featured customers

Social Listening Software Category

WINTER 2025
Customer Success Report

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.

2025 Customer Success Awards

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

2025 SOCIAL LISTENING SOFTWARE — MARKET LEADER

Brandwatch   Meltwater   Reputation

sprinklr   sproutsocial   Talkwalker by Hootsuite

2025 SOCIAL LISTENING SOFTWARE — TOP PERFORMER

agorapulse   awario   BRAND24

DASH SOCIAL   Forsta   Onclusive

SIGNAL AI

2025 SOCIAL LISTENING SOFTWARE — RISING STAR

BuzzSumo   determ   iconosquare

Keyhole A MUCK RACK COMPANY   Rival IQ A QUID COMPANY   YOUSCAN

* Companies listed in alphabetical order

2025
SOCIAL
LISTENING
SOFTWARE

MARKET LEADER

featured customers

2025 SOCIAL LISTENING 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.

277 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

> The Vizia/Brandwatch Listening Hub at Inter IKEA Systems allows key IKEA stakeholders to gain fuller insight into global conversations about the brand. The Brandwatch analytics platform provides senior stakeholders with an effective planning tool for multiple silos and regions.
>
> HANS GARNER
> DIGITAL DEVELOPMENT, IKEA

> When choosing listening technology, the sea of sameness is ever present. What really differentiates Brandwatch is the level of service and collaboration from the experts at the organisation.
>
> JAMES SANDORA
> DIRECTOR – DIGITAL STRATEGY & INTEGRATION, KOHLER

> 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

> Sweetwater uses social listening to carry these one-on-one relationships over to social media, identifying the specific customers that come through the online space to an overall database.
>
> STEVE DWYER
> SOCIAL MEDIA MANAGER, SWEETWATER

TRUSTED BY

ESPN   LAND O'LAKES, INC.   WHOLE FOODS MARKET   Hilton   IKEA

2025 SOCIAL LISTENING 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...

722 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

> *As an agency that takes pride in knowing local Filipino insights and keeping an ear to the ground, having a social listening tool that is easy-to-use yet powerful is advantageous. The tool helps us understand our consumer, our competition and the category better.*

TOB CASTANEDA
DIGITAL DIRECTOR, SEVEN A.D.

> *There are so many things we can use the Meltwater platform for now, including listening to more conversations about people's first-hand experiences with our brand and using the dashboards to understand how we compare to our competition.*

MICHELLE ANTUNES
CORPORATE AFFAIRS MANAGER, FCT

> *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 is a full package. Being able to have the platform and the professional services organization that you can trust is why I enjoy working with them so much.*

EVAN ESCOBEDO
SOCIAL LISTENING, ANALYTICS & INSIGHT GLOBAL LEAD, WESTERN UNION

TRUSTED BY

AEROMEXICO Kubota care Hollard. vivo

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.

166 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

> *We help our clients optimize their brand and reputation online. It's critical for establishing credibility, building trust, gaining competitive advantage even SEO all the elements you need to draw new customers and keep your current ones.*

CC ANDREWS
PRESIDENT, CARADAY HEALTHCARE

> *Online reputation management is one of the most impactful programs we are running in marketing — we now have a competitive advantage because we are able to 'touch' every patient who reviews us.*

LESLIE HEIZMAN
VICE PRESIDENT OF MARKETING AND BUSINESS DEVELOPMENT, ARKANSAS SURGICAL HOSPITAL

> *Once more positive reviews were posted on important review sites, we noticed an increase in foot traffic and web traffic, which resulted in 40% growth in new patients from 2014 to 2015.*

JASON BILLINGSLEY
MARKETING DIRECTOR, ANNANDALE SMILES

> *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

TRUSTED BY

BrightSpring Health Services   **BOZZUTO**   **bensons** for beds   **AutoNation**   **AMITA** HEALTH

2025 SOCIAL LISTENING SOFTWARE

MARKET LEADER

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

By fully leveraging Sprinklr's measurement and listening framework to match our global needs, and finally incorporating our own booking and revenue data, we have filled in all the puzzle pieces. We can quickly learn what impacts different aspects of the customer experience and travel purchases on social.

