

Brandwatch

Fact Sheet

Brandwatch is a social media monitoring company headquartered in Brighton, England. Brandwatch products bring structure and meaning to the voices of billions of people, so brands can make decisions that truly fit with consumer and buyer needs. Marketing professionals at global brands use Brandwatch for everyday use cases such as brand management, customer experience, content strategy, influencer marketing, competitor analysis, and crisis management.

Brandwatch has access to over 80 million sources of social content including blogs, news sites, forums, videos, reviews, images, and social networks such as Twitter and Facebook. Users can search for data and use charting, categorization, sentiment analysis, and other features to provide further information and analysis.

Brandwatch's core product is called *Brandwatch Consumer Research*. It is where users would spend the majority of their time analysing data from a variety of social sources. Brandwatch also offers a dedicated *Brandwatch Audiences* product, which helps users understand target demographics and identify influencers. Finally, *Brandwatch Vizia* facilitates the sharing of Brandwatch insights alongside other marketing and business data via command centers and live email reports. Brandwatch partners with leading social marketing and engagement platforms such as Hootsuite. Hootsuite customers can access Brandwatch data and dashboards from within their Hootsuite account, and this level of integration is unique within the industry.

Brandwatch was founded in London in 2005 and today is headquartered in Brighton, England. In 2018, Brandwatch announced a merger with its biggest competitor providing Brandwatch with the best-in-class AI analysis. Brandwatch is an Oracle Silver Partner. Learn more in the [Oracle Cloud Marketplace](#).

Brandwatch has over 2,200 customers worldwide, some of which include Walmart, Unilever, IKEA, and L'Oreal. You can find more customers and case study details at: <https://www.brandwatch.com/case-studies/>

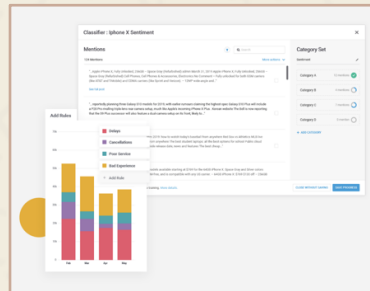
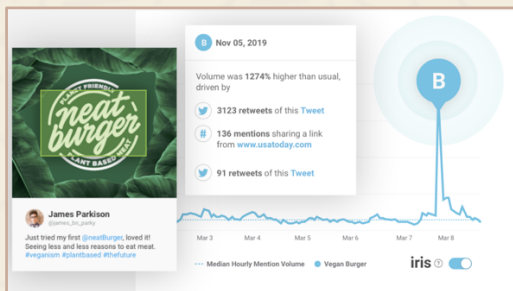
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Brandwatch Consumer Research provides the following capabilities and benefits:

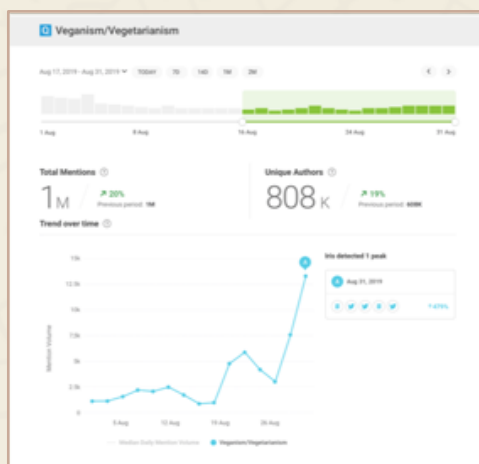
The Smartest AI

- Only Consumer Research fuses the best of machine learning and rules-based classification.



The Most Data

- 1.2+ Trillion:** Public online posts from today back to 2008.
- Full Firehose:** Twitter, Reddit, Tumblr.
- Proprietary Data Crawlers:** Integrate new data sources faster than anybody in the market.

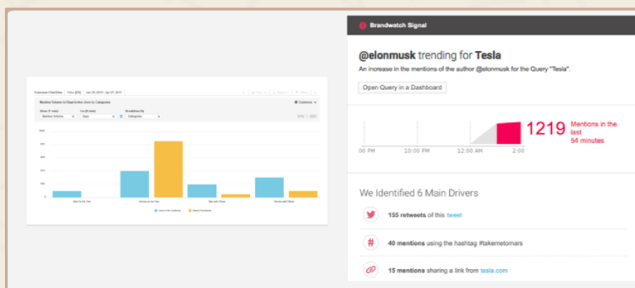


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A Trusted Enterprise Solution

