

Tool	Gründung	Mitarbeitende	Positionierung	Schwerpunkte	Referenzen
Adoreboard Emotics	2011	ca. 11	KI-gestützte Emotionsanalyse	Customer & Employer Experience	BMW, Unilever, Nike
Awario	2015	25	Standartisiertes Social Listening	Sentiment- & Echtzeitanalyse	Amazon, SAP, PwC
Brandwatch	2007	500+	Consumer Intelligence	Social Listening, Influencer, Reporting	Walmart, Unilever, Dell
Brand24	2011	70	Media Monitoring & Hashtag Tracking	Social Listening, Marketing Reporting	Uber, Intel
Buzzrank	2011	10-50	Monitoring für Twitter, Facebook, Blogs	Echtzeit Beobachtung, Influencer, Event Monitoring	Next.Media.Hamburg
Buzzsumo	2013	10	Content & Influencer Discovery	Content suchen & entdecken	Expedia, Ogilvy
Cision	2014	1000+	PR Monitoring	Globales Monitoring, Influencer Datenbank	Kellogg's, LG, Allianz
Critical Mention	2002	ca. 74	Globales Media Monitoring	TV, Radio, Social Listening	McDonald's, CBS
Echobot	2011	50+	Sales & Marketing Intelligence	B2B Datenbank, CRM, ERP, Vertriebsunterstützung	Telekom, Siemens
Neticle	2012	50+	Social Listening & Media Monitoring	Medienbeobachtung, -analyse, Social Listening	Allianz, Vodafone
Pulsar	2009	70+	Social Listening Plattform	Trenderkennung, Kanalmessung, & -optimierung	Instagram, IKEA
Social Bakers	2008	500+	Globales KI-basiertes Marketing	Audience Analytics, Influencer, Community Management	Danone, Samsung
Social Searcher	2012	10	Social Listening & Monitoring	Social Media Search Engine	Forbes, Le Figaro
Storyclash	2015	20	Social & Brand Monitoring	Influencer Reporting, Instagram Story Monitoring	Daimler, Boston Consulting
Symanto	2010	70	Language Processing, KI Analysen	Sentiment- & Emotionsanalyse, Psycho Profiling	Microsoft, Adidas
Talkwalker	2009	200+	Social Listening & Monitoring	Conversation Cluster, Zielgruppenanalyse	Hello Fresh, Coca Cola
Ubermetrics	2011	50+	Social Listening & Monitoring	Supply Chain Management, Monitoring, Listening	DHL, notebooksbilliger.de
VICO Research	2005	95	Social Media Monitoring	Online PR, CRM, Produktmanagement	Allianz, Daimler, LG
YouScan	2005	51-200	Social & Visual Listening, Monitoring	Bilderkennung, Sentiment- & Zielgruppenanalyse	PepsiCo, Google

Quelle: Marktstudie “Social Listening Tools” | Hochschule Darmstadt - University of Applied Sciences - Fachbereich Media | August 2020