Results

Martech-Challenges

#1. LISTENING EDITION

SaasAdvisor

Table of **Contents**

SaasAdvisor

Thanks

The Social Listening landscape is a very competitive and fast paced environment.

In that respect, the jury and our team would like to thank all contestants for their participation.

We value the time, effort, and resources involved and are very grateful to be surrounded by the very best in the industry for this first edition.

The jury members and Saas Advisor team

Disclaimer

Saas products intrinsically evolve very quickly. As Social Listening is a very dynamic and competitive market, most editors release new features on a monthly basis if not more.

In such a dynamic market, there is no **"perfect timing"** to launch a challenge like this one.
Whole new versions of software or major updates are released for some editors shortly after the challenge timeframe, e.g. Brandwatch and Synthesio in September 2019.

Those releases could have had major impact on our appreciation of the tools.

Our results are to be considered as a snapshot of the **"state of the art"** for the Social Listening market on July 29th 2019 (end of the challenge period) rather than a set-in-stone truth.

The competition continues…

SaasAdvisor

Table of **Contents**

SaasAdvisor

Social Listening Focus

Martech-Challenges – #1. Listening Edition

SaasAdvisor

Social Listening Editors Landscape

The complete landscape for Social Listening features more than 100 actors coming from various perspectives.

Competitive Intelligence

K>crawl

KANTAR
LexisNexis

Offline & Traditional Monitoring

Suite Solutions

sprinklr
salesforce

mention
alerti

Freemium

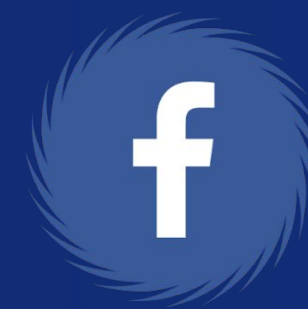SaasAdvisor

It happened in 2018

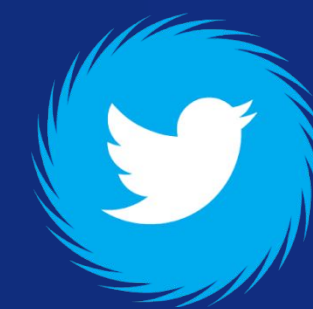**GDPR**
Necessity to adapt
data compliance

M&A
6 major acquisitions
within the industry*

Facebook
Cambridge Analytica &
Instagram
API ''shutdown''

Twitter
New pricing policy

*Brandwatch with Crimson Hexagon, Meltwater with Sysomos , Cision with Falcon.io,

Linkfluence with Scoop it, Synthesio by Ipsos and Talkwalker by Marlin Equity Partners (US)

Table of **Contents**

SaasAdvisor

We wanted to

• Organize a fair challenge under real conditions,

• Compare provided features,

• Provide an analysis of strengths and weaknesses for all platforms.

7 Challengers

We chose to focus the challenge on Pure-Players (depth of features, market vision)

Pure Players

synthesio — AN IPSOS COMPANY

NETBASE

digimind

linkfluence

talkwalker

YOUSCAN

Brandwatch

SaasAdvisor

Jury Members

Jennifer Picard
Head of Social Listening
| June Marketing

Anna Oualid
Social Research Director
| OpinionWay

Rémi Douine
CEO
| The Metrics Factory

Clément Brygier
Co-Founder & CEO
|Digital Insighters

Adrienne Rostaing
Head of Social Insights
| Guerlain

Stanislas Magniant
Digital Communication Director
| Coca-Cola

Charles Besson
Global Social Insights Director
| L'Oréal

Djallal Benyounes
Global Media Relations Strategist
| Renault

Martech-Challenges – #1. Listening Edition

SaasAdvisor

Briefs

3 briefs to showcase typical use cases*

01

Local Brand (focus US) – WWF (World Wildlife Fund)

02

Global Brand – Liverpool FC & Golden States Warriors

03

Advanced Queries Methodologies - Daily Mobility

Complete briefs in appendices

Why 3 different briefs?

Challenge 1 & 2 Focus on data sources /data coverage
(Challenge 1 "national scope" / challenge 2 "international scope")

We imposed editors similar queries to compare "apples with apples" in term of coverage.

Challenge 3 Focus on professional services.

