

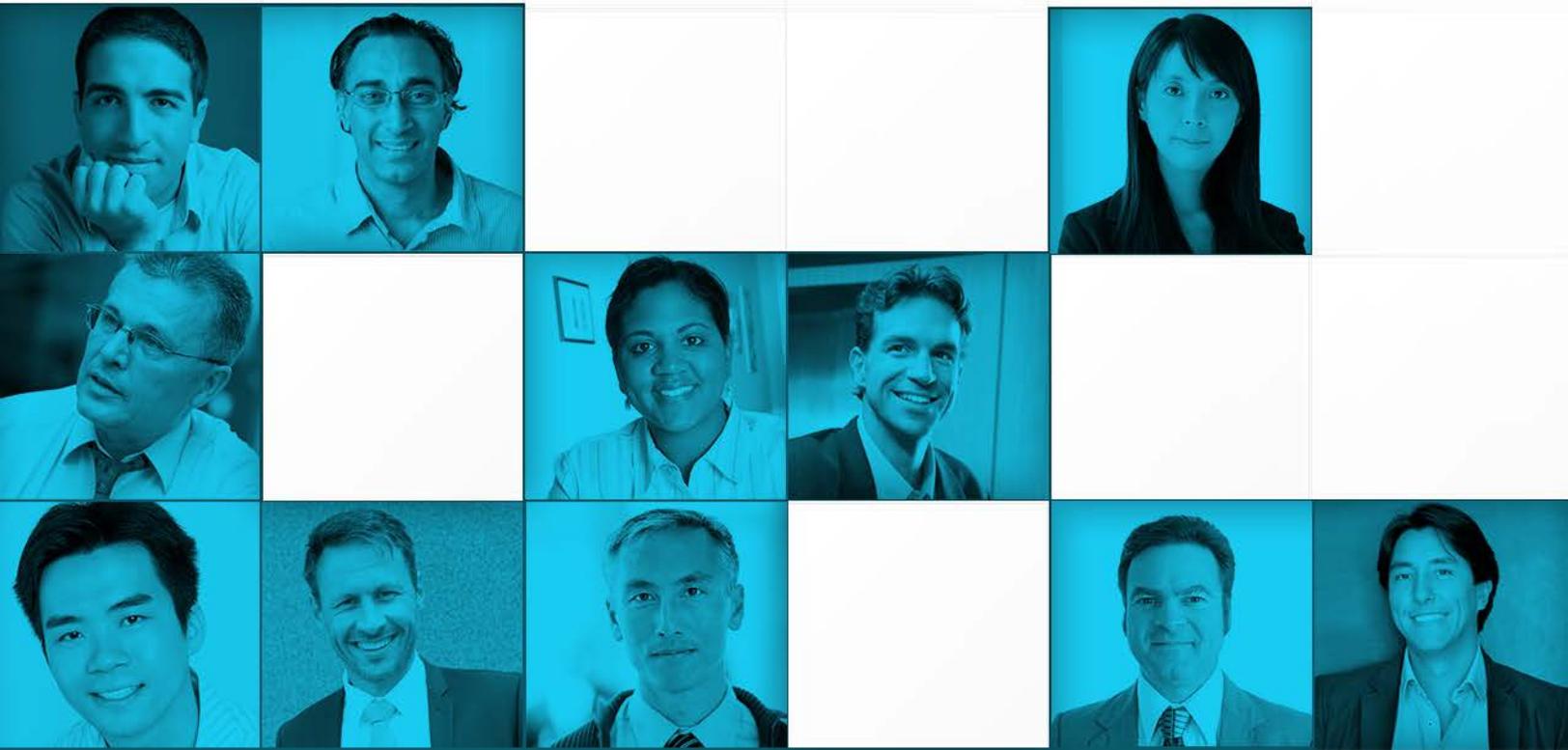
# The Buyer's Guide to Enterprise Social Media Management Software

Curated from End-User Reviews on:

**trustradius**

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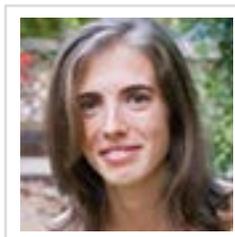
# Introduction

## Why You Should Read This Social Media Management Guide - Vinay Bhagat, Founder & CEO, TrustRadius



TrustRadius is excited to publish our Buyer's Guide to Enterprise Social Media Management Software. It provides practical guidance to help you find the best social media management software solution for your use case. The guide focuses on the needs of enterprises (companies with more than 500 employees), but also provides useful insights for social media-advanced smaller companies. Based on thousands of insights from real software users, it offers an in-depth exploration of how enterprises are leveraging social media in their business processes, and which software products support those activities. Our research team analyzed 422 reviews of social media management software by authenticated users on [trustradius.com](http://trustradius.com), with the vast majority of reviewers sourced independently of vendors.

## About This Guide – Megan Headley, Research Manager, TrustRadius



This guide contains three sections:

**The Best Social Media Management Software for Enterprises:** Our TrustMap™ is an objective visual depiction of the 23 social media software products included in this guide, based on end-user likelihood to recommend ratings and evaluation frequency.

**How Enterprises Are Leveraging Social Media:** In this section, we talk about how enterprises use social media for customer care, intelligence and marketing. We also list the tool functionalities that are often required for each use case and the software products used, and feature in-depth case studies of Comcast, British Telecommunications and Groupon.

**User Ratings and Feedback by Software Product:** Here you'll find an evaluation of 23 different social media management software products used by enterprises, including strengths and weaknesses, and other insights gleaned from end-user reviews on TrustRadius.

If you're in the market for a social media management tool, you should be able to identify your use case(s) and find the set of tools that you might want to consider in your search.

If you're just starting to think about expanding your company's use of social media, the exploration of use cases could spark ideas of how you can leverage social media to advance your business goals.

# Social Media Management Software Overview

Not surprisingly, since we launched our first [Buyer's Guide to Social Media Management Software in November 2013](#), a few things have changed. In that guide, we defined social media management software as a “set of tools to manage or analyze interactions through multiple social media accounts from a single dashboard,” including the ability to listen for brand mentions, post to multiple channels, run marketing campaigns and measure the relative success of campaigns.

Within the broad definition, we identified seven “use cases”: analytics, listening, publishing/engagement, customer care, curation, social selling, and promotions, each of which emphasized a different feature set.

## Social tools are both proliferating and consolidating

Since then, two major and somewhat conflicting trends have been underway: the simultaneous proliferation and consolidation of social tools. The [2011 marketing technology landscape](#), produced by Chiefmartec.com blogger Scott Brinker, contained a little over 20 social media marketing and analytics tools. [The 2012 version](#) contained about 35 products, the [2014 version](#) contained more than 60, and the [2015 version](#) contains well over 100, and is by no means exhaustive. TrustRadius currently has more than 140 social media management tools listed on our website. This proliferation of tools aligns with a similar trend in marketing technology in general.

Of course, as tools with different feature sets arise, mergers and acquisitions take place as vendors aim to become an all-in-one solution for their customers. In the social space, this is happening on two levels. First, the marketing cloud or suite vendors are adding social to their arsenals. In 2012, Oracle, for example, purchased Vitruve (a social marketing tool), Collective Intellect (a social intelligence platform) and Involver (a social development platform), and recently used the three products to create the [Oracle Social Relationship Management platform](#). Salesforce purchased listening tool Radian6 in 2011 and the publishing tool Buddy Media in 2012, and in 2014 launched [Social Studio](#), a unified version of the two products. Adobe acquired Efficient Frontier, a tool that allowed marketers to place ads on Google and Facebook, in 2011.

Secondly, social media management vendors are using acquisitions to incorporate different social capabilities, as well as developing their own additional functionalities, in order to become a one-stop shop for all things social. [Spredfast](#) merged with the social curation platform [Mass Relevance](#), [Hootsuite](#) acquired the social analytics tool [uberVU](#) and the social media campaigns platform BrightKit, and [Sprinklr](#) acquired services company TBG Digital, as well as Dachis Group and Branderati.

With all this consolidation of social media management software, the lines between some of the use cases we delineated in our first buyer's guide are blurring. For example, many software tools that were originally

positioned as “listening” tools have added or strengthened their engagement capabilities, just as many of the traditional publishing- and engagement-focused tools have added or strengthened their listening capabilities.

A third trend in the social media space is also underway, though not strictly related to software: some companies are shifting their approach to social media in general, from an isolated marketing channel, to an integrated part of business processes. This means that where social media was traditionally the activity or responsibility of one person in the marketing department or a small team, some enterprises are now leveraging the data and engagement opportunities via social media across different business units—from marketing to sales to customer service to HR—as well as across the customer journey—from awareness to prospect to customer to loyal customer.

## Our new approach to covering social media management software

Based on these trends, we’ve adjusted our approach to the space in this second guide. First, we’re zeroing in on enterprises. There are many free or low cost tools that help smaller organizations or those just starting to leverage social media. We decided to focus on comparing the software products used by large companies (with more than 500 employees) for enterprise-level social media programs. Enterprises have particular social media software needs, including scalability, security, user permissions, collaboration within a team and across departments, workflow, content management, and governance. These software products are not used exclusively by enterprises, so this guide will be valuable to other market segments as well.

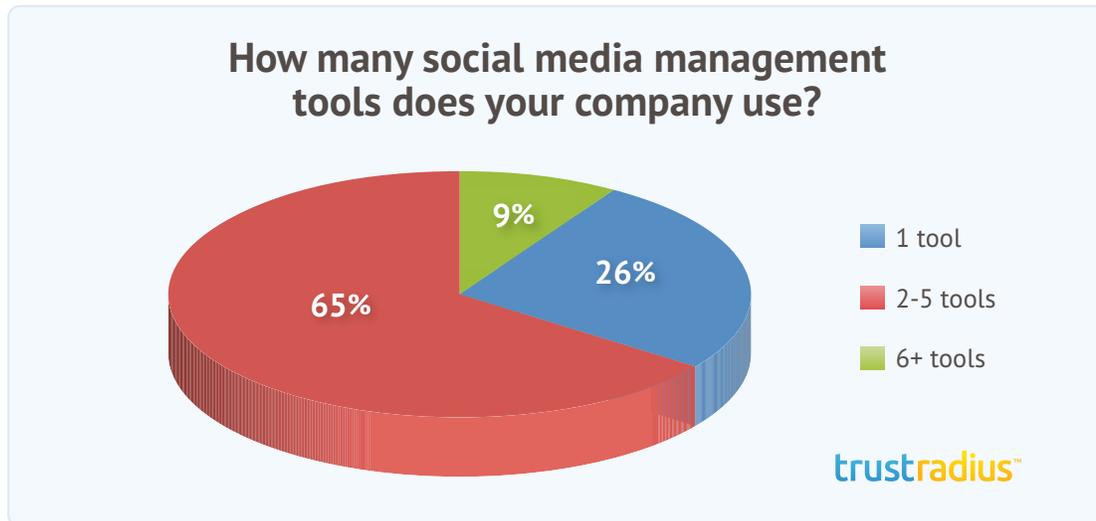
Second, we’re defining use cases not based on the feature sets of the various tools (since those are blurring), but rather the social media strategies of software users. We’ve analyzed 400+ end-user ratings and reviews of 23 social media management software products to understand how enterprises are leveraging social media in general, and what tool or set of tools are they using to facilitate those activities.

Based on end-user reviews, in-depth interviews with some of the reviewers, and interviews with vendors, we’ve identified three primary use cases, or ways that companies are leveraging social media, and the tools that support them: social customer care, social intelligence, and social media marketing.

The use cases are by no means exhaustive. For example, PR departments might use social media for reputation management, and sales representatives might use social media to maintain relationships with clients. HR departments are starting to use social media to discover and recruit candidates for employment, as well as track employee sentiment and employee compliance with social media policies. Other use cases will arise as new social channels emerge and attract audiences, and as enterprises continue to find new ways to take advantage of the opportunities presented through social media. However, we feel these three use cases are the most widely used and require the most tool support.

## Using more than one social media management tool

It's also important to note that some companies fit multiple use cases and also use multiple tools. In fact, despite the consolidation of social tools and the desire of many vendors to become the one-stop-shop for social media management, consumers of these software tools still largely say they need more than one tool to meet their needs. In a [recent TrustRadius survey](#), 75 percent of the respondents who use social media management software use two or more tools, and 14 percent of those who use more than one tool actually use *six* or more.



*\* Excluding respondents who don't use any tools or don't know*

[Richard Margetic](#), head of social media at Intuit and previously at Dell, says using multiple social media tools is redundant but necessary. “We’ve got to pick and choose among the landscape to meet our needs,” he says. “Each one does something well, but fails miserably in other areas that are important to a company. We end up with multiple tools that have overlapping functionality in order to get everything we need to be successful in social. We’re not optimizing our spend, and still not getting the cohesive capabilities that we need to meet the business requirements.”

# The Best Social Media Management Software for Enterprises



## Methodology

The TrustMap™ is an objective visual depiction of social media management software products used by enterprises, based on end-user evaluations and ratings.

In order to be included in the TrustMap™ and in this guide, at least 20 percent of the product's reviews must be from enterprise users, to ensure the software has a significant enterprise customer base.

Based on these criteria, the TrustMap™ compares 23 software products used by enterprises in their social media programs, plotting them on two dimensions:

- 1. Average Enterprise User Rating:** The average “Likelihood to Recommend” rating - a representation of overall satisfaction - by enterprise customers who have written reviews or provided product ratings on TrustRadius. All ratings and reviews come from authenticated end-users of the software. Every review or rating is staged for review by our research team before publishing.
- 2. Estimated Evaluation Frequency by Enterprises:** This metric is a proxy for how often a product is evaluated by enterprises on TrustRadius. It is measured by unique quarterly page views on TrustRadius of all pages associated with a given software product, including product descriptions, reviews and comparisons. Products with large customer bases or those experiencing significant growth momentum are evaluated more frequently. The unique page views metric is then multiplied by the estimated percent of customers who are enterprises, based on the mix of reviews on TrustRadius. The assumption is that prospective customers follow a similar distribution to existing customers.

The red dotted line depicts the median user rating. All products above the red line are classified as “Top Rated”. Products further to the right on the graphic are those products that are most frequently evaluated by enterprises on TrustRadius. High search volumes may indicate either positive or negative sentiment – people evaluating a product either to select or replace.

It's important to note that the products included in this TrustMap™ do not all perform the same functions, and some may be used in conjunction with each other. The TrustMap™ is intended to reflect the general customer sentiment and evaluation frequency of all social media management software products used by enterprises. Read the rest of this report to understand how each of these products are used by enterprises, as well as the pros and cons of each social media tool.

# How Enterprises Are Leveraging Social Media: Three Use Cases

Many companies are using social media simply to post marketing content and engage with their community. In that case, a small social media team or single community manager might use social tools to schedule posts, publish to multiple networks, respond to inquiries, and measure results.

However, based on 422 authenticated, end-user reviews and ratings across 23 different social media management software products, we've identified the following in-depth ways enterprises are leveraging social media. Each use case usually involves a tool or set of tools, and many companies fit more than one use case.

TOP THREE USE CASES	SOCIAL CUSTOMER CARE	SOCIAL INTELLIGENCE	SOCIAL MEDIA MARKETING
Adobe Social			✓
Attensity		✓	
Brand Embassy	✓		✓
Brandwatch		✓	
Conversocial	✓		✓
Expion			✓
Hootsuite Enterprise (including uberVU)	✓	✓	✓
Lithium Social Web	✓		✓
Meltwater Buzz			✓
Netbase		✓	✓
Offerpop			✓
Oracle Social Relationship Management			✓
Shoutlet			✓
Simply Measured			✓
Social Studio (Radian6 & Buddy Media)		✓	✓
Spredfast	✓		✓
Sprinklr	✓	✓	✓
Sprout Social	✓		✓
Sysomos (Heartbeat & MAP)		✓	✓
Viralheat		✓	✓
Woobox			✓

= Vendor does not support this use case     
 = Vendor says they support this use case     
 = Mentioned by end-users in reviews on TrustRadius

**trustradius™**

## Use Case #1: Social Customer Care

Several benchmark studies show that:

1. Consumers increasingly expect to be able to solicit and receive customer service via social media.
2. Consumers who use social media for customer care are more likely to be loyal and recommend the brand than those who use other channels.
3. As a result of these above factors, [more and more companies are adopting social customer care programs](#).

Many companies engage in community management via social, and nearly all of the software products in this guide are capable of community management. This involves finding and responding to direct mentions and comments customers make on social channels.

High-volume social customer care is different, however. Many of the brands that run enterprise social customer care programs receive 5,000+ direct mentions per week, and even more indirect mentions (discussing the brand without referencing the company's handle). These companies need highly organized workflow processes to ensure each mention is prioritized appropriately and handled efficiently. The right software product is essential to manage an enterprise social customer care program.

In general, running an enterprise social customer care program, also called Social CRM, involves:

- » Listening for mentions (whether positive or negative, direct or indirect) in the channels that customers frequent
- » Prioritizing and routing issues or questions to the appropriate individuals and teams
- » Responding (quickly) via the appropriate channel
- » Measuring effectiveness through metrics such as satisfaction scores, sentiment conversion, agent scorecards, average response times, and cost per contact
- » The ability to do all of the above at scale

Some industries that commonly do high-volume social customer care include retail, airline, automobile, bank, credit card, and telecom companies.

### Software requirements for social customer care

To understand what constitutes a strong social customer care solution, we gleaned insights from reviews on TrustRadius, interviews with vendors and end-users, and external research. Several themes emerged.

A social customer care software product needs to facilitate many users responding to a high volume of inquiries across multiple social channels and accounts. In addition, enterprises running a social customer care program commonly require the following functionalities from a social media management tool or set of tools:

- » Finding and tagging direct and indirect mentions
- » Ability to segment and prioritize mentions
- » Automatic sentiment analysis, with the ability to edit manually

- » Ability to view entire customer interaction history
- » Workflow, prioritization and routing engines
- » Multiple user logins and permission levels
- » Integration with customer profile data and/or CRM system
- » Integration with third-party helpdesk and/or call center systems
- » Analytics on volume and type of issues, average response times, average handling times, satisfaction scores, agent scorecards, resolution rates, etc.

The ability to view all of the information available about an individual as well as a history of interactions within one tool can help streamline a customer care program.



*“In terms of the social CRM piece, I want to know: Does the tool show the comment history that I’ve had with a person already? Can I have internal notes on a task or comment for others on my team to see? Can I modify the person’s information, i.e., add student ID number or email address, info that stays with that user? How easy is it to select multiple items and archive them or assign them to team members, do some sort of bulk action rather than one by one?”*

Nolan Perry, Social Media Community Manager, University of Phoenix  
Uses [Conversocial](#), [Radian6](#) and [Simply Measured](#)

In terms of workflow and routing capabilities, the tool should allow users to segment mentions based on priority level or custom routing rules, and to route customers to the most appropriate agent to respond. It should also enable users to loop in employees outside customer service, such as those in PR or legal, when necessary.



*“The goal is to have a cross functional solution that enables you to engage quickly with customers and identify opportunities to create a better customer experience.”*

Bill Gerth, Director, Customer Service Strategy & Operations, Comcast  
Uses [Lithium Social Web](#) and [Crimson Hexagon](#)

As for reporting, it’s important that the software facilitate typical customer care metrics.



*“The tool needs to have the ability to run quality reports on social conversations. This, among other KPIs, will help a user create productivity scorecards and really showcase the ROI in social care. Some of the key KPIs we track are: conversation handle times, target action response times, and closed dispositions. These metrics will help identify common themes, and opportunities to be more successful. Integration also plays a huge role in the ability to understand who our customers are. Social listening and engagement tools need to have the ability to integrate into our internal CRM database. By fully utilizing all social capabilities, the customer experience will continue to develop via social care.”*

Bill Gerth, Director, Customer Service Strategy & Operations, Comcast  
Uses [Lithium Social Web](#) and [Crimson Hexagon](#)

## Social customer care software used by enterprises

While many social tools can be used to respond to customer mentions and inquiries, [Brand Embassy](#), [Conversocial](#), [Hootsuite Enterprise](#), [Lithium Social Web](#), [Spredfast Conversations](#), [Sprinklr](#), and [Sprout Social](#) offer true high-volume, enterprise examples of social customer care, based on statements in reviews on TrustRadius. Brand Embassy, Conversocial and Lithium Social Web all specialize in social customer care, whereas Hootsuite, Spredfast, Sprinklr and Sprout Social are also used for community management and marketing.

### Brand Embassy

Czech Television (Česká televize), a large broadcast media company in the Czech Republic, uses Brand Embassy for social customer care. “We were looking for a solution to quickly and easily handle dozens of accounts with tens of thousands of comments per week on social networking sites such as Facebook, Twitter and Google+,” says social media manager Marek Šoth in his [review of Brand Embassy](#). “We tried a number of tools, but nothing matches the Brand Embassy. It’s fast, easy to manage and great to work with in a team. Additionally, it includes CRM for every fan, which is a killer feature.”

Brand Embassy is a UK-based social customer care tool whose customers are mostly in Europe, per the mix of review on TrustRadius.

[View Brand Embassy’s ratings and review summary in this report.](#)

### Conversocial

BMO Financial Group, a Canadian company with more than 10,000 employees, uses Conversocial for social customer care. “We’ve recently implemented it in our Customer Contact Centre to address our clients customer service needs with more proficiency,” says [Conway Stone, Digital Marketing Manager, Social Media, in his review](#) of Conversocial. “It helped to organize communications received through Social Media and provided a platform to respond to those clients in a quick manner.” The brand handles 500-1,000 customer issues via social per week.

David Tull, customer engagement manager at JackThreads, says in his [review](#), “Conversocial allowed us to work 7-10X faster than we had previously while still maintaining the “socialness” of the platform, rather than converting the experience into a traditional customer service interaction.”

In general, users who reviewed Conversocial on TrustRadius said it’s a robust, user-friendly tool to manage social customer care programs.

[View Conversocial’s ratings and review summary in this report.](#)

### Hootsuite Enterprise

Marketing automation software company Marketo uses Hootsuite Enterprise for both marketing and customer care. “We are using Hootsuite in several teams across our marketing department, as well as our customer support department,” says Mike Tomito, sr. program manager, web marketing, in his [review](#). “It helps us monitor and respond to questions, complaints, or mentions in real-time allowing us to join relevant conversations or address customer issues at the speed that social media users expect... We have been able to resolve certain customer service requests and questions immediately, without the need to open a ticket and add extra wait time on the customer end to get a simple answer.”

Hootsuite Enterprise is also often used for community management and marketing.

[View Hootsuite Enterprise's ratings and review summary in this report.](#)

### **Lithium Social Web**

Comcast uses Lithium Social Web for social customer care. "LSW has also helped us understand inbound volumes as we work to develop a true operational social care model which includes forecasting, service level management and staffing requirements," says [Bill Gerth, Director of Customer Service Strategy and Operations, in his review of Lithium Social Web](#). "Within five months of launching LSW, we were able to justify a 30% increase in staffing through the use of clear and concise operational reporting... Among our core social care metrics are In Channel Resolution rate – resolving the customer's issue immediately in the initial social channel – and Escalation Rate – forwarding the customer to another team for resolution." Comcast handles 10k-15k direct conversations via social per week.

