

Social Media Monitoring Tools Comparison Guide

	Radian6	Lithium Technologies	HubSpot	BuzzStream	Meltwater News	Sprout Social	Sysomos Heartbeat	Nethase	Simplifly360
Price	<p>\$600/month for standard topic profile containing up to 10,000 items/month</p> <p>\$1,800/month for 4 topic profiles containing up to 100,000 items/month</p> <p>\$4,100/month for 10 topic profiles containing up to 250,000 items/month</p> <p>\$10,000/month for 20 topic profiles containing up to 2.5 million items/month</p> <p><i>Note: A topic profile is a collection of keywords and phrases you determine in order to search the breadth and depth of a brand or subject of interest. One topic profile is ideal for each company being monitored. Items per month refers to the number of search results obtained.</i></p> <p><i>There is also special pricing available for agencies. Ask your sales representative.</i></p>	<p>\$1,400/month for 50 searches, unlimited users</p> <p>\$2,600/month for 100 searches, unlimited users</p> <p>\$4,500/month for 200 searches, unlimited users</p>	<p>Pricing is based on the number of contacts (leads) in your system</p> <p>Basic license: \$206-\$700/month</p> <p>Professional license: \$406-\$3,000/month</p> <p>Enterprise license: \$700-\$5,000/month</p> <p><i>Note: All licenses contain the same social media monitoring and engagement tools. Price differences account for variations in other features, for example lead nurturing.</i></p>	<p>\$19/month for 1 user, 1,500 contacts, 10 searches, 10,000 search results</p> <p>\$29/month for 2 users, 1,500 contacts, 10 searches, 10,000 search results</p> <p>\$129/month for 4 users, unlimited contacts, 15 searches, 20,000 search results</p> <p>\$249/month for 10 users, unlimited contacts, 40 searches, 40,000 search results</p> <p><i>Note: Contacts refers to the number of people tracked in BuzzStream's relationship-management database. Searches refer to the number of keyword search queries.</i></p>	<p>Meltwater always works on 12- and 24-month subscriptions.</p> <p>\$6,000 for 12 months</p> <p>\$10,000 for 24 months.</p> <p>Each account can have up to five users.</p> <p><i>Note: Pricing includes basic analysis and reporting capabilities. For an additional \$5,000/2 months or \$3,000/24 months, you can purchase Meltwater's Analytics product for more robust capabilities.</i></p>	<p>\$9/month to manage up to 10 social profiles.</p> <p>\$39/month to manage up to 20 social profiles.</p> <p>\$59/month to manage up to 50 social profiles.</p> <p>\$89/month to manage an unlimited number of profiles.</p> <p><i>Note: A social profile includes Twitter account, Facebook Fan Pages and LinkedIn profiles.</i></p>	<p>Pricing starts at \$6,600/year or \$550/month.</p>	<p>Pricing ranges anywhere from \$2,000 - \$2,000,000 per year, depending on the number of use cases, complexity, global nature of deployment and number of users.</p>	<p>\$249/month for 10,000 search results, one user, five social channels, three keyword profiles and five competitor channels.</p> <p>\$440/month for 25,000 search results, two users, 10 social channels, five keyword profiles and 10 competitor channels.</p> <p>\$899/month for 50,000 search results, four users, 20 social channels, eight keyword profiles and 20 competitor channels.</p> <p><i>Note: Social channels are Twitter, Facebook or other social profiles. Keyword profiles are a set of keywords used for tracking a particular brand or its associated brands.</i></p>
Ideal User	Large companies with in-depth social media monitoring and reporting needs, and extensive conversations online surrounding brand and industry.	Large businesses with in-depth social media monitoring needs, and extensive conversations online surrounding brand and industry.	Businesses looking to integrate social media monitoring into an integrated inbound marketing campaign.	Businesses with a strong focus on media and blogger relations, who are hoping to connect with online influencers. Marketers focused on conducting outreach based on social media monitoring results.	Large clients with heavy monitoring needs, as Meltwater does not restrict the number of search terms or the amount of results pulled.	Small-to-large companies and agencies, looking for very basic brand monitoring period with social media engagement and reporting capabilities.	Companies with in-depth social media monitoring needs, that also want engagement capabilities in the same platform. Heartbeat ties in publication functionality across social platforms, as well as social and web analytics, in addition to monitoring.	Large B2B and B2C brands, and agencies looking to find actionable insight from the social web. It's an advanced platform for sophisticated users that can help drive strategic business decisions.	Companies that would like to manage both monitoring and engagement in the same platform. Ideal for brands and agencies with basic monitoring and analytics requirements.
