

Speed smarter decisions every day.

The Problem:

Marketers are eager to inform their decisions with social data, but complex tools with high learning curves and prohibitive requirements to pay by topic keep them from doing so at scale. The overwhelming speed and ever-changing nature of social conversations shortens the shelf life of data and requires marketers to move from insight to action faster than ever.

"Spredfast Intelligence surfaces critical data in a quick, playful interface. It saves valuable time when reporting on the impact of our efforts and makes it easy to dissect and gather insights to inform our strategy."

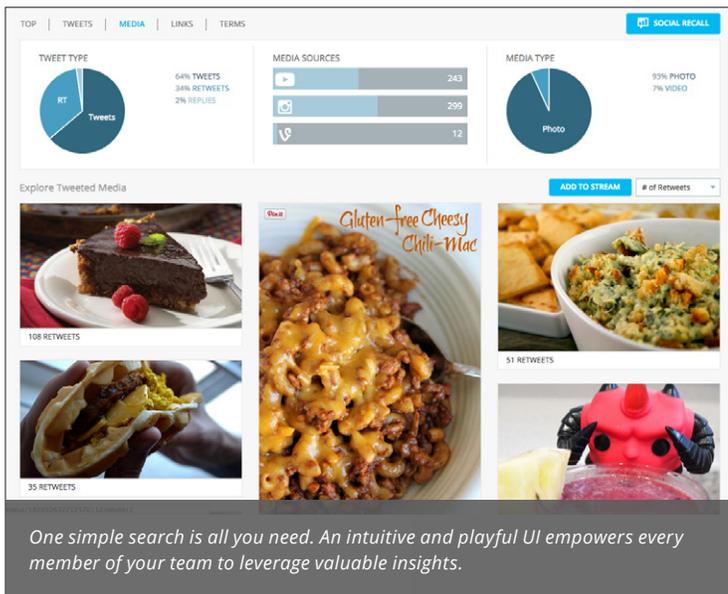
Ran Cao, Social Media Campaign Mgr., PlayStation

The Solution:



Spredfast Intelligence: Intuitive, Instant and Unlimited Real-Time and Historical Social Search.

No learning curves, no number crunching, no need to run reports; with Intelligence, informed decisions are always just a search away. Leverage social insights for a variety of use cases including content strategy, competitive intelligence, live events, PR, crisis management and more with one powerful solution. Users across internal teams and agencies can instantly uncover real-time trending content and data from Twitter, Tumblr and Facebook with user-friendly and unlimited searches. In addition to tracking trends, you can look back in time to gain valuable context with up to 13 months of historical data and access smart predictive analytics for quick wins in real time.

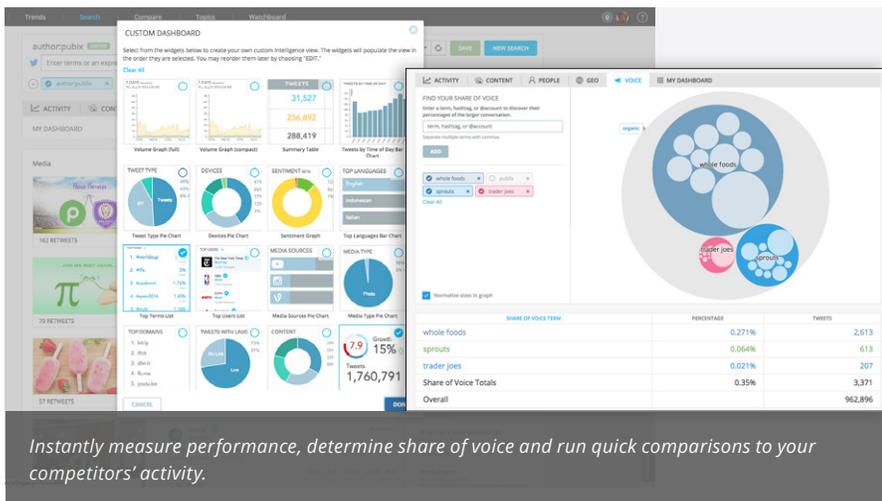
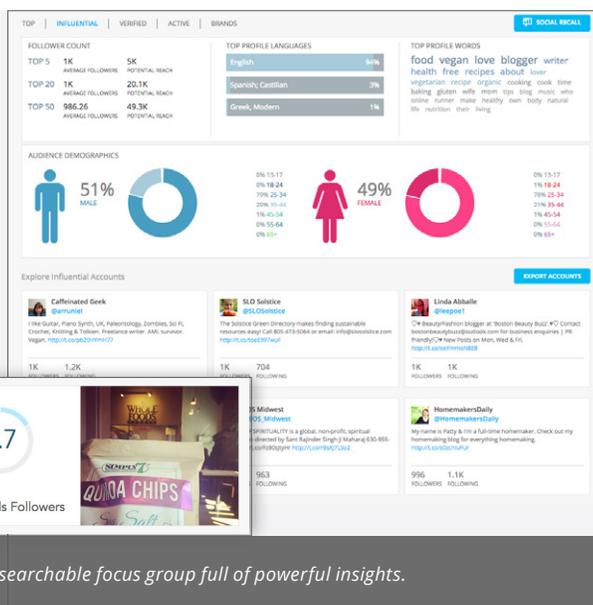


Understand the Conversation

- Discover trends and unexpected angles to every story.
- Predict where the conversation is headed and receive smart alerts the minute it takes off.
- Analyze top performing content, when and where it receives the most engagement to optimize your execution.
- Gain competitive intelligence to quickly understand competitor content strategies and benchmark their performance compared to yours.

Know your audience

- Easily gauge your followers or competitor's followers participation in any topic.
- Surface instant snapshots of age, gender and location.
- Identify influencers for your brand, campaigns and competitors.
- Optimize keyword strategies and build audiences for ad targeting based on any search.
- Export influencers for engagement.



Streamline Reporting

- Customize and save custom dashboards with beautiful visuals for your presentations.
- Quantify and export volume and share of voice.
- Compare activity year-to-year, month-to-month, or week-to-week.