According to the reviews on TrustRadius, Lithium Social Web is also a strong tool for customer engagement. It's also distinguished by its connection to the online community building product also offered by Lithium.

[View Lithium Social Web's ratings and review summary in this report.](#)

### **Spredfast Conversations**

LexisNexis uses Spredfast for customer service and engagement. "We've improved our customer service immensely using Spredfast. Getting questions and complaints to the right people is much easier because of the "Highlight" function," says Travis Burchart, social media manager at LexisNexis, in his [review of Spredfast Conversations](#). "'Highlight' function allows for ease of communication between team members, especially when addressing customer service issues."

Spredfast Conversations is also used for social media marketing and community management.

[View Spredfast Conversations' ratings and review summary in this report.](#)

### **Sprinklr**

Groupon uses Sprinklr for both content publishing and customer service. Paul Matson, head of content and social media, says Sprinklr allows Groupon to do customer service at scale. "Being one of the largest Internet retailers in the world, customer service is a natural extension of our activity in social media channels," [Matson says in his review](#). "[We have] drastically improved efficiency in customer service and SLA (service level agreement). We are currently able to respond to at least 50% of our inbound inquiries within 60 minutes."

According to the reviews on TrustRadius, Sprinklr is also often used for social media marketing.

[View Sprinklr's ratings and review summary in this report.](#)

### **Sprout Social**

Retail company Fossil uses Sprout Social for social customer care as well as marketing. "Our entire Social Care team is able to use Sprout globally to respond to customers and assign tasks to other users. We are also able to segment our fans into lists, identify customers and more," says Jencey Keeton, marketing manager at Fossil, in her [review of Sprout Social](#). "We are able to provide better customer service on our social channels

due to the fact that we are able to receive the majority of our social mentions quickly and efficiently.” However, Sprout Social is not necessarily geared for social customer care specifically, nor is it tied in with the company’s CRM system, she says.

According to the reviews on TrustRadius, Sprout Social is more often used for community management, and the majority of its customers are small businesses.

[View Sprout Social's ratings and review summary in this report.](#)

### Enhancing customer care programs with social media listening software

Some companies that manage a social customer care program use a second tool that specializes in social listening as well. For example, Ben Donkor, social media and online analyst at British Telecommunications, says the company uses Synthesio, a social listening tool, to find customers who have issues even if they don’t directly call out BT.



*“They find much greater customer satisfaction with the proactive approach versus reactive, because of the aspect of surprise. When people engage with us directly, they expect the issue to be resolved, but if I’m just complaining on social media, and then the customer service team contacts me saying, ‘Let me help you, actually,’ then that really helps with the enthusiasm for the brand... It could just be someone saying, ‘I’m happy with my BT wifi,’ and the social care team can engage in the conversation. It’s not just about resolving issues, it’s about caring for the customer.”*

Ben Donkor, Social Media & Online Analyst, British Telecommunications  
Uses [Synthesio](#) & an internal SMMS tool

Comcast uses [Crimson Hexagon](#) to calculate a real-time NPS (Net Promoter Score), to further analyze sentiment, and to run analytics on events and campaigns that the company runs.

### Enterprise Social Media Case Study: Comcast



Comcast’s social care strategy stems from two systems: Lithium Social Web as the engagement console, and Crimson Hexagon for social listening, sentiment analysis and historical information.

“Comcast recognized the value of engaging with customers through social media early on and became an industry leader in the social environment.” says Bill Gerth, Director, Customer Service Strategy & Operations at Comcast. “Lithium’s solution has provided the scalable and seamless agent-to-agent and agent-to-customer workflow we needed to enhance our social care support strategy. Comcast has been using Lithium for all social care engagement for over two years, which has allowed us to really amplify the in-channel customer experience. Lithium Social Web has enabled us to use social data to drive change in the organization.”

### **How it works**

Gerth says Comcast receives thousands of direct and indirect conversations per month. Specialists review the mentions to find the conversations that are relevant to customer care. “This allows the care specialist to engage with the customers who need help more quickly,” Gerth says.

The team currently consists of 28 engagement specialists, and Gerth is in the process of expanding his team. This will enable Comcast’s social support team to reach the new platforms that our customers are using today. “We are always looking for new ways to connect with our customers,” he says.

The social customer care program functions on a 24/7 schedule. The goal is to resolve as many questions or concerns in the customer’s preferred channel as possible.

“When we first started the social care team, we were providing customers an email address to capture their concerns when trying to engage via a social channel. This is not a best practice, as we were taking customers away from a channel that they preferred and were most comfortable with,” Gerth says. “By gathering more resources and integrating into a scalable engagement solution, our off channel engagement rate decreased significantly.”

### **Why does Comcast do social customer care?**

“We see more and more of our customers using social to engage with Comcast every day. We want to continue to meet our customers on the platforms that they prefer and continue to increase customer satisfaction.” Gerth says. “It gives us an outlet to listen and speak with customers.”

Use of social for customer service is growing, he says. “When we first started this initiative, most of the mentions on social were escalation cases, from customers giving us one last chance to make things right. Now, escalations have decreased and the majority of the customers are using social channels as a method to reach out to us for the first time. The customers are adapting to social because it’s simple, and it’s on their time. They send a tweet or a Facebook post before they go to work in the morning, and they have an answer before they get home.”

Social customer care also helps put a human voice to the brand. “The majority of consumers do research on a product before purchasing – they look on Facebook, Twitter, read blog articles and reviews. ‘How’s the product? Does it fit into my lifestyle? How’s the support function?’” Gerth says. “By having a human and public presence for customer support, I hope it shows our customers that we care, and we are here to help on any channel that they prefer.”

## Use Case #2: Social Intelligence

While social media is a useful channel for engaging with customers, it is also a source of a vast amount of information, and has been called the world's largest and most accessible focus group. In fact, it can be better than a focus group, because the conversations are happening 'in the wild' rather than prompted by a brand.



*"Using social to look at the perception of the brand is essential. We have the traditional scores, NPS, etc., and those are well and good, but we've found a lot of value in unsolicited opinion."*

Ben Donkor, Social Media & Online Analyst, British Telecommunications  
Uses [Synthesio](#)

Many companies monitor social media for brand mentions and use the information for reputation management and to stay aware of any potential problems. However, brands are getting more creative about how they organize and use the conversations available for mining in social channels.

For example, companies might use social data in aggregate to:

- » Analyze competitors and understand 'share of voice'
- » Learn more about a target market
- » Discover new markets or prospects
- » Understand consumer expectations and demand
- » Track employee sentiment
- » Inform product development decisions and product strategy
- » Inform messaging and content strategy
- » Identify risks, problems or opportunities as they arise

How a company uses social media insights can be unique to an industry. For example, one large retail chain uses social listening with [Sprinklr](#) for loss prevention. "It's amazing how many people openly talk on social media about stealing or doing something they shouldn't in stores," says a data analyst, who requested to remain anonymous because of company policy. "If something is flagged or a trend is identified, the loss prevention team might reach out to a store to give them a heads up, or work with local law enforcement to address repeated stealing."

Gleaning insights from social data generally involves the following:

- » Identifying which geographic areas and social channels are relevant
- » Discovering and setting up the appropriate keyword queries to gather the right data
- » Filtering out the 'spam' or irrelevant data
- » Organizing the data and discovering trends through analytics and visualizations

Often, a data analyst or a social intelligence specialist is required in order to set up queries and turn the vast quantities of conversations into real insights. Insights gained from social media can be useful across an organization, including Marketing, PR, HR, Product Development, and the executive team. Marketing, PR and ad agencies are also very common social intelligence practitioners, using social conversations to understand a client's industry, customers and competitive landscape, to inform content and messaging strategy, and to demonstrate to the client the agency's ROI.

### Software requirements for social intelligence

As with customer engagement, most software products in this report facilitate some level of social listening, such as monitoring for brand mentions. However, tools with a strong social listening component are often the best choices for companies that want to use a vast amount of social media data to gather insights.

The following are some features organizations running a social intelligence program might look for:

- » Sentiment analysis with some level of accuracy and ability to edit manually
- » Complex Boolean search queries, beyond simple 'and','or' and 'not' options; surfacing syntax errors when they occur
- » Ability to save search queries
- » Ability to segment data on things like sentiment, channel, demographic information, and geolocation
- » Access to the Twitter API, a.k.a. 'firehose'
- » Breadth of coverage of social channels (Twitter, Facebook, YouTube, Instagram, Pinterest, blogs, discussion boards, channels based outside the U.S., etc.)
- » Ability to manually add additional sources
- » Ability to search comments, tags and metadata
- » Automatic deduplication of data
- » Unlimited search results, search queries, data streams, and account users
- » Ability to process additional languages beyond English
- » Global coverage
- » Ability to surface trends through dashboards and visualizations, such as word and phrase clouds
- » Ability to download or export data and create automated reports
- » Integration with other data systems, such as CRM and web analytics
- » Real-time analytics
- » Ability to respond to mentions via social within the tool (or through integration with another social media management tool)
- » A social command center, or a dedicated area where individuals can monitor social conversation around their brand at a glance, as well as engage
- » Email alerts; ability to set up triggers/thresholds

- » Ability to archive searches
- » Accessibility of historical data; length of time data is stored
- » Ability to identify influencers
- » Mobile app availability
- » Availability of training and customer support

## Social intelligence software used by enterprises

### Attensity

Attensity is a text analytics tool that can be used for social listening and intelligence. The software collects data from across the web, as well as internal sources, to analyze sentiment and surface customer insights. It can also ingest and interpret other data, such as customer surveys and call records. It's often used by data analysts.

Onavie Boyce, data quality manager at TMW Systems, a computer software company, uses the tool to inform product development. For example, through the use of the tool, "We found a quality problem that was emerging," she says in [her review of Attensity](#). "Since the issue sounded like normal use of the product, we were not sensitive to the rapid increase in what our consumers were reporting. The tool made us curious as to why the use issue was growing. We had a problem."

Pamela Fox, who reports on customer insights and analytics at JetBlue, says in [her review](#), "Customer insight through text analytics is found on a daily basis. We have found that changes are needed at some of our Airports, for some of our inflight products and in regards to some of our processes. We believe that NPS can be impacted by even the smallest changes made from text analytics."

[View Attensity's ratings and review summary in this report.](#)

### Brandwatch

Brandwatch is a social listening tool that is used by agencies, as well as companies and university students for research. Agencies use the software to understand clients' industries and customers, perform competitive analysis, manage crisis situations, and demonstrate the ROI of the agency's own work for the client.

Consultant Michael Watkins monitors social channels for consumer brands. [In his review](#) he says, "Brandwatch monitoring provides us with critical marketing intelligence including performance indicators, threats, concerns, opportunities and competitor benchmarks. Monitoring allows clients to intercept and evaluate the conversations regarding their brand. It provides key information for improving brand sentiment, share of voice, customer service and a host of other issues."

Phil Butler, CEO of the tech start-up Argophilia Travel, and senior partner at PR firm Pamil Visions, says [in his review](#), "A hotel recently asked us to show the ROI of PR, something public relations professionals have wrestled with for decades. Brandwatch helped me clearly represent how a 'test' PR campaign resulted in a massive branding plus for a singled out hotel chain versus its competitors. I know of no other metrics-driven tool that has been able to so easily accomplish this."

Will Hall, digital analyst at the PR firm Waggener Edstrom, says [in his review](#), “Brandwatch has given us a quantifiable way to prove ROI to our clients.”

In general, users say they can use Brandwatch to create accurate and refined Boolean search queries, filter out the noise, and surface insights through customized dashboards.

[View Brandwatch’s ratings and review summary in this report.](#)

### **NetBase**

NetBase is a social listening-focused tool that is most commonly used by marketing, advertising, market research and PR agencies performing client research. According to the reviews on TrustRadius, agencies use NetBase to understand consumer sentiment around a particular brand. They then use this information to monitor crisis situations, prepare for a prospective client pitch, develop campaign ideas, make product development recommendations, or demonstrate the success of campaigns.

For example, an analyst at a marketing agency [says in this review](#), “NetBase has played a large role in winning new business. The opportunity to pull data quickly around any topic has given our team fast and valuable insights.” The analyst also says, “NetBase has helped our team come up with new ideas for campaigns by finding out how users are talking about a certain product/industry.”

Many NetBase users at agencies say the visuals are useful to show to their clients. They might provide evidence to support a problem the agency has identified, or demonstrate the success of a campaign the agency has run. [One reviewer](#) says NetBase has led to “better client perception of our agency’s social analytics capabilities.”

In general, NetBase is a useful tool for understanding consumer sentiment around a brand. According to the reviews on TrustRadius, NetBase is not usually used for publishing to social media, engaging with customers via social, or analyzing the ROI on social activities.

[View NetBase’s ratings and review summary in this report.](#)

### **Radian6 (now part of Salesforce Social Studio)**

Radian6 is a listening-focused tool that also has an engagement console. Once an industry leader, it was acquired by Salesforce in 2012, and some reviewers feel it languished post-acquisition. However, in 2014 Salesforce launched Social Studio, which integrates Radian6 with other acquired social tools and aims to be a complete social media management suite. The analysis in this report is based on customer reviews of Radian6, since Social Studio is a new product and has insufficient review content on TrustRadius thus far.

As with other listening-focused social tools, Radian6 is often used by agencies to monitor clients’ brands, determine share of voice, perform competitive analyses, and inform content strategy.

Alyssa Greve used Radian6 and Social Studio as a social media and marketing strategist at the marketing agency Sundog. Besides giving clients an idea of what’s happening in their industries, her team uses the insights gathered from social listening to inform future marketing campaigns and messaging strategies. “We learn from what the public is saying about the brand, and about the competition,” she says.

A marketing manager at a PR firm uses Radian6 for “social brand intelligence.” In a [review of Radian6](#), the manager says, “This involves monitoring of the client’s brand as well as their competitive set. You can determine sentiment of conversation via random sample and can determine the Share of Voice in various media types.”

Companies and agencies also use Radian6 to determine the effectiveness of social media campaigns, as well as broader marketing campaigns. Jenn Vojta, Social Media Marketing Consultant at Vitamix, says in her [review of Radian6](#), “We are able to show where our social efforts are contributing to our overall strategic goals and the purchase funnel.”

Radian6 is also used to find influencers and evangelists, which will be discussed in the Social Media Marketing use case section of this guide.

[View Radian6’s ratings and review summary in this report.](#)

### **Sprinklr**

Sprinklr is a social media management platform used for customer care, engagement, community management, listening, publishing and analytics.

Heather McCarty, VP of strategy and branding at Springleaf Financial Services, says in her [review](#), “Sprinklr provides realtime listening and monitoring that is leveraged in reports and actions across departments. This enables customer support and immediate action as well as trend monitoring and alerts.”

Madalyn Muncy used Sprinklr for reputation management as corporate communications intern at chemicals company DuPont. “Sprinklr is one of the best social media management tools for listening that I’ve come across,” she says in her [review](#). “With customizable dashboards, you’re able to create streams for just about anything. With Sprinklr, you can keep tabs on your dissenters and respond to them in an efficient manner.”

[View Sprinklr’s ratings and review summary in this report.](#)

### **Sysomos Heartbeat & Sysomos MAP**

Sysomos offers two social listening products: Heartbeat and MAP. MAP is focused on in-depth social research. According to the mix of reviews on TrustRadius, all of MAP’s customers are agencies using the product to understand client brands, perform competitive analyses, guide marketing strategy and measure the effectiveness of PR and marketing campaigns.

For example, Hagan Ramsey, Social Engagement Manager at IQ Agency, uses Sysomos MAP to test “brand perceptions around the 5 W’s & How (ex: Who is talking about my product? Where are they talking? How are they describing it?),” as he says [in his review](#). Tyler Sweeney, Social Media Coordinator at marketing agency RPA, says [in his review](#) that he uses Sysomos MAP to inform campaign messaging and design.

In terms of measurement, agencies use the data to analyze the effectiveness of marketing campaigns. For example, Ryan Smith, VP of insights and analytics at Fleishman Hillard, says Sysomos MAP serves as a [“measurement tool for earned communication programs.”](#)

Sysomos Heartbeat is focused on day-to-day monitoring and reputation management. Casey Munk, marketing manager at Amadeus, an IT solutions supplier, says in her [review of Heartbeat](#), “We use Sysomos for

reputation management and to gauge our share of digital voice, competition analysis, sentiment rating and authority ranking.”

Heartbeat is also used by agencies for analytics. An account manager at a PR firm says in a [review](#), “I was able to track the public perception of a client and quantifiably show how client actions related to public sentiment.” The manager also says that the tool “helped to create reports that we were able to use to prove that our work with bloggers was not only happening, but benefiting our product.”

View Sysomos [Heartbeat](#) and [MAP](#) ratings and review summary in this report.

### **Viralheat**

Viralheat is a relatively new software tool that is used for social intelligence, as well as an all-in-one social tool for publishing, analytics and community management.

Anand Saggi, Senior Software Development Engineer at Intel, uses Viralheat to gather intelligence to inform product development decisions. “We are working on building a new type of television streaming technology and wanted to see what people are saying in the market,” Saggi says in [his review of Viralheat](#). “We use Viralheat for its monitoring capabilities to locate conversations around our space and competitor products to gain insight on how they are being received.” The insights are delivered to the development team, he says. “The changes we made based on some of the collected insight did well with our pilot users - this helped us decide what features to keep or toss.”

[View Viralheat's ratings and review summary in this report.](#)

### **Additional social listening software products**

There are additional social listening software products used for social intelligence for which there aren't sufficient reviews to include in the TrustMap™. The reviews that do exist show they are used for social intelligence.

Hagan Ramsey, social engagement manager at the agency IQ, uses Crimson Hexagon to understand consumer sentiment around client brands. In his [review](#), he says the tool “shows crowd opinion & crowd opinion changes over time,” “highlights top conversation topics as well as the places where relevant conversations are happening,” and “allows for side-by-side comparisons with competitors.”

Brad Lawless, vice president at Collective Bias, says the agency uses MutualMind to evaluate campaign effectiveness. “By showing increases in engagement and share of voice (defined as the amount of content generated for our advertisers versus the amount of content generated for their competitors over time) we are able to correlate content to incremental sales data provided by our advertisers,” he says in his [review of MutualMind](#).

Additional products used for social listening:

- » [Crimson Hexagon](#)
- » [MutualMind](#)
- » [Socialbakers](#)
- » [Synthesio](#)
- » [uberVU via Hootsuite](#)

## Enterprise Social Media Case Study: British Telecommunications



Ben Donkor, Online & Social Media Analyst at British Telecommunications, says the company has been able to use the insights gathered from social media (using Synthesio) in a variety of ways, beyond the traditional brand perception monitoring and competitive analysis.

### Identify new offerings potential

“BT does TV, broadband, and some other traditional offerings, but we don’t have a mobile service,” Donkor says. “It came to our attention through social listening that people associate BT with mobile phones and mobile SIM cards, even though we don’t actually offer them. So we use that type of information to reevaluate our offering and see how we could best expand our services.”

### Find advocates and influencers

“We have our core offerings, but we also have products that not a lot of people know about, things like baby monitors and GPS trackers,” Donkor says. “So we want to see how many people talk about those items, and whether could we collaborate with them in some way.”

It’s all about improving the perception of BT. Another initiative involved promoting the BT Tower in central London as a landmark. With Synthesio, Donkor identified influencers who talked about the tower on social media. The influencers were invited to have full access to the tower for an evening and take photographs, which they later shared on social media.

“It’s not only about making money and sales, it’s also about changing the perception of your brand,” Donkor says. “Especially when you’re a big brand like British Telecommunications challenged by newer brands that may be perceived as younger and hipper. But we do want to be on that same level, and social listening definitely helps us to get there.”

### Brand-agnostic social listening

Beyond monitoring brand mentions, Donkor uses social media to do what he calls agnostic listening. “It’s a more mature form of social listening, which is not just searching for BT or our competitors, but looking for mentions of what we offer, like broadband, wifi, SIM cards, television, without mentioning any brand,” he says. “Just looking at what people’s expectations are for the product, and getting those insights back to the product team.”

For example, agnostic listening can help answer questions like, “Do people expect to get free roaming or free data when they go abroad?” he says. “What is the ideal setup for a mobile offering?”

To manage all of the social mentions around brand-less keywords, Donkor says it’s important to look first at top-level trends, and then look at the mentions underneath the trend. “Many people go the other way around, so looking at all of the mentions and trying to get trends out of them,” he says. “What you’ll find is that it’s a lot of information, but it’s not insights.”

### Beyond listening

BT also leverages social media to run a customer care program, paid promotions of their offers, and contests and competitions. Again, while conversions are one KPI, the goal is mostly around perception.

For example, “BT.com is more of a content website now, rather than just a TV package you can get,” Donkor says. “It’s more content and news and opinion articles, which is not something you would normally associate a telecommunications company with. So our social campaigns have been with the aim of improving the perception of BT; yes, we offer telephone lines and broadband, but we also offer you some great content that you can quickly consume on your mobile, tablet, anywhere.”

### **Measuring impact**

Donkor does look at revenue, but mostly when it comes to social advertising. With organic activities on social, the goal is different. Not everything on social is about making money, he says.

“Yes, you can say that social has an impact on your revenue, but not all the social posts actually convert into money, and not all of them have that intent. But what we can calculate is the social impact... so has that post changed the sentiment in the comments? Has it changed the perception of the brand?” he says. “I think it’s about differentiating between the return on social activities and the return on social investment. They’re both valuable, so we use both these metrics to make some business decisions, but they’re not to be confused. So you aren’t always looking for the pound sign or the dollar sign on everything you do on social.”

## Use Case #3: Social Media Marketing

Whereas customer care is focused on using social media to engage with customers and resolve issues on their terms, and social intelligence is focused on leveraging the vast amount of conversations available in social media for various business purposes, social marketing is generally about using social media for brand amplification. This includes increasing brand awareness, growing audience, and ultimately driving more conversions and revenue. Social media is usually one channel within an integrated marketing plan that might include search engine optimization, PPC, email marketing, display advertising, and affiliate marketing, among others.

Using social to drive revenue is not, however, simply about posting campaign content to social media. Social marketing is about listening, posting relevant content, and responding to customers, all in order to establish a brand identity, build brand loyalty and trust, and optimize messaging and content. Social media can also be a testing ground to optimize messaging for use in other marketing channels.

