

Brand Intelligence Software Category

SUMMER 2026
Customer Success Report





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.

A lot of brand intelligence software solutions are free, but if you want advanced features, you can select an all-in-one paid service. You can make your decision based on your budget and needs. Three popular brand intelligence products are Mention, Social Mention and Google Alerts.

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 Brand Intelligence Software based on the FeaturedCustomers Customer Success Report.



* Companies listed in alphabetical order



MARKET LEADER





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.

277

TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

“Brandwatch is one of the very few platforms that has this type of scope and reach. The other advantage was that we could look over lots and lots of different types of conversations on different platforms over quite an extended period of time. And it was a really exciting project.”

AMY WRIGHT
DIRECTOR OF CLIENT STRATEGY, AUTOMATED CREATIVE

“Brandwatch is amazing in terms of functionality, in the ways to access the data; and to slice and dice the data, and all the different ways you can create different outputs for different clients. It provides an almost infinite number of use cases for our agency.”

MICHAEL POOLEY
MANAGING PARTNER, THE BLAKENEY GROUP

“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

“Brandwatch provides such an easy platform to use. It enables you to manage multiple brands in one location, making social media management much more efficient.”

BRODIE ZEALAND
SOCIAL MEDIA MARKETING SPECIALIST, PETSTOCK

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ABOUT EEMPLIFI



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 is great because it provides everything a social media manager needs on a day-to-day basis, from publishing and community management to staying updated with current trends and monitoring post performance. It helps us build our content strategy not just for the near future, but for the entire year, giving us a bird's-eye view to prepare and generate results.”

KAREN LIBAO
SENIOR SOCIAL MEDIA MANAGER TEAM LEAD,
DIGITALFARM

“My favorite Emplifi module is Dashboard. It's not only a 2-click reporting but creating custom dashboards and having an automated view of KPIs and other key data allows us to make timely publishing and campaign decisions.”

MARIA FERNANDA MORENO MORÁN
SOCIAL MEDIA AND CREATIVE SPECIALIST, AEROMEXICO

“Emplifi enabled us to create a flawless reporting system that became central to our strategy. Their platform's ease of use and comprehensive capabilities have empowered our team to deliver faster and more meaningful insights.”

MARIO IBARRA
HEAD OF DATA ANALYTICS & PERFORMANCE
MARKETING, CHEIL CHILE

“Emplifi's impact on our operations is irreplaceable. We can now measure success in real-time, make data-backed decisions, and connect meaningfully with users across Latin America.”

GUADALUPE BARRANCO (LUPS)
SOCIAL RESPONDING LEAD, STORI

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ABOUT LAUNCHMETRICS



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

“With RFID technology from Launchmetrics, we've transformed our sample management from a major headache to a streamlined, highly efficient process. This has not only saved us time and money but also allowed us to be more creative and responsive in our design and production phases.”

MARCO RUFFA
CHIEF MARKETING OFFICER, PINKO

“With Launchmetrics solutions, our team can quantify the ROI on Influencer Marketing. MIV® helps us define our strategic roadmap and inform our budget. Launchmetrics is easy-to-use, time-saving and insightful.”

MARIANNA PERDA
HEAD OF BRAND ACTIVATIONS - BRANDING & MARKETING, APM MONACO

“Launchmetrics Events solution is life-changing – it's easy to manage all of our shows and events. And we use the Samples management tool everyday. Launchmetrics helps us with our time management and efficiency, allowing us to focus on creating more press opportunities.”

PAUL SMITH

“Launchmetrics allows us to make our PR and E-PR strategy tangible and measurable. It is a valuable tool for reporting to our top management and for enhancing the value of our work.”

PR & INFLUENCER TEAM
MAKE UP FOR EVER

TRUSTED BY

Debenhams

DELPOZC

benefit
SAN FRANCISCO

FENDI fenwick



ABOUT 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...

722

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“With Meltwater’s integrated PR and influencer marketing dashboard, we’ve built a single source of truth that not only proves real time KPIs, including ROI, but also empowers our teams to spend less time on manual reporting and more time on strategy, creativity, and storytelling.”

NATALIYA TKACHENKO
ASSOCIATE DIRECTOR OF COMMUNICATIONS, PR &
INFLUENCER MARKETING, RADISSON HOTEL GROUP

“With Meltwater, we can better identify the information that’s relevant and turn it into actionable insights. Meltwater helps us on the path to intelligence, enabling us to start pushing more toward, ‘what should we do with this,’ rather than just a number or a link.”

