

# Supercharge Your Agency's Performance with Talkwalker

Talkwalker is the market leading consumer intelligence company. We bring in data from 30+ social networks, 150 million websites and 100 data partners for a truly unified view of consumers. And we use our NLP and Generative AI tech to enrich the data, categorize it fast and surface the most actionable insights

Since 2009 we have worked with the world's leading agencies across press, media, communications, digital, brand to advertising and many specialist consultancies in between.



**Measure what's Valuable instead of Valuing What's Measureable**

Joanie Sanders - Team Lead, Sales, Americas

## We help agencies succeed by helping you:

- ⊕ **Monitor, Track, and be Alert**  
With Talkwalker your team no longer needs to manually search through the noise. Our platform empowers you to monitor brand performance, track consumer sentiment and be alert to opportunities and threats.
- ⊕ **Create, Execute and Measure successful campaigns**  
We can help you identify whitespace opportunities, develop strategies based on real-time consumer opinion, measure campaign effectiveness beyond vanity metrics, and help you optimize marketing campaigns and measure their impact in real-time.
- ⊕ **Find the Insights that Matter**  
We understand what client deliverables really means for agencies. So we can help you undertake unbranded or branded category research, spot trends and work across the needs of your agency.
- ⊕ **Find Your Perfect Pitch**  
We help you create stand out data-driven presentations by giving you interactive dashboards and client insights that captivate your audience.

## We do this by offering these great products:



## Agencies love us because:

### We're an investment not a cost

Our agency clients understand the value of social listening. But, being client-led and in a competitive landscape, we understand that investment in us must deliver value, fast. Talkwalker's pricing is highly competitive, flexible and many of our clients tell us that when they start using our platform, they don't know how they lived without it!

### Giving you back time

We know agencies are on the clock - with regular deadline driven and working with tight resources. Talkwalker is intuitive and easy to add into your workflows. We offer best-in-class customer service and automate many of the manual tasks to give you back precious time.

### Competitive edge during a time of contracting budgets

We understand that clients are turning to their agencies to do more, often with less. Talkwalker gives an edge not just by providing a toolkit and genuinely useful data at pitch stage, but arming you with rich consumer intelligence on your clients as you work together with them. We do this through powerful and highly customizable reporting capabilities and dashboards.

### Finger on the pulse

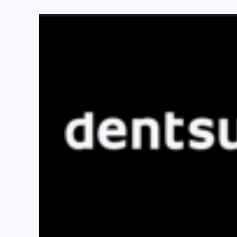
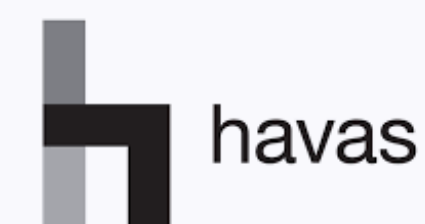
We give you real-time social listening for a 360 view of the consumer. Allowing you to monitor conversations, images and videos, sentiment, and emerging trends - including potential crises - across social platforms to gain a comprehensive understanding of consumer preferences.

### Dedicated Activate Team

We have a dedicated and curious professional services team who excel in creating bespoke reporting capabilities and dashboards. Called 'Activate' this team gives you immediate support when you need it.



## Some of our agency clients



Contact us