Social media marketing often encompasses multiple social activities, such as:

- » Tracking brand mentions
- » Responding to and engaging with customers
- » Finding and building relationships with influencers
- » Finding and building relationships with customer advocates
- » Finding and engaging with new prospects
- » Listening to social conversations to gain insights about an audience
- » Discovering opportunities to engage with customers in real time on something they care about
- » Creating shareable or viral content
- » Running promotional campaigns, contests and special offers
- » Discovering and leveraging user generated content
- » Measuring and optimizing marketing campaigns
- » Leveraging organic and paid posting options

Some of the potential benefits of social media marketing might be:

- » Increased brand awareness
- » Increased brand loyalty
- » More opportunities to engage with customers
- » Gaining insights into audience desires and expectations
- » Improved search engine rankings
- » Increased traffic and conversions
- » Lower marketing costs

SOCIAL MEDIA MARKETING CATEGORIES								
	COMMUNITY MANAGEMENT	PUBLISHING	CAMPAIGNS/PROMOTIONS	INFLUENCER/ADVOCACY	LEAD GENERATION	CONTENT MARKETING/CURATION	ANALYTICS/OPTIMIZATION	PAID MEDIA MANAGEMENT
Adobe Social		✓					✓	
Attensity								
Brand Embassy	✓							
Brandwatch								
Conversocial	✓							
Expion		✓					✓	
Hootsuite (including uberVU)	✓	✓					✓	
Lithium Social Web	✓							
Meltwater Buzz	✓	✓		✓				
Netbase							✓	
Offerpop			✓					
Oracle Social Relationship Management		✓	✓				✓	
Shoutlet	✓	✓	✓				✓	
Simply Measured							✓	
Salesforce Social Studio (Radian6 + Buddy Media)	✓	✓	✓	✓	✓		✓	
Spredfast	✓	✓				✓	✓	
Sprinklr	✓	✓					✓	
Sprout Social	✓	✓					✓	
Sysomos (Heartbeat & MAP)							✓	
Viralheat	✓	✓		✓	✓		✓	
Woobox			✓					

= Vendor does not support this use case     
 = Vendor says they support this use case     
 = Mentioned by end-users in reviews on TrustRadius

**trustradius™**

Use case definitions:

- » **Community Management:** Responding to comments and inquiries via social media channels
- » **Publishing:** Scheduling posts to various social media channels and profiles from one interface
- » **Campaigns/Promotions:** Creating campaigns such as contests, sweepstakes, apps, tabs and quizzes for social media channels
- » **Influencer/Advocacy:** Discovering and engaging with influencers and brand/customer advocates
- » **Lead Generation:** Discovering new prospects based on certain parameters, and engaging with those individuals
- » **Content Marketing/Curation:** Discovering content from social media conversations and leveraging it in marketing materials
- » **Analytics/Optimization:** Determining the effectiveness of social media activities for the purposes of optimization
- » **Paid Media Management:** Managing and optimizing paid social media posts across different channels

## Software requirements for social media marketing

Most software products in this report facilitate some level of social media monitoring and publishing, such as tracking brand mentions, responding to comments, and scheduling content across multiple social accounts. These functionalities may be sufficient to maintain a brand's presence on social media.

However, enterprises that integrate social media into an overall marketing strategy may need a tool or set of tools that include the following capabilities:

### Community management

- » Ability to track posts and mentions
- » Ability to respond to comments and inquiries
- » Customer conversation histories
- » Internal communications/collaboration tool

### Publishing

- » Ability to schedule content for multiple social accounts and view upcoming posts in a calendar format
- » Functionality to suggest best days/times for content publication and customer engagement
- » Approval workflows for content posting
- » Audience segmentation and targeting based on geolocation, demographics, etc.
- » Ability to create contests and promotions
- » Content/asset libraries
- » Content suggestion engine
- » Varying user permission levels
- » Compliance management

### Advocacy

- » Ability to discover and engage with influencers and advocates
- » Customer profiling

### Content marketing

- » Ability to discover trending topics among a target audience
- » Ability to find and curate user-generated content from social channels

### Sales

- » Ability to find and engage with leads and prospects

## Measurement

- » Ability to track success, including likes, shares, retweets, followers, clicks, and conversions
- » Ability to analyze effectiveness of both organic and paid social efforts
- » Link shortener with tracking
- » Real-time tracking

## Integrations

- » Integration with web analytics tool
- » Integration with CRM tool
- » Integration with CMS
- » Integration with social advertising tool

## Social media marketing software used by enterprises

### Adobe Social

Adobe Social is a social media management tool built from two acquired software products—Efficient Frontier and Context Optional. It is part of the Adobe Marketing Cloud.

In addition to publishing to multiple social accounts and platforms, Adobe Social is principally used to track social campaign analytics and understand the connection between social campaigns and website conversions. Many users take advantage of the integration with Adobe's web analytics product, Adobe Analytics (formerly Omniture/SiteCatalyst), in order to help accomplish this.

Sandy Adam, social media marketing manager at a computer software company, says in her [review of Adobe Social](#), "Adobe Social is used to tie our social promotions back to our web analytics to measure reach, sentiment and conversion."

A social media strategist at a marketing agency also integrates Adobe Social and Adobe Analytics. "The goal here is to combine social and web analytics to see how social drives purchase consideration," the strategist says in a [review of Adobe Social](#). "Ideally we would like to be able to attribute specific purchase decisions to campaigns by tracking the engagement path."

[View Adobe Social's ratings and review summary in this report.](#)

### Buddy Media (now part of Social Studio)

Buddy Media is a social media marketing platform that was acquired by Salesforce in 2012, and re-launched as part of Salesforce Social Studio in 2014. Prior to the launch of Social Studio, Buddy Media was used by agencies and companies to create Facebook tabs and apps, engage with customers, and publish content to social channels.

A marketing manager at an Internet company says in a [review of Buddy Media](#), "It was used to both facilitate and schedule Social Media content across multiple departments within the company. More specifically,

between Digital, Editorial, and Marketing functions, this tool allowed for synchronization and efficiency in planning of social content. The analytics features allowed for quick, easy to read top-level insights that could be digested across various levels of expertise.”

Jeff Bachmann used Buddy Media at a marketing and PR agency. In [his review](#), he says, “We purchased Buddy Media because we wanted an easy and quick way to build out engaging Facebook tabs. What sold us on the platform was the analytics.”

[View Buddy Media's ratings and review summary in this report.](#)

### **Expion**

Expion is a social media management tool used by agencies and enterprises to publish to multiple social media accounts. For example, Faith Chihil, community coordinator at a marketing agency, says in a [review of Expion](#) that the tool “was incredibly helpful in organizing, publishing, and measuring the success of our social content across Facebook and Twitter.”

Expion helps agencies plan social media content and get client approval. Matthew Garcia, associate community manager at agency 360i, says in his [review](#), “Our client likes using Expion for daily content approvals...Expion provides an easy way for us to draft a lot of content easily and efficiently.”

Non-agency customers also use the tool as a central interface for various departments or brands. Kelly Cates, a marketing manager at Hanesbrands Inc, says, Expion helps ensure all eight of the Hanesbrands brands using the tool are following best practices. “Each of our brands has multiple agencies and the Expion Platform allows one central area for all agencies to manage their posts, and gives management oversight into what each brand/agency is posting, performance, schedule and benchmark the data,” she says in her [review](#).

[View Expion's ratings and review summary in this report.](#)

### **Hootsuite Enterprise**

Hootsuite is a social media management tool focused on allowing users to efficiently manage multiple social accounts from one interface. It facilitates publishing, responding to mentions, and measuring success of posts, and is often used by marketing and customer service team members.

Scott Hornsby, head of social media at Local World Media, a large UK media brand, says in his [review of Hootsuite Enterprise](#), “At Local World we use Hootsuite to manage our 400+ social media networks for posting, engagement, social insights and search. All departments have access including editorial, marketing and promotions to ensure that our customer service level is at its premium and that we can manage our brands with ease.”

Mike Tomita, sr. program manager, web marketing, at Marketo, says Hootsuite has helped his company improve customer service as well as respond to questions from prospects. In his [review of Hootsuite Enterprise](#), he says, “On the marketing side we have been able to quickly respond to questions about our product capabilities, which is especially important during the buying stage or when a competitor is mentioned.”

Hootsuite is also used by agencies to determine and show clients the effectiveness of campaigns. For example, a

social media and IT manager at a digital agency says in a [review of Hootsuite Enterprise](#), “The detailed analytics package not only lets us see how our campaigns are performing, but it also allows us to share detailed metrics with our clients to justify the fees we charge them.”

[View Hootsuite Enterprise’s ratings and review summary in this report.](#)

### **Meltwater Buzz**

Meltwater Buzz offers social media monitoring, social media engagement, social competitions and sweepstakes, and a social CRM.

A marketing manager at a university says in a [review of the tool](#), “We currently use Meltwater Buzz to schedule content on our Facebook and Twitter accounts, moderate and respond to posts and comments on these channels and also to listen to conversations concerning our organisation across social and blogging channels.”

A marketing associate in healthcare uses Meltwater Buzz to increase engagement on social media. “It’s valuable in easily helping you find your online ‘influencers’ and those who are most engaged with your content,” the associate says in a [review of the tool](#).

Meltwater’s product team informs us that they are working on a new platform, with a “significant leap in functionality,” which will replace the Buzz solution later this year.

[View Meltwater Buzz’s ratings and review summary in this report.](#)

### **Offerpop**

Offerpop is a social marketing platform that allows users to build social media campaigns such as contests, apps, sweepstakes and promotions, usually with the goal of growing fan base or engaging with customers.

According to a [review of Offerpop](#), a marketing professional at a large retail company uses the tool to “engage with current customers in the social space, attract prospective customers, reward loyal brand followers, and crowd-source customer feedback.” As a result, the company has acquired more fans and increased engagement.

Keobs Avila, front end web designer at Wet Seal, says in his [review of Offerpop](#) that the company uses the tool for “social media contests, for example model search entries, social media signup, mobile signups and video voting.”

[View Offerpop’s ratings and review summary in this report.](#)

### **Oracle Social Relationship Management (SRM)**

Oracle Social Relationship Management is a social media engagement and marketing suite based on three separate tools that Oracle acquired in 2012: social marketing platform Vitruve, social intelligence platform Collective Intellect, and social media development platform Involver. According to the reviews on TrustRadius, it is primarily used for marketing, whether by agencies or brands.

A marketing manager at a retail company say in a [review of Oracle SRM](#), “We use Oracle SRM to manage all of our social platforms from creating and publishing posts to listening to competitor activity across the internet. Currently is used only by our Marketing department. However, we have crossed trained our HR department to use the platform for their own social channels when it comes to recruitment and cultural content. It helps

us see how effective our digital content is and also allows use the efficiency and flexibility of building and executing social content in house.”

An agency uses the tool to manage social presence for clients, and determine the success of social campaigns. An account manager at the agency says in a [review of Oracle SRM](#), “The ‘Listen & Analyze’ tab allows us to take all of the analytics and provide our client with exact implications of how posts are performing, who is being targeted, how we can target better, etc.”

One notable aspect of the tool is the ability to build contests and tabs on Facebook, which can be used for lead generation. Mark War, social media supervisor at Ansira, an agency, says in a [review of Vitruve](#), “many of the contests/sweepstakes our clients do on Facebook are centered on data collection. Vitruve’s Tabs tool made it very easy to whip up a small data collection form for campaigns that led to new leads for all clients, some of which were later tied back to transactional data to show true ROI for our clients.”

[View Oracle SRM’s ratings and review summary in this report.](#)

### **Radian6 (now part of Social Studio)**

Radian6 is a social listening tool used for brand monitoring, competitive analysis, and social campaign analytics. However, marketers also use the tool to find and engage with influencers, new customers, and advocates. Derrick Lane, chief content officer at online health resource BlackDoctor Inc says in [his review](#), “Radian6 allows us insight into identifying potential brand evangelists for our business by targeting relevant keywords. Our strategy was to use these brand evangelists to help build the brand.”

Andrea M. Bussey, marketing consultant at Computershare, says in [her review](#), “The data retrieved from Radian6 allowed us to increase app downloads by 12 percent over a 6 month period, which surpassed our goal. Since we were able to find the consumers most likely to download the iPad app, we were able to engage them in/on a couple blogs and chat rooms. That was great for spreading the word.”

A marketing director at a nonprofit organization says in a [review of Radian6](#), “The software does a fantastic job of letting us understand who our top social supporters are...Our marketing team understands who among our supporters can help us grow, and which messages resonate the most.”

[View Radian6’s ratings and review summary in this report.](#)

### **Shoutlet**

Shoutlet is a social media management tool that allows users to schedule and post content to multiple social accounts, create contests and landing pages, respond to mentions, and measure the impact of social activities.

A marketing professional at a banking company says Shoutlet is used primarily for marketing. “This was a helpful dashboard that helped us manage our customer service issues, create engaging contests, and deliver analytics for a monthly social media report,” the professional says in a [review of Shoutlet](#). “The information gleaned from our social media analytics guided critical business decisions from product promotions to event sponsorships.”

Many users say it is an efficiency-building tool that allows an individual or a few people to manage a large social media presence.

For example, Kimberly Fletcher, e-business manager at Klein Tools, a consumer goods company with 1,001-5,000 employees, says in her [review of Shoutlet](#), “With the Social CRM tool and the calendar alone, I’m able to do the work of a small social media team when it comes to scheduling content and engaging with customers. I’m also able to easily grab metrics on any or all of our social media presences.”

Tim Demeter, Digital Media Manager at the Potawatomi Hotel & Casino, says Shoutlet is used by the marketing and PR departments “to streamline our social strategy and to track engagement.” He also says in his [review of Shoutlet](#), “Our ultimate goal is to slowly it out to the entire organization and allow specific departments to address their own social needs with marketing retaining admin control.”

[View Shoutlet’s ratings and review summary in this report.](#)

### **Simply Measured**

Simply Measured is a social analytics platform used by marketers to determine the effectiveness of social media endeavors.

Valerie Gunn, used Simply Measured as senior social media manager at marketing agency MMGY Global. In her [review of Simply Measured](#), she says, “We used it to deliver analytics to our social media clients. It was immensely helpful because it did a lot of the work for us by not only compiling all of the data but also putting it in an easy-to-read and pretty-to-look-at format. Many of our clients don’t want truly raw numbers when we deliver reports, so it’s nice to have the graphs generated for you.”

Emily Ikuta, demand generation specialist at Ixia, a computer networking company, says the demand generation and marketing teams use Simply Measured to optimize social content. “The engagement data for the 5 channels we watch helps us determine what content really spoke to our audience. [That data] helped us determine what topics people were interested in the most,” she says in [her review of Simply Measured](#). For example, “The distribution of views by video duration helps drive the development of future video content because we’re able to see the shorter the video the better it performed when it came to certain topics.”

[View Simply Measured’s ratings and review summary in this report.](#)

### **Spredfast Conversations and Spredfast Experiences**

Spredfast offers a social media management suite that is focused on the marketing use case. Conversations is the tool that allows users to plan and post social content, respond and engage with customers, and measure the impact of these efforts.

A marketing director at a large supermarket chain uses Spredfast Conversations for all three of these functions, according to [a review of the product](#): “Publishing – sharing relevant, customer-centric content focused on our brand as well as store-level information such as sales, events, and community engagement; Engagement – responding to customer questions and conversations in Twitter and Facebook; Analytics – optimizing our publication and engagement opportunities, as well as understanding how social fits into our larger integrated marketing mix.”

Many customers focus on using Spredfast to analyze the effectiveness of social campaigns and optimize those efforts. For example, Christina Hadly, Corporate Content Writer at National Instruments, says her company uses social media to increase brand awareness. “Content labels allowed us to track which content performed best,” she says [in her review](#). “Knowing this enabled us to tailor future content and write posts that followers actually wanted to read and share, which then increased our social media following organically by thousands of users over the past year.”

In addition to increasing brand awareness, marketers will often use social media as a channel to drive conversions and revenue. In that case, users need to track conversion metrics in addition to the typical engagement metrics such as likes, shares and comments. Jason Nickel used Spredfast when he was online content and social media manager at Brooks Brothers. In his [review of Spredfast](#), he says integration with the company’s web analytics tool was important: “We know that social typically doesn’t have a very high conversion rate compared to email and other channels. However, even if social is unlikely to be the last touch resulting in a sale, it is definitely part of the conversion funnel. Integration of Spredfast with [Adobe] SiteCatalyst helps us to understand attribution. For example, a large number of people might be driven to our website by a social campaign. It’s very helpful to understand who among them converted following additional touches through other channels.”

Spredfast Experiences is a tool that helps companies integrate social content into their website and other marketing materials. Kyle Burt, publicity director at a consulting agency, says in his [review](#) that he uses Spredfast Experiences (formerly Mass Relevance), to increase “audience engagement with social media” and “audience participation in company events,” as well as to give “our audience the feeling like they are involved with the company.”

[View Spredfast Conversations’ ratings and review summary in this report.](#)

### **Sprinklr**

Sprinklr is an enterprise-focused, customizable social media management platform. It is often used by marketers to optimize social media content. For example, Justin Macauley used the tool as social media manager at Frontier Airlines. In [his review](#) he says, “Sprinklr allows us to track things like click-through rates at different times of the day, and to track performance of geo-targeted messages in an automated way. A big issue for us is understanding when to segment messaging through geo-targeting and when to push out blanket messages. Sprinklr has allowed us to test many different scenarios and to better understand what kinds of messages work best for what kinds of offers.”

Paul Matson, head of content and social media at Groupon, says in [his review](#) that the custom insights from Sprinklr have “given us the ability to maximize engagement and traffic, and hence impact our bottom line of revenue.”

A marketing manager at a large computer networking company says [in a review of Sprinklr](#), “Our agencies use Sprinklr to share or suggest content to our community managers who can modify, publish and track the impact of these ideas in relationship to current campaigns. The “suggested content” tool is actually a feature that I advocated for Sprinklr to build, and we now use it regularly. We also take advantage of Sprinklr to tag both inbound and outbound messages based on topic, priority, product line or campaign for detailed reporting and insights across teams.”

Sprinklr is also used for community management. Allison Jordan, an account executive at an agency, says in [her review](#), “Sprinklr allowed my team to be the fastest and most responsive brand on Facebook in their category. The industry that we happened to be in highly relied on word of mouth and recommendations for the sale of their product and therefore really valued the power of being a strong presence on social media.”

[View Sprinklr's ratings and review summary in this report.](#)

### **Sprout Social**

Sprout Social allows users to manage multiple social media profiles from one interface. Capabilities include scheduling posts, responding to mentions, and measuring impact. Many agencies and consultants use the tool to manage social media for multiple brands and clients. For example, Laura Pilcher, owner of Pilcher Creative Agency, says in [her review](#), “Sprout Social allows me to link all my clients' profiles in one place and keep track of who is talking about them and when. The ease of scheduling posts and tracking results makes Sprout Social my first choice above all other social media distribution platforms.”

Agencies also use Sprout Social's analytics and reports to show the ROI of campaigns to clients. “Sprout has easily allowed us to demonstrate the value of social media to our clients,” says Mike Wolfe, President of WAMEnterprises, in [his review](#).

Doreen Nicastro at Nicastro Consultants uses Sprout Social to help her clients increase brand awareness and influence, identify and engage with influencers, and build campaign metrics, she says in [her review](#).

Brands use Sprout Social for marketing and community management. Thane Clark, Marketing Coordinator at Centriq Training, an IT and Services company, says in [his review](#), “We've for sure had better customer service with Sprout Social's amazing keyword search tool. We were able to see real time what people were saying about us and then join in on the conversation with answers to questions, suggestions, and tips.”

Sprout Social's analytics helps marketers optimize social content. As Digital Marketing Manager at media production company E.W. Scripps, Jeff Cowan says in [his review of Sprout Social](#), “It allows us to see who is posting the stories with the most engagement and understand what could be done company wide to increase social engagement.”

[View Sprout Social's ratings and review summary in this report.](#)

### **Viralheat**

Viralheat is an all-in-one social media tool used for social intelligence, publishing, analytics and community management. In terms of marketing, it also allows users to leverage social listening to find new prospects. Reviewers mention the tool's “Human Intent” technology, which can be set up to surface potential leads. For example, Cory Smith used Viralheat for lead generation while he was head of sales strategy at education and research company PositivityU. “We monitored key words specific to our brand, services, and competitors,” he says in [his review](#). “Viralheat human intent technology marked potential leads which we were then able to export into our CRM system for sales follow up. This allowed us to tap into the social world for leads we might not have been aware of.” He was also able to train the tool to learn to identify better leads, he says.

Jason Owen, Vice President of Acquisition Marketing at Vivint, a residential security company, says they use Viralheat's lead identification feature heavily. "In our industry people are always looking to feel more protected so we've found that these leads are often hotter than others," he says [in his review](#).

[View Viralheat's ratings and review summary in this report.](#)

### Woobox

Woobox is a social media marketing tool that allows users to build social media campaigns, such as contests, polls, sweepstakes, coupons, apps and tabs. A marketing manager at a consumer goods company says in a [review of Woobox](#), "We utilized Woobox to run our Facebook contests. It helped us to increase our likes and create a fun buzz about our products and prizes."

Amanda Baggot, marketing coordinator at broadcast media company KPHO, says in her [review](#) that she uses Woobox to run Facebook contests, "Woobox creates an easy way for consumers to enter. It is not complicated therefore more people enter."

[View Woobox's ratings and review summary in this report.](#)

### Enterprise Social Media Case Study: Groupon



Paul Matson, head of content and social media at Groupon, says the company uses Sprinklr as "our global enterprise solution for social content management and measurement in 47 countries." In [his review of Sprinklr](#), he says, "this includes basic publishing and scheduling across mainstream social networks, conversation management and engagement, and campaign (app) optimization."

Matson also spoke to [Jay Baer](#), founder and president of digital marketing consultancy [Convince & Convert](#), about Groupon's social strategy and operations in a [podcast](#). Groupon, Matson says, was a local company operating in a few U.S. cities, yet became a global company almost overnight. "It became this big strategic and philosophical question of, 'how do we operate on a global level while still remaining as relevant as possible at a hyper local level?' Social media probably, unlike any other marketing channel that we have at our disposal, is the one mechanism that allows us to be global and act local."

### Operations and workflow

In terms of operations, Matson says Groupon has several dozen individuals touching social. This includes community managers who publish and optimize content, editorial staff dedicated to producing social content, and "city planners" who are familiar with local markets and can ensure content is relevant at a local level. This team manages 147 Twitter handles (specific ones for all the major cities) as well as a hefty amount of geo-targeting on Groupon's Facebook page. Overall, in the United States alone, they are outputting 2,500 to 3,000 posts a week, he says.

Sprinklr is a key part of managing the operations around such a large volume of users and content. "We produce a high volume of daily content, most of which is created and published within 24 hours from ideation to execution," Matson says in his review. "Sprinklr has given us an efficient workflow method, where content can be produced, reviewed, scheduled and measured all within one shared interface."

## **Optimization**

Matson also says using one social media management system allows the team to easily share insights with each other around the world and optimize content. “Sprinklr helps us see what content is doing well almost by the hour,” he says in his interview with Baer. “Then we’re able to very quickly translate that content into different languages, or kind of massage the message a little bit, and kind of do real-time A/B testing across borders, and then we repurpose content as we see it do well.”

## **Social media ROI**

In terms of measuring success with social media, part of that is direct revenue, i.e., posting offer links on social and measuring clicks and conversions, Matson says. Another ROI on social media, however, is the ability to learn and optimize content quickly and apply the knowledge to other marketing channels, such as CRM, email marketing, paid media, display ads, and search engine marketing. “The social signals that you can get from your Facebook page or Twitter or YouTube or any mainstream or niche social channel will often translate to a very sound strategy in other channels,” he says. “So it’s essentially taking those social signals and converting them to other marketing arms.”

## **Content marketing**

The other opportunity social media provides Groupon is discovering content ideas that resonate with audiences. For example, Groupon became a trending topic on Twitter one day, with many users discussing whether it was appropriate to use a Groupon on a first date. Matson’s team took advantage of the idea, asked the same question via Groupon’s social channels, and then turned the results into a content marketing piece focused on dating. “So we were very quickly able to take social insights and then turn that into an actual marketable decision that can make us revenue, as a bottom line,” he says.