TAYLOR VOGES
ANALYTICS DIRECTOR, BIG VALLEY MARKETING

“Meltwater has the strongest product roadmap compared to other solutions, particularly in its understanding of AI evolution. They have very out-of-the-box thinkers, which is definitely why we chose Meltwater to be our partners for the long term.”

NAREK GARIT
GLOBAL MEASUREMENT & ANALYSIS LEAD, HEINEKEN

“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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Paddington Bear™

BRIDGESTONE

H&M

Domino's Pizza

Kellogg's



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.

299

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 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

“Sprout has taken a lot of that day-to-day administrative work and allowed me to focus on what is most important and the value I can add: creating really great content and sharing really great stories.”

STEPHEN BURKE
DIGITAL CONTENT MANAGER, DONORSCHOOSE.ORG

“Sprout is such an incredibly well-rounded tool. It’s sophisticated, and its Reporting—there’s really no beating it.”

JILLIAN WALLACE
SOCIAL MEDIA & CONTENT DIRECTOR, RANDSTAD

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Klarna

yogurtland

CLOUDERA

allegiant

Trello



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.

95

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Ever since STEF Group has been using Talkwalker, we've been able to increase our skills and content quality on LinkedIn, which is the main social media platform we use for our communications. We feed our editorial line with what our teams are reporting from Talkwalker, as we're following what's being said about our brand much more closely, and this has allowed us to be more relevant by addressing the right topics and targeting the right people in order to grow our audience. That's a big part of why we've been able to double our followers on LinkedIn from 50,000 to almost 100,000 in 18 months.”

SÉBASTIEN BOUQUEREL
GROUP DIGITAL COMMUNICATIONS MANAGER, STEF

“Talkwalker's new machine learning capabilities are great for the media monitoring industry and more important, give Talkwalker first-mover advantage in artificial intelligence for the media space. The training dataset they're building has a distinct advantage - motivated, highly-qualified users doing annotation of media and sentiment. This is in contrast to more general projects where you don't have the core customer providing the training data, leading to less useful results. That data is the future of media monitoring.”

CHRISTOPHER S. PENN
CO-FOUNDER AND CHIEF INNOVATOR, TRUST INSIGHTS

“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

“Talkwalker helps give us an understanding of the data that we then have to answer. Talkwalker doesn't tell us exactly what to do, but it gives us a baseline for it.”

DIRECTOR OF SOCIAL MEDIA COMMUNITY
SQUARE ENIX

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TOP PERFORMER





ABOUT 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

“Attest’s simple platform has enabled the GoCardless team to find out a really wide range of crucial information about our market quickly and reliably. The platform gives us the confidence to run market research that we know will reveal or compound actionable knowledge about our market.”

SIAMAC REZAIEZADEH
DIRECTOR OF PRODUCT MARKETING, GOCARDLESS

“Our first challenge was to gather OOH consumers’ data, and Attest offers the possibility to conduct global studies for a decent budget. We quickly managed to get a sample of business travellers and key decision makers.”

JIM DORES
INTERNATIONAL MARKETING MANAGER, JCDECAUX

“As the leader in this growing category in Europe, it’s imperative that we gain holistic insight into how and when consumers are drinking ginger beer, and that we understand how we can innovate in the future.”

LEILA JAHANSHAHI
CATEGORY & INSIGHTS MANAGER, FEVER-TREE

“Attest gives us reliable and direct access to all of our audiences across 11 markets, reducing our risk by reliably delivering against all of our needs.”

BEATRICE RAMELLE-RIGOLLET
RESEARCH MANAGER, WORLDREMIT



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ABOUT CHATMETER

CHATMETER
an Alchemer Company

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...

70 TOTAL CUSTOMER REFERENCES [VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Chatmeter helped us make sure the rebrand went smoothly. We were able to bring the communities under one corporate umbrella, make sure our brands were speaking the same language, and explain to people why the name change was happening. Balancing all of that would have been hard without Chatmeter.”

DREW GIESEKE
CONTENT MARKETING MANAGER, LEGEND HOMES

“Chatmeter’s been a life changer for my role and the marketing team.”

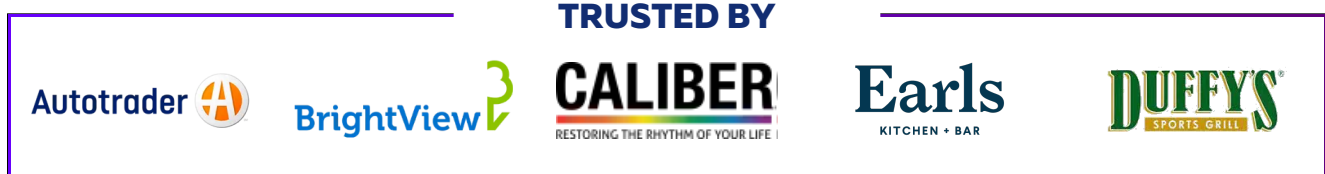
CARLA LESTINHO
CLIENT EXPERIENCE MANAGER II, H&R BLOCK

“Chatmeter’s support is the best I’ve encountered.”