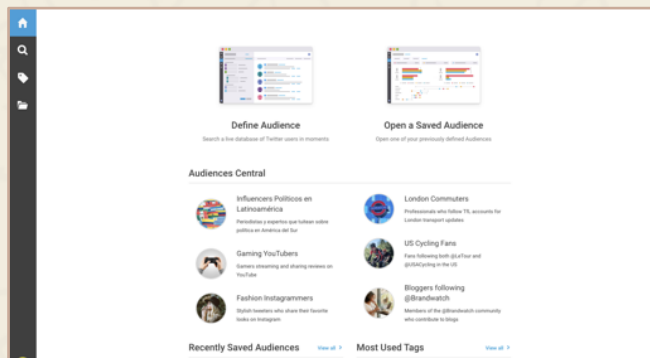
- **Flexible UI:** Allows you to find new angles in your data, driving unique insights to fuel your competitive edge.
- **Shared Insights:** Delivered to all stakeholders, from proactive alerts to intelligent reporting, to drive impactful business decisions.
- **Connected Solutions:** The only product suite of its kind.



Brandwatch Audiences provides the following capabilities and benefits:

Discover Instant Insights About Any Audience

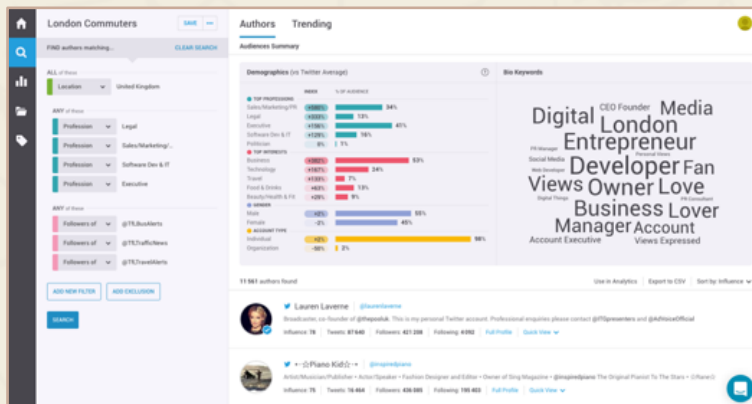
- Understand your audience, find real influencers, and benchmark to see what's unique.



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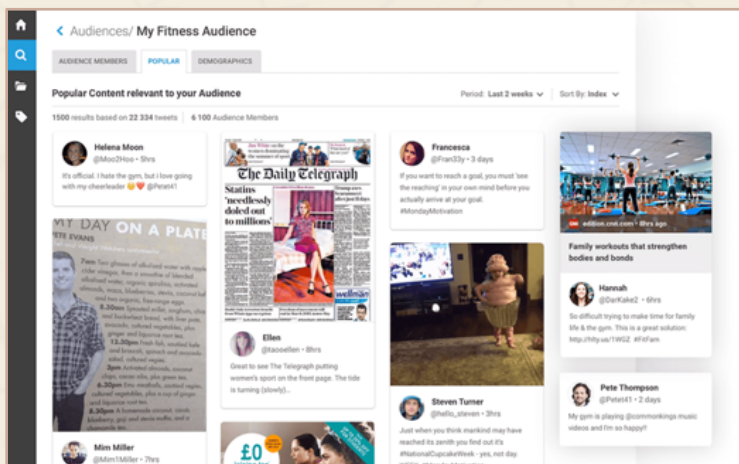
Find the People that Matter

- Search a live database of over 400 million active Twitter users.



Understand their world

- See what your audience is talking about right now.