## **Influencers**

Groupon also uses social media to find and engage with influencers. However, as with the rest of the company’s marketing strategy, the influencer program is very targeted. “What we want to do is make sure that we’re working with people that appeal to a very specific demographic or interest group, whether that’s tied to geography or it’s national but tied to a specific subset of users,” he says.

# User Ratings & Feedback by Software Product

## Adobe Social Social Media Management Software



### Software Profile & Review Summary

Adobe Social is a social media management tool that incorporates technology from two acquisitions: Facebook advertising management platform Efficient Frontier and Facebook page-management platform Context Optional. Adobe Social is part of the Adobe Marketing Cloud.

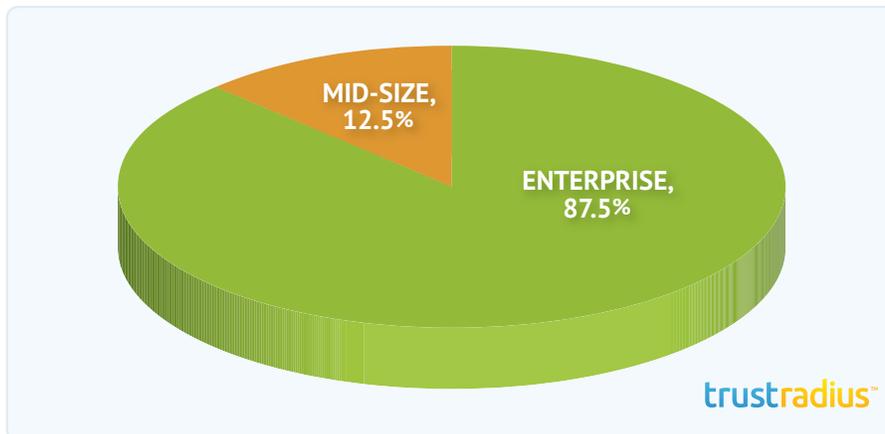
Per the Adobe Social reviews on TrustRadius, about one-third of the tool's customers are agencies. Non-agency customers include computer software and real estate companies, and are mostly enterprises.

Some of Adobe Social's customers include General Growth Properties, ANSYS Inc., and MeringCarson.

Best used for:	Conversion analytics; Social attribution
Not as strong for:	Social intelligence
Most often compared to:	Sprout Social
Customer focus:	Enterprises
Channels covered*:	Twitter, Facebook, Google+, LinkedIn, WordPress, Instagram, Tumblr, YouTube, FourSquare, Flickr, Reddit, Sina Weibo, Disqus

\*Vendor provided

### Adobe Social Customer Distribution



Source: (8) User reviews of Adobe Social on TrustRadius

## Aggregate User Ratings of Adobe Social on TrustRadius

RATING ATTRIBUTE	ADOBE SOCIAL	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	SMMS CATEGORY AVERAGE
Likelihood to recommend	5.4	8	8.0
Likelihood to renew	5.4	7	7.6
Product usability	3.5	2	7.9
Product availability	7	1	9.2
Product performance	5	1	8.3
Support	8	1	8.5
In-person training	N/A	N/A	8.8
Online training	6	1	7.9
Implementation satisfaction	5	1	8.1
Analytics & Insight	5	1	8.3
Data Collection	5	1	7.8
Publishing	8	1	8.7
Engagement	7	1	7.9

Source: (8) [User reviews of Adobe Social](#) on TrustRadius

## Summary of Adobe Social Reviews

ADOBE SOCIAL PROS	ADOBE SOCIAL CONS
<p><b>Integration with Adobe Analytics</b> Users like the reporting in general, but specifically call out the integration with Adobe's web analytics tool, which allows users to track conversion metrics, understand attribution from social channels, and, ultimately, optimize social campaigns.</p>	<p><b>Performance</b> Users mention a variety of performance issues such as slow load times and features not working as intended.</p>
<p><b>Publishing</b> Adobe Social allows users to post across multiple accounts and platforms. Users particularly like the recommended time to post, which helps optimize social activities.</p>	
<p><b>Improved user interface</b> Users say Adobe Social's UI has improved over time.</p>	

Source: (8) [User reviews of Adobe Social](#) on TrustRadius

## Adobe Response to Reviewer Feedback

N/A

## Software Profile & Review Summary

Attensity is a text analytics software that analyzes data from both internal and external sources. Companies use the tool to track sentiment and surface customer insights, when working with a large amount of structured and unstructured data.

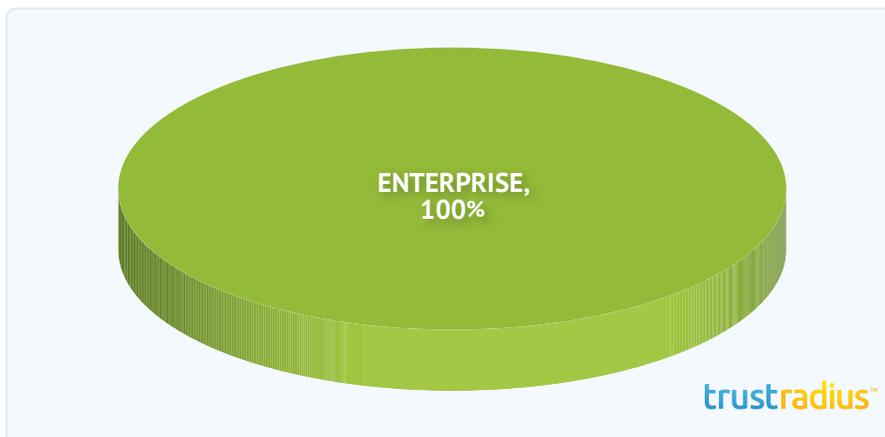
Per the mix of reviews on TrustRadius, all of Attensity's customers are enterprises with more than 500 employees.

Some of Attensity's customers include JetBlue, Cisco and TracFone Wireless.

Best used for:	Analyzing large quantities of data
Not as strong for:	Customer engagement
Most often compared to:	Radian6
Customer focus:	Enterprises
Channels covered*:	Over 550M+ social media and online sources

\*Vendor provided

## Attensity Customer Distribution



Source: (8) User reviews of Attensity on TrustRadius

## Aggregate User Ratings of Attensity on TrustRadius

RATING ATTRIBUTE	ATTENSITY	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	SMMS CATEGORY AVERAGE
Likelihood to recommend	6.5	8	8.0
Likelihood to renew	5.6	8	7.6
Product usability	7	1	7.9
Product availability	N/A	N/A	9.2
Product performance	N/A	N/A	8.3
Support	7	1	8.5
In-person training	N/A	N/A	8.8
Online training	N/A	N/A	7.9
Implementation satisfaction	7	1	8.1
Analytics & Insight	N/A	N/A	8.3
Data Collection	N/A	N/A	7.8
Publishing	N/A	N/A	8.7
Engagement	N/A	N/A	7.9

Source: (8) User reviews of Attensity on TrustRadius

## Summary of Attensity Reviews

ATTENSITY PROS	ATTENSITY CONS
<b>Data collection</b> Attensity is great at collecting data from many disparate sources, both structured and unstructured.	<b>Manual categorization</b> “Tuning” the tool, or setting up categories for your instance, is time-consuming.
<b>Analysis and surfacing insights</b> The tool helps surface insights among the data, through sentiment analysis, categorization, and user-friendly dashboards.	<b>Steep learning curve</b> The interface is challenging and it takes time to learn how to use.
<b>Customer support</b> The support team is responsive and acts quickly to resolve issues.	<b>Speed</b> The tool can be slow to use.
<b>Filtering</b> Users are divided on the tool's ability to filter out unwanted data; some say it's accurate, and some say it could be improved.	

Source: (8) User reviews of Attensity on TrustRadius

## Attensity Response to Reviewer Feedback

With Attensity's newest product, Attensity Q, the UI is very user friendly and categorization is now easier than ever. Very intuitive and can be incorporated into Attensity Analyze. Filtering has been improved as well. New products will be coming out in 2015 so look for even better features and functionality.

# Brand Embassy

Social Media Management Software



## Software Profile & Review Summary

Brand Embassy is a social customer care solution based in Europe.

Per the mix of reviews on TrustRadius, 80% of their customers are enterprises with more than 500 employees. Industries include telecommunications, broadcast media, and financial services. All of the reviewers are in the Czech Republic.

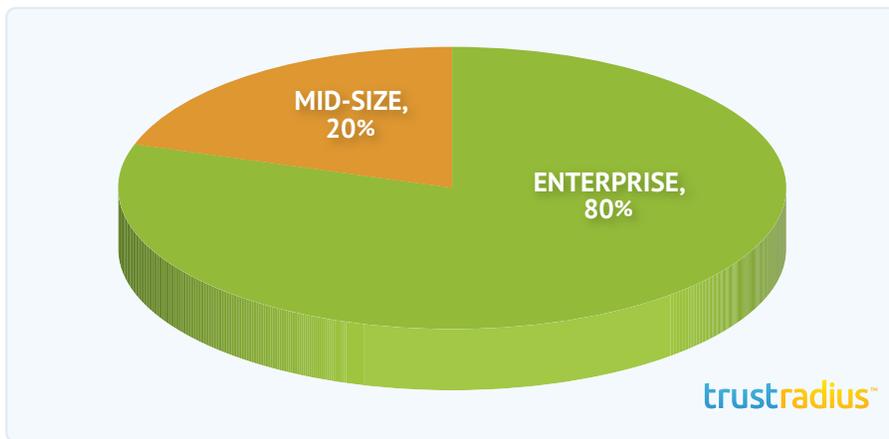
Some of Brand Embassy's customers include Vodafone, T-Mobile, ING bank and GE Money Bank.



Best used for:	Customer care
Not as strong for:	Marketing
Most often compared to:	Conversocial
Customer focus:	Enterprises
Channels covered*:	Facebook, Twitter, LinkedIn, Google+, YouTube, Instagram, E-mails, Discussion Forums, Blogs

\*Vendor provided

## Brand Embassy Customer Distribution



Source: (5) User reviews of Brand Embassy on TrustRadius

## Aggregate User Ratings of Brand Embassy on TrustRadius

RATING ATTRIBUTE	BRAND EMBASSY	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	SMMS CATEGORY AVERAGE
Likelihood to recommend	9.4	5	8.0
Likelihood to renew	8.6	5	7.6
Product usability	N/A	N/A	7.9
Product availability	9	1	9.2
Product performance	N/A	N/A	8.3
Support	8	1	8.5
In-person training	N/A	N/A	8.8
Online training	N/A	N/A	7.9
Implementation satisfaction	1	N/A	8.1
Analytics & Insight	N/A	N/A	8.3
Data Collection	N/A	N/A	7.8
Publishing	N/A	N/A	8.7
Engagement	N/A	N/A	7.9

Source: (5) User reviews of Brand Embassy on TrustRadius

## Summary of Brand Embassy Reviews

BRAND EMBASSY PROS	BRAND EMBASSY CONS
<p><b>Channel coverage</b> Users like that Brand Embassy pulls in mentions from other channels outside the standard social networks, such as websites and forums.</p>	<p><b>Handling of posts with many comments</b> The tool doesn't work well with posts that have a large number of comments on them.</p>
<p><b>Flexible</b> Users say the company is good at incorporating customer requirements into new features.</p>	
<p><b>Social CRM</b> Users particularly like the CRM aspect of the tool, including the ability to add notes to a customer or an interaction and the ability to access a customer's entire communication history.</p>	
<p><b>Analytics</b> Users like the high-level reports and the customer-care-focused metrics, such as response rate and average response time.</p>	

Source: (5) User reviews of Brand Embassy on TrustRadius

## Brand Embassy Response to Reviewer Feedback

The usefulness of working with conversations with high volume of comments was improved completely with the third version of Brand Embassy, released by early 2015.

The BEE 3.0, a brand new version of Brand Embassy includes the following new functionality:

- » A new, spacious design will make customer care via all your digital channels even more efficient. Your agents will solve cases faster and get even bigger smiles.
- » The New Brand Embassy will empower your agents with Smart Search, a new Knowledge Base and a completely reworked UI, now faster than ever.
- » Work on more conversations at the same time, more efficiently.

New Modules and Features:

- » **To Bee Done List** - Conversations on social media very often become convoluted, because many customers can be involved in one thread. That's a good thing! You can impress them by following along. That's why we've introduced the "To Bee Done" List, which will always tell you what you need to do in any specific post. You will also be able to tell which comments you have already seen before, and which are new, so you will never miss a thing.
- » Search across your data - You are able to search through your posts as well as in CRM contacts at the same time.
- » Knowledge base - The knowledge base is divided into three parts:
  1. Quick answers
  2. Last responses
  3. Communication Manual

# Brandwatch

## Social Media Management Software



### Software Profile & Review Summary

Brandwatch is a highly rated social listening tool that is used by both agencies and brands. Per the mix of reviews on TrustRadius, about 60% of the software’s users are with marketing, advertising, PR, or market research agencies. (Note: the company says this number is actually about 50%.)

Agencies use the tool to manage crises, show the ROI of agency endeavors, calculate the impact of social media campaigns, understand brand sentiment, and perform competitive analyses.

Brandwatch also appears to have relationships with universities wherein students use the tool for research for class projects.

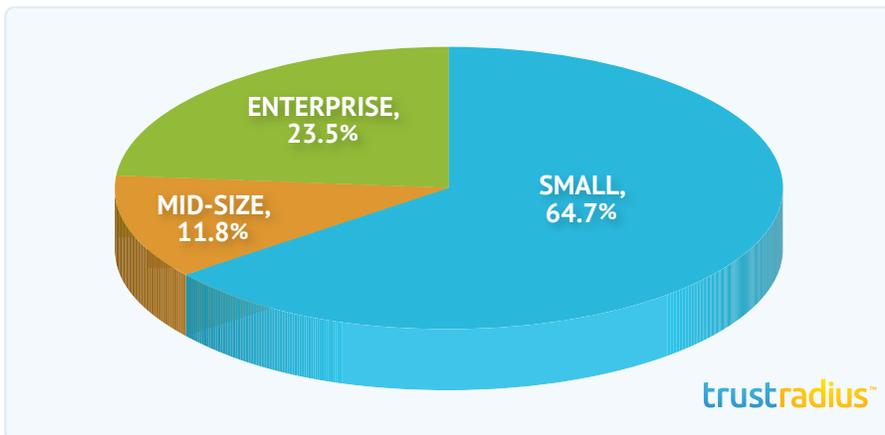
Some of Brandwatch’s customers include British Airways, Whirlpool, Pepsico and Dell.



Best used for:	In-depth social intelligence
Not as strong for:	Publishing & high volume engagement
Most often compared to:	Radian6
Customer focus:	Agencies & brands
Channels covered*:	Twitter, Facebook, Google+, WordPress, Instagram, Tumblr, Pinterest, YouTube, Vimeo, LiveJournal, Flickr, Digg, Slideshare, Vine, Reddit, StumbleUpon

\*Vendor provided

### Brandwatch Customer Distribution



Source: (17) User reviews of Brandwatch on TrustRadius

## Aggregate User Ratings of Brandwatch on TrustRadius

RATING ATTRIBUTE	BRANDWATCH	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	SMMS CATEGORY AVERAGE
Likelihood to recommend	9.1	17	8.0
Likelihood to renew	8	3	7.6
Product usability	8.7	3	7.9
Product availability	N/A	N/A	9.2
Product performance	N/A	N/A	8.3
Support	10	1	8.5
In-person training	N/A	N/A	8.8
Online training	N/A	N/A	7.9
Implementation satisfaction	N/A	N/A	8.1
Analytics & Insight	9	14	8.3
Data Collection	9.2	13	7.8
Publishing	N/A	N/A	8.7
Engagement	8.9	14	7.9

Source: (17) User reviews of Brandwatch on TrustRadius

## Summary of Brandwatch Reviews

BRANDWATCH PROS	BRANDWATCH CONS
<p><b>Best-in-class querying and filtering</b></p> <p>Users say Brandwatch offers the most comprehensive set of Boolean search operators in the business, allowing them to create accurate and refined queries and filter out spam or irrelevant mentions.</p>	<p><b>Steep learning curve</b></p> <p>Though many users praise the tool's interface and usability, some say there is a learning curve, given the power and complexity behind the tool.</p>
<p><b>Flexible and customizable</b></p> <p>The tool is easy to use for novices, yet allows data analysts to set up complex, customized queries and reports. There are useful data visualizations out of the box, but users can also create highly customized dashboards.</p>	<p><b>Lack of mobile app</b></p> <p>Users would like to see a mobile app for the tool.</p>
<p><b>Breadth and accuracy of data</b></p> <p>Users say Brandwatch offers accurate data in real-time, and also covers historical data. Many languages are supported, and demographic data is available on Twitter users. The sentiment analysis works well, and allows users to override the results manually.</p>	<p><b>Increase coverage of social channels</b></p> <p>Generally, users feel like the tool covers a broad range of social channels; however, more is always better. Specifically, users would like to see Instagram, Pinterest, and non-U.S. based networks like Weibo and Renren.</p>
<p><b>Customer support</b></p> <p>Users like the Brandwatch team, as well as the online help resources.</p>	<p><b>Pricing</b></p> <p>Brandwatch can be expensive for small business users; they'd like to see a small business package.</p>
	<p><b>Not engagement focused</b></p> <p>The tool is not as strong in engagement features; however, it does integrate with engagement focused social media management tools like Hootsuite and Spredfast.</p>

Source: (17) User reviews of Brandwatch on TrustRadius

## Brandwatch Response to Reviewer Feedback

Brandwatch is laser-focused on providing our users with high quality social intelligence, striving to provide not only the most data, or the fastest data, but also the best data. Our social media listening and analytics technology platforms gather millions of online conversations every day to equip users with the tools to analyze all of this valuable social data, and utilize those insights to help them to make smarter, data-driven business decisions.

From campaign tracking to crisis management, Brandwatch Analytics is used by over 1,000 global brands and agencies for numerous use-cases that harness the power of the public's unsolicited online opinion. Social data from Brandwatch is used to help product development teams make adjustments based on consumer feedback and pain points expressed online, execute highly-curated customer service factions on social media, listen to relevant conversations to more accurately and strategically target the right demographics, and so much more.

Brandwatch offers numerous training materials and programs, from video tutorials, to full-day Masterclass sessions, to regular webinars with clients, analysts, and industry experts, including a weekly series called Training Tuesdays to provide a continuous flow of tips, tricks, and training to Brandwatch customers.

We are working regularly forging relationships with new social media data providers around the globe, and strengthening our existing data for an even more in-depth archive of social data. Brandwatch recently acquired PeerIndex, a social influencer data firm, a strategic move that will result in the integration of over 300 million Twitter author profiles, over four years of Twitter author data, and incomparable influencer analysis technology which will add invaluable human insight.

# Conversocial

Social Media Management Software



## Software Profile & Review Summary

Conversocial is a highly rated software product that specializes in social customer care. Per the reviews on TrustRadius, most of Conversocial's clients use the product to respond to and engage with their audiences via social.

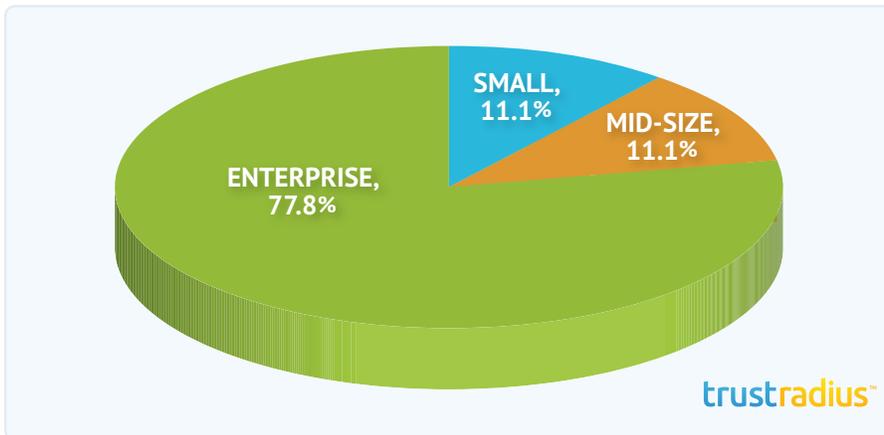
Customers span multiple industries, including retail, financial services, higher education, transportation, and leisure. Some of Conversocial's customers include Hertz, Google, BMO Financial Services, Food Lion, and University of Phoenix.



Best used for:	Social customer care
Not as strong for:	Social publishing and marketing-focused analytics
Most often compared to:	Sprout Social
Customer focus:	Enterprises with more than 5,000 employees
Channels covered*:	Facebook, Twitter, Instagram, YouTube, Google+

\*Vendor provided

## Conversocial Customer Distribution



Source: (9) [User reviews of Conversocial](#) on TrustRadius

## Aggregate User Ratings of Conversocial on TrustRadius

RATING ATTRIBUTE	CONVERSOCIAL	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	SMMS CATEGORY AVERAGE
Likelihood to recommend	9.6	9	8.0
Likelihood to renew	9.5	6	7.6
Product usability	10	3	7.9
Product availability	9.5	2	9.2
Product performance	9.5	2	8.3
Support	9.5	4	8.5
In-person training	10	1	8.8
Online training	9.5	2	7.9
Implementation satisfaction	10	2	8.1
Analytics & Insight	7.5	2	8.3
Data Collection	7.5	2	7.8
Publishing	5.5	2	8.7
Engagement	8.7	3	7.9

Source: (9) User reviews of Conversocial on TrustRadius

## Summary of Conversocial Reviews

CONVERSOCIAL PROS	CONVERSOCIAL CONS
<p><b>User-friendly customer care tool</b> Most reviewers say Conversocial is easy to use and learn, and is an excellent tool for routing and answering customer comments and inquiries via social.</p>	<p><b>Not used for/not as great at publishing</b> Most reviewers say they do not use Conversocial for publishing to social accounts. Some feel the publishing capabilities are not as robust as social marketing tools.</p>
<p><b>Robust engagement features and automation</b> In particular, users like the ability to segment and archive conversations, view all previous interactions when engaging with a customer, set up shortcuts and perform bulk actions, set up various tags and filters, create custom workflows, and manage varying user permissions.</p>	<p><b>Limited to customer-service-focused analytics</b> A few users say that while the customer-centric metrics are excellent, Conversocial lacks in marketing-centric reporting, such as best posting times, most engaging content, biggest influencers, etc., could be improved.</p>
<p><b>Insightful customer service analytics</b> Users say Conversocial provides accurate and useful customer-service-focused metrics, such as response time, handling time, sentiment, and other metrics that are comparable to call center metrics. Users also like the visualization and the ability to download datasets.</p>	<p><b>Additional features requested</b> Customers would like to see the following additional features in Conversocial: the ability to bulk ban a Facebook user from all of a brand's accounts versus one page at a time, the ability to edit/store additional user profile info on each customer, improved search, improved mobile access, and additional channels such as TripAdvisor.</p>
<p><b>Customer support</b> Users praise the expertise and responsiveness of Conversocial's customer support team.</p>	

Source: (9) User reviews of Conversocial on TrustRadius

## Conversocial Response to Reviewer Feedback

### **The Need for a Best-in-Class Partner for Social Customer Care**

As a customer, you don't care about 'channel'. You simply want the best possible customer service experience—one that is seamless across different communication platforms (whether you're emailing, in-store, or tweeting). Above-and-beyond, human customer service and a true 'single view of the customer' comes from integration of data across CRM and other contact channels – not by pushing different departments to use the same tools.