ALEX STEIN
SOCIAL MEDIA & BRAND INTELLIGENCE MANAGER, STARWOOD

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

JOHN MILTON
SONOS

Sprinklr allowed us to up-level our approach to social media marketing. We leveraged Sprinklr to go from social listening to a tool for social intelligence.

GENE PAEK
GLOBAL HEAD OF DIGITAL EXPERIENCE & INNOVATION COMPANY, HP

Sprinklr allows us to listen to our viewers, see spikes in conversations, and understand what is driving those conversations so we can engage on a global scale as the show airs all over the world.

BLUETTE SJARDIN
VP ONLINE CHANNELS, TALPA

TRUSTED BY

L'ORÉAL　　acer　　PRADA　　walkme An SAP company　　CISCO

2025 SOCIAL LISTENING 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.

299 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

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

Our community manager uses listening to look for places where we're being mentioned or talked about without people tagging us so he can participate in those conversations.

TAYLOR MURPHY
GLOBAL SOCIAL MEDIA MANAGER, TREK BICYCLE

Social listening is really great to get a feel for what customers are saying about us, even if it's indirectly about us and outside our own social channels.

BRET NEUMAN
HEAD OF SOCIAL & VIDEO MEDIA, ROVER

Social media allows us to present accurate information directly to the public.

SHANE SAVANAPRIDI
PUBLIC INFORMATION OFFICER, CITY OF LAS VEGAS

TRUSTED BY

Klarna BARK *benefit* SAN FRANCISCO **Rover**

2025 SOCIAL LISTENING SOFTWARE

MARKET LEADER

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.

95 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

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
CHEIF EXECUTIVE OFFICER, BERLAND STRATEGY & ANALYTICS

At HelloFresh, data is at the center of everything we do. It was only natural for us to turn to social listening to improve the performance and efficiency of our marketing and communications teams. Talkwalker has allowed us to unlock access to a much larger conversation around our brand than ever before.

JORDAN SCHULTZ
SOCIAL MEDIA MANAGER, HELLOFRESH

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

We've used the powerful tool of Talkwalker not only to listen to social media, but to listen to the voice of customers internally.

ROMAIN MAZERIES
MANAGING DIRECTOR, MANGOPAY

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Hydro Québec   adidas   BNP PARIBAS   Bonduelle   Bottomline

2025

SOCIAL
LISTENING
SOFTWARE

TOP PERFORMER

featured
customers

2025 SOCIAL LISTENING SOFTWARE
TOP PERFORMER

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...

173 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

Working with Agorapulse has been great! From start to finish, truly. The purchase of our plans, onboarding, training and aftercare have all been exceptional. Agorapulse really goes above and beyond for us all the time. If there's ever an issue, there's an entire team ready to help within a timely manner, and it's really left us feeling quite grateful.

NARISSA CHEN
ACCOUNT MANAGER, CLICKMEDIA

"Much easier community management Agorapulse makes community listening and management frustration free. Before Agorapulse, no one knew what the other was doing! Thanks to Agorapulse we can now manage our community more efficiently which empowers us to offer a higher level of service through social media.

NIKKI BARRON
MASTIN LABS

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

DAVID TROTT
IMPACT

With Agorapulse, managing 100 profiles is so much more organized and streamlined. The social inbox and listening features put everything in one place, saving me half the time compared to before.

ISAIAH RAPPAPORT
AUTUMN LAKE HEALTHCARE

TRUSTED BY

chatbooks | CITADEL | THE BROADWAY LEAGUE | betterhelp | AUTUMN LAKE HEALTHCARE

2025 SOCIAL LISTENING SOFTWARE
TOP PERFORMER

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

The product we're working on is truly innovative, and promoting something entirely new has its challenges. In our case, it is not enough just to get exposure. You have to grab the attention of the big media players and market influencers by fitting into as well as improve the quality of incoming leads. Enlisting Awario seemed like the next logical step.