Blog Coverage	<p>Radian6 stores approximately 150 million blog posts in its database every day from 470 million sources.</p> <p>Approximately five million new sources are added each week.</p> <p>Radian6 has an historical archive of more than 50 billion posts, dating back to May 2008.</p>	Approximately the top 12 million English language blogs, with a focus on blogs active in the last six months and containing at least one incoming link.	Yes, but specifics are not publicly available.	All Blogs indexed by Google, MyBlogLog, Bloggy, BlogPulse, BlogGagger, WordPress and others.	Approximately 250 million blogs.	RSS feeds tracked in the user's Google Reader account.	160 million blogs with new sources added daily.	More than 100 million documents, including blogs and mainstream media.	250 million blogs, forums and news sites.
Video Coverage	YouTube, Google Video, Metacafe, Rever, Veoh, Dailymotion, Bebo, Goopeet, Youku, Baidu, BrightCove and many more.	YouTube, Metacafe, Vimeo, DailyMotion, Flickr, MetaLife, Rever, Veoh, Heavy and Gamspet.	YouTube.	YouTube, Break.com, Vimeo, DailyMotion, Bliip, MySpace Video and others.	YouTube.	N/A	YouTube, Vimeo, Dailymotion and 14 others.	Video results pulled into the activity stream, yet not included in analysis capabilities.	YouTube.
Photo Coverage	Radian6 covers more than 450 rich media sites (includes photo and video sites)	Flickr, Picasa, SmugMug and Zoemr.	N/A	Flickr, Photobucket, Picasa, Panoramio and others.	N/A	N/A	Flickr.	Image results pulled into the activity stream, yet not included in analysis capabilities.	Flickr.
Mainstream Media Coverage	More than 100,000 mainstream news sites.	Coverage of approximately 10,000 web based mainstream news sources.	N/A	All news stories indexed by GoogleNews, Yahoo News NewsVine and other news aggregators.	Mainstream media coverage from 185,000 global sources. Clients can request additional sources at no additional charge, as Meltwater uses a proprietary source database.	N/A	60,000 mainstream news sources.	More than 100 million documents, including blogs and mainstream media.	250 million blogs, forums and news sites.
Social Media Coverage	Twitter, Facebook, LinkedIn, MySpace, Hiives, and close to one million forums.	Twitter: posts, comments and 'like' data from the Facebook page of your choice; approximately the top two million English language forums by activity, and comments from approximately the top one million English Language news and blog sites.	LinkedIn, Twitter and Yahoo! Answers.	Social media sites including Bebo, Delicious, Facebook, Jumptags and more.	Facebook, Twitter and Webto.	Twitter and Facebook.	Twitter, Tumblr, Pinterest, LinkedIn Answers, Yahoo! Answers and forums.	Twitter, Facebook, LinkedIn, TripAdvisor, forums and more.	Facebook, Twitter and custom sites (add specific social sites important to your industry by request).
Languages	Currently covers 17 languages: Danish, Dutch, English, Finnish, French, German, Italian, Japanese, Korean, Norwegian, Polish, Portuguese, Russian, Simplified Chinese, Spanish, Swedish and Turkish - plus more on the way. Additionally, the Salesforce Social Hub offers foreign language translation in English, French and Spanish.	English, Spanish, Italian, Portuguese, French and German. <i>Note: Sentiment scoring is currently only available in English.</i>	English.	English.	Offers in-house translation for 17 languages.	Tweets can be translated into 51 different languages.	Supports 186 languages. Instant translation for 55 languages. Sentiment analysis in English, French, Spanish and Portuguese.	Performs full sentence analysis in seven languages - English, German, Spanish, French, Portuguese, Italian and Japanese. Chinese will release in 2013. Company has 14 linguists on staff.	Supports 60 languages. Platform not limited by language; can add additional languages by request.