Conversocial's customer care-focused platform, services and support with customer service enables the enterprises we partner with to offer best-in-class social customer care to their customers without any compromises in quality or efficiency. Integrating social media into your customer service operations is not about just growing social media. It's about helping social media grow up—with your customers and with your company.

# Expion

Social Media Management Software



## Software Profile & Review Summary

Expion is a social media management tool that allows users to publish to multiple social accounts, respond to customers, and measure the impact of social activities.

According to the reviews on TrustRadius, Expion’s customers include agencies, consumer goods, hospitality and retail.

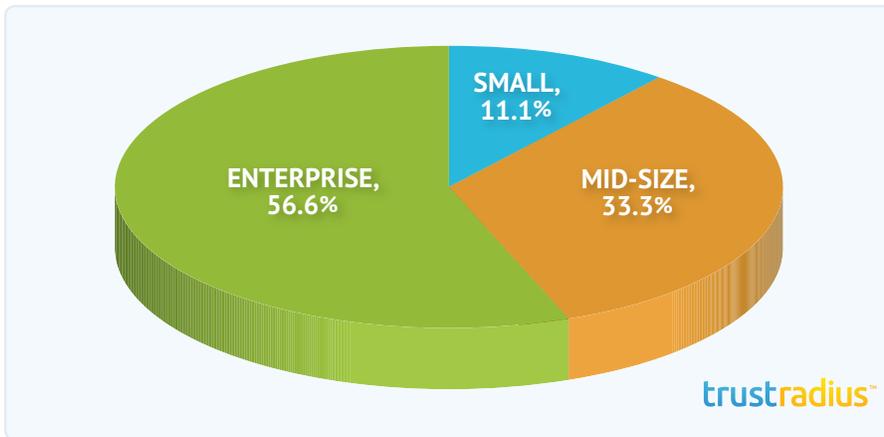
Some of Expion’s customers include Hanesbrands, Hilton Worldwide, and 360i.



Best used for:	Publishing; measuring impact
Not as strong for:	Social intelligence
Most often compared to:	Hootsuite
Customer focus:	Agencies, enterprises
Channels covered*:	Twitter, Facebook, Google+, LinkedIn, Instagram, Pinterest, YouTube, FourSquare, Weibo; Listening-only: WordPress, Tumblr, Yelp

\*Vendor provided

## Expion Customer Distribution



Source: (9) User reviews of Expion on TrustRadius

## Aggregate User Ratings of Expion on TrustRadius

RATING ATTRIBUTE	EXPION	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	SMMS CATEGORY AVERAGE
Likelihood to recommend	9	9	8.0
Likelihood to renew	8.1	9	7.6
Product usability	N/A	N/A	7.9
Product availability	N/A	N/A	9.2
Product performance	N/A	N/A	8.3
Support	10	1	8.5
In-person training	N/A	N/A	8.8
Online training	N/A	N/A	7.9
Implementation satisfaction	10	1	8.1
Analytics & Insight	9	1	8.3
Data Collection	8	1	7.8
Publishing	10	1	8.7
Engagement	10	1	7.9

Source: (9) User reviews of Expion on TrustRadius

## Summary of Expion Reviews

EXPION PROS	EXPION CONS
<p><b>Customer service</b> The customer support team is responsive and helpful. In addition, users say the company is responsive to unique customer needs by providing customizations or new features.</p>	<p><b>Usability</b> Some users think the tool could be more user-friendly. One says implementation was time-consuming.</p>
<p><b>Scheduling</b> Users say Expion helps manage multiple social media accounts. In particular, they like the ease of scheduling posts, the live preview, the asset library, user permissions, the calendar view, and the ability to post in different languages.</p>	<p><b>Performance</b> Users mention different performance related issues, such as slow load times, glitches, and some functionalities not working properly.</p>
<p><b>Analytics/reporting</b> Users like the dashboards in the tool, as well as the ability to export data for further analysis. Two users, however, say it can be difficult to understand the data due to its breadth and lack of visuals.</p>	

Source: (9) User reviews of Expion on TrustRadius

## Expion Response to Reviewer Feedback

**Expion Strengths:** Expion has several different modules that customer can use in their social reporting, including Marketing Insights, Dynamic Dashboarding, and an Advanced Analysis module (legacy product). The two users who commented “it can be difficult to understand the data due to its breadth and lack of visuals” were using our legacy Advanced Analytics product.

**Areas for Improvement:** Expion recently transformed our entire user interface into a sleek, streamlined, customizable experience for all customers. This new interface improved on the usability, speed, and efficiency of the platform. Please see the following article for more information:

<http://www.expion.com/expion-redesign-its-hot-stuff/>

# Hootsuite Enterprise

## Social Media Management Software



### Software Profile & Review Summary

Hootsuite is popular social media management company that offers three products: Free, Pro, and Enterprise. This profile focuses on Hootsuite Enterprise.

According to the mix of reviews of Hootsuite Enterprise on TrustRadius, about one-third of its customers are agencies. Non-agency customers span many industries; according to reviews, customers include those in education, nonprofit, technology and publishing. The vendor also says it has customers in media and entertainment, retail, healthcare and government.

According to reviews, most companies use the tool to efficiently manage multiple social media accounts, in terms of both posting content and engaging with customers.

Some of Hootsuite Enterprise's customers include Marketo, Tourism Jasper, National Bank of Canada, and Local World Media.

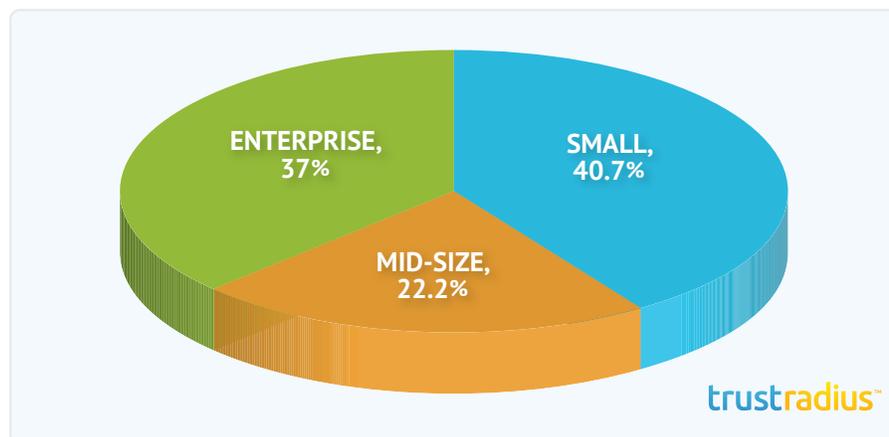
Note: Hootsuite acquired social analytics platform uberVU in January 2014. While there are insufficient reviews of [uberVU via Hootsuite](#) on TrustRadius to include a profile of that product, you can [read a TrustRadius interview with Hootsuite's SVP of Marketing and Senior Product Marketing Manager, Enterprise](#), in which uberVU is discussed.



Best used for:	Managing multiple social accounts at once
Not as strong for:	Analytics
Most often compared to:	Sprout Social
Customer focus:	Enterprises; Agencies
Channels covered*:	Twitter; Facebook Profiles, Pages and Groups; LinkedIn Profiles, Company Pages, and Groups; Google+ Pages; Foursquare; Wordpress blogs; Mixi. In addition, Hootsuite can publish to: YouTube; Instagram (comments); Flickr; Sina Weibo; Tencent Weibo; Renren; VK; Xing; Reddit; and Vimeo.

\*Vendor provided

### Hootsuite Enterprise Customer Distribution



Source: (27) [User reviews of Hootsuite Enterprise](#) on TrustRadius

## Aggregate User Ratings of Hootsuite Enterprise on TrustRadius

RATING ATTRIBUTE	HOOTSUITE ENTERPRISE	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	SMMS CATEGORY AVERAGE
Likelihood to recommend	8.8	27	8.0
Likelihood to renew	8.7	27	7.6
Product usability	8.5	10	7.9
Product availability	9.6	8	9.2
Product performance	9.2	6	8.3
Support	9.4	8	8.5
In-person training	N/A	N/A	8.8
Online training	8.8	4	7.9
Implementation satisfaction	9.1	8	8.1
Analytics & Insight	N/A	N/A	8.3
Data Collection	N/A	N/A	7.8
Publishing	N/A	N/A	8.7
Engagement	N/A	N/A	7.9

Source: (27) User reviews of Hootsuite Enterprise on TrustRadius

## Summary of Hootsuite Enterprise Reviews

HOOTSUITE ENTERPRISE PROS	HOOTSUITE ENTERPRISE CONS
<p><b>Posting/scheduling</b></p> <p>Users say Hootsuite helps them manage multiple social media accounts efficiently. In particular, they like the auto-scheduler, which determines the best time to post something, the ability to create template posts, and the content calendar.</p>	<p><b>More robust analytics</b></p> <p>Though some users like the reports and analytics, many would like to see additional options and more in-depth analytics. A few use another tool in conjunction with Hootsuite Enterprise, such as Radian6 or SimplyMeasured. In particular, users would like to see the ability to tag posts and then analyze how different types of posts perform, the ability to segment and target on follower data, and farther-back historical reporting.</p> <p><i>Note: Hootsuite acquired social analytics platform uberVU and added it to the enterprise product, which may address this area for improvement.</i></p>
<p><b>Workflow/collaboration</b></p> <p>The tool allows organizations to coordinate social media activities across multiple locations and departments, assign tasks or jobs to specific teams, and manage large-scale social media teams.</p>	<p><b>Channel issues</b></p> <p>Some users would like to see improved integration with certain social channels. Some of the issues include: images not rendering correctly for Facebook and LinkedIn, the inability to tag Facebook users, the inability to schedule retweets, and the inability to post photos to Google+.</p> <p><i>Note: The company says the issues with images rendering incorrectly on Facebook and LinkedIn and the inability to schedule retweets have both been resolved. The ability to tag users on Facebook is a limitation of Facebook's API.</i></p>
<p><b>Customer support and online training</b></p> <p>The support staff is helpful and knowledgeable. Users also like and recommend Hootsuite University, an online training portal.</p>	<p><b>Limited to ow.ly links</b></p> <p>A few users say Hootsuite can only track click-throughs when the Hootsuite link shortener ow.ly is used.</p>
<p><b>Ease of use</b></p> <p>The platform is intuitive and easy to use.</p>	<p><b>Pricing structure</b></p> <p>Users would like to see reporting and analytics, as well as Hootsuite University, included in the base package, rather than at an additional cost.</p>
<p><b>Mobile access</b></p> <p>Users like the iPhone and iPad apps for accessing Hootsuite.</p>	

Source: (27) [User reviews of Hootsuite Enterprise on TrustRadius](#)

## Hootsuite Response to Reviewer Feedback

**More Robust Analytics:** Hootsuite Enterprise recently added uberVU, an advanced social media analytics platform, to our enterprise solution. This allows organizations to conduct deep social media listening from 100+ million data sources, benchmark against competitors, and easily create real-time dashboards to measure results by departments, regions, and product lines.

Hootsuite also added last year our Data Export feature, which allows organizations to integrate social media data with CRM data and 3rd party analytics such as Omniture or Google Analytics. This helps users tag posts to measure performance, segment users, and better analyze paths to purchase.

**Channel Issues:** The issues with images rendering incorrectly on Facebook and LinkedIn and the inability to schedule retweets have both been resolved by our team. The ability to tag users on Facebook is a limitation of Facebook's API.

**Pricing Structure:** Hootsuite Enterprise is a custom solution and pricing is based on the needs of the organization. Organizations can add different solutions including advanced analytics (uberVU via Hootsuite), message archiving and compliance solutions, social contesting via Hootsuite Campaigns, Hootsuite University, custom education and professional launch services.

**Limited to ow.ly links:** Hootsuite Enterprise supports integrations with the most common link shorteners including [bit.ly](#) and [po.st](#) for users who prefer to use shorteners besides [ow.ly](#). Click stats are tracked and hosted by whichever link shortening service the user chooses.

**Mobile Access:** In addition to iPhone and iPad apps, Hootsuite also supports Android, Windows and Blackberry devices.

# Lithium Social Web

## Social Media Management Software



### Software Profile & Review Summary

Lithium Social Web is a social media management solution focused on customer care. The company also offers social community software, which can integrate with the social media management tool.

There are only three reviews of Lithium Social Web on TrustRadius. However, based on those three reviews, it appears that all of the tool's users are enterprise companies with more than 500 employees. Industries include telecommunications, technology, and media.

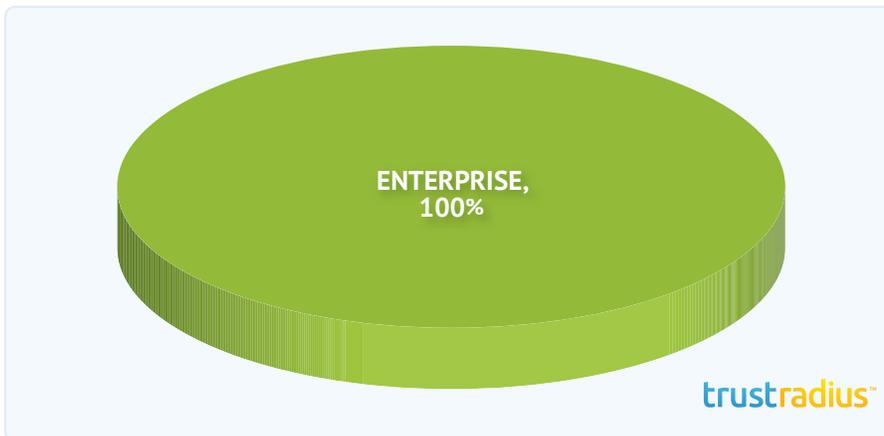
Some of Lithium Social Web's customers include Comcast, Time Warner Cable, and Best Buy.



Best used for:	Social customer care
Not as strong for:	Marketing
Most often compared to:	Radian6
Customer focus:	Enterprises
Channels covered*:	Twitter, Facebook, Google+, Instagram; Additional channels coming Spring 2015 through Social Listening API

\*Vendor provided

### Lithium Social Web Customer Distribution



Source: (3) User reviews of Lithium Social Web on TrustRadius

## Aggregate User Ratings of Lithium Social Web on TrustRadius

RATING ATTRIBUTE	LITHIUM SOCIAL WEB	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	SMMS CATEGORY AVERAGE
Likelihood to recommend	9.3	3	8.0
Likelihood to renew	9.7	3	7.6
Product usability	9	2	7.9
Product availability	9.5	2	9.2
Product performance	9.5	2	8.3
Support	9.5	2	8.5
In-person training	9.5	2	8.8
Online training	N/A	N/A	7.9
Implementation satisfaction	9.5	2	8.1
Analytics & Insight	N/A	N/A	8.3
Data Collection	N/A	N/A	7.8
Publishing	N/A	N/A	8.7
Engagement	N/A	N/A	7.9

Source: (3) User reviews of Lithium Social Web on TrustRadius

## Summary of Lithium Social Web Reviews

LITHIUM SOCIAL WEB PROS	LITHIUM SOCIAL WEB CONS
<p><b>Workflow</b> The workflow fits a social customer support program, in terms of escalation, prioritization, and scalability.</p>	<p><b>Integration</b> Integrations with other tools could be improved, including online chat tools and Lithium Community. Also, users would like to see integration with additional social channels such as Instagram and Reddit.</p>
<p><b>Filtering</b> The tool has the ability to filter and prioritize interactions, helping customer support professionals save time.</p>	
<p><b>Customer support</b> The Lithium Social Web support team is helpful. In addition, the company as a whole is responsive to customer needs in terms of new features and innovation.</p>	
<p><b>Customer-care-focused analytics</b> The tool is set up to track metrics that are relevant to a social customer care program, such as escalation and resolution rates and agent scorecards.</p>	

Source: (3) User reviews of Lithium Social Web on TrustRadius

## Lithium Social Web Response to Reviewer Feedback

**Alternatives most often considered:** Lead Generation, Corp Comms

Functional features have been added to the Lithium Community integration since these reviews were written. They include workflow moderation features such as moving a thread, kudo and mark as accepted solution as well as more author profile information on the community members.

Instagram integration is available as of January 2015 and a social API allowing any social channel with an API to integrate with Lithium Social Web.

Customers can also filter route and prioritize on author data such as klout score, CRM data from a customer CRM integration and twitter followers.

## Software Profile & Review Summary

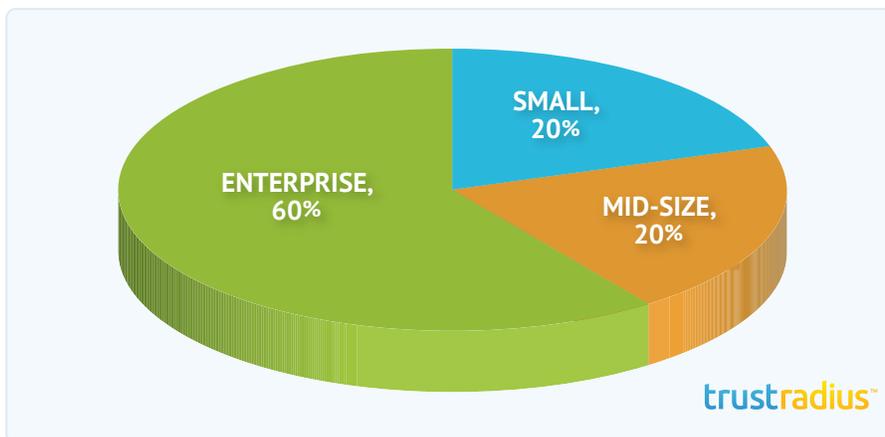
Meltware Buzz involves four modules: social media monitoring, social media engagement, social competitions and sweepstakes, and a social CRM. According to the mix of reviews on TrustRadius, it is used primarily by enterprises with more than 500 employees (about 60%), with the rest of clients divided among mid-size companies and small businesses. Industries include agencies, higher education, non-profit, and hospitality.

Some of Meltwater Buzz's customers include Canon, Marriot, Monsanto, UNICEF and Nike, according to Meltwater.

Best used for:	Scheduling to Twitter and Facebook; Social media monitoring
Not as strong for:	Robust listening
Most often compared to:	Cision
Customer focus:	Enterprises
Channels covered*:	Facebook, Twitter, YouTube, Forums, Message Boards, 140 Review Sites (Glassdoor, Expedia, IMDB , etc.) and millions of Blogs

\*Vendor provided

## Meltwater Buzz Customer Distribution



Source: (5) User reviews of Meltwater Buzz on TrustRadius

## Aggregate User Ratings of Meltwater Buzz on TrustRadius

RATING ATTRIBUTE	MELTWATER BUZZ	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	SMMS CATEGORY AVERAGE
Likelihood to recommend	6.4	5	8.0
Likelihood to renew	5.6	5	7.6
Product usability	N/A	N/A	7.9
Product availability	10	1	9.2
Product performance	N/A	N/A	8.3
Support	9	1	8.5
In-person training	8	1	8.8
Online training	8	1	7.9
Implementation satisfaction	8	1	8.1
Analytics & Insight	N/A	N/A	8.3
Data Collection	N/A	N/A	7.8
Publishing	N/A	N/A	8.7
Engagement	N/A	N/A	7.9

Source: (5) User reviews of Meltwater Buzz on TrustRadius

## Summary of Meltwater Buzz Reviews

MELTWATER BUZZ PROS	MELTWATER BUZZ CONS
<p><b>Capturing data</b> Users set up Boolean searches to capture mentions and other relevant content. Users can also track sentiment and segment data by platform or location.</p>	<p><b>Not very robust</b> In terms of both listening and publishing, Meltwater Buzz is missing some features, such as the ability to dig deeper into data, customize reporting, better filter search results, compare social media to other media such as blogs and news, better measure impact of social content, and post to networks beyond Facebook and Twitter.</p>
<p><b>Finding influencers</b> The tool helps users discover influencers and advocates, such as those most engaged with the brand.</p>	
<p><b>Scheduling</b> Users can schedule posts for Twitter and Facebook, view a calendar, and shorten links.</p>	
<p><b>Customer support</b> The support team is helpful and responsive.</p>	

Source: (5) User reviews of Meltwater Buzz on TrustRadius

## Meltwater Buzz Response to Reviewer Feedback

While Meltwater Buzz was one of the first professional social media monitoring applications in the industry, it is still considered a world class listening solution by enterprise and SMBs customers alike, due to the breadth and depth of its functionality.

Employing Boolean powered search technology, our customers monitor, engage with and analyze social content in 28 languages, using very powerful filtering capabilities (Sentiment, Location, Media Type, Language and Reach) to focus on the content that truly matters to them.

Over the past year our Social Media Marketing suite has lagged in feature development, particularly by not supporting newer social channels such as Instagram, Pinterest and LinkedIn. This has diminished the breadth of our functionality as the reviewers accurately mention.

However, this lag has been a strategic decision, as Meltwater is currently working on a new generation of products that will look at a much broader set of content types and uses cases to solve business critical problems, not only for Marketers and PR professionals, but for the rest of the enterprise as well.

## Software Profile & Review Summary

NetBase is focused on social listening and analytics, and also added publishing and engagement to the platform recently. According to the mix of reviews on TrustRadius, about 70% of their customers are agencies, whether marketing, advertising, PR or market research, using the tool for client work.

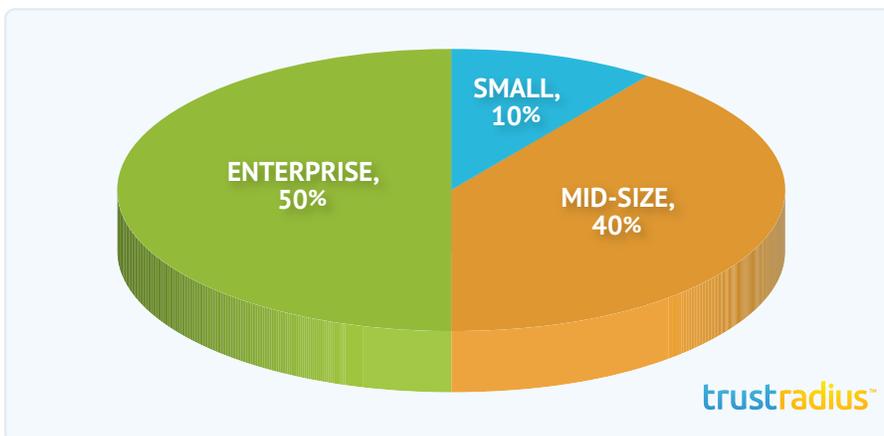
Agencies use NetBase to monitor crisis situations for clients, understand consumer sentiment around a client’s brand, prepare for a prospective client pitch, develop marketing campaign ideas, and demonstrate the success of campaigns.

Some of NetBase’s customers include Kenneth Cole, T-Mobile, Coca Cola, Walmart McCann Worldwide, Target, Visa, UMG, Disney and Yum! brands.

