

# Hootsuite and Brandwatch

Surface vital insights and then act on them—all in one place

The Hootsuite-Brandwatch integration lets you easily discover, analyze, and engage with conversations across both owned and earned channels, all in a single cohesive workflow.

Large organizations such as government, media and entertainment, financial services, education, and insurance companies use Brandwatch for analyzing online conversations to decipher complex market dynamics, better understand customer segments, and make confident shifts in strategies.

Now, you can access Brandwatch's powerful social intelligence within Hootsuite. This gives you a central place to monitor the impact of new campaigns, consistently find important consumer conversations across the web, and better understand consumer drivers across your different markets, regions, and product lines.

## Key Integration Benefits

- **Gather global intelligence about customers:** cost effectively—with advanced searches of 90 million social media data sources in the top 27 languages that cover 97% of the world's population.
- **Easily surface insights without compromising depth:** Brandwatch lets marketers discover important insights in minutes, while giving analysts access to as much data as they need, including exports and an API.
- **Easily surface data in a unified interface:** with Brandwatch's integration, you can analyze and then share data to each user's customized dashboard.
- **Data you can depend on:** lots of providers deliver huge volumes of social data but Brandwatch collects, verifies, and accurately matches each piece of data to your searches. This ensures you make decisions based on highly relevant conversations.
- **Measure the impact of new initiatives:** from analyzing consumer perceptions around a new product line to uncovering the specific needs of a regional market, you will have the data you need to make confident recommendations.
- **Get advance warning of crisis situations:** Brandwatch pulls in results for your custom searches in real time, allowing you identify threats and opportunities as they surface across the web.
- **Find unique competitive insights:** with 22 advanced Boolean search operators, you get the flexibility you need to find answers to specific business questions. Access full historical Twitter data back to 2006 with the Brandwatch Twitter Hindsight within Hootsuite.

For more details on how Hootsuite and Brandwatch work together to deliver business insights visit [enterprise.hootsuite.com](https://enterprise.hootsuite.com) for a demonstration or contact your customer success manager.

# About Hootsuite Enterprise

Partner with Hootsuite to accelerate your social transformation

## Social Marketing



## Employee Advocacy



## Social Selling



## Social Customer Service



Hootsuite is the most widely used platform for managing social media, loved by over 15 million people around the globe and trusted by more than 800 of the Fortune 1000. Hootsuite Enterprise empowers organizations to execute business strategies for the social media era and scale social media activities across multiple teams, departments, and regions. Our versatile platform supports a thriving ecosystem of social networks complemented by 200+ business applications and integrations, allowing organizations to extend social media into existing systems and programmes.

Along with our channel and agency partners, we help organizations build deeper relationships with customers, stay connected to the needs of the market, grow revenue, and draw meaningful insights from social media data. Innovating since day one, we continue to help organizations pioneer the social media landscape and accelerate their success through product training, group training and tailored organizational training, as well as security and compliance services.

Request a custom demo today by visiting [enterprise.hootsuite.com](https://enterprise.hootsuite.com)

## Success Story

### MONSTER

Monster uses both Brandwatch Analytics and Hootsuite to help build brand and develop lasting relationships with job seekers.

*"Recruiters desire a connection with passive job seekers, either for currently open positions or to create a relationship down the road. Using Hootsuite lets us look for those who like or don't like their job or are going on an interview, giving us a chance to say 'good luck' or connect from a brand-level. We execute this strategy across more than 20 platforms today."*

*Patrick Gillooly, Director of Digital Communication and Social Media, Monster Worldwide Inc.*

## Trusted by more than 800 of the Fortune 1000