In the "real world" customers are not giving editors a set of queries to implement within the tool.
They are most likely to present a business challenge to solve or large sets of topics they want to monitor, e.g. discussions about palm oil, sugar, pollution… Then editors have to work on translating this business challenge into a set of queries aiming to harvest the right set of data. We replicated this approach in the third challenge.

Combined, those 3 challenges have allowed us to have a complete view of each editors capabilities.

SaasAdvisor

Criteria & categories evaluated – Social Listening value chain

Data
Data Coverage
Data Quality
Data Archive

Analytics & Data Enrichment
Tagging
Reporting
Alerting
Workflow
Concept & Theme Analysis
Visual Analysis
Influencers Analysis
Location Insights
Special & AI Based Features

Front
Performance
Usability
Personalization
Pre-Built Modules

Back
Queries Architecture
Settings
Earned & Owned Media
Governance

Professional Services
Setup and Onboarding Process
Support (in general)
Support (during the challenge)

Suite Solution
Non-Listening Capabilities
Partnerships Integration

CMO Brief
Advanced Queries Methodologies
Insights Detection

Our Methodology

Each jury member was assigned a rating card for the software for all the criteria split into detailed subtopics.

Ranking was made on both quantitative (number of operators, presence of a features,....) and qualitative aspects. Collected data has been measured from **May 29th to July 29th 2019.**

The last jury deliberation was conducted in early September (all releases and new features after July 29th are not part of this evaluation).

Competition for most categories was very tight. That's why we decided for each criteria to single out a winner and mention the other most competitive tools.
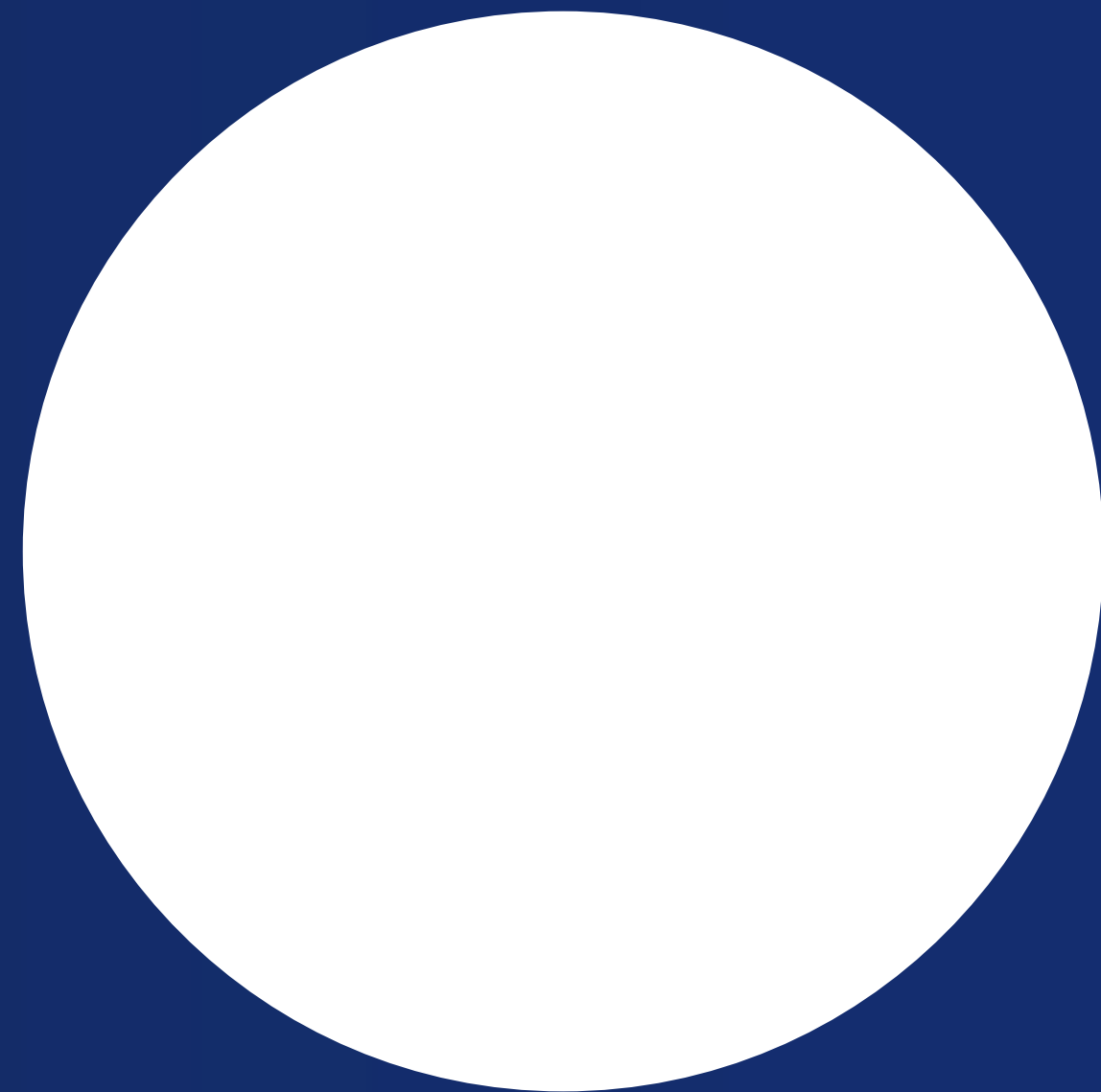
SaasAdvisor