Best used for:	Understanding consumer sentiment on a brand
Not as strong for:	Analyzing performance of social campaigns
Most often compared to:	Radian6
Customer focus:	Agencies; enterprises
Channels covered*:	Twitter, Facebook, Google +, LinkedIn, WordPress, Instagram, Tumblr, Pinterest, YouTube, Vimeo, Four-Square, LiveJournal, Flickr, Yelp, Digg, Vine, Reddit, StumbleUpon, Quora, 22 million active blogs, 300 product & travel review sites (Amazon, iTunes, Google Play, Travelocity, Orbitz, Expedia, Tripadvisor, cars.com, Hotels.com, Priceline, Consumer Affairs), 55,000 News sources (e.g. Huffington Post, New York Times, Reuters, Guardian, BBC, CNN), 550,000 forums, more than 10,000 social networks, VK Russia, Weibo China, IMDB, Baidu groups, Friendfeed

\*Vendor provided

## NetBase Customer Distribution



Source: (21) User reviews of NetBase on TrustRadius

## Aggregate User Ratings of NetBase on TrustRadius

RATING ATTRIBUTE	NETBASE	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	SMMS CATEGORY AVERAGE
Likelihood to recommend	7.7	21	8.0
Likelihood to renew	7.3	20	7.6
Product usability	8.5	2	7.9
Product availability	N/A	N/A	9.2
Product performance	N/A	N/A	8.3
Support	N/A	N/A	8.5
In-person training	N/A	N/A	8.8
Online training	N/A	N/A	7.9
Implementation satisfaction	N/A	N/A	8.1
Analytics & Insight	9	1	8.3
Data Collection	8	1	7.8
Publishing	N/A	N/A	8.7
Engagement	N/A	N/A	7.9

Source: (21) User reviews of NetBase on TrustRadius

## Summary of NetBase Reviews

NETBASE PROS	NETBASE CONS
<p><b>Dashboards and visuals</b> Users like the different options for visualizing data, such as graphs, timelines, word clouds, phrase clouds, etc., as well as the ability to create custom dashboards.</p>	<p><b>Load time</b> A few users say the processing time for queries could be improved.</p>
<p><b>Good user interface, easy to use</b> Overall, users like the design of the platform and say that it's easy to use and navigate, and that the online tutorials are helpful. In particular, setting up topics, search queries and filters are fairly simple tasks in NetBase.</p>	<p><b>Expertise required for setup</b> While overall the platform is easy to use, some reviewers recommend having a dedicated NetBase user to set up the right queries and filters. Some had very specific recommendations on how to improve the UI.</p>
<p><b>Data mining and segmentation</b> Users say NetBase has the ability to mine data at scale, and like the ability to segment that data by geolocation, gender, channel, influencers, etc.</p>	<p><b>Data breadth and availability</b> While NetBase does have access to the Twitter firehose, some users say it's not always available in every query. Others would like to see integration with additional channels like Pinterest and Instagram. Two users say it is not a complete tool and need additional tools to supplement. One user says information older than 1 year cannot be retrieved.</p>
<p><b>Sentiment analysis</b> Users are split on NetBase's sentiment analysis capabilities. Some say it is accurate, or at least, more accurate than competitive tools, given that no tool can be perfect at sentiment analysis. Others would like the ability to manually change or train the sentiment.</p>	

Source: (21) User reviews of NetBase on TrustRadius

## NetBase Response to Reviewer Feedback

NetBase relaunched a major overhaul of the product platform and user interface end of 2014 – releasing an improved product to customers with faster setups, stronger scaling, more dashboards, visualizations, geo and influencer analysis, and campaign and competitive templates that work globally.

NetBase also added the ability to manually change and automatically tune Sentiment in the product for specific topics. In addition, Engagement and Publishing was built in to the platform as a one-stop shop.

The launch of NetBase Live Pulse delivered a new set of live visualization for command centers, live monitors; covering all business functions including the CEO.

NetBase continues to be the only platform that can go deep on emotion and behaviors, faster and at higher accuracy than others. Channels are constantly augmented and now include Twitter, FaceBook, Instagram, Tumblr, Pinterest, Google+, Youtube, Amazon and millions of more. Customers instantly benefit from 27 months of history and can has the ability to go all the way back to the first tweet. The NetBase product is improved every 2 weeks, constantly addressing customer needs.

## Software Profile & Review Summary

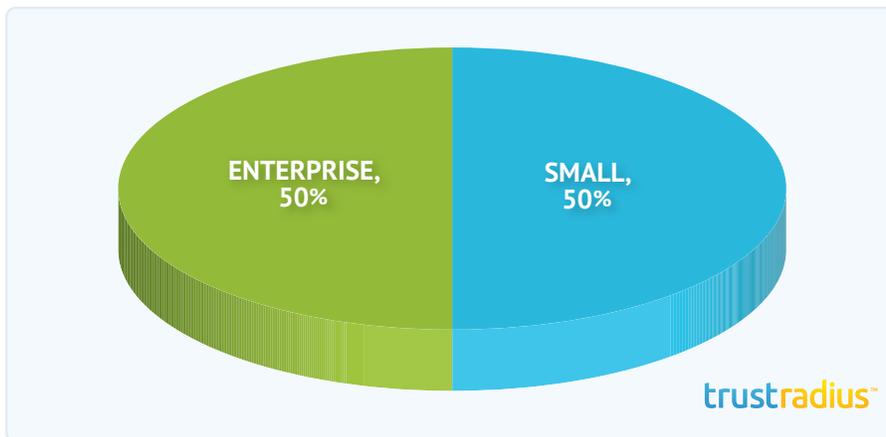
Offerpop is a social media marketing tool that allows users to build marketing campaigns on social channels, such as contests, sweepstakes, and apps. Industries include retail, marketing agencies, and hospitality.

Some of Offerpop's customers include L'Oreal, Ergobaby, and Comedy Central, according to the Offerpop website.

Best used for:	Social media campaigns
Not as strong for:	Social media analytics
Most often compared to:	Woobox
Customer focus:	Enterprises; small businesses
Channels covered*:	N/A

\*Vendor provided

## Offerpop Customer Distribution



Source: (6) User reviews of Offerpop on TrustRadius

## Aggregate User Ratings of Offerpop on TrustRadius

RATING ATTRIBUTE	OFFERPOP	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	SMMS CATEGORY AVERAGE
Likelihood to recommend	8.5	6	8.0
Likelihood to renew	7.2	6	7.6
Product usability	N/A	N/A	7.9
Product availability	N/A	N/A	9.2
Product performance	N/A	N/A	8.3
Support	N/A	N/A	8.5
In-person training	N/A	N/A	8.8
Online training	N/A	N/A	7.9
Implementation satisfaction	N/A	N/A	8.1
Analytics & Insight	N/A	N/A	8.3
Data Collection	N/A	N/A	7.8
Publishing	N/A	N/A	8.7
Engagement	N/A	N/A	7.9

Source: (6) User reviews of Offerpop on TrustRadius

## Summary of Offerpop Reviews

OFFERPOP PROS	OFFERPOP CONS
<p><b>Creating social campaigns</b> Offerpop helps users develop and manage campaigns on social media, such as contests, referral campaigns, and sweepstakes. Users can start with templates or customize their own designs. The tool handles things like discovering contest cheaters, managing voting, and ensuring campaigns are optimized for mobile.</p>	<p><b>Requires coding knowledge</b> Though there are out-of-the-box templates and designs, users who have some knowledge of HTML and CSS will take better advantage of the tool.</p>
<p><b>Customer support</b> The support and account management teams are responsive and helpful.</p>	<p><b>May not be needed</b> Originally, a 3rd-party tool was necessary for building Facebook campaigns; now, it is often possible to build them natively. That said, many users still think Offerpop is valuable, if it fits your budget.</p>

Source: (6) User reviews of Offerpop on TrustRadius

## Offerpop Response to Reviewer Feedback

N/A

## Software Profile & Review Summary

In 2012, Oracle acquired three social media management software companies: social marketing platform Vitruve, social intelligence platform Collective Intellect, and social media development platform Involver. The three products are part of Oracle’s social media management offering today: Oracle Social Relationship Management (SRM).

In building this profile, we considered reviews of each of the three products after acquisition but prior to integration, as well as the final, integrated platform. Per the mix of all of these reviews on TrustRadius, about half of the product’s customers are agencies. Non-agency customers include computer software, consumer goods, and retail companies. (Note: According to Oracle, agencies make up about 25% of the tool’s customer base.)

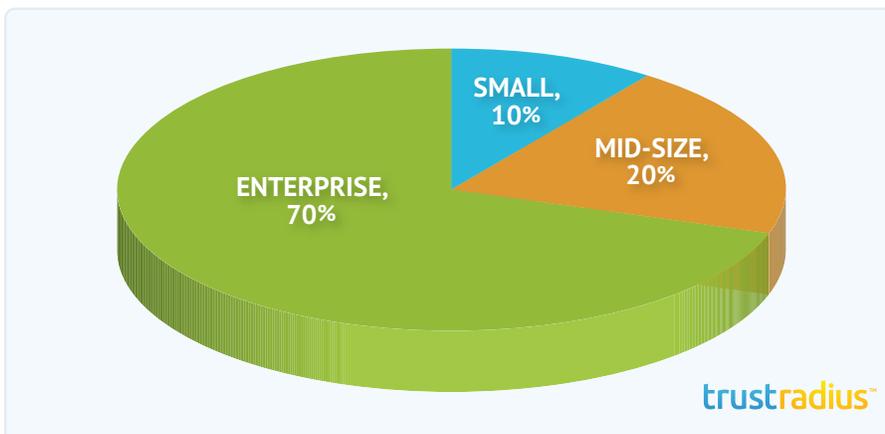
Some of Oracle SRM’s customers include Lego, GM, Marriott, State Farm and Polaris.

[Read a TrustRadius interview with Oracle’s Group Vice President of Social Cloud on Oracle SRM.](#)

Best used for:	Publishing; Monitoring competitor activity
Not as strong for:	Workflow
Most often compared to:	Sprinklr
Customer focus:	Enterprises
Channels covered*:	Twitter, Facebook, Google+, LinkedIn, Instagram, YouTube; Listening-only: WordPress, Vimeo, Four-Square, LiveJournal, Flickr, Yelp, Digg, Slideshare, Vine, Reddit, StumbleUpon, Quora; Oracle SRM’s listening/monitoring engine supports more than 40 million sites. This includes social content across all the major social networks plus news sites, blogs, consumer reviews, video sharing sites and forums. We are unable to provide all 40 million but can answer by network upon request. Also please note Oracle SRM will be aggressively adding additional network support (publishing, response and analytics) throughout 2015 including Tumblr, Pinterest, WeChat, VK, LINE and others.

\*Vendor provided

## Oracle Social Relationship Management Customer Distribution



Source: (11) User reviews of Oracle Social Relationship Management on TrustRadius

## Aggregate User Ratings of Oracle Social Relationship Management on TrustRadius

RATING ATTRIBUTE	ORACLE SRM	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	SMMS CATEGORY AVERAGE
Likelihood to recommend	6.5	11	8.0
Likelihood to renew	4.7	9	7.6
Product usability	N/A	N/A	7.9
Product availability	N/A	N/A	9.2
Product performance	N/A	N/A	8.3
Support	9	1	8.5
In-person training	N/A	N/A	8.8
Online training	5	1	7.9
Implementation satisfaction	N/A	N/A	8.1
Analytics & Insight	9	1	8.3
Data Collection	9	1	7.8
Publishing	8.5	2	8.7
Engagement	8	1	7.9

Source: (11) User reviews of Oracle Social Relationship Management on TrustRadius

## Summary of Oracle Social Relationship Management Reviews

ORACLE SOCIAL RELATIONSHIP MANAGEMENT PROS	ORACLE SOCIAL RELATIONSHIP MANAGEMENT CONS
<p><b>Data collection</b> Oracle SRM (via Collective Intellect) allows users to monitor competitors using Boolean search queries. Users can view sentiment analysis, and export data for further analysis.</p>	<p><b>Various glitches</b> Users of each of the different products mention specific glitches and usability issues, such as slow load times on tabs in Vitruve, bulk upload failures, and contest posting failures.</p>
<p><b>Publishing</b> Oracle SRM (via Vitruve) helps users manage multiple social media accounts, including post scheduling, community moderation, ability to geo-target, and the ability to create tabs and contests.</p>	<p><b>Additional functionalities</b> Users also would like to see various, specific functionalities, such as the ability to like a tweet from within the platform, and the ability to assign tasks to team members.</p>
<p><b>Analytics</b> Users can evaluate the effectiveness of social posts and campaigns.</p>	

Source: (11) User reviews of Oracle Social Relationship Management on TrustRadius

## Oracle Response to Reviewer Feedback

**Data Collection:** A major competitive advantage of the Oracle SRM is our listening and data capabilities. But it's more than monitoring competitors. Oracle SRM listens, captures, monitors and analyzes social conversations across the global social web, listening across more than 40 million sites, with access to more than 700 million messages per day, and growing daily. This includes social content across all the major social networks plus news sites, blogs, consumer reviews, video sharing sites and forums. The listening engine can monitor all social content -- posts, comments, shares, as well as by brand mentions, keywords, topics, themes and much more. Oracle SRM has an extensive and accurate analysis process through a proprietary algorithm that is powered by Latent Semantic Analysis (LSA). SRM leverages LSA + keyword + NLP + proprietary algorithm to allow customers to more accurately and quickly filter through the noise to get the data and insights that matter most to their business.

**Various Glitches:** We are continually working on all product glitches and have greatly reduced the occurrence of these to ensure a more effective and efficient user experience. Rest assured our users' experience is our No. 1 priority and will stay laser focused on delivering a superior product and superior performance.

**Additional functionalities: (No longer accurate feedback)** Users are able to favorite a Tweet now within SRM platform. Additionally, SRM gives users comprehensive and flexible approvals and workflow capabilities for team member assignments and permissions.

## Software Profile & Review Summary

Shoutlet is a social media management tool used by marketing and social media teams to help manage and grow social media presence. It allows users to publish, engage, create contests and measure social marketing campaigns. It is best suited to companies with a material social media presence (e.g., 10+ social media accounts), but one to a few users managing that presence.

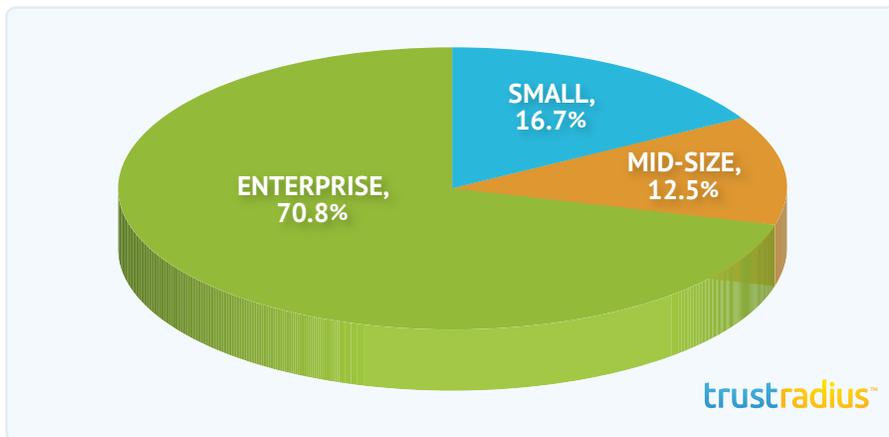
According to the mix of reviews on TrustRadius, about 20% of Shoutlet’s customers are agencies. Other industries include retail, consumer goods, insurance, banking, and travel/hospitality.

Some of Shoutlet’s customers include 3M, Best Buy, FoxSports, Hot Topic, 24 Hour Fitness, Abbott Labs, Canon, Macy’s, Norwegian Cruise Line, and Mitsubishi Motors.

Best used for:	Contests; Community management
Not as strong for:	Social listening
Most often compared to:	Hootsuite Enterprise
Customer focus:	Enterprises
Channels covered*:	Twitter, Facebook, G+, LinkedIn, Instagram, Tumblr, YouTube, Foursquare, Flickr, Reddit

\*Vendor provided

### Shoutlet Customer Distribution



Source: (24) User reviews of Shoutlet on TrustRadius

## Aggregate User Ratings of Shoutlet on TrustRadius

RATING ATTRIBUTE	SHOUTLET	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	SMMS CATEGORY AVERAGE
Likelihood to recommend	8.3	24	8.0
Likelihood to renew	8	23	7.6
Product usability	8.5	2	7.9
Product availability	N/A	N/A	9.2
Product performance	N/A	N/A	8.3
Support	8	1	8.5
In-person training	N/A	N/A	8.8
Online training	N/A	N/A	7.9
Implementation satisfaction	N/A	N/A	8.1
Analytics & Insight	N/A	N/A	8.3
Data Collection	N/A	N/A	7.8
Publishing	N/A	N/A	8.7
Engagement	N/A	N/A	7.9

Source: (24) User reviews of Shoutlet on TrustRadius

## Summary of Shoutlet Reviews

SHOUTLET PROS	SHOUTLET CONS
<p><b>Posting and scheduling</b> Shoutlet helps users manage multiple social accounts and channels at once with the content scheduling and calendar features.</p>	<p><b>Channel coverage</b> Users would like to see better integration with Pinterest, Instagram, LinkedIn and Google+. However, some of the restrictions come from the social channel rather than Shoutlet.</p>
<p><b>Contests and landing pages</b> Users especially like "Social Canvas", Shoutlet's tool that allows them to create professional-looking contests, apps, Facebook tabs, microsites and landing pages without the use of a designer. For many users, contests were a key part of social media engagement strategy.</p>	<p><b>Improved workflow and collaboration</b> While customers like the ability to assign tasks and have different user permissions, some feel the workflow capabilities are not up to par for instances with many account users.</p>
<p><b>Customer support</b> Users rave about the technical support staff, the account management team, online resources, and the company's responsiveness to customer feedback and product recommendations.</p>	<p><b>Improved Social CRM features</b> While some customers use Shoutlet to respond to customer service inquiries, a few would like to see more robust Social CRM features and metrics.</p>

Source: (24) User reviews of Shoutlet on TrustRadius

## Shoutlet Response to Reviewer Feedback

We're so proud to have over 600 brands from 70+ countries using our solution, and welcome all feedback. We believe that social is a strategic function, and that appropriate users drive success. Gathering data through social marketing to improve all marketing channels helps our clients achieve their business objectives.

We work closely with the networks to ensure we are providing our clients the most up-to-date technology, and as new functionality and API opportunities are announced, we are integrating that into our solution quickly.

Our development team releases new product every two weeks, so our solution is constantly improving and evolving to meet our clients' needs and the fast pace of our space. We released a brand new Social CRM product in Q4 of 2014, so we're taking client feedback and improving every day.

## Software Profile & Review Summary

Simply Measured is a social media analytics tool that measures and reports on the impact of a company's social media activities, including owned, earned and paid.

According to the mix of reviews on TrustRadius, about half of Simply Measured's clients are agencies. Other industries include higher education and computer networking. (Note: According to Simply Measured, most of their customers are enterprise brands.)

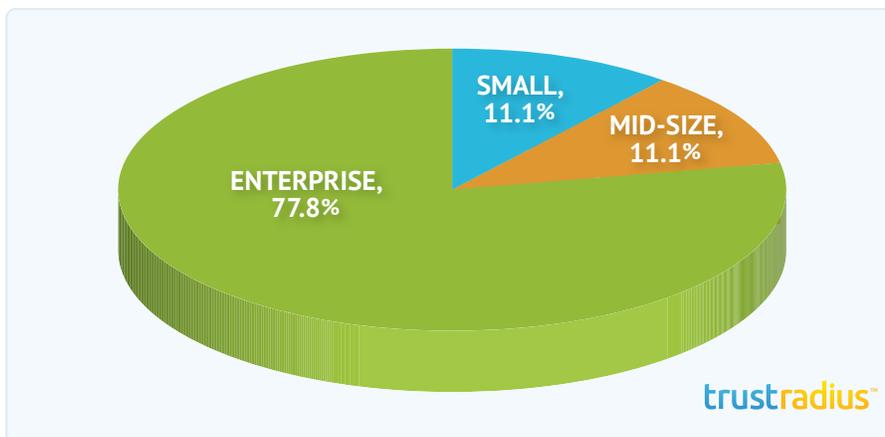
Some of Simply Measured's customers include Samsung, American Express, and Pepsi.



Best used for:	Social media analytics
Not as strong for:	Publishing and engagement
Most often compared to:	Hootsuite Enterprise
Customer focus:	Enterprises
Channels covered*:	Facebook, Twitter, Instagram, Pinterest, LinkedIn, YouTube, Google+, Tumblr, Vine

\*Vendor provided

## Simply Measured Customer Distribution



Source: (9) User reviews of Simply Measured on TrustRadius

## Aggregate User Ratings of Simply Measured on TrustRadius

RATING ATTRIBUTE	SIMPLY MEASURED	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	SMMS CATEGORY AVERAGE
Likelihood to recommend	8.6	9	8.0
Likelihood to renew	8.9	7	7.6
Product usability	7	1	7.9
Product availability	N/A	N/A	9.2
Product performance	N/A	N/A	8.3
Support	8	1	8.5
In-person training	8	1	8.8
Online training	6	1	7.9
Implementation satisfaction	8	1	8.1
Analytics & Insight	N/A	N/A	8.3
Data Collection	N/A	N/A	7.8
Publishing	N/A	N/A	8.7
Engagement	N/A	N/A	7.9

Source: (9) User reviews of Simply Measured on TrustRadius

## Summary of Simply Measured Reviews

SIMPLY MEASURED PROS	SIMPLY MEASURED CONS
<p><b>Visuals</b> The data collected by the tool can be turned into reports with compelling, easy-to-understand visuals. These visuals are available out of the box.</p>	<p><b>Pricing structure</b> The cost of the tool can be out of range for users who only need to create reports on a monthly basis, or need to monitor their own brand as well as competitors.</p>
<p><b>Reporting and insights</b> Simply Measured does a good job at surfacing insights from the data it captures. Raw data is available and easily exported for further manipulation.</p>	<p><b>Customizability</b> Though the out-of-the-box reports are excellent, users would like to be able to do more customization of reports within the tool.</p>
<p><b>Ease of setup</b> It's easy to set up the tool and integrated it with the various social channels.</p>	<p><b>Integrations</b> Users would like to see more integrations with other software products, such as web analytics, marketing automation, and video platforms.</p>
<p><b>Customer support</b> Users say the support team is responsive and helpful.</p>	

Source: (9) User reviews of Simply Measured on TrustRadius

## Simply Measured Response to Reviewer Feedback

**Pricing structure:** Simply Measured offers three plans for brands and agencies designed to best serve our target customer.

**Customizability:** Simply Measured is the only analytics solution built completely in Excel and hosted online to allow the flexibility and customization marketers need with the ease of use and accessibility that a cloud solution provides. We also offer tailor-made reports to Enterprise users through our professional services team.

**Integration:** Simply Measured integrates with some of the worlds' leading marketing solutions like Google Analytics, Omniture and SHIFT to allow brands to connect social activity with business outcomes. Further integrations with other software products are planned as social marketing continues to impact overall business strategy.

# Social Studio

## Social Media Management Software



## Software Profile & Review Summary

Salesforce acquired Radian6, a listening-focused tool with an engagement console, in 2011, and Buddy Media, a social media marketing platform, in 2012. In May 2014, Salesforce launched Social Studio, a new product that offered the social publishing and engagement features of Buddy Media together with the social listening features of Radian6. Social Studio is part of the Salesforce Marketing Cloud, and is the primary social media management product that Salesforce is developing and marketing today. It includes publishing, engagement, listening and social care functions.