ROZUM CAFÉ
ROZUM ROBOTICS

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

#GIVING TUESDAY   O₂   OAT-LY!   Edelman   Hilton

2025
SOCIAL
LISTENING
SOFTWARE

TOP PERFORMER

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

❝One of the best forms of research online is listening to conversations about your company, products or services or your competitors. You begin to understand what are the real issues and what are the real opportunities. It gives you the opportunity to react to these conversations. This could involve a change to how you communicate, a change to your products and services or it could end up with sales by interacting with prospects. Listen and Learn every day and your company will grow.❞

IAN CLEARY
RAZORSOCIAL

❝Brand24 is a tool that shows us in real-time whether a discussion is taking place in one of the B2B projects we are monitoring, and if so, in what way and whether it is about specific solutions. Brand24 also helps us efficiently identify specialized opinion leaders or influencers.❞

KAMIL GOŁDY
ACCOUNT DIRECTOR & HEAD OF DIGITAL, DFUSION

❝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

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semcore   Global66   appwrite   barker,   bidroom

2025 SOCIAL LISTENING SOFTWARE — TOP PERFORMER

ABOUT DASH SOCIAL

DASH SOCIAL

Dash Social is a social media management platform that equips brands with intelligence and speed to stay ahead of the curve. Through its sophisticated cross-channel insights and workflow tools, Dash Social enables brands to create content that entertains, engages and drives consistent business results. To discover how Dash Social is empowering brands to outsmart social.

147 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"Dash Hudson plays a crucial role in shaping our content strategy. The platform provides valuable insights for our weekly reporting and facilitates in-depth analysis of community insights and sentiments, which allows us to pinpoint resonant content, emphasize key messages and products, and discover new opportunities for exploration."

KADIATOU DIALLO
ASSOCIATE BRAND MANAGER, EOS GOES

"With Dash Hudson I can easily pull average video views, as well as look at historic data quickly. Since our marketing calendar is based around product launches, I primarily use boards to track those campaigns. Boards helps to gauge the excitement around a launch as well as gives a comprehensive analysis of our efforts on Instagram!"

JULIA CASELLA
FORMER SOCIAL MEDIA MANAGER, BEAUTYBLENDER

"Dash Hudson is a dream for an analytics or data lover. If you invest in the platform, it gives back to you. While it takes time to create Boards, it has become a critical part of our strategy throughout the year to determine how we build our strategies for the following year."

RACHEL MAGGIN
DIRECTOR, ENTERTAINMENT SOCIAL MARKETING, BRAVO

"My favorite feature is requesting rights for UGC. It's really seamless and easy. When it gets approved, I get an email, and the content goes into a folder. Then I can just look at the folder with everything that's been approved, and select posts from there, which is amazing."

SARA TESSER
MARKETING SPECIALIST, CB2

TRUSTED BY

ABOUT FORSTA

Forsta

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.

117 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

The first thing we noticed about Forsta was their energy and full commitment, and the way they always proactively came up with effective solutions to our challenges. The program itself is delivering great value and as such is rapidly expanding. The support from their service and consultancy teams has been invaluable and has given us great confidence that we will meet our long-term program objectives.

JASON ALFORD
NATIONAL TECHNOLOGY MANAGER, RAY WHITE

Forsta allows us to do things in different ways as the industry evolves and is making our lives easier from a lot of different angles. With our previous technologies, sometimes we just couldn't program a survey to do what we wanted. We've learned that with Forsta, there is always a solution. Everything is doable.

PATRICK ELMS
V.P. OF RESEARCH AND ANALYTICS, CULTURATI

Forsta enabled speed and flexibility as needs shifted [during the pandemic], especially in regard to the numerous survey and reporting updates. These quick updates to surveys and reporting enabled us to bring Covid-specific insights directly to senior leaders.