# Table of **Contents**

SaasAdvisor

Social Listening Market size

In **2012** , most analysts such as Gartner or Forrester predicted that this segment would have a weight of $10 billion by 2020, however we are far from it.

Our estimate for **2018** (After more than 50 interviews): Segment is worth 2 Billion €/year. The 50 Biggest Saas Editors amount to approx 600M of the total revenue (+/- 10%)

Saas Editors

Rest of the ecosystem*
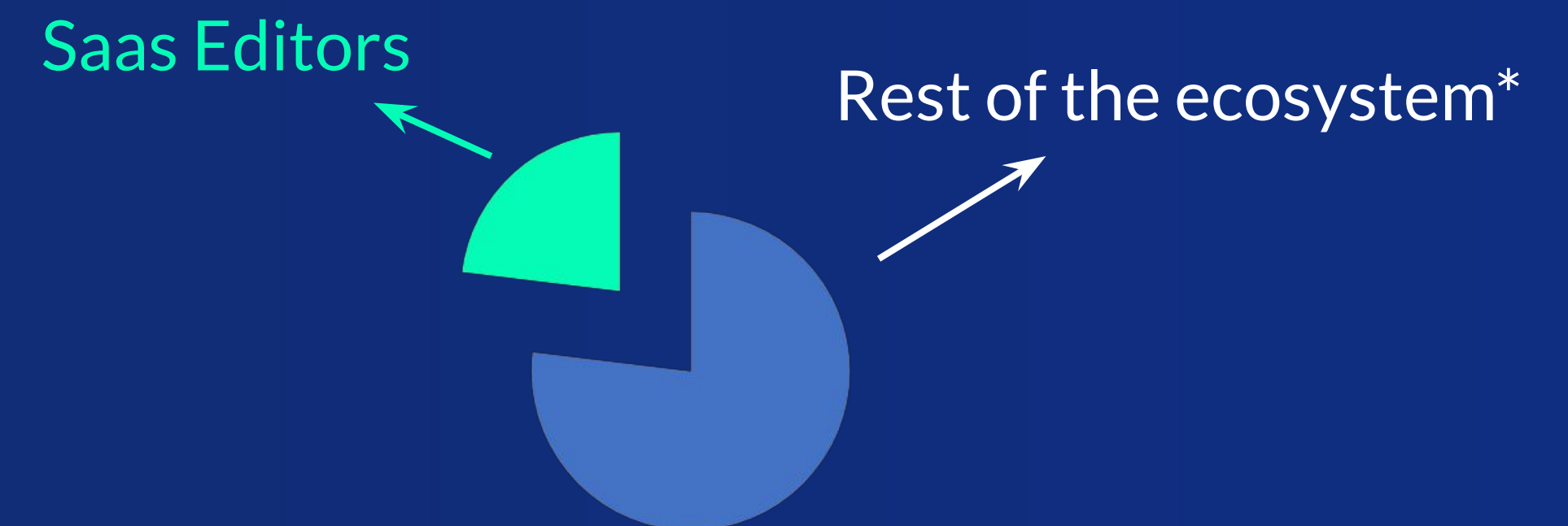
* Agencies, Consultancy, Resellers, Partners….

SaasAdvisor

How big is the Social Listening market?