PAUL BAUMGARTHUBER
CHIEF MARKETING OFFICER, LASERAWAY

“Chatmeter owns the results of our business.”

BRIAN BISGES
SENIOR DIRECTOR OF MARKETING, DRIVEN BRANDS





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. 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

“We use Mention to monitor activity about our district on the internet. Our parameters include searching for school names, our Superintendent’s name, and much more. We also use Mention to help monitor any news about our district on the internet, such as a recent news story, police report, student fight, etc.”

KATE HOPE
MULTIMEDIA COMMUNICATIONS SPECIALIST, KLEIN
INDEPENDENT SCHOOL DISTRICT

“Mention has become an indispensable part of our brand monitoring and communication strategy. It’s one of the most valuable tools we use day-to-day. I can’t imagine going back to the pre-Mention days of manual searching. It allows our team to stay on top of mentions of our brand, no matter how obscure. I highly recommend it.”

DARBY WONG
CHIEF EXECUTIVE OFFICER, CLERKY

“We use Mention on a daily basis to monitor positive/negative mentions about our client’s brand. But not only! We track our customers’ competitors and help them identify big news or new content ideas that their shared audiences love.”

KELLI FARLEY
WEB MONITORING SPECIALIST, MYWHYAGENCY

“Mention is a crucial tool for shaping our offerings and pricing. Frankly, I consider it indispensable for running my business.”

NATHANAEL ROSIDI
CHIEF EXECUTIVE OFFICER, STRATASCRATCH

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ABOUT QUALTRICS



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...

570

TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

“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

“Qualtrics enables us to see our customers more holistically—especially our largest customers, who are buying multiple solutions from us. Qualtrics is the engine behind a very successful CX and attrition enterprise program, and it’s also proving to be valuable at scale by providing a new level of insight into all accounts.”

RACHEL RICHTER
VP, INSIGHTS, ANALYTICS & CRM OPERATIONS, CHANGE HEALTHCARE

“Real-time data signals [mean] that our people can meet the moment, and in many cases meet the customer with empathy and a good understanding of how to help them and how to action what matters to them most.”

KRISTINA NISSEN
SENIOR VICE PRESIDENT, STRATEGIC PURSUITS AND MID-MARKET, LUMEN

“When we embarked on this CX journey with Qualtrics we had ambitious goals. I’m pleased to say that we are already exceeding what we set out to achieve.”

NICK HILL
MANAGER - CUSTOMER INSIGHTS, VIRGIN AUSTRALIA

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ABOUT 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 is a proven measurement platform partner in demonstrating brand-based business outcomes. They enable us to deliver a “performance lens” on brand marketing.”

SCOTT SYMONDS
MANAGING PARTNER, AKQA

“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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**2026
BRAND
INTELLIGENCE
SOFTWARE**

RISING STAR





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.

55

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“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

“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





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...

146

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“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 has been highly valuable for our brand monitoring to ensure every customer is heard. I appreciate the different features, especially the reporting, which summarizes vast amounts of data into actionable insights I can use to address customer comments.”

LAY KUEN Y.
COMMUNITY LEAD, MAILERLITE

“Brand24 was vital in creating Traffit Library because they helped us see what recruiters care about and talk about right now.”

MICK GRIFFIN
HEAD OF GROWTH, TRAFFIT

TRUSTED BY

barker,

dealavo

CEX DIVANTE
eCOMMERCE SOFTWARE HOUSE

ClickMeeting

**Afterschool
Alliance**



ABOUT 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

“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

“Latana’s brand tracking insights have helped us better understand how our brands performed in Colombia within the Shampoo & Conditioner and Haircare category. Their data gave us granular monthly updates to core KPIs to assess the impact over time and within key segments based on hair type.”

INSIGHTS PROFESSIONAL
UNILEVER

“Latana’s advanced sampling methodology delivered precise, unbiased insights, allowing us to replace assumptions with reliable, up-to-date brand performance data. Their approach ensured accurate audience representation and meaningful results we could trust for strategic decision-making.”

INGA BOHN
HEAD OF BRAND & CUSTOMER CENTRICITY, AMORELIE

“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

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AMORELIE