Brand Intelligence Software Category

SUMMER 2025
Customer Success Report

Brand Intelligence Software Category

A business or brand's customers talk about a brand online, which makes it important for the company to monitor these conversations so they can understand what their audience wants. 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.

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.

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.

2025 Customer Success Awards

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

2025 BRAND INTELLIGENCE SOFTWARE — MARKET LEADER

Brandwatch · emplifi · LAUNCHMETRICS a LECTRA company · Meltwater · sproutsocial · Talkwalker by Hootsuite

2025 BRAND INTELLIGENCE SOFTWARE — TOP PERFORMER

Attest · CHATMETER · mention by agorapulse · qualtrics XM · Upwave

2025 BRAND INTELLIGENCE SOFTWARE — RISING STAR

awario · BRAND24 · Latana

* Companies listed in alphabetical order

2025
BRAND INTELLIGENCE SOFTWARE

MARKET LEADER

2025 BRAND INTELLIGENCE SOFTWARE

MARKET LEADER

ABOUT BRANDWATCH

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.

275 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

❝Brandwatch and Creation Pinpoint combine to produce a unique and powerful solution for understanding healthcare professional conversations online. Word is spreading fast that using Creation Pinpoint can inform and being made about a brand.❞

DANIEL GHINN
CHEIF EXECUTIVE OFFICER AND FOUNDER, CREATION HEALTHCARE

❝With the success of the campaign, Brandwatch is a valuable tool we will continue to use. It feels like we have only scraped the surface of the type of value we can get from the platform.❞

KRYSTLE LAMPSHIRE
DIGITAL MARKETING, COMIC RELIEF

❝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

❝Brandwatch Analytics allows us to assist our members in an unique and personal way, helping us transforming frustrated customers into vocal brand ambassadors.❞

VIRGINIE DRIOT
EDITORIAL MANAGER, PRO BTP

TRUSTED BY

GRUPO BIMBO | IKEA | KOHLER | fetch REWARDS | Hilton

2025 BRAND INTELLIGENCE SOFTWARE MARKET LEADER

ABOUT EMPLIFI

emplifi

Emplifi is the leading unified CX platform built to bring marketing, care and commerce together to help businesses close the customer experience gap. Emplifi is a global company with over 20 years of industry expertise helping more than 7,000 brands, such as Delta Air Lines, Samsung, and Ford Motor Company, provide their customers with outstanding experiences at every touchpoint on their customer journey.

272 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

Emplifi Social Engage helps us develop deeper consumer relationships with our brands and serve new fans and followers, Plus, we get lots of praise for our responsiveness. Consumers are always surprised at the speed—typically 15-20 minutes—with which we respond.

VICKY CHERNE
MANAGER OF CONSUMER AFFAIRS & CUSTOMER CONCERNS, LAND O'LAKES

At Ferrara, we see social media being a playground for brands to elevate themselves in response to the right cultural moments, so agile marketing is really a huge part of our process. We see agile marketing as real-time opportunities that we can engage our brands.

ANDREA EASLEY
SOCIAL MEDIA MANAGER, FERRARA

Emplifi's personalized dashboards allow us to analyze the most important metrics fast and timely so that we can adjust our content strategy at the right time, This has resulted in a huge growth in engagement.

JADE SUN
DIGITAL MARKETING, OVERSEAS BRAND DEPARTMENT, VIVO

One of the most exciting highlights is how Emplifi has been able to syndicate reviews from our biggest brands, which ultimately helps customers in their decision-making process.

LINDSEY KAISER
MARKETING OPERATIONS SPECIALIST, GEMPLER'S

TRUSTED BY

2025 BRAND INTELLIGENCE SOFTWARE

MARKET LEADER

ABOUT LAUNCHMETRICS

LAUNCHMETRICS
a LECTRA company

Launchmetrics is a Marketing Platform and Analytics Solution to help Fashion, Luxury and Cosmetics professionals, discover, activate and measure the voices that matter. The company works with over 1,000 brands as well as partners like IMG, the Council of Fashion Designers of America, the British Fashion Council, Pitti Immagine, Camera Nazionale della Moda Italiana and Google, to accelerate their business and build lasting exposure. The company's industry communities GPS Radar & Style Coalition bring together over 50,000 influencers, editors, buyers and more to share content, events, news, images and...