We are often asked this question, and thought this challenge was a good opportunity to provide an answer.

Measuring with accuracy the revenue for this segment proved to be a quite difficult task.

There are a lot of actors offering broad software suites or are part of larger groups.
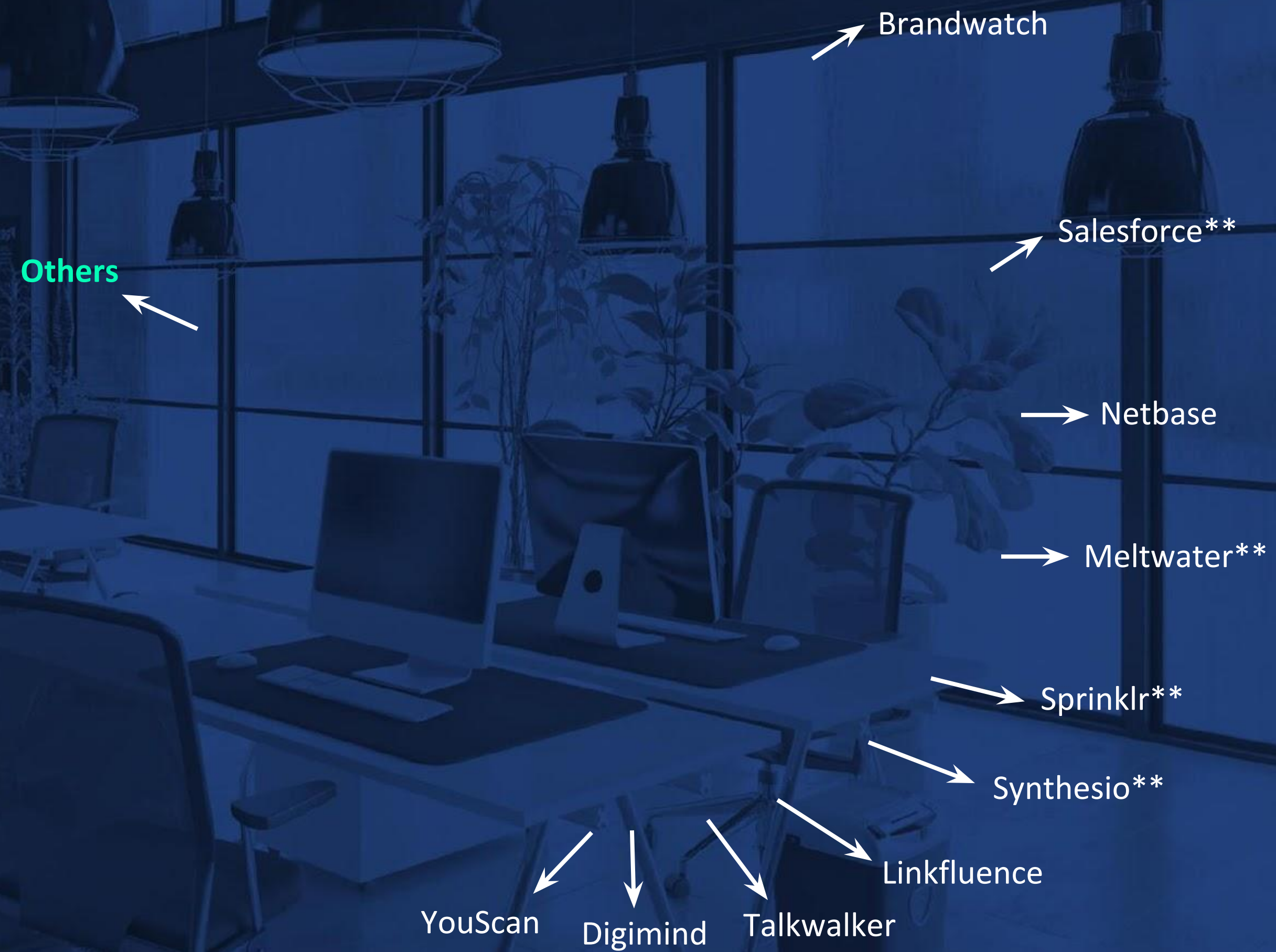
We cannot just add up their revenues.

There are also various kind of intermediaries within the ecosystem (partnerships, distributors, consultancy, integrators and agencies) who get some share of the pie.