Email Alerts	Yes - Ability for users to get email or Jabber-compatible IM notifications for specific topic profiles at intervals they select.	Yes - Can select how often to receive alerts: daily, weekly or monthly.	N/A	Social Monitors can be set up to deliver a daily email alert.	Yes - Can select how often to receive alerts: daily or weekly.	Yes - Activity summary emails are sent weekly, containing a social media digest of accounts.	Yes - Can select how often to receive alerts: daily or weekly. Can also set what time you would like to get them.	Yes - Can receive keyword email alerts via MediaTunnel integration.	Yes - Can select how often to receive alerts: hourly, every six hours, every 12 hours, daily or at specific quantity thresholds.
Keyword Monitoring Limits	No limit to keywords when setting up topic profiles. This includes keyword combinations, negative keywords, etc.	Each account has a designated number of searches. Searches purchased for an account may be allocated across workspaces in increments of five by any account administrator.	Tracks up to 40 keywords in its social media monitoring section.	Based on plan selection. See pricing.	No limit on keyword search terms.	One keyword at a time. No saved searches.	Based on plan selection.	Unlimited.	Unlimited.
Search Result Limits	Based on plan selection. See pricing.	Unlimited.	Unlimited.	Based on plan selection. See pricing.	Unlimited.	Unlimited.	Unlimited.	Unlimited.	Based on plan selection. See pricing.
Dashboard	Data is captured in real-time as discovered and delivered to dashboard analysis widgets. At a glance, monitor and measure volume, sentiment, demographics, influencers and more in this live snapshot. Use the Engagement Console desktop application to manage topic profile results and engage directly from Facebook, Twitter, Chatter, etc. Social profiles can be linked to simplify ongoing management.	Dashboard offers real-time metrics for buzz and sentiment, recent and highest ranked content, and user activity.	Dashboard offers real-time social-media conversations which can be filtered by source type. New HubSpot capabilities enable you to track conversations of people in your lead database.	Dashboard shows communication and history for contacts with the ability to filter for communication type, project and user. Tasks can also be reviewed and filtered by projects or due dates.	Dashboard offers a birdseye view of coverage, hits, top publications and geographic reach. Users can drill down into data by clicking on graphs provided.	Dashboard provides a snapshot of group trends, audience demographics, engagement and reach on your connected social accounts.	Dashboard contains recent activity, mentions across platforms, user activity, share of mentions and top influencers.	Dashboard is completely customizable based on the company's business use. Widget can be arranged however the user sees fit. However, 12 out-of-the-box dashboard templates are available. These align with specific business uses (e.g. brand analysis, campaign launch, purchaser intent, etc.)	Social monitoring dashboard contains graphs for sentiment, trends, location, gender, language, Alexa rank and Google page rank.

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Influencers	For each topic profile, you can adjust your settings to identify influencers around different topics, brands or conversations. Scores are based on personalized metrics you designate.	N/A	N/A	Examines each blog post, news story, tweet and other social content on your monitoring search results and scores the author based on influence metrics (for example, PageRank, site traffic, Twitter followers, etc.) Can also use advanced search operators in the Prospecting Module to enhance results and further build contact lists. Domains and contact information from relevant sources are pulled into your account for you to review, approve, and add to projects.	Partners with Neilson to rate publications by influence.	Sprout Social uses a special algorithm to identify Twitter users with more influence than others.	Sources are given a 1-10 authority score based on reach and resonance (i.e. how big is your following and how much you talk about a particular topic).	Influencers are ranked based on Klout score, number of followers and topic resonance. Influencers can be pulled by people who talk about the topic, or people/brands that others mention in relation to that topic.	Influencers are determined based on Twitter followers to following ratios, how many times they mention your brand and keywords, and their level of interaction with your pages.