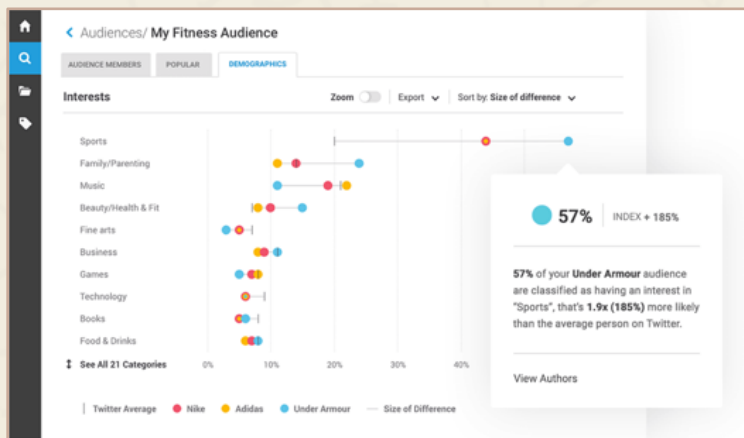


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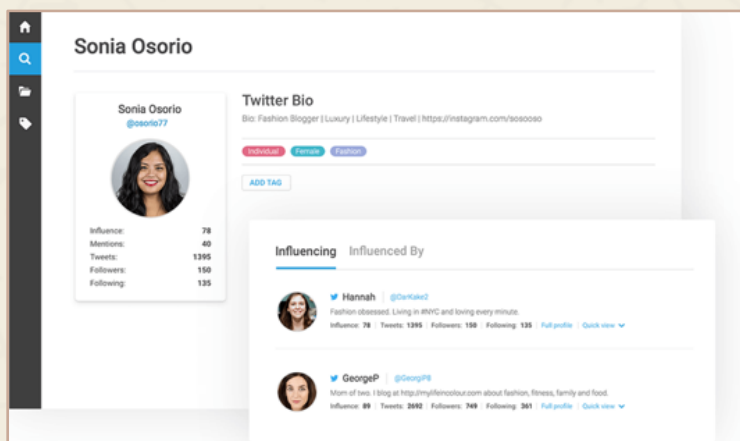
Discover Their Differences

- Pinpoint what makes your audience unique compared to others.



Harness Influence

- Look beyond follower numbers and find those who truly influence your audience.



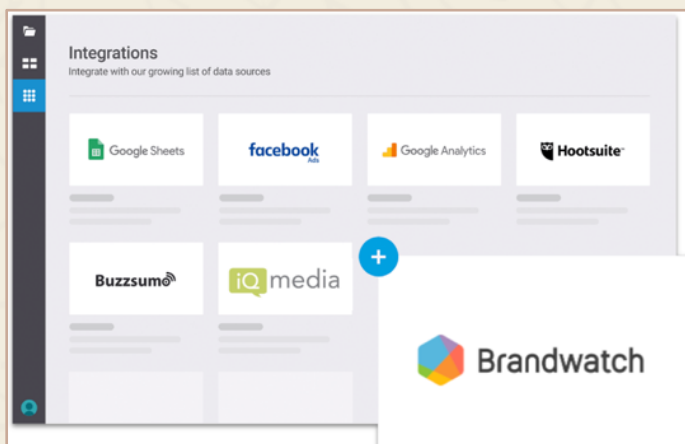
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Brandwatch Vizia provides the following capabilities and benefits:

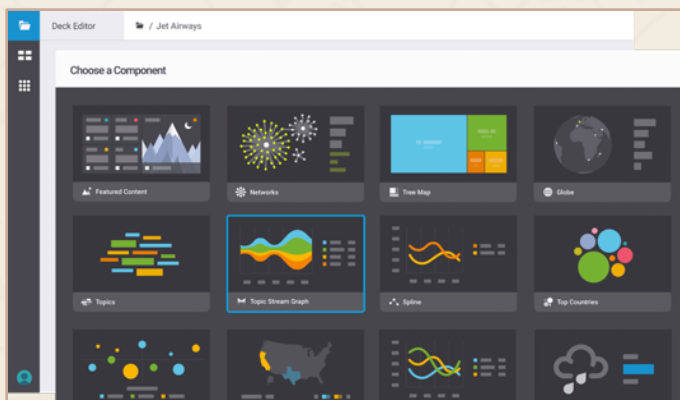
Connect Your Marketing Data

- Integrate key marketing data sources, including Hootsuite and Google.



Build Detailed Reports

- Choose impactful visualizations to represent your data.

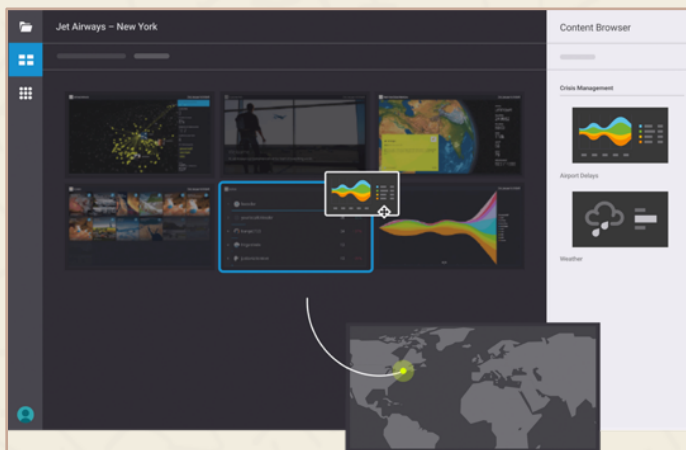


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Share Your Insights

- Distribute your insights seamlessly to big screens or email and measure the engagement.



READY TO ENGAGE?

To engage with Brandwatch, please contact the following:

- **North America:** [Molly Devane: mdevane@brandwatch.com](mailto:mdevane@brandwatch.com)
- **EMEA & Asia Pacific:** [Ed Doyne-Ditmas: edd@brandwatch.com](mailto:edd@brandwatch.com)
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