SaasAdvisor

Market Share – Our Estimation*

In terms of turnover for 2018, Brandwatch is the market leader. However, the ten mentioned editors only represent half of the market. Consolidation is far from over in this market.

Brandwatch

Salesforce**

Others

Netbase

Meltwater**

Sprinklr**

Synthesio**

Linkfluence

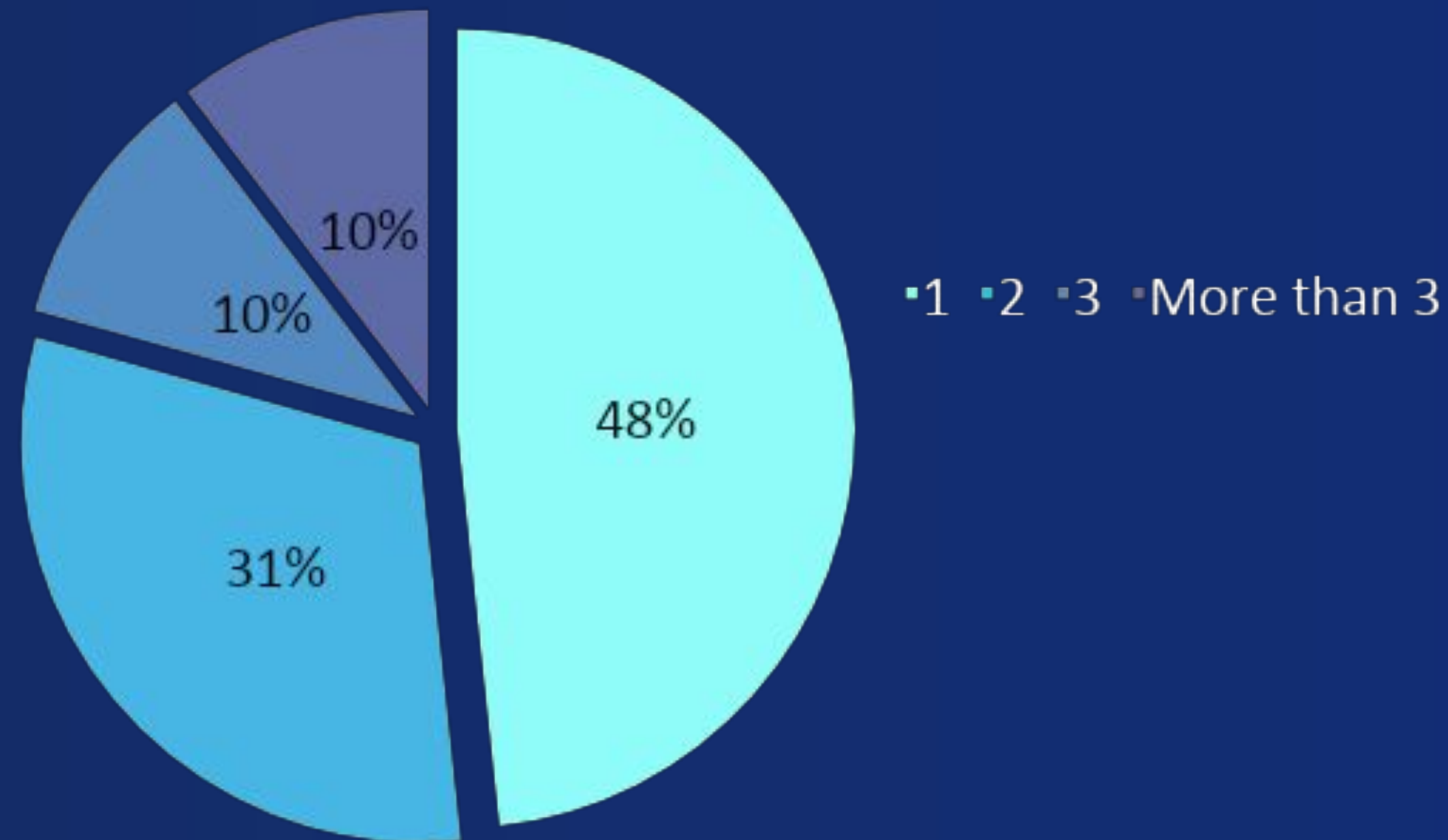YouScan   Digimind   Talkwalker

* Based on interview with over 50 editors globally and thorough cross source examination.
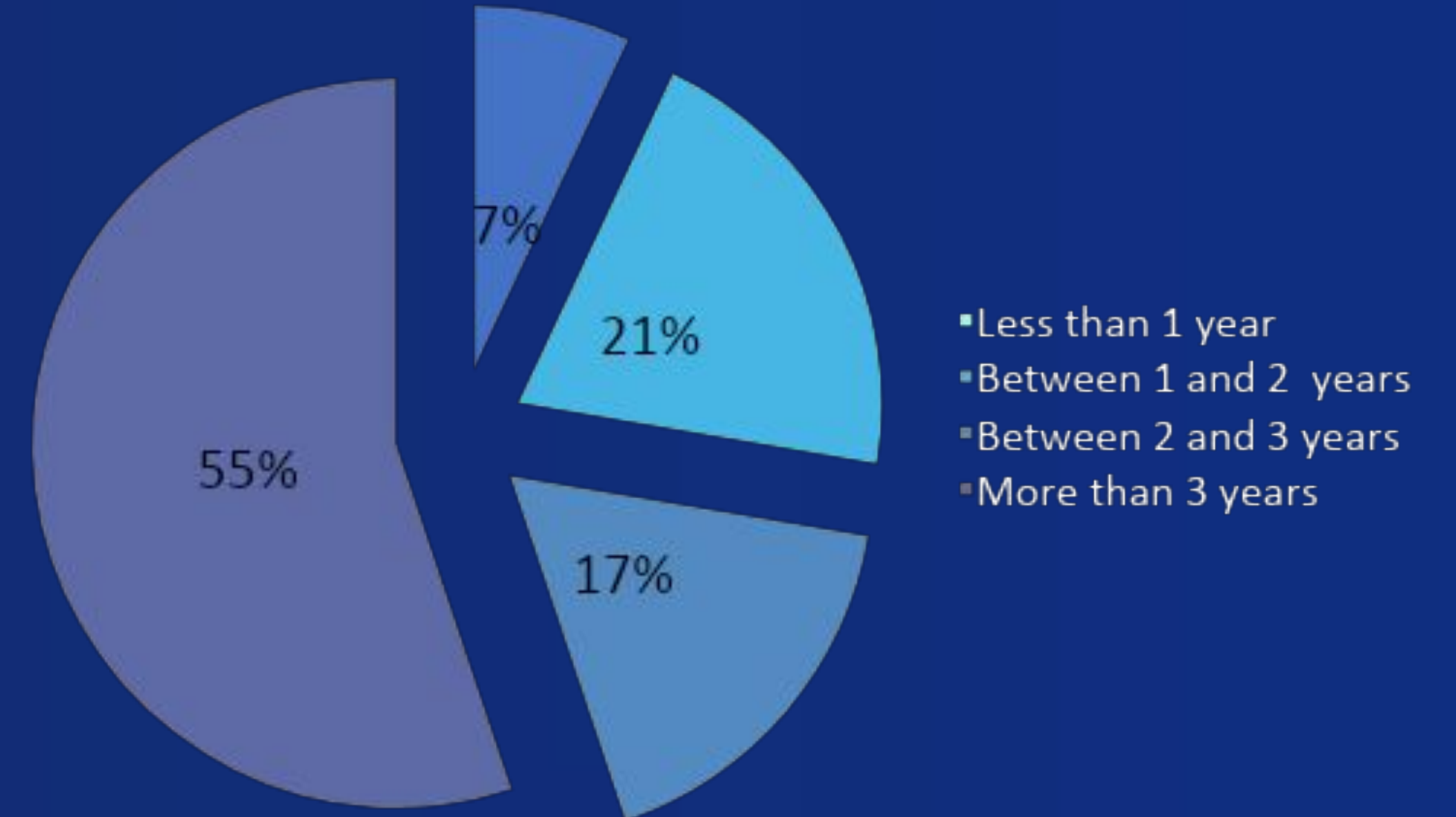
** For these actors, Social Listening only represent a portion of their revenue.
We didn't take into account their full revenue but our *informed estimation* for their social Listening BU

