

Hootsuite Enterprise and Brandwatch

Anticipate trends and measure new initiatives with social data

With the Hootsuite-Brandwatch integration, your organization can discover, analyze, and act on global social media intelligence with one cohesive workflow.



Large organizations such as consumer brands, media and entertainment, financial services, utilities, education, and insurance companies use Brandwatch for analyzing online conversations to decipher complex market dynamics, better understand customer segments, and make confident shifts in strategies.

Now, you can access Brandwatch's powerful social intelligence within Hootsuite. This gives your organization a central place to monitor the impact of new campaigns, consistently find important consumer conversations across the web, and better understand consumer drivers across your different markets, regions, and product lines.

- **Gather global insights about customers**—cost effectively—with advanced searches of 80 million social media data sources in the top 27 languages that cover 97% of the world's population.
- **Easily surface data in a unified interface**—with Brandwatch's integration, your organization can analyze and then share data to each user's customized dashboard.
- **Data you can depend on**—lots of providers deliver huge volumes of social data but Brandwatch collects, verifies, and accurately matches each piece of data to your searches. This ensures you make decisions based on highly relevant conversations.
- **Measure the impact of new initiatives**—from analyzing consumer perceptions around a new product line to uncovering the specific needs of a regional market, you will have the data you need to make confident recommendations.
- **Get advance warning of crisis situations**—Brandwatch pulls in results for your custom searches in real-time, allowing your organization to see threats and opportunities as they build up across the web.
- **Find unique competitive insights**—locate specific insights within huge datasets. With 22 advanced Boolean search operators and historical data back to the first Tweet, analysts get the flexibility they need to find answers to specific business questions.

Key Integration Benefits:

- Strengthen your social capabilities with the power of deep listening
- Monitor your brand across 80 million traffic sources including blogs, forums, video, news and review sites, and major social networks across the world
- Monitor the tone of brand mentions with Brandwatch's advanced sentiment analysis system, plus view the Impact Score for each mention
- Manage Brandwatch workflow, assignments, and tags
- Filter brand mentions by Sentiment, Content Source, Project Tags, Priority Flags, Status, and more
- Access to full historical Twitter data back to 2006 with the Brandwatch Twitter Hindsight feature from the Hootsuite dashboard

The screenshot displays the Hootsuite dashboard with the Brandwatch integration. The interface is divided into three main panels. The left panel shows a list of mentions for 'Brandwatch HootSuite :)', including a tweet from @MattMooreWrites with an Impact Score of 46. The middle panel shows mentions for 'Brandwatch Vancouver Coffee', including tweets from @p_a_cameron (Impact Score: 49) and @beachcombercc (Impact Score: 42). The right panel shows a filter sidebar with options for Site Type (News, Blog, Forum, Video, Twitter, General, Review), Project Tags, Priority (High, Medium, Low), Status (Open, Pending, Closed), Assignment (jeanette.gibson@hootsuite.com), and Sentiment (Pos (+), Neg (-), Neu (n)). A video player at the bottom right shows a hangout titled 'Hangout - Supercharge your website traffic with Social Media Marketing'.

For more guidance on how Hootsuite Enterprise can deliver business insights to your organization, visit <https://socialbusiness.hootsuite.com/brandwatch-enterprise-smms.html> for a demonstration or contact your customer success manager.