84   TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

> *Launchmetrics Samples is a mainstay within the fashion industry. We were able to see our brand growing in various countries, leading us to pursue various projects to better suit our overall business strategy. Thanks to Launchmetrics Samples, our team can achieve a global impact which wouldn't have been possible otherwise.*

DEVON D
PUBLIC RELATIONS MANAGER, R13

> *Launchmetrics helped me give my team what they need, to give the press what they request. It's really important that my team has the ability to give the press what they request right away, seamlessly, quickly.*

SINEAD ARCHETTI
HEAD OF MARKETING & COMMUNICATIONS, FENWICK

> *Launchmetrics' Samples is an essential tool for our agency to manage our loans and inventory – we refer to the platform as "the Bible"; it makes my job much less time -consuming and manual.*

STEPHEN LAWTON
FOUNDER & DIRECTOR, THE 223 AGENCY

> *Using Launchmetrics, it's kind of like having the world at your fingertips, quick and holistic. It is a intuitive and comprehensive tool that helps and supports us on a daily basis.*

ANTONIO ZUDDAS
HEAD OF COMMUNICATIONS, BORBONESE

TRUSTED BY

kate spade NEW YORK   KIKO MILANO   benefit SAN FRANCISCO   ALEXANDER WANG   Abercrombie & Fitch Co.

2025 BRAND INTELLIGENCE SOFTWARE

MARKET LEADER

ABOUT MELTWATER

‹O› 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...

706 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

Meltwater offers JoinMe an all-in-one solution for managing brand perception across markets, tracking competition, and staying on top of industry trends. The interactive dashboard provides real-time analysis of company-wide insights across the globe.

CRAIG VERCOLEN
VICE PRESIDENT OF CORPORATE COMMUNICATIONS, JOIN.ME

We need to listen, understand and respond to our customers and potential customers. Meltwater allows us to track the success of our marketing campaigns and provides me with updates I wouldn't have found otherwise.

ANNA SHARPLES
BRAND MANAGER, PERCY & REED

Meltwater provides us with insights. It allows us to reach out to thousands of people, build brand advocacy and analyse the success in our marketing initiatives.

CHRIS PATTINSON
DIGITAL MARKETING MANAGER, THE MIDCOUNTIES CO-OPERATIVE

I appreciate the ability to go back and check the mentions of brands and relevant news topics. This is something you can find only in Meltwater.

ELIZABETH MARSH
ASST. PROFESSOR, ADVERTISING AND PR, FLORIDA INTERNATIONAL UNIVERSITY

TRUSTED BY

asana · **Kellogg's** · **Coca-Cola** · **Chobani** · **sodexo**

2025 BRAND INTELLIGENCE SOFTWARE MARKET LEADER

ABOUT SPROUT SOCIAL

sproutsocial

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.

296 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

Our goal is to become the biggest brand content creator in the Hispanic market, Social media is important not only in the distribution but also the development of content. Social gives us insights through data about what we should create, from videos to images to GIFs. It's essential to know how content performs, which posts work best and the reasons behind that.

ALAN VARGAS
SOCIAL MEDIA DIRECTOR, RESIDENCIA

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

With Sprout, I'm able to easily engage with our fans across all of our social channels from one platform. It's an essential tool for keeping a pulse on Yogurtland chatter and joining new conversations.

AMY KOCH
SOCIAL MEDIA COORDINATOR, YOGURTLAND

Sprout makes it easy for our entire team to respond to customers on social—and to know we've gotten back to each and every one.

DANIEL FOSTER
SOCIAL MEDIA STRATEGIST, TECHSMITH

TRUSTED BY

hudl   GYMSHARK   BARK   Trello   Carvel

ABOUT TALKWALKER

Talkwalker by Hootsuite®

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.

