

MARTECH INTELLIGENCE REPORT:

Enterprise Social Media Management Software: *A Marketer's Guide*

FIFTH EDITION

A Marketing Land Research Report

Marketing **Land**[™]

Vendor Profiles

**Tracx**

437 Fifth Avenue, 9th floor
 New York, NY 10016
 (T) 855-698-7229
www.tracx.com
 @tracx

Target customer

- Fortune 10,000 global enterprises.

Key customers

Comcast
 Conagra
 EA Games
 Kraft
 Nestle
 Sears

Key executives

Rick Rudmanm CEO
 Yaniv Ben-Arie, CTO
 Amy Inlow, CMO
 Adi Kleiman, SVP Product

Company overview

- Founded in 2009.
- 400 brands powered by Tracx.
- Raised \$18 million in February 2015 in a Series C round led by Edison Partners.
 - Also financially backed by Flybridge Capital Partners, Revel Partners, Crossbar Capital, and Klingenstein Fields Wealth Advisors.
- Additional offices in London, Tel Aviv, and Washington D.C.

Product overview

- Refines and analyzes mass amounts of data from across the social web to deliver insights into brands, customers, competitors, and influencers.
- Creates actionable insights through a contextually driven social engagement engine.

Social networks supported

- Facebook, Flickr, Foursquare, Google+, Instagram, LinkedIn, Reddit, Twitter, YouTube, Tumblr, VK, Odnoklassniki, MoiKrug, and MoiMir.
- Also supports more than 150 million blogs, 50,000 news sites, 200,000 forums, and 20,000 retail sites.

Publishing tools

- Publishing module allows simultaneous posting to Facebook, Google+, LinkedIn, and Twitter, as well as engagement on Instagram.
- Recommendation engines optimize post time, content, and target audiences.
- Message drafts allow for saving and reviewing ideas.
- Shareable content planning calendar.

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Workflow management

- Governance embedded (team workflows and permission levels.)
- User permission levels include view-only, reports-only, team-admin, etc.
- All social content can be engaged, tagged, flagged, assigned to individuals and teams, processed with macros, and more.
- Social service level agreements (SLAs) are measured for all teams and individuals (e.g. number of cases managed per day, average time to find/reply/close cases)

Listening/monitoring tools

- Monitors complete conversation threads (not just keyword mentions.)
- Covers owned and earned channels (paid media to be integrated in Q2 2016.)
- Unlimited queries and keywords across all brands, competitors, campaigns, and ecosystems.
- Covers 15 major social networks and hundreds of millions of blogs, forums, news, retail, and review sites.
- Data indexed in 43 languages.
- Visual (image-based) listening offered through Ditto Labs integration.
- Pre-configured and customizable spam filtering options for sites and authors.
- Advanced social media content streams.

Analytics and reporting

- Partnered with DataSift, to provide customers with direct access to previously unavailable anonymized and aggregated Facebook topic data including demographic information, frequently talked about web sites and other information relevant to social marketers.

- Data can be segmented by location, demographics, and psychographic insights.
- 10 white-labeled reporting templates.
- Custom dashboard builder using intuitive drag-and-drop widgets.
- Automated "spike analyzers" and custom alerts are configurable based on user-defined thresholds and triggers.
- "Sentity" algorithm provides precision and context to social sentiment scoring.
- Influencer module captures advocates and detractors based on different criteria (reach, impact, quality, volume.)
- Geo heat maps visualize social trends down to the street level.
- Community management module reports on branded page health, growth, and engagement.
- Reports can be exported as PDF, XLS, CSV, XML, and JSON files and set up for automated email delivery to distribution groups.

Third-party integration

- Out-of-the-box integrations with DataSift, SugarCRM, Google Analytics, IBM Digital Analytics, Facebook Insights, Kenshoo, and Liveperson.
- Open APIs allow for easy export of data from Tracx into third-party systems.

Pricing and support

- Annual contracts offered starting at \$2,000/month.
- Flexible pricing model can be scaled according to evolving social needs.
- Account management services and technical support are offered for every via phone and email, Monday through Friday 9am-5pm ET.

Resources

Websites

Altimetergroup.com
Crunchbase.com
Chiefmartec.com
Emarketer.com
Digitalmarketingdepot.com
Marketingland.com
Searchengineland.com
Techcrunch.com

Articles

"Instagram Now Has More Advertisers Than Twitter" by Tim Peterson 2/24/2016
<http://marketingland.com/instagram-now-has-more-advertisers-than-twitter-165935>

"A Kickstart Guide to Employee Advocacy on Social Media"
<http://linkhumans.com/blog/employee-advocacy-guide>

"IBM Adds New Watson Emotional, Visual APIs to Bluemix"
<http://www.eweek.com/developer/ibm-adds-new-watson-emotional-visual-apis-to-bluemix.html>

Research reports

Cisco Visual Networking Index, May 2015
http://www.cisco.com/c/en/us/solutions/collateral/service-provider/ip-ngn-ip-next-generation-network/white_paper_c11-481360.html

The CMO Survey, February 2016
<http://cmosurvey.org/tag/social-media/>

IAB/PwC Internet Ad Revenue Report, HY 2015
http://www.iab.com/wp-content/uploads/2015/10/IAB_Internet_Advertising_Revenue_Report_HY_2015.pdf

2015 State of Social Business
Altimeter Group
<http://www.altimetergroup.com/2015/07/new-research-the-2015-state-of-social-business-priorities-shift-from-scaling-to-integrating/>

Winterberry Group 2016 Annual Outlook: What to Expect in Direct and Digital Marketing
<http://www.winterberrygroup.com/our-insights/2016-annual-outlook-what-expect-direct-and-digital-marketing>

Infographic:

"Data Never Sleeps3.0"
https://web-assets.domo.com/blog/wp-content/uploads/2015/08/15_domo_data-never-sleeps-3_final.png