Because Social Studio is a relatively new product, there are not enough reviews of Social Studio on TrustRadius to effectively evaluate the product. However, there are many reviews of Buddy Media and Radian6, which are both underlying components for Social Studio. [View Social Studio ratings and reviews here.](#)

Some of Social Studio's customers include ADP, Aetna, McDonalds, JetBlue, Kellogg's, Kia, and Symantec.

## Buddy Media

According to Salesforce, Buddy Media is no longer available for purchase separately from Social Studio. However, we are including a profile of the product, as it is an underlying component of Social Studio.

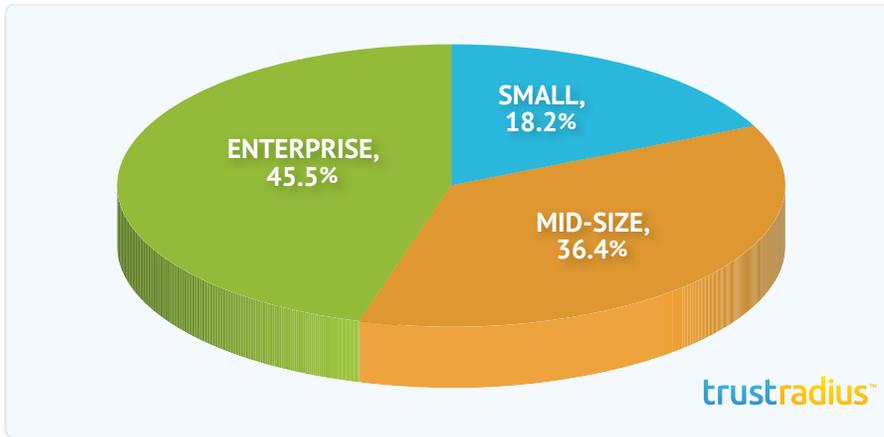
Per to the mix of reviews on TrustRadius, about 60% of Buddy Media customers are consultants/agencies. Non-agency customers span disparate industries, including sports, IT and services, staffing and recruiting, and broadcast media.



Best used for:	Facebook tab creation
Not as strong for:	Social intelligence
Most often compared to:	Hootsuite Enterprise
Customer focus:	Agencies; Enterprises
Channels covered*:	Twitter, Facebook, Google+, LinkedIn, Sina Weibo, Tencent Weibo; Listen-only: WordPress, Tumblr, YouTube, Vimeo, LiveJournal, Flickr, Yelp, Digg, Slideshare, Vine, Reddit, stumbleUpon, Quora, 2ch, RenRen, Blogs (proprietary technology), Discussion Forums, Public Communities (e.g. Chatter, Lithium), Mainstream news sites, Comments, 450+ rich media sites (video), Buy/Sell sites (e.g. eBay, Craigslist), RSS feeds, 650+ million different sources; Additional channels on roadmap: Instagram, Pinterest, FourSquare

\*Vendor provided

## Buddy Media Customer Distribution



Source: (13) User reviews of Buddy Media on TrustRadius

## Aggregate User Ratings of Buddy Media on TrustRadius

RATING ATTRIBUTE	BUDDY MEDIA	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	SMMS CATEGORY AVERAGE
Likelihood to recommend	7.1	13	8.0
Likelihood to renew	6.5	12	7.6
Product usability	10	1	7.9
Product availability	10	1	9.2
Product performance	8	1	8.3
Support	10	1	8.5
In-person training	10	1	8.8
Online training	10	1	7.9
Implementation satisfaction	10	1	8.1
Analytics & Insight	N/A	N/A	8.3
Data Collection	N/A	N/A	7.8
Publishing	N/A	N/A	8.7
Engagement	N/A	N/A	7.9

Source: (13) User reviews of Buddy Media on TrustRadius

## Summary of Buddy Media Reviews

BUDDY MEDIA PROS	BUDDY MEDIA CONS
<p><b>Usability</b> Buddy Media is easy to use and has an intuitive user interface.</p>	<p><b>Integration with Radian6 and Salesforce.com</b> Users say the tool is not integrated well with Radian6, yet they must purchase both products. Users also say the integration with Salesforce.com could be improved.  <i>Note: This area for improvement may have changed with Social Studio, which combines the two platforms and is integrated with Salesforce.com.</i></p>
<p><b>Facebook app/tab creation</b> It's easy to build Facebook apps, tabs, sweepstakes and polls to increase fan engagement.</p>	<p><b>Pricing structure</b> Users say pricing is based on number of social accounts, which is limiting to mid-size companies.</p>
<p><b>Analytics</b> The dashboards and analytics are helpful in evaluating campaign performance and optimizing campaigns.</p>	<p><b>Customer support</b> After the acquisition, response time from the support team as well as account management became slow. In addition, training could be improved.</p>

Source: (13) [User reviews of Buddy Media](#) on TrustRadius

## Salesforce/Buddy Media Response to Reviewer Feedback

In May 2014, Salesforce delivered a new SMMS product, Salesforce Social Studio, with the social publishing features of Buddy Media and the social listening features of Radian6.

Social Studio, being only 7 months old, does not yet have the number of TrustRadius reviews that older SMMS product may have. However, the product is used by a number of Fortune 500 brands, including ADP, Aetna, JetBlue, and Symantec. In addition, McDonald's has used Social Studio to deploy more than 14,000 pages on Facebook, the largest brand deployment on Facebook.

# Radian6

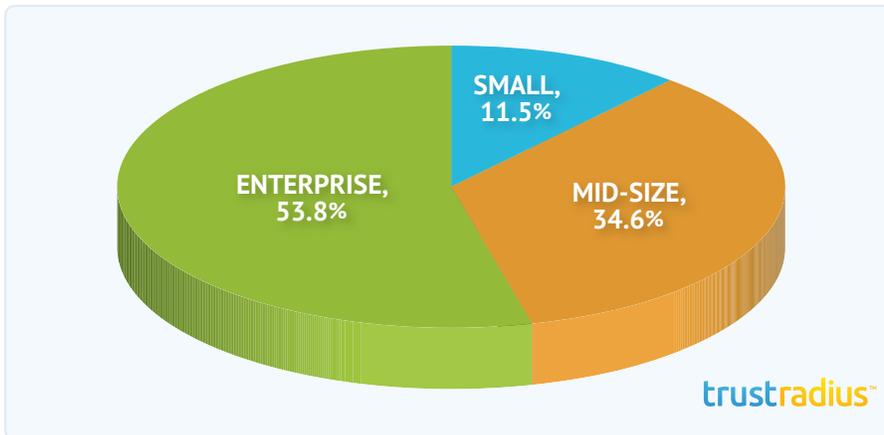
According to the mix of reviews on TrustRadius, about 40% of Radian6 customers are consultants/agencies. Other customers span several industries, including computer software, higher education, IT and services, retail, and consumer goods.



Best used for:	Twitter searching and monitoring
Not as strong for:	Publishing and engagement
Most often compared to:	Hootsuite Enterprise
Customer focus:	Enterprises
Customers recommend:	Take advantage of the training course and tutorials before getting started
Channels covered*:	Twitter, Facebook, Google+, LinkedIn, Sina Weibo, Tencent Weibo; Listen-only: WordPress, Tumblr, YouTube, Vimeo, LiveJournal, Flickr, Yelp, Digg, Slideshare, Vine, Reddit, stumbleUpon, Quora, 2ch, RenRen, Blogs (proprietary technology), Discussion Forums, Public Communities (e.g. Chatter, Lithium), Mainstream news sites, Comments, 450+ rich media sites (video), Buy/Sell sites (e.g. eBay, Craigslist), RSS feeds, 650+ million different sources; Additional channels on roadmap: Instagram, Pinterest, FourSquare

\*Vendor provided

## Radian6 Customer Distribution



Source: (26) User reviews of Radian6 on TrustRadius

## Aggregate User Ratings of Radian6 on TrustRadius

RATING ATTRIBUTE	RADIAN6	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	SMMS CATEGORY AVERAGE
Likelihood to recommend	7	26	8.0
Likelihood to renew	6.3	26	7.6
Product usability	6.7	6	7.9
Product availability	9.3	4	9.2
Product performance	8.5	4	8.3
Support	6.3	6	8.5
In-person training	N/A	N/A	8.8
Online training	7.2	5	7.9
Implementation satisfaction	8.2	5	8.1
Analytics & Insight	N/A	N/A	8.3
Data Collection	N/A	N/A	7.8
Publishing	N/A	N/A	8.7
Engagement	N/A	N/A	7.9

Source: (26) User reviews of Radian6 on TrustRadius

## Summary of Radian6 Reviews

RADIAN6 PROS	RADIAN6 CONS
<p><b>Categorization of data/ability to data-mine</b> Users like the ability to categorize data in multiple ways, including by tag, channel, sentiment, priority, engagement level, classification level, and team member assignment. They like the ability to view data in various ways, drill down to get insights, and create visual presentations of data.</p>	<p><b>Expensive; limiting pricing structure</b> Pricing plans are based on the number of mentions pulled in, number of users, and number of topic profiles, which customers find limiting. Many say the product is expensive in general, and expensive to scale because of the pricing structure. <i>Note: Salesforce says pricing is now almost exclusively based on mentions. Number of users and topic profiles are no longer pricing levers.</i></p>
<p><b>Usability</b> Though Radian6 can take time to configure properly, some say the platform is easy to navigate and can be used by both technical experts and novices. Users like the ability to set up shortcut buttons to perform multiple actions at once.</p>	<p><b>Takes time to implement and configure properly</b> Many users say the product is difficult to get up and running and configure properly, and requires time and training to learn. However, once it's set up properly, users generally say it's intuitive.</p>
	<p><b>Languished after Salesforce acquisition</b> Some users say Radian6 became slow and clunky, and that the level and quality of customer support diminished after the acquisition.</p>
<p><b>Filtering</b> Users are divided on the tool's ability to filter out noise or unwanted data. Some say it's easy to filter out clutter with "Do Not Include" keywords. Others say a lot of spam data is returned, and that the query search options are limited to 'AND', 'OR' and 'NOT' and therefore aren't complex enough to produce the right filters.</p>	
<p><b>Channel coverage/breadth of data</b> Users are divided on this. Some say Radian6 captures data from a broad array of sources and consistently produces the largest volume of data returned. Others would like to see improved access to channels such as Pinterest, LinkedIn, Quora, Instagram, Vine, Amazon reviews, Google+, Feedly and individual websites.</p>	

Source: (26) [User reviews of Radian6](#) on TrustRadius

## Salesforce/Radian6 Response to Reviewer Feedback

In May 2014, Salesforce delivered a new SMMS product, Salesforce Social Studio, with the social publishing features of Buddy Media and the social listening features of Radian6. The social listening module, released in November 2014, leverages the Radian6 listening engine and provides analysis in a new, easy to use, user interface. In addition, Social Studio has a deep integration with the Service Cloud to provide enhanced social customer care used by companies like KLM and Activision.

Usability and initial time to value is a primary focus for the social listening in Social Studio, which was released in November 2014. This is a new user interface that leverages the breadth and depth of the Radian6 platform while offering a new, intuitive user interface.

## Software Profile & Review Summary

Spredfast is focused on social media marketing, and offers four main products: Conversations, Experiences, Spark and Intelligence. According to the mix of reviews on TrustRadius, about 40% of the company's customers are agencies, using the product for community management and analytics. Among the non-agency customers, industries represented include financial services, CPG, retail and media. (Note: According to Spredfast, about 10% of customers are agencies.)

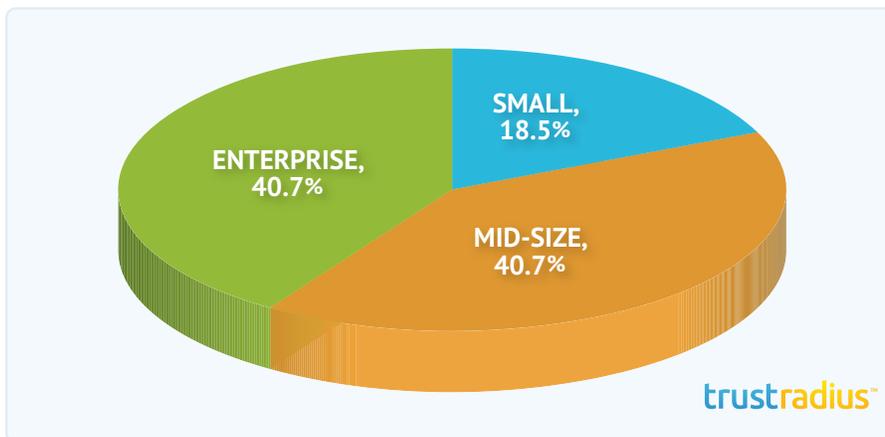
Some of Spredfast's customers include Starbucks, AT&T, Coca-Cola, MTV, HBO, and Publicis, according to the Spredfast website.

[Read a TrustRadius interview with Spredfast CEO.](#)

Best used for:	Community management, social media marketing and analytics
Not as strong for:	Comprehensive social listening
Most often compared to:	Sprinklr
Customer focus:	Enterprises; Mid-size companies
Channels covered*:	Twitter, Facebook, Google+, LinkedIn, WordPress, Instagram, Tumblr, Pinterest, YouTube, Vimeo, Slideshare, Weibo

\*Vendor provided

## Spredfast Conversations Customer Distribution



Source: (27) User reviews of Spredfast Conversations on TrustRadius

## Aggregate User Ratings of Spredfast Conversations on TrustRadius

RATING ATTRIBUTE	SPREDFAST CONVERSATIONS	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	SMMS CATEGORY AVERAGE
Likelihood to recommend	7.9	27	8.0
Likelihood to renew	7.4	26	7.6
Product usability	6.3	9	7.9
Product availability	8.1	8	9.2
Product performance	6.5	4	8.3
Support	8.4	10	8.5
In-person training	8.1	7	8.8
Online training	7.6	7	7.9
Implementation satisfaction	8.1	7	8.1
Analytics & Insight	N/A	N/A	8.3
Data Collection	N/A	N/A	7.8
Publishing	N/A	N/A	8.7
Engagement	N/A	N/A	7.9

Source: (27) User reviews of Spredfast Conversations on TrustRadius

## Summary of Spredfast Conversations Reviews

SPREDFAST CONVERSATIONS PROS	SPREDFAST CONVERSATIONS CONS
<p><b>Customer support</b> Users say the Spredfast customer support team is quick to respond and helpful. They also like the educational and training resources available.</p>	<p><b>Performance issues</b> Many users say the platform can be slow and has frequent downtime and glitches. However, this feedback is more concentrated in older reviews, and the issue may have been resolved by now.</p>
<p><b>Workflows</b> Users say the product enables multiple users to manage multiple social media accounts. They like the customizable workflows, approval processes, collaboration and task assignment features, and user permission levels. In terms of publishing, they like the calendar feature and bulk upload tool.</p>	<p><b>Usability</b> While a few users say the tool is easy to use, many feel that the user interface and design of the platform is not intuitive. However, many also say that it's an area the company seems to be continuously improving.</p>
<p><b>Analytics</b> The analytics are helpful in determining the success of social media campaigns and optimizing content. Users particularly like the ability to assign a label or category to each post, and later track which type of post performed best.</p>	<p><b>Learning curve</b> Some say the platform can be overwhelming for first-time users, and can require some re-orienting as new features are constantly rolled out.</p>
<p><b>Innovation, responsive to customer feedback</b> Users say the company is always innovating, and listens to customers when determining product roadmap and developing new features.</p>	

Source: (27) User reviews of Spredfast Conversations on TrustRadius

## Spredfast Conversations Response to Reviewer Feedback

Spredfast recently launched a massive enhancement to the platform, which both sped up the performance of the tool and contained a new user interface that is intuitive and easy to navigate.

Spredfast also launched “Spredfast Certification”, an online tutorial of the platform. With on-demand training and review, the interactive and engaging lessons let Spredfast users move at their own pace while enabling easy implementation across multiple teams in multiple locations.

## Software Profile & Review Summary

Sprinklr is an enterprise-level, social media management platform, used for customer care, engagement, community management, listening, publishing and analytics.

According to the mix of reviews on TrustRadius, about one-third of their customers are agencies. The rest cover several industries, but there is a technology focus, with computer software, computer networking, Internet and IT and services being the most represented industries.

Many of their customers have more than 10,000 employees.

Some of Sprinklr's customers include Microsoft, IHG, Samsung, and Citi.

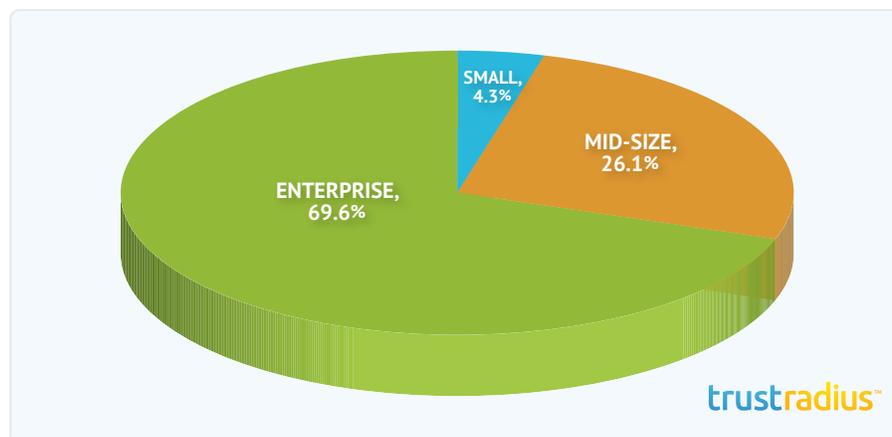
[Read a TrustRadius interview with Sprinklr's VP of Marketing.](#)



Best used for:	Large scale social media management operations, with custom needs
Not as strong for:	Small businesses; companies with small social following
Most often compared to:	Hootsuite Enterprise
Customer focus:	Enterprises with more than 10,000 employees
Customers recommend:	Put in the time to learn all the features and implement the tool properly
Channels covered*:	Sprinklr publishes to Facebook, Flickr, Foursquare, Google+, Instagram (comments only due to API restrictions), LinkedIn (Profiles, Groups and Pages), Renren, Sina Weibo, SlideShare, Tencent Weibo, Tumblr, Twitter, VK, WordPress, YouTube (Channels and Playlists), Bazaarvoice

\*Vendor provided

## Sprinklr Customer Distribution



Source: (24) User reviews of Sprinklr on TrustRadius

## Aggregate User Ratings of Sprinklr on TrustRadius

RATING ATTRIBUTE	SPRINKLR	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	SMMS CATEGORY AVERAGE
Likelihood to recommend	8.3	24	8.0
Likelihood to renew	8	23	7.6
Product usability	7.3	4	7.9
Product availability	9	5	9.2
Product performance	9.3	3	8.3
Support	8.5	6	8.5
In-person training	7	2	8.8
Online training	8.7	3	7.9
Implementation satisfaction	8.4	5	8.1
Analytics & Insight	10	2	8.3
Data Collection	10	2	7.8
Publishing	10	2	8.7
Engagement	10	2	7.9

Source: (24) User reviews of Sprinklr on TrustRadius

## Summary of Sprinklr Reviews

SPRINKLR PROS	SPRINKLR CONS
<p><b>Flexible; customizable</b></p> <p>Users like the ability to create custom dashboards for different team members, as well as the ability to build custom workflow operations to allow the tool to do exactly what they need of it.</p>	<p><b>Usability</b></p> <p>Many users feel the interface could be more intuitive. However, the company launched a new interface in 2013, with a focus on usability. Most reviewers say the UI improved in the new version, though a couple prefer aspects of the older version.</p>
<p><b>Dashboards and reporting</b></p> <p>Users like the extensive availability of data, the visual presentation, and the customizability of Sprinklr dashboards and reports. They also like the availability of integrations with other tools, such as Google Analytics and Salesforce.</p>	<p><b>Learning curve</b></p> <p>Some time and training are required to fully take advantage of the tool.</p>
<p><b>Enterprise-level; scalable</b></p> <p>Users say Sprinklr allows them to handle a high volume of social activities efficiently. They like the workflow, governance, and approval processes, as well as the custom user permission levels.</p>	<p><b>Update frequency</b></p> <p>Users mention constant product updates, a fact that reflects the innovation of the vendor, but also can lead to occasional load time issues and other glitches.</p>
<p><b>Publishing features</b></p> <p>Users have a lot of praise for specific publishing features, including the calendar view of scheduled posts, the drag and drop interface, the content suggestion feature, digital asset libraries, the custom URL shortener, and broad coverage of social channels.</p>	<p><b>Implementation time</b></p> <p>Given the power and customizability of the product, it can take some time and require some assistance to implement properly. Most users say putting in this time is worth the effort, however.</p>
<p><b>Customer service</b></p> <p>The support team is very helpful, both in terms of resolving technical issues as well as training and setting customers up for success.</p>	

Source: (24) [User reviews of Sprinklr](#) on TrustRadius

## Sprinklr Response to Reviewer Feedback

Dear Potential Sprinklr Client,

Research shows that 70% of the buying process happens before you even contact a potential vendor. That's why we're excited about the positive feedback we have received on TrustRadius.

In the past year alone, we've doubled the functionality of our platform by:

- » further investing in scalability, security, flexibility, and customizability
- » introducing new capabilities such as paid media management, case management, CRM and marketing automation integrations, brand health, and advocacy
- » a relentless focus on client success, resulting in a retention rate of 95%

Also, the 40+ members of our Client Advisory Board will validate that we've listened to client feedback to improve the overall experience. For example:

» **We introduced a new user interface in September 2013, resulting in rave reviews:**

Here's one [tweet](#) that we've seen: "I've never seen a tool with so much functionality and such a simple and intuitive display. Cannot wait to start using [@Sprinklr](#)"

» **We've refined the implementation time to an average of 8 weeks and in some cases as short as one or two.**

Another [tweet](#): "Using [@sprinklr](#) for the first time. Amazed how powerful and comprehensive, yet also how usable, it is."

» **We launched an improved support and training portal to ensure every user feels comfortable quickly.**

Another [tweet](#): "Getting my arms around [@Sprinklr](#). The video tutorials in the support tab (search) are awesome! [#sm](#) [#socialmedia](#) [#training](#)"

This has resulted in a Net Promoter Score of 68.2. By comparison, Apple has a score of 69.

We hope we have an opportunity to earn your trust and your business.

Jeremy Epstein  
VP/Marketing

# Sprout Social

## Social Media Management Software



### Software Profile & Review Summary

Sprout Social is a social media management tool focused on publishing posts, and community management and social communication.

Per the mix of reviews on TrustRadius, about half of Sprout Social's clients are agencies using the tool to manage multiple client brands and profiles. Non-agency clients span several industries, including retail, IT and services, computer software, and media/publishing.

