESIDENT, BRAND MARKETING, TITO’S HANDMADE VODKA

“The aesthetics of the reporting is one of my favorite features. Getting the data is very important, but being able to quickly see the data, make sense of it and make a decision on our next move are all imperative in this space.”



DAN WILKINS
GENERAL MANAGER AND CO-FOUNDER, VTWO

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45

Total Customer References

[VIEW ALL REFERENCES](#)

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.

Featured Testimonials

“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

“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

“Fundamentally, good social listening is about having great data coverage and in-depth analytics. Talkwalker is hands down the best platform I've found for both these elements. I'm able to uncover trends, discussions and insights that remain hidden when I test other providers. It's an invaluable tool for my business and I'd recommend it to anyone who wants to get the best possible understanding of what's being said online.”



MICHAEL BERLAND
CHIEF EXECUTIVE OFFICER, BERLAND STRATEGY & ANALYTICS

“The Talkwalker AI Engine is bringing added value in data processing and analysis, confirming Talkwalker's vision to offer a product with more and better features. Faced with an ever growing volume of data, it's crucial to drive the digital strategy of our customers with accurate and relevant data. The Talkwalker AI Engine allows us to get qualified data with minimal effort. Having tested this feature, it would be difficult to live without.”



MARTIAL ROUSSET
DIGITAL MANAGER, ENOV

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36

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT ATTEST



Attest is a global survey platform designed for ambitious marketers that aren't experts in doing research, but do need answers - fast. Our survey platform connects you to 100 million consumers across 46 countries, making asking consumers questions and getting answers fast, easy, and scalable. Data-driven marketers use Attest to get under the skin of their target audiences, understand brand health, track the competition, test ideas and creative, and ultimately break new ground. Attest helps marketers discover something new, as often as they want.

Featured Testimonials

“Attest is a vital tool for informing our business strategy. The brand tracker allows teams across multiple markets to compare their results to the global picture and access insights that guide their day-to-day operations.”



LOUISE MUSTARD
HEAD OF GLOBAL BRAND BUILD, TOMMEE TIPPEE

“Crucial to understanding the ROI of brand-building is being able to measure it. That's where Attest comes in, they've allowed us to quantify our long-term brand efforts.”



PHIL DENINGTON
CREATIVE LEAD, TRANSFERWISE

“Before Attest, we were only looking at branded search to measure brand awareness. This looks amazing because it increases, but you have no idea what you're missing out on or what people know or think about your brand. Once we got the brand tracker running it was really that data from Attest that spurred some of the action we're taking on brand now. It immediately highlighted that we could improve our prompted and unprompted awareness.”



DIGBY BODENHAM
CONTENT MARKETING MANAGER, BOUGHT BY MANY

“Attest is very intuitive to use, and the results are presented in a format that makes it quick to interpret and find further insights within. It takes the stress, time and cost out of creative work.”



SASKIA MEYER
MARKETING DIRECTOR, FEVER-TREE

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98

Total Customer References

VIEW ALL REFERENCES

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.

Featured Testimonials

“We use Mention’s Feed feature every day to ensure we’re checking in on who and what is being said about our brand. Our aim is to never let a conversation go unread.”

ASHTON EGNER
COMMUNICATIONS MANAGER, KIIROO

“I think Mention does a great job in terms of crawling capabilities. Every hour, I receive an email that shares the most important tweets for my client. It’s extremely convenient, as I work on multiple client accounts and don’t have the time to monitor as frequently as Mention sends Pulse updates directly to my inbox.”

KLARISSA EVELIN
DIGITAL EXECUTIVE, EDELMAN

“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

“Adding Mention to our stack of tools sharpened our blade as a “swiss army knife” for our existing and prospective clients. They already knew our industry expertise but Mention added several key abilities related to results tracking and reporting. This set us apart as an agency and better equipped us to serve our clients’ international business needs.”

JON WOODROOF
FOUNDER, TWOTONE

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4

Total Customer References

VIEW ALL REFERENCES

ABOUT MOAT

MOAT

Moat is a global analytics provider focused on making brands and publishers more effective. From real-time attention metrics and intelligence to cross-platform measurement and new currencies, Moat offers solutions that make branding and storytelling work better. Its products include Moat Pro, which provides users with detailed snapshots of ad activity on the web, and Moat Analytics, a measurement platform that goes beyond traditional metrics like impressions or clicks to focus on attention. Moat was acquired by Oracle in 2017 and remains an independent platform within Oracle Data Cloud, which uses data and analytics to enhance media for leading marketers and publishers. The largest brands and publishers in the world rely on Moat as a trusted partner.

