

Talkwalker boosts its engagement capabilities with updated Hootsuite integration

Upgraded Talkwalker App for Hootsuite brings enriched social analytics data into the most widely used social media management platform

New York, 29 June, 2017 - Talkwalker, the world's leading social media analytics platform, today announced the release of new Hootsuite integration capabilities, deepening the connection between the two technology providers. The new app brings more of Talkwalker's social data into the Hootsuite interface, enabling marketing teams to expertly define and categorize the social conversations that matter.

The improved application allows users to combine Hootsuite's publishing and response functionalities with Talkwalker's extensive data coverage and ability to monitor competitors, as well as owned and earned media directly in Hootsuite. More than 50 filters allows brands to streamline processes such as managing social selling opportunities across the enterprise, to make informed decisions on how to engage with their audience, and curate results with up to two years of historical data.

"Hootsuite and Talkwalker clients have seen the remarkable benefits of having both of these solutions form the core of their social marketing tech stack. We're excited to bring this partnership to the next level with the Talkwalker app for Hootsuite, now offering one of the most progressive integrations on the market," said Robert Glaesener, CEO of Talkwalker.

The Talkwalker app for Hootsuite includes new filtering options by keyword, date, sentiment, source, country, or language. Results can be assigned to teams or team members directly to cut down on response time. Streams can be sorted by new results, engagement or number of followers, enabling users to find the conversations that matter in one click. Live notifications mean never missing a beat, and the app now has the latest Hootsuite look and feel for a seamless experience.

"In our fast-paced industry, tech providers have to work hard to keep up with the latest developments. Talkwalker is committed to continuously giving users the best tool for the job, to make sure they're profiting from capabilities that help them drive results. Our updated Talkwalker for Hootsuite app is designed to do exactly that," said Robert Glaesener.

"It's vital for today's marketers to understand the impact generated by social marketing. The new capabilities in Talkwalker enables Hootsuite customers to leverage insights and social engagement all within the Hootsuite dashboard to drive business results," said Jeremy Wood, VP of Product Marketing at Hootsuite.

To be able to benefit from the new integration, clients need Talkwalker and Hootsuite Enterprise subscriptions.

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