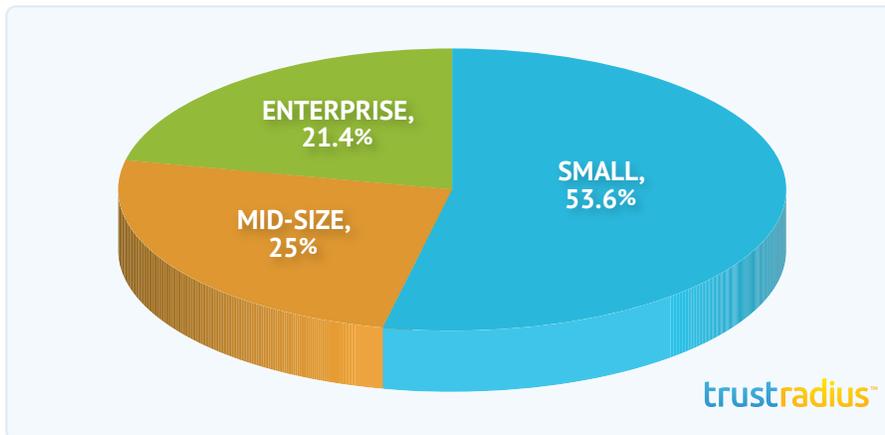
Some of Sprout Social's customers include GrubHub, Hyatt, Mailchimp, Razorfish, Spotify, and Zipcar, according to Sprout Social's website.



Best used for:	Community management; Scheduling
Not as strong for:	Enterprise workflow
Most often compared to:	Hootsuite
Customer focus:	Agencies; Small businesses
Channels covered*:	Twitter, Facebook, LinkedIn, Google+

\*Vendor provided

### Sprout Social Customer Distribution



Source: (57) User reviews of Sprout Social on TrustRadius

## Aggregate User Ratings of Sprout Social on TrustRadius

RATING ATTRIBUTE	SPROUT SOCIAL	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	SMMS CATEGORY AVERAGE
Likelihood to recommend	8.4	57	8.0
Likelihood to renew	8.1	57	7.6
Product usability	8.4	15	7.9
Product availability	8.6	7	9.2
Product performance	7.5	6	8.3
Support	8.7	12	8.5
In-person training	N/A	N/A	8.8
Online training	9.5	2	7.9
Implementation satisfaction	8.5	10	8.1
Analytics & Insight	N/A	N/A	8.3
Data Collection	N/A	N/A	7.8
Publishing	N/A	N/A	8.7
Engagement	N/A	N/A	7.9

Source: (57) User reviews of Sprout Social on TrustRadius

## Summary of Sprout Social Reviews

SPROUT SOCIAL PROS	SPROUT SOCIAL CONS
<p><b>Usability</b> Sprout Social is quick to learn and easy to navigate, even for inexperienced users. Users also like the design of the interface.</p>	<p><b>Channel coverage</b> Users would like to see Sprout Social integrate well with more channels, especially LinkedIn. Other channels of interest are Pinterest, YouTube, Instagram, Foursquare, Google+ and Tumblr.  <i>Note: The company says it supports LinkedIn as of Dec. 2014, and Google+ since 2013.</i></p>
<p><b>Analytics and reporting</b> Detailed, easy-to-read reports with compelling visuals help users track the success of social media efforts. Users can show them to clients or managers without a lot of explanation. Users also like the integration with Google Analytics for more in-depth analytics.</p>	<p><b>Not quite enterprise-level</b> Some users say for Sprout Social to be a true enterprise solution, the listening capabilities and workflow/approval processes need to be more robust.</p>
<p><b>Scheduling</b> Users like the ability to manage multiple social profiles through one interface. Scheduling posts is easy. Specifically, users like the ability to schedule recurring posts and the automatic link shortener.</p>	<p><b>Additional features</b> Users would like to see some additional features and functionalities, such as the ability to label and categorize posts, sentiment analysis, reputation management, competitive monitoring, suggested posts and topics, and industry-based benchmarking.</p>
<p><b>Mobile access</b> Users like the mobile and tablet apps for Sprout Social.</p>	
<p><b>Customer support</b> The support team is responsive and helpful, whether through live chat or on the phone.</p>	

Source: (57) [User reviews of Sprout Social](#) on TrustRadius

## Sprout Social Response to Reviewer Feedback

At Sprout, we relish and rely on user feedback to improve the platform and build a superior product. Our roadmap contains numerous improvements around workflow/approvals, collaboration, analytics, message categorization tools, additional network integrations and more – all of which should make it even easier for people to run business and communicate with audiences on social.

## Software Profile & Review Summary

Sysomos offers two social listening/analytics products: Heartbeat and MAP (Media Analysis Platform). According to the Sysomos website, they are based on the same underlying technology, but are designed for different needs: Heartbeat is for day-to-day monitoring, and MAP is for in-depth research.

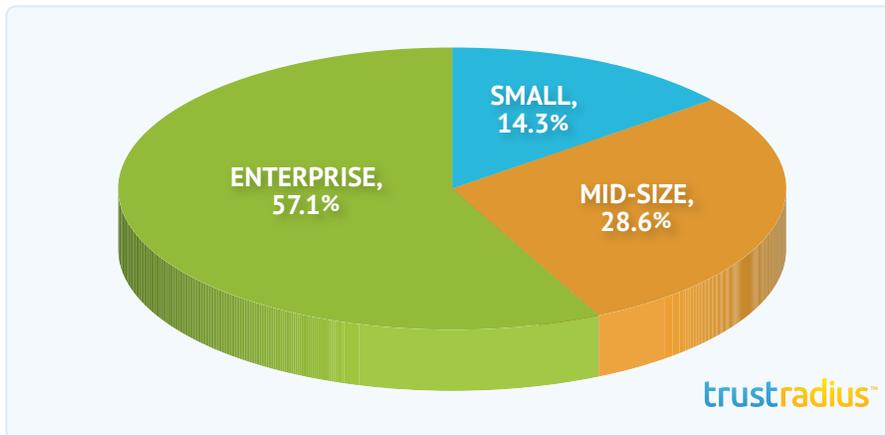
According to the reviews on TrustRadius, Sysomos Heartbeat is used mostly for reputation and crisis monitoring. Customer industries include agencies, IT and services, transportation, and accounting companies.

Some of Sysomos Heartbeat's customers include Amadeus IT group and Infosys.

Best used for:	Reputation monitoring
Not as strong for:	Deep dive data mining
Most often compared to:	Radian6
Customer focus:	Agencies; IT and services; Enterprises
Channels covered*:	Twitter, Facebook, Google+, LinkedIn, WordPress, Instagram, Tumblr, YouTube, Vimeo, LiveJournal, Flickr, Reddit, Quora, Online news sites, Wikipedia, Daily Motion, Blip.tv, other video sites, Forums, Sohu, Trip Advisor, IMDB

\*Vendor provided

## Sysomos Heartbeat Customer Distribution



Source: (7) User reviews of Sysomos Heartbeat on TrustRadius

## Aggregate User Ratings of Sysomos Heartbeat on TrustRadius

RATING ATTRIBUTE	SYSOMOS HEARTBEAT	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	SMMS CATEGORY AVERAGE
Likelihood to recommend	7.3	7	8.0
Likelihood to renew	7.2	6	7.6
Product usability	7	1	7.9
Product availability	10	1	9.2
Product performance	10	1	8.3
Support	6	1	8.5
In-person training	N/A	N/A	8.8
Online training	N/A	N/A	7.9
Implementation satisfaction	8	1	8.1
Analytics & Insight	8	1	8.3
Data Collection	7	1	7.8
Publishing	N/A	N/A	8.7
Engagement	6	1	7.9

Source: (7) User reviews of Sysomos Heartbeat on TrustRadius

## Summary of Sysomos Heartbeat Reviews

SYSOMOS HEARTBEAT PROS	SYSOMOS HEARTBEAT CONS
<p><b>Usability</b> The tool is easy to use and requires minimal training. Users can create simple queries to monitor brand mentions.</p>	<p><b>Not designed for ad-hoc analysis</b> Users are limited to the data collected through pre-defined queries. The sister product Sysomos MAP is better suited for ad-hoc research and analysis.</p>
<p><b>Nice visuals</b> It's easy to create and distribute reports. Dashboards and visuals effectively communicate things like share of voice and overall sentiment.</p>	<p><b>Customer support</b> Some users say account management is poor.</p>
<p><b>Data coverage</b> Sysomos offers excellent coverage of Twitter, and also covers others like Facebook, some blogs, online journals and conventional media. The product is designed for day-to-day monitoring, so results are real-time.</p>	

Source: (7) User reviews of Sysomos Heartbeat on TrustRadius

## Sysomos Heartbeat Response to Reviewer Feedback

**Ad-hoc analysis:** We have some major new features coming out in Q1 of 2015 including the ability to perform ad-hoc search within their existing data sets. Users also have the ability to create customizable dashboards to dive even deeper into their data sets.

**Customer support:** We are sorry to hear one of our customers had a poor experience. Sysomos takes customer support very seriously. Each customer has a dedicated account team that is there to help with anything from training, training, use cases, benchmarking, and best practices.

## Software Profile & Review Summary

Sysomos offers two social listening/analytics products: Heartbeat and MAP (Media Analysis Platform). According to the Sysomos website, they are based on the same underlying technology, but are designed for different needs: Heartbeat is for day-to-day monitoring, and MAP is for in-depth research.

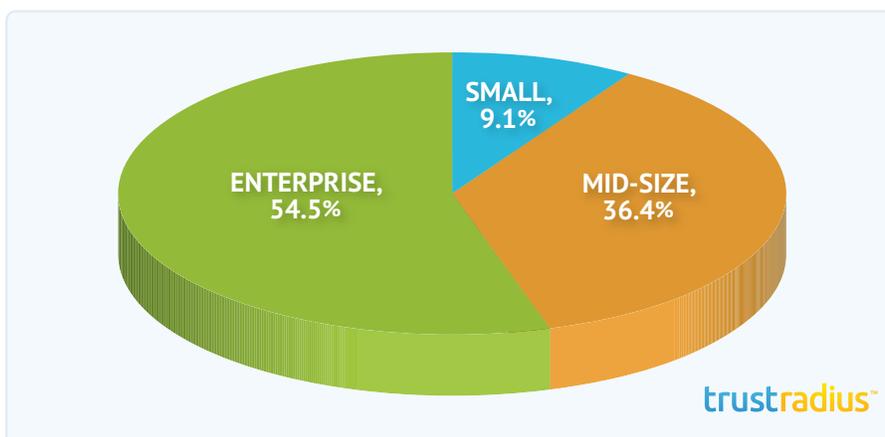
Based on the reviews on TrustRadius, all of their clients are agencies using the tool for client work. Agencies commonly use Sysomos MAP to understand consumer sentiment, perform competitive analyses, guide marketing strategy, quantify the ROI of agency efforts, and identify influencers. (Note: the company says more than 50% of their customer base is actually non-agency.)

Some of Sysomos MAP's customers include the following agencies/consultancies: VML, Fleishman Hillard, MSM Social, RPA, and A.T. Kearney.

Best used for:	Market/brand research
Not as strong for:	Identifying influencers
Most often compared to:	Radian6
Customer focus:	Agencies; Enterprises
Channels covered*:	Twitter, Facebook, Google+, LinkedIn, WordPress, Instagram, Tumblr, YouTube, Vimeo, LiveJournal, Flickr, Reddit, Quora, Online news sites, Wikipedia, Daily Motion, Blip.tv, other video sites, Forums, Sohu, Trip Advisor, IMDB

\*Vendor provided

## Sysomos MAP Customer Distribution



Source: (12) User reviews of Sysomos MAP on TrustRadius

## Aggregate User Ratings of Sysomos MAP on TrustRadius

RATING ATTRIBUTE	SYSOMOS MAP	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	SMMS CATEGORY AVERAGE
Likelihood to recommend	7.9	12	8.0
Likelihood to renew	8	10	7.6
Product usability	8	4	7.9
Product availability	8.8	4	9.2
Product performance	8.5	4	8.3
Support	8	5	8.5
In-person training	9.5	2	8.8
Online training	8.4	5	7.9
Implementation satisfaction	8.6	5	8.1
Analytics & Insight	7.7	3	8.3
Data Collection	5	3	7.8
Publishing	N/A	N/A	8.7
Engagement	3.3	3	7.9

Source: (12) User reviews of Sysomos MAP on TrustRadius

## Summary of Sysomos MAP Reviews

SYSOMOS MAP PROS	SYSOMOS MAP CONS
<p><b>Usability</b> Users say the platform is intuitive and easy to use, especially for those familiar with Boolean queries.</p>	<p><b>Influencer identification</b> The influencer identification functionality is not very effective. Users say it's too heavily focused on Twitter and retweets and therefore returns a lot of individuals who aren't in fact influential.</p>
<p><b>Flexibility through Boolean search queries</b> Through Boolean syntax, users can create (and easily adjust) complex search queries to get the right data. Users also like the ability to segment on demographic and geographic data. However, some users would like to see a better user experience around Boolean logic errors.</p>	<p><b>Sentiment analysis flexibility</b> While sentiment analysis is problematic in all tools, users cannot modify sentiment manually in Sysomos MAP.</p>
<p><b>Nice visuals</b> Users say the charts and graphs generated by the tool are popular with clients, and useful in identifying trends and showing popularity.</p>	<p><b>Data breadth</b> Sysomos is excellent at Twitter data, but users would like to see better coverage of other channels. Also, Twitter data only goes back one year; users would like to see historical data from farther back.</p>

Source: (12) User reviews of Sysomos MAP on TrustRadius

## Sysomos MAP Response to Reviewer Feedback

**Flexibility through Boolean search queries:** With our new UI coming this year, creating Boolean search queries will be even easier and give more assistance to make sure the logic is sound.

**Influencer identification:** We hear you. To provide some background, each social channel Sysomos covers is analyzed for influence on it's own and based on metrics from that specific network. We also have a team of data scientists working on improving this functionality so you can not only identify influencers, but also identify influencers within sub communities.

**Sentiment analysis:** Sentiment is fully customizable within Heartbeat allowing users to modify data as needed. Unfortunately, at this time MAP users cannot manually modify sentiment.

**Data breadth:** We are actively working on expanding the breadth and depth of our data and analytics across all sources.

# Viralheat

Social Media Management Software



## Software Profile & Review Summary

Viralheat is a highly rated social media management tool that is used across a variety of different use cases, including lead generation, crisis management, recruiting, influencer identification, monitoring, and content marketing. They appear to have recently re-positioned as an enterprise-level tool; several SMB reviewers say they can only afford the tool because of legacy customer pricing.

Viralheat is used across a variety of industries, including Internet, IT services, technology, agencies, retail and telecommunications.

Clients include Deutsche Telekom HBS (T-Mobile), Men's Wearhouse, Northwest University, and Anametrix, according to Viralheat's website.

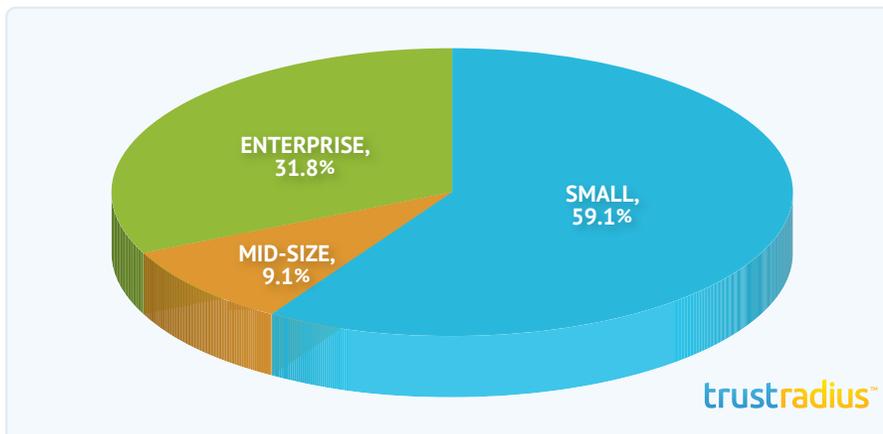
[Read a TrustRadius interview with Viralheat's CEO.](#)



Best used for:	All-in-one social media management; Lead generation
Not as strong for:	Customized reporting
Most often compared to:	Hootsuite Enterprise
Customer focus:	Small businesses
Customer recommend:	Ask for a custom demo in your use case
Channels covered*:	Twitter, Facebook, Pinterest, Instagram, LinkedIn, Google+, Wordpress, Tumblr, YouTube, Foursquare, Glassdoor, Yelp, forums, websites, news, videos, RSS feed and blogs

\*Vendor provided

## Viralheat Customer Distribution



Source: (22) [User reviews of Viralheat](#) on TrustRadius

## Aggregate User Ratings of Viralheat on TrustRadius

RATING ATTRIBUTE	VIRALHEAT	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	SMMS CATEGORY AVERAGE
Likelihood to recommend	9.2	22	8.0
Likelihood to renew	9.4	21	7.6
Product usability	10	2	7.9
Product availability	10	2	9.2
Product performance	N/A	N/A	8.3
Support	9.7	3	8.5
In-person training	N/A	N/A	8.8
Online training	N/A	N/A	7.9
Implementation satisfaction	9.5	2	8.1
Analytics & Insight	9	1	8.3
Data Collection	9	1	7.8
Publishing	10	1	8.7
Engagement	10	1	7.9

Source: (22) User reviews of Viralheat on TrustRadius

## Summary of Viralheat Reviews

VIRALHEAT PROS	VIRALHEAT CONS
<p><b>Usability and easy setup</b></p> <p>Users say the platform is easy to use and implement. Many say their accounts were up and running within a day.</p>	<p><b>More integrations &amp; channel coverage</b></p> <p>Users like the integrations available with Salesforce.com, Sugar CRM, Marketo and Zendesk, and they would like to see additional integrations with other enterprise-level software. Users also would like to see better coverage on additional social channels like Pinterest and Instagram.</p> <p><i>Note: The company says coverage for Instagram is as complete as possible, given what Instagram allows.</i></p>
<p><b>Solid all-in-one tool</b></p> <p>Many Viralheat customers leverage the tool for multiple use cases, including research, publishing, responding to customers, finding influencers, lead generation, monitoring employees, and reputation management. One aspect not covered by Viralheat is social paid advertising.</p>	<p><b>Stronger at listening than publishing</b></p> <p>Though Viralheat is a strong all-in-one tool, users say some of its publishing capabilities could be improved. For example, users would like to see a calendar view of scheduled content, a media library, and more intuitive scheduling and tagging.</p>
<p><b>Analytics and reporting</b></p> <p>Users say Viralheat provides insightful analytics that help identify trends, measure the ROI of social endeavors, and find influencers. Data and reports can be exported into Excel spreadsheets for further manipulation. Users also like the sentiment analysis and the 'Human Intent' analysis, which helps identify new prospects and can even be trained.</p>	<p><b>More customizable analytics</b></p> <p>Users would like to be able to create custom reports, for example, selecting a particular dataset for the report or creating individual reports for different business units using the tool.</p>
<p><b>Unlimited mentions</b></p> <p>Users like paying a flat fee rather than having a limit to the number of mentions they can track.</p>	<p><b>Lack of SMB pricing</b></p> <p>While many users feel Viralheat offers competitive pricing, some SMB or individual users say they can only afford the tool because of legacy pricing. They recommended Viralheat offer a smaller plan level for new customers as well.</p>
<p><b>Customer support</b></p> <p>Representatives are responsive and knowledgeable, and help ensure customers are set up properly.</p>	

Source: (22) [User reviews of Viralheat](#) on TrustRadius

## Viralheat Response to Reviewer Feedback

Viralheat is the only social management platform with **patented Sentiment and Human intent** technology, to provide enterprises with lead identification via powerful predictive social analytics. Viralheat are **SEC** and **FINRA** compliant to support financial institutions.

Viralheat has vast channel coverage and now supports Glassdoor and Yelp besides other social platforms. Since we are constantly improving our product features, we are in the process of introducing additional powerful metrics in our reports and analytics dashboards.

Additionally, Viralheat has enhanced its Publishing capabilities to include features such as approval chains, bulk scheduling of posts, location and language targeting to name a few. We take our users' feedback very seriously, as a result of which, Content Calendar, Content Library features are being released Q1.

# Woobox

Social Media Management Software



## Software Profile & Review Summary

Woobox is a social media marketing tool that allows users to build social media campaigns, such as contests, polls, sweepstakes, coupons, apps and tabs. Client industries include retail, consumer goods, broadcast media, and consulting agencies.

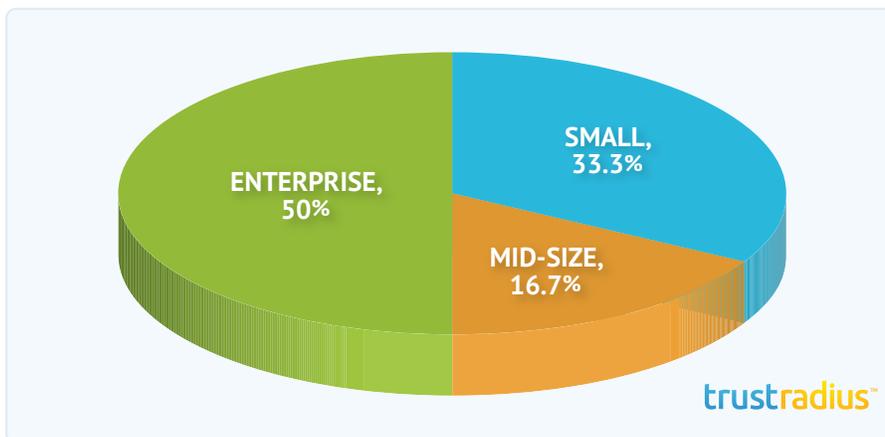
Some of Woobox's customers include LUNA, Glee Gum, and Lights4fun, according to the Woobox website.



Best used for:	Facebook contests
Not as strong for:	Engagement
Most often compared to:	Rafflecopter
Customer focus:	Enterprises
Channels covered*:	N/A

\*Vendor provided

## Woobox Customer Distribution



Source: (6) User reviews of Woobox on TrustRadius

## Aggregate User Ratings of Woobox on TrustRadius

RATING ATTRIBUTE	WOOBX	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	SMMS CATEGORY AVERAGE
Likelihood to recommend	8.8	6	8.0
Likelihood to renew	9.3	6	7.6
Product usability	8	2	7.9
Product availability	9	2	9.2
Product performance	8.5	2	8.3
Support	8.5	2	8.5
In-person training	N/A	N/A	8.8
Online training	N/A	N/A	7.9
Implementation satisfaction	8.5	2	8.1
Analytics & Insight	N/A	N/A	8.3
Data Collection	N/A	N/A	7.8
Publishing	N/A	N/A	8.7
Engagement	N/A	N/A	7.9

Source: (6) User reviews of Woobox on TrustRadius

## Summary of Woobox Reviews

WOOBX PROS	WOOBX CONS
<p><b>Ease of use</b> Woobox is easy to set up and use. One user says the tool was up and running in 5 minutes. There are also online videos that are useful for training.</p>	<p><b>Simple</b> The tool is fairly basic. Users say the more complex functionalities are harder to use, and one user says she doesn't use Woobox for more complex contests.</p>
<p><b>Variety of campaign options</b> The tool offers a variety of options in creating Facebook contests and other campaigns. Users like the fan-gating options and the option to require an email address to enter a contest.</p>	
<p><b>Price</b> Depending on the number of fans, the tool is affordable.</p>	
<p><b>Mobile-friendly</b> Contests can be mobile optimized.</p>	

Source: (6) User reviews of Woobox on TrustRadius

## Woobox Response to Reviewer Feedback

N/A