JACLYN VON OVEN
DIRECTOR OF CUSTOMER EXPERIENCE MEASUREMENT AND INSIGHTS, BEST BUY

Forsta has completely transformed the business model of one of our major divisions, helping us become more strategic and directly enabling us to win, retain and provide more value to client accounts in a new, more challenging business environment.

ROBERT J. ROWE
EXECUTIVE VICE PRESIDENT, IRWIN BROH RESEARCH

TRUSTED BY

YONDER DATA SOLUTIONS   AVON   BAE SYSTEMS   BEST BUY.   Heathrow

ABOUT ONCLUSIVE

Onclusive

2025 SOCIAL LISTENING SOFTWARE
TOP PERFORMER

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.

82 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

With Onclusive's content amplification solution, we shifted the opinions of our target audience in a very positive way using two very different campaigns and messages. We loved sharing these results with our leadership, and the marketing team was so impressed that we're looking at a larger content amplification initiative in 2020. Third-party recommendation is crucial to helping people form their opinions of a brand, and now we're able to target it really tightly to a very specific audience that we know we can successfully influence with our campaigns.

MARK DELCORPS
SENIOR DIRECTOR OF PUBLIC RELATIONS, OVERSTOCK

Knowing what people say about our Brand is key to ensuring we remain a responsible and sustainable business. Onclusive have the ability to generate meaningful insight from thousands of voices. Their support in helping us recognise themes driving positive and negative sentiment is impressive enough, but the fact they do so with human analysis rather than automated intelligence sets them apart from the competition. Onclusive is a respected partner that helps us remain responsive in a rapidly evolving world.

ANDY MCLENNAN
GLOBAL REPUTATION & BRAND HEALTH LEAD, AVIVA

Onclusive is essential for our daily media monitoring capability. The Dashboard and the tools allow us to check our ideas about campaigns and storylines and whether they are going to resonate with the market.

CARL GERMANN
SENIOR MARKETING MANAGER, CONTENT & PR, MONSTER

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

airbnb   Extreme networks   SNCF   ISS   overstock

2025 SOCIAL LISTENING SOFTWARE
TOP PERFORMER

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.

82 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

We have been working closely with Signal AI for a number of years to help us stay better informed with the conversations and trends that are important to us. Both regular and ad-hoc topics are covered which saves valuable time to our teams. The Signal AI team are a genuine pleasure to work with; agile, responsive and innovative in their thinking. I would wholeheartedly recommend them to anyone looking to up their online intelligence and reputational monitoring abilities.

DEAN CLARKE
DIRECTOR OF DIGITAL, CONTENT & CREATIVE, BAE SYSTEMS

Signal AI not only helps us stay on breaking news and top trends but assists us in demonstrating ROI and value to our clients.

HEATHER KELLY
CHIEF EXECUTIVE OFFICER, NEXT PR

Signal AI has more than met my expectations.

JOY FRASCINELLA
HEAD OF PR, PRINCIPLES FOR RESPONSIBLE INVESTMENT (PRI)

TRUSTED BY

Boathouse Group, Inc   Bird & Bird   Balderton capital   BAE SYSTEMS   amadeus

2025
SOCIAL
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RISING STAR

featured
customers

2025 SOCIAL LISTENING SOFTWARE

RISING STAR

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.

84 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"What I love is that I'm able to use data, thanks to BuzzSumo, to help people gain a lot better understanding of who their audience is, and where they're actually engaging with content."

ERIKA HEALD
MARKETING CONSULTANT, ERIKA HEALD MARKETING

"We've been using BuzzSumo since the beta. It's a tool we're happy to pay for because it's saved us so much time."

HANNAH SMITH
DISTILLED

"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

HubSpot   CoSchedule   BuzzFeed   cnet   agorapulse

2025 SOCIAL LISTENING SOFTWARE

RISING STAR

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.

76 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

One of the things that Determ did way better than other platforms that we checked was providing reach for the publications based on its algorithm and not just pulling it from a third party. You'll be surprised how many expensive top tools actually use third-party data with no statistics at all. They give you these crazy numbers of about 5 million views per article. And, of course, if you operate with such numbers, you can have a couple of publications a year, and you'll be done as a PR specialist, which we understand is completely wrong. We like the idea of the algorithm, which is not always 100% correct, but at least it gives you a little bit better idea.