Analysis	Numerous analysis widgets can be set up to analyze within a date range or for pre-set days, including Conversation Cloud (pulls the 90 most common words associated with your mentions), Topic Analysis (breaks the mentions down by the words within them) and Trending Analysis (shows how mentions change over time) Radant6 also partners with companies to bring their data into results and analysis. Examples include: Klout, OpenAmplify and OpenAlerts. It can also be integrated with CRM and web analytics software.	Analysis of emerging themes in social media conversations. Includes real-time metrics for buzz volume, customer sentiment, industry analysis and competitive share of voice across the web.	N/A	N/A	If you upgrade to include Analytics, then you can analyze trends, customer sentiment, competitive share of voice and more.	Limited analysis, outside of demographics and basic engagement metrics.	Includes real-time metrics for sentiment, geography, competitive share of voice, buzz volume, influencer rankings, demographics and text analytics.	Platform is designed for high-level analysis that can be used to make real business decisions. While it can measure and monitor, its sweet spot is helping customers understand "why" it uses sophisticated lenses to help you understand what people like and dislike about your product. Up to a year's worth of pre-analyzed historical data available at start of engagement.	Heavy analysis of social profile activity and engagement, including Twitter and Facebook page trends, share of fans, engagement, page activity, demographics, top fans/followers, geographical coverage, and more. Profile page data can be compared to other brand pages for competitor or product reporting.
Graphs & Data	Clickable graphs allow for easier data analysis; from trends and influencer analysis to social media metrics and data segmentation, there are an abundance of ways you can graph your data.	Download graph data or copy graphs; some graphing capabilities include number of mentions, frequent words, sentiment, trending topics and quotes (key phrases found within social media content). All graphs are exportable as PDFs, and the underlying data is available in a .csv file.	Graph showing referring social media traffic. If you have the Enterprise license, you can also see social traffic to conversions for closed-loop reporting.	Can export contacts and monitoring results into a spreadsheet.	For an additional \$5,000/12 months, you gain unlimited statistical analysis, and are able to slice and dice your data however you see fit using graphs, matrices and tables. Statistical streams can also be pulled in real-time onto a website or newsletter for an additional \$5,000/12-month.	All graphs are exportable as PDFs, and the underlying data is available as a .csv file.	Clickable graphs allow for easier data analysis, and screen shot capability enables easy removal of graphs from tasks. Graphs can be created for trending topics, share of mentions, sources, demographics and more. All data is exportable via PDF, Excel, plain text and high-res screen capture.	Clickable graphs allow for deep data analysis. Raw data can be exported into a spreadsheet; however, graphs themselves are not exportable. Data can be graphed in a multitude of ways.	Basic graphs that are not clickable. No ability to export, aside from screenshots.
Sentiment Ratings	Automatically determines whether a post is positive or negative; however users can override ranking. In addition, sentiment analysis explores general brand sentiment and how sentiment changes over time.	Sentiment is scored using natural language processing techniques. Users can override rankings.	N/A	N/A	Manual sentiment ranking of each search result.	N/A	Automatically determines whether a post is positive or negative; however, users can override ranking. Studies show it is 83-87% accurate.	Sentiment is determined using natural language processing, not text analysis. This means that the full sentence is analyzed, not just individual words.	Automatically determines sentiment of posts with manual override capabilities. Tool is a learning mechanism, meaning it improves over time as results are manually changed.
Support	As a Radant6 customer, you're guaranteed help within one business day, with live agents available 12 hours a day, Monday - Friday. Upgrade to Premier Support to get a two-hour initial response time, 24/7.	Email and phone support during normal business hours Monday-Friday.	Active community-powered support group where employees frequently participate, and a customer support phone line.	Phone and email support for customers, as well as community-powered support group where Buzzstream employees actively participate.	Dedicated single point person at Melwater for the entire time you're a customer. Initial onboarding training included in product price.	Email and phone support (M-F 8 a.m.-6:30 p.m. CT). Response times are typically 3-4 hours.	Each account is given an account management team at Sysomos to help with questions, training and more.	Every account has a dedicated Netbase representative for ongoing support. Additional services are also available for more hands-on learning, setup and training: http://www.netbase.com/services/	Email and phone support as needed.