Martech-Challenges – #1. Listening Edition

SaasAdvisor

Market Data (1/3) - CMO & CDO Social Listening Uses Survey 2019 by Saas Advisor

Number of software used per company

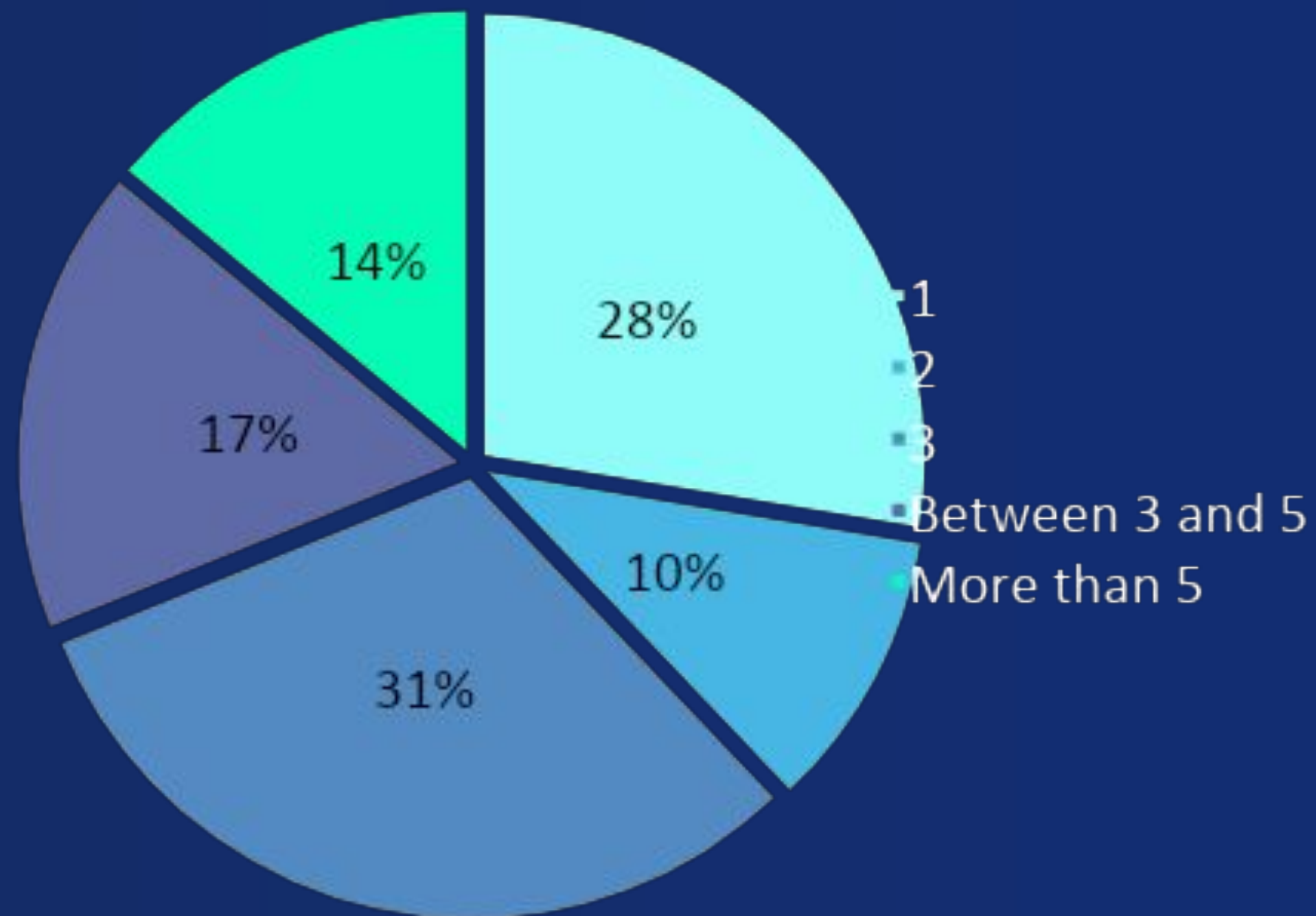How long has the software been in place

- 1 - 2 - 3 - More than 3

10%
10%
48%
31%

7%
21%
55%
17%

- Less than 1 year
- Between 1 and 2 years
- Between 2 and 3 years
- More than 3 years