ALYONA GORBATKO
PR SPECIALIST, MACPAW

Determ helped our social listening reach the next level, as our data and analysis team can now create on-the-spot reports, analyze chatter on the web and social media, and provide our customers with insights to improve their marketing campaigns and business development efforts.

MARKO PANDZA
PROJECT DIRECTOR, TRS DIGITAL

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

That's why we're using the tool to monitor our performance across different media. Because now our traditional and social media have become a core element of our work.

FORUM-ASIA

TRUSTED BY

HOPSCOTCH EUROPE

EMERALD PUBLIC RELATIONS

GRAD DUBROVNIK

BIMAL

Beiersdorf

2025 SOCIAL LISTENING SOFTWARE

RISING STAR

ABOUT ICONOSQUARE

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.

36 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

I've always found the "Listening" tools very insightful. I'm able to see the benchmark for my market and also compare what my competitors are doing. This gives me fantastic data points to make strategic decisions for my social media.

LYNDEL JOYCE
MARKETING STRATEGY, STEALTH MODE STARTUP

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

Easy to use, streamlined analytics, IG/FB/TT all in one place. Super user-friendly and I didn't have to spend a bunch of time on the platform learning how to do things.

PEYTON DIXON
TIKTOK LEAD, BABYLIST

The Iconosquare affiliate program has it all. An industry leading product, recurring commissions, great support, and all the resources you need to succeed.

ADAM CONNELL
FOUNDER, BLOGGING WIZARD

TRUSTED BY

HYPEBEAST

GYMSHARK

Eko STUDIOS

COFFEY & TEA

AIR NEW ZEALAND

2025 SOCIAL LISTENING SOFTWARE

RISING STAR

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

❝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

❝Learning the software allowed me to feel confident in my mastery of campaign management, influencer marketing and understanding how they can improve their social media profiles, and ultimately produce results for my clients.❞

SENSEI MARKETING

❝We've used other tools for tracking. If you want to be able to teach your team to track campaigns, Keyhole is the easiest way to do so. It's SUPER user-friendly!!!❞

PROJECT MANAGEMENT TEAM
ANONYMOUS PHILANTHROPY

❝Keyhole has always had a positive recommendation in our industry, and when the time came for something new, we knew Keyhole was the best option.❞

COMMUNICATION TEAM
KANSAS PORK ASSOCIATION

TRUSTED BY

ASU Arizona State University   **DXRACER**   GRAND | HYATT NEW YORK   **BOTTLEROCK**   **BARSTOOL SPORTS**

2025 SOCIAL LISTENING SOFTWARE

RISING STAR

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 the best approach for comparison the multiple dashboards, schedulable reports and clean graphics made it easy to see the value".

MATTHEW MORRIS
CONSUMER INSIGHTS DIRECTOR, WUSA9

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

TRUSTED BY

wavhello   University of Kentucky   PERFECT Bar   BRONCOS DENVER   Deloitte. Digital

featured customers

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,...

35   TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

YouScan has streamlined and improved our brand monitoring process. Its advanced filtering and sorting capabilities have automated much of this work, allowing us to focus on the most impactful brand mentions and quickly identify crises and non-direct customer complaints. The broad coverage across platforms provides a holistic view of brand mentions that help identifies both risks and opportunities. For example, YouScan...

SERHII PETROV
MEDIA RELATIONS MANAGER, SETANTA SPORTS

My favorite tool would be YouScan. AI determines the sentiment of conversations about our brand - whether people are positive or negative. We also can see whether this is a complaint about design or customer service. So once you've collected enough data, you will be certain to say we need to invest more in customer service because 80% of all the negative comments are about it. That's a perfect tool for this.

TOM KERKHOF
HEAD OF SOCIAL MEDIA, NAVICO

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

DANONE   MINDSHARE   METRO   Ipsos   L'ORÉAL