Featured Testimonials

“Integrating capabilities [with Moat by Oracle Data Cloud] really gives brands unprecedented visibility and new-found capabilities that will help make smarter decisions.”

SEAN MULLER
CHIEF EXECUTIVE OFFICER, ISPOT.TV

“Demonstrating the value and scale of our audience to our advertiser partners is critical to our business. By leveraging Moat Reach, we were able to provide a more comprehensive, deduplicated view of how our properties put advertiser messages in front of relevant people, and further validate and enrich the performance of our partners.”

NICOLE LESKO
SVP DATA, AD PLATFORMS & MONETIZATION, MEREDITH

“Moat is an important partner for Unilever. By leveraging Moat Analytics, we make smarter decisions and drive increased success to our digital marketing programs.”

JENNIFER GARDNER
DIRECTOR OF MEDIA INVESTMENT AND PARTNERSHIPS, UNILEVER

“We're so confident in quality of our video product & 100% viewability standard that we're going to open up to 3rd party verification w @moat.”

ADAM BAIN
CHIEF OPERATING OFFICER, TWITTER

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ABOUT SURVATA

Survata

Survata sells Brand Intelligence to the world's leading brands. Their technology-driven solutions include Market Research and Ad Measurement. Brands use Survata's platform to talk to customers after every touchpoint: ad impressions, site visits, online & offline purchases. They track tens of billions of consumer touchpoints per month. They use that data to hyper-target consumer interviews across their proprietary publisher network, which reaches hundreds of millions of people every month. Survata was launched in Y Combinator and has raised Seed & Series A funding from SoftTech, Bloomberg Beta, IDG Ventures, and PivotNorth. The company is based in San Francisco.

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Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Our target market can be hard to reach. Survata made it easy to get real world feedback and shape our user experience the right way, right from the start.”



RYAN KREAGER
FOUNDER, GROWING THE FAITH

“Survata allowed me to get feedback straight from potential customers affordably, and informed an important decision for my small business.”



RYAN FLEMING
FOUNDER, SLIPSTREAM DC

“Survata makes it easy to reach subgroups on any scale, and has fit in perfectly with my product development efforts.”



MARK ENGELEN
DIRECTOR OF PRODUCT MARKETING, VITERA

“Survata's cutting-edge brand measurement dashboard revealed a higher purchase intent across both genders, in a timely manner, enabling us to switch the targeting strategy sooner.”



SONIA VAIDYA
GROUP DIRECTOR, DATA & ANALYTICS, AKQA

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29

Total Customer References

VIEW ALL REFERENCES

ABOUT 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.

Featured Testimonials

“You can no longer ignore when people write about your brand, your products, your competitors, and your industry. Awario is our favorite tool to stay on top of that.”

ADRIAN NUTIU
CO-FOUNDER, UPJOURNEY

“The reality of this tool will be massively underrated or not understood. I can already see an extra income stream coming from this for clients. Once you learn how to use it, the intelligence gathering from this in terms of brand mentions, competitor research and identifying new trends and more. There is just so much right with this and not a lot wrong at all. It's so good that I will be surprised if people want more. The reputation management feature of this in itself is beyond measure and the ability to highly target your intel campaigns is phenomenal. Awario is great for SEO and to find new clients. It is easy to learn, and I just can't push this positively enough.”

JOCK BROCCAS
PRESIDENT & CHIEF EXECUTIVE OFFICER, CONTENT AMPLIFIED

“At first I was skeptical, but now I have to say that this is incredible. If you know what to search for, you can easily start conversations with many potential clients. When you use it, make sure you use Boolean Search or "advanced search". If you don't know programming, ask around, or play with it, or just ask Awario for help. The real magic is in the advanced search!”

MILES SEBESTA
WEB TECHNOLOGY CONSULTANT, GEEKWISE ACADEMY

“This product is unbelievable. Awario cuts research time by 90% and makes life so much easier to put everything in perspective. This tool shows the BIGGER PICTURE. Competitor research, hashtag research and identifying trends are just a part of my initial discovery and mixing and matching data looks like there are other hidden gems lurking around. I'm just on my 2nd day of discovery. This is industry grade stuff!”

ANTON SHEKER
MANAGING DIRECTOR, SULIT.PH

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VICTORIA'S SECRET





ABOUT BRAND24

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.

53

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“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

“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

“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

“Our main use of Brand24 is to track our Brand name mentions on Social and in the media. It also helps us to identify new influencers and helps us to measure the social noise on Spartan race days.”



ANYTHONY YEPEZ
DIRECTOR OF SOCIAL MARKETING, SPARTAN RACE

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U B E R



PHILIPS

