



tracx™ is a next generation social enterprise platform that enables brands to manage, optimize and monetize their business

Unmatched Social Intelligence:

Mines social conversations to transform company positioning, strategy, supply chain, execution, sales, marketing, product innovation and HR



Unified Management of Social Dynamics:

Provides cross-departmental workflows and corporate governance while seamlessly integrating enterprise systems



Accelerates Social Monetization:

Identifies and converts real-time leads from social conversations and tracks ROI from social initiatives

Audience and Influencers Focus:
Tracx allows enterprises to focus on what matters: their audience and consumers, by social behaviour, new influencer definition and identity unification

Purchase Intent:
Mapping social conversations throughout the purchasing lifecycle and providing the tools to engage, and convert intent into revenues

Geo-location Data:
Tracx visually displays the location of social activity from a global scale, regional scale, down to the street level

Predictive Capabilities:
Real time alerts on anomalies in social data volume, sentiment, activity, allowing to mitigate and take action before spikes

Research and Insights

- Campaign Measurement
- Audience Management
- Competitive Analysis



Public Relations

- Reputation Management
- Influencer Measurement
- Crisis & Issues Management



Customer Support

- Social Outreach
- Brand Monitoring
- CRM Workflow



Marketing

- Display Buying
- Influencer Marketing
- Content Publication



Sales

- Acquisition Points
- Lead Generation & Targeting
- Consumption Funnel



Product Innovation

- Concept Testing
- Creative Ideation



For more information or to schedule a free demo visit www.tracx.com

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