2025 BRAND INTELLIGENCE SOFTWARE MARKET LEADER

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...

LISA BUYER
AUTHOR, SPEAKER, PROF, SOCIAL PR CHAT

As an organization committed to our core brand, beyond team performance, it's important to be able to parse between excitement about winning and excitement for the brand. With social insights, we can now analyze and track these fluctuations over time, pinpointing how our efforts are driving sentiment changes.

BRAND STRATEGIST
NATIONAL BASKETBALL ASSOCIATION

Our intensive use of Talkwalker allows us to collect & analyze real-time information in order to better monitor, engage & amplify social conversations around brands, markets, products or influencers. With all these information we help customers to make strategic live decisions.

FRANÇOIS-RÉGIS D'ANSELME
HEAD OF GLOBAL SOCIAL BUSINESS CENTER & SOCIAL COLLABORATION, ATOS

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

TRUSTED BY

BNP PARIBAS   Bonduelle   ENOV   HELLO FRESH   L'OCCITANE EN PROVENCE

2025

**BRAND
INTELLIGENCE
SOFTWARE**

TOP PERFORMER

featured
customers

2025 BRAND INTELLIGENCE SOFTWARE TOP PERFORMER

ABOUT ATTEST

Attest

Attest is a global survey platform designed for ambitious marketers that aren't experts in doing research, but do need answers - fast. their 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.

125 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

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 data is key to unlocking richer understanding of our different consumers. It has meant we can think completely differently about segmenting our audience and how we tailor communication to them.

JOANNA CHRISTIE
GLOBAL BRAND DIRECTOR, TREATWELL

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

We can now understand how our investments are driving short and long term gains for our brand. Attest is our sustainable, long-term partner.

JACQ ELLIS-JONES
HEAD OF MARKETING, PIP & NUT

TRUSTED BY

FEVER-TREE   deliveroo   bugaboo   babybrezza   little moons MOCHI ICE CREAM

2025 BRAND INTELLIGENCE SOFTWARE TOP PERFORMER

ABOUT CHATMETER

CHATMETER

Chatmeter helps enterprise retail brands and agencies managing multiple locations increase their revenue. Since being the first Local Reputation platform in 2009, they now analyze and improve over 1,000,000 storefronts for their reviews, rankings, and listings. They help retailers make a distinct impact in revenue by identifying several areas in their online presence that drives customers to choose their stores over competitors. They take this a step further with the only integrated local visibility rank tracker so you can measure ROI using the most complete local presence management platform in the...

68 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

❝Chatmeter dashboard is definitely a great find! We couldn't be more pleased with their service. They are continually updating and adding more features that have proven to be very valuable for our clients. The effectiveness of their online dashboard reporting has helped many of our clients, improve their online reputation and ranking. As to their tech support, we have nothing but praises for the prompt assistance and guidance.❞

ED BURCKHARDT
CEO, ECARNETWORK

❝The streamlined, easy-to-use interface and notification immediacy have helped us get better at managing social media, maps listings, and review sites for our locations.❞

COLIN JEFFRIES
MARKETING DIRECTOR, BRIGHTVIEW

❝It's so exciting to see how the voice of the customer is truly shaping the growth trajectory of Rise Brands, and Chatmeter plays an important part in that.❞

ERIN FRUM
DIRECTOR OF ENGAGEMENT, RISE BRANDS

❝Chatmeter has continued to stay true to its mission to help make brand reputation management easy and accessible to businesses big and small.❞

SVP BUSINESS DEVELOPMENT AND STRATEGY
GOLFNOW

TRUSTED BY

H&R BLOCK TAX ACCOUNTANTS   *Brookshire Brothers* A Celebration of Family and Community!   Autotrader   Earls KITCHEN + BAR   DUFFY'S SPORTS GRILL

2025 BRAND INTELLIGENCE SOFTWARE
TOP PERFORMER

ABOUT MENTION

mention by agorapulse

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. Over 750,000+ professionals using the app in 150+ countries, including Spotify, Lamborghini, MIT, Microsoft, and more. Mention helps the world's best brands make better business...