Workflow Management	Assign and route posts, tag results with relevant information, classify and mark action status on items, and receive email or IM alerts for new posts in your topic profiles. Workflow can also be managed via the Engagement Console. Use one-click workflow to route, assign and classify posts to members of your team.	Can create assignments for colleagues, such as "please respond" or "closed". Results can be saved, tagged and shared.	Can post results to Twitter or Facebook, email a post or blog about it. HubSpot also has basic social engagement functionality, allowing you to schedule tweets.	Can automatically track all touch points you and your team have with influencers, automate tasks like finding and saving contact information using the Buzzstream toolbar, and assign tasks to people. You can also perform direct outreach to influencers using the tool's templates and email integration.	Can forward articles to team, and sort and archive results by topic or client. <i>Note: Additional social engagement functionality available through the Melwater Buzz platform.</i>	Can assign tasks to other team members, and add notes to mentions.	Can assign people tasks, leave comments on posts, email mentions and tag results. You can also directly reply to mentions from within the platform. System is also compatible with most CRM systems.	Full integration with MediaMind, social media management platform. Using that tool, you can prioritize, categorize, assign and reply to social mentions.	Posts can be assigned to specific team members with a comment or action item. Posts are tagged using standard advertisement, sales lead, suggestion and question fields, or custom user-created fields.
Sorting Capabilities	Can sort posts by influence, publish date, comment count, unique commenters and calculated engagement. Results can also be filtered by country and by media type.	Can sort by timeframe, importance, type of content or results containing specific keywords.	Can sort by source or by brand and industry, which are user-generated tags.	Use Advanced Filters with many different fields to build lists. This includes the ability to sort by publication type, date, influence rating and other customizable columns. You can also tag and sort publications and contacts based on a particular project, topic, etc.	Can use boolean logic to modify the source base completely.	Mentions can be sorted by network (Twitter or Facebook), geographic region and influence.	Can sort by authority, keyword, geographic region, source, language, gender, age, whether they are assigned to a workflow and any combination of the above.	Can sort by date, keyword filters, insights, domains, authors and influence.	Can sort by country, language, tags, sentiment, Alexa rank, Google page rank, message property, sub-queries, date and any combination of the above.
Ease of Use	Can quickly and easily slice and dice data to find that which is most applicable to your brand. The platform is easy enough for the novice user, but sophisticated enough for the advanced user. Radant6 Mobile gives you access to valuable information from the Radant6 platform, simplifying management on the go.	Can quickly and easily slice and dice data to find that which is most applicable to your brand, immediate historical data is available up to six months back.	Simple interface; however, any in-depth social analysis and reporting (outside of referring traffic and leads) has to be done manually.	Simplifies relationship management by tracking influencer conversations online and automatically pulling contact information. Toolbar application adds enhanced ease of use. Monitor Results allows the user to add the author to a database, collaborate with team, add a note or designate a sentiment, view metrics, and locate where the author is connected on the social web for easy contact management.	Clean and easy-to-use interface with basic reporting included in base price. Immediate historical data is available back to 2005.	User-friendly interface designed to make management of Twitter and Facebook accounts more efficient.	Integration of monitoring and engagement functionality (scheduling tweets, reviewing web analytics, etc.) saves time as users can work within one system—instead of switching between multiple.	Flexibility of platform lets you easily find the data and insights that really matter for your organization based on business uses. Unlike other platforms, you don't need to know what you are looking for. Netbase quickly uncovers trends and emotional cues that help drive business decisions.	Integration of management and engagement functionality reduces dependence on multiple platforms and saves time.
Reporting Capabilities	Some reports available include: weekly post volume (shows the overall chatter about your company and brand), positive and negative sentiment spikes, engagement statistics (percentage of the overall post volume you actually engage with and/or respond to), sales leads, industry discussions, and share of conversation among competitors.	Some reports available include: volume, percentage of index, share of voice and sentiment.	Displays website traffic from social sites.	Pulls mentions from monitoring section, as well as task lists to create simple reports for clients that showcase online activity and agency activity.	Some reports available include: volume, geographic region and top publications.	Group, Twitter and Facebook stat reports are available for company pages. These include impressions, content breakdown, engagement and demographics, among other data.	Some reports include share of mentions, activity trends, top influencers and demographics.	Some reports include: mentions, net sentiment, share of voice, six flavors of word clouds (themes, likes, dislikes, emotions, brands, people), geography, domains, sources, hashtags, demographics and more.	Some reports available include: sentiment, trend data, demographics, volume, region, activity, social profile engagement and more.