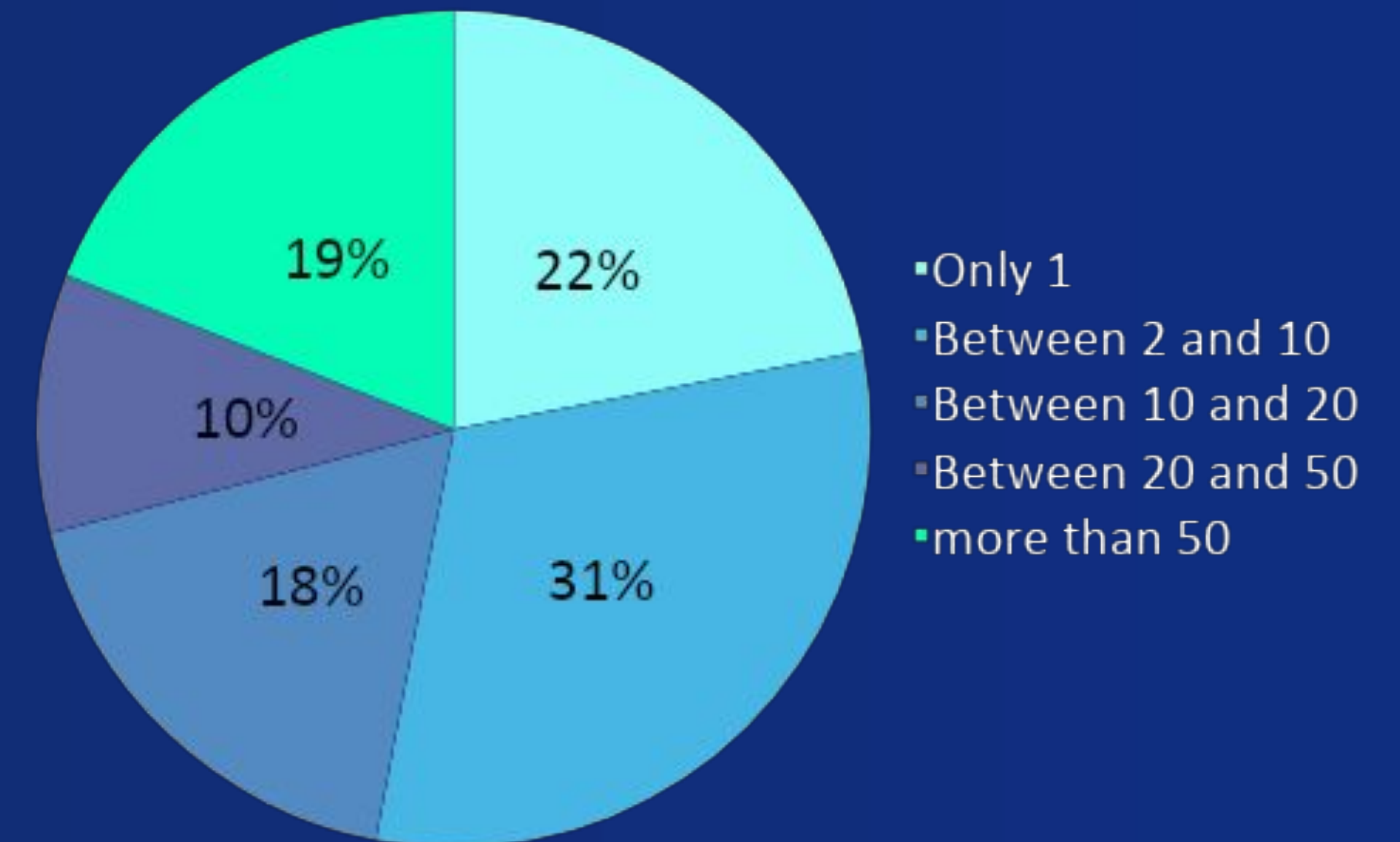# Market Data (2/3) - CMO & CDO Social Listening Uses Survey 2019 by Saas Advisor

Number of software(s) used before choosing current provider

28% — 1
— 2
— 3
Between 3 and 5
10% — More than 5
31%
17%
14%

Number of Social Listening User(s) per company :

22% — Only 1
— Between 2 and 10
— Between 10 and 20
— Between 20 and 50
— more than 50
19%
10%
18%
31%

SaasAdvisor

Market Data (3/3) - CMO & CDO Social Listening Uses Survey 2019 by Saas Advisor

Budget spent on Social Listening