125 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

Combining Bodyguard.ai with a social listening tool like Mention.com allows a brand to know everything that is being said about them in real time on the internet and their social networks. Our clients can proactively preserve the experience and engagement of their digital community, and thus preserve their revenue streams. Additionally, it protects their e-reputation by anticipating potential crises.

ROY BROCKMANN
CHIEF REVENUE OFFICER, BODYGUARD

Mention allows us to monitor our brand's reputation daily and across all media, while giving us the possibility to focus on specific aspects of our communication and promotion efforts, especially showcasing Breton savoir-faire.

ANNE-SOPHIE MADEC
MARKETING PROJECT MANAGER, PRODUIT EN BRETAGNE

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

Mention works better, is faster and cheaper. It does exactly what we want and what we need, and is very flexible.

TIES HENDRICKS
GLOBAL BRAND MANAGER, SEVENFRIDAY

TRUSTED BY

hunter   SPENDESK   Ogilvy   soylent   Indigo Herbs OF GLASTONBURY SINCE 2004

2025 BRAND INTELLIGENCE SOFTWARE TOP PERFORMER

ABOUT QUALTRICS

qualtrics. XM

Qualtrics is the technology platform that organizations use to listen, understand, and take action on experience data, also called X-data™. The Qualtrics XM Platform™ is a system of action, used by teams, departments and entire organizations to manage the four core experiences of business—customer, employee, product and brand—on one platform. Over 10,500 enterprises worldwide, including more than 75 percent of the Fortune 100 and 99 of the top 100 U.S. business schools, rely on Qualtrics to consistently build products that people love, create more loyal customers, develop a phenomenal employee culture and build iconic brands. To learn...

530 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

We're all about innovation, so everything that comes from us needs to reflect our company and brand. The ability to create fun and innovative surveys creates a better customer experience and increases our response rates. With the ability to get real-time results in a matter of days, Qualtrics is helping us gain a better understanding of our consumer's needs, which helps shape decisions when it comes to creating products and marketing them to golfers.

HEATHER FESSLER
TAYLORMADE-ADIDAS

Qualtrics is a key tool that allows us to prioritize actions with the greatest impact on the experience. Previously we had a survey delivery provider, but to analyze the information and generate the visualizations we had to export the data, clean it, and analyze it manually. Today, with Qualtrics, we have more than a provider, we have an ally in experience management.

IGNACIO ECHECHIQUIA
VP OF CUSTOMER EXPERIENCE, AEROLÍNEAS ARGENTINAS

We see Qualtrics as the central enabling platform that helped us design, build, and then confidently prioritize and enhance our CX best practices over time. From the early days of our journey Qualtrics solutions have allowed us to rationalize and monetize our CX disciplines to unlock new value for our customers and for Dow.

RICCARDO PORTA
GLOBAL DIRECTOR FOR CX, DOW

As a premium brand, customers expect us to deliver an exceptional experience every time they interact with our brand. By partnering with Qualtrics and using the XM Platform, we've been able to deliver breakthrough experiences across our in-store and online channels.

TIMO EBERT
HEAD OF BRAND STRATEGY & CUSTOMER EXPERIENCE, HUGO BOSS

TRUSTED BY

SHAKE SHACK · MITRE 10 · Crate&Barrel · Crayola · servicenow

ABOUT UPWAVE

Upwave

Upwave sells Brand Intelligence to the world's leading brands. Their technology-driven solutions include Market Research and Ad Measurement. Brands use Upwave'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. Upwave was launched in Y Combinator and has raised Seed & Series A funding from SoftTech, Bloomberg Beta, IDG Ventures, and PivotNorth. The company is based...

29 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

Upwave is our preferred partner for upper funnel campaigns driving consumer sentiment on a brand's creative & messaging. Their dashboard displays optimization opportunities and the targeting components generating strong results.

JONATHAN DIAZ
ANALYST, MEDIA INSIGHTS & ANALYTICS, TREMOR VIDEO

Upwave's unique solution breaks the mold of standard brand equity measurement. Their solutions and willingness to innovate provide great value to my clients.

MELISSA SCARLINO
DIRECTOR, RESEARCH & ANALYTICS, UNIVERSAL MCCANN

[Upwave] allowed me to get feedback straight from potential customers affordably, and informed an important decision for my small business.

RYAN FLEMING
FOUNDER, SLIPSTREAM DC

Upwave's powerful analytics show advertisers the full brand-building value of GumGum's unique technology capabilities.

BEN PLOMION
CHIEF GROWTH OFFICER, GUMGUM

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Alibaba.com · bloomreach · BRITA · BURT'S BEES · CHIPOTLE

2025

BRAND INTELLIGENCE SOFTWARE

RISING STAR

featured customers

2025 BRAND INTELLIGENCE SOFTWARE

RISING STAR

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

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

As Awario is also monitoring websites and news/blogs, we were able to catch sight of the big media telling about GivingTuesday in the Netherlands. This feature helped us to spot the media that mentioned our movement, and we connected with them quite quickly. These interactions resulted in several interviews on television & radio.

JORDAN VAN BERGEN
GLOBAL LEADER, #GIVINGTUESDAYNL

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

OATLY! Edelman IBM Hilton

featured customers

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,...

141 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"I have been working with Brand24 since their Beta version and I continue to recommend their platform to clients today without hesitation. Its sophisticated, yet easy-to-use platform allows you to discover what people are saying about your brand anywhere online, in real time."

PATRICIA CUNNINGHAM
ACCOUNT MANAGER, BARKER NYC

"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

"Brand24 leads us to people who are on the lookout for team collaboration platforms, productivity apps, time trackers, bug tracking tools, etc. If we know that our product can solve someone's problem, we suggest it immediately."

MAGDA WERMINSKA
HEAD OF MARKETING, FUTURAMO

"We rely heavily on great tools. One of these is Brand24. We've been using it since the Beta and sharing it as much as we can. Using Brand24 helps to confirm and build confidence as to how to build the strategic plan."

ANTHONY THOMPSON
FOUNDER, CRUSHSOCIAL

TRUSTED BY

Uber   Printoo   SPARTAN   PIWIK PRO   RAZORSOCIAL

ABOUT LATANA

Latana

Latana creates brand tracking software that delivers the insights brands need to thrive. Their brand tracker provides reliable insights and trustworthy information upon which you can base decisions. They push boundaries to bring quality brand tracking software to the world. At their core are authenticity, passion, and spirited teamwork.

28 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

We were looking for a unified, reliable way to track brand performance across global markets, which was difficult given the diversity of those markets and the challenge of reaching people actively considering buying a mattress. Latana enabled us to consistently reach around 1,000 potential mattress buyers per month in each market and track our KPIs monthly. Their focused setup gave us the insights we needed at a cost that aligned with our internal brand measurement budget.

INGRID GROSS FRAY
HEAD OF BRAND AND COMMUNICATIONS, EMMA

Podimo has been using Latana for the past 3 years, which has allowed us to get valuable insights and keep track of how Podimo as a brand has matured and grown locally and globally, as we have also expanded our business to new markets and business areas. We highly value the support of the Latana team, and look forward to continuing our collaboration.

PERNILLE BOVIÉN
GLOBAL BRAND STRATEGY DIRECTOR, PODIMO

Latana has enabled us to scale our brand tracking capabilities with automated, reliable data collection and a cost-effective methodology. Its flexible, modular approach has allowed us to align our budget with our business priorities, ensuring our investment is focused on delivering the most relevant and valuable data.

HASAN PARVEZ
HEAD OF RESEARCH, BLOOM & WILD

Because of Latana, we have seen new brand associations coming up for the first time in younger audiences. We were able to use the insights to create an even stronger rebrand than we had originally planned.

JULIETA ROMERO-GUETO
ONLINE MARKETING MANAGER - DISPLAY, REBUY

TRUSTED BY

NOVAKID **podimo** **AMORELIE** **BLOOM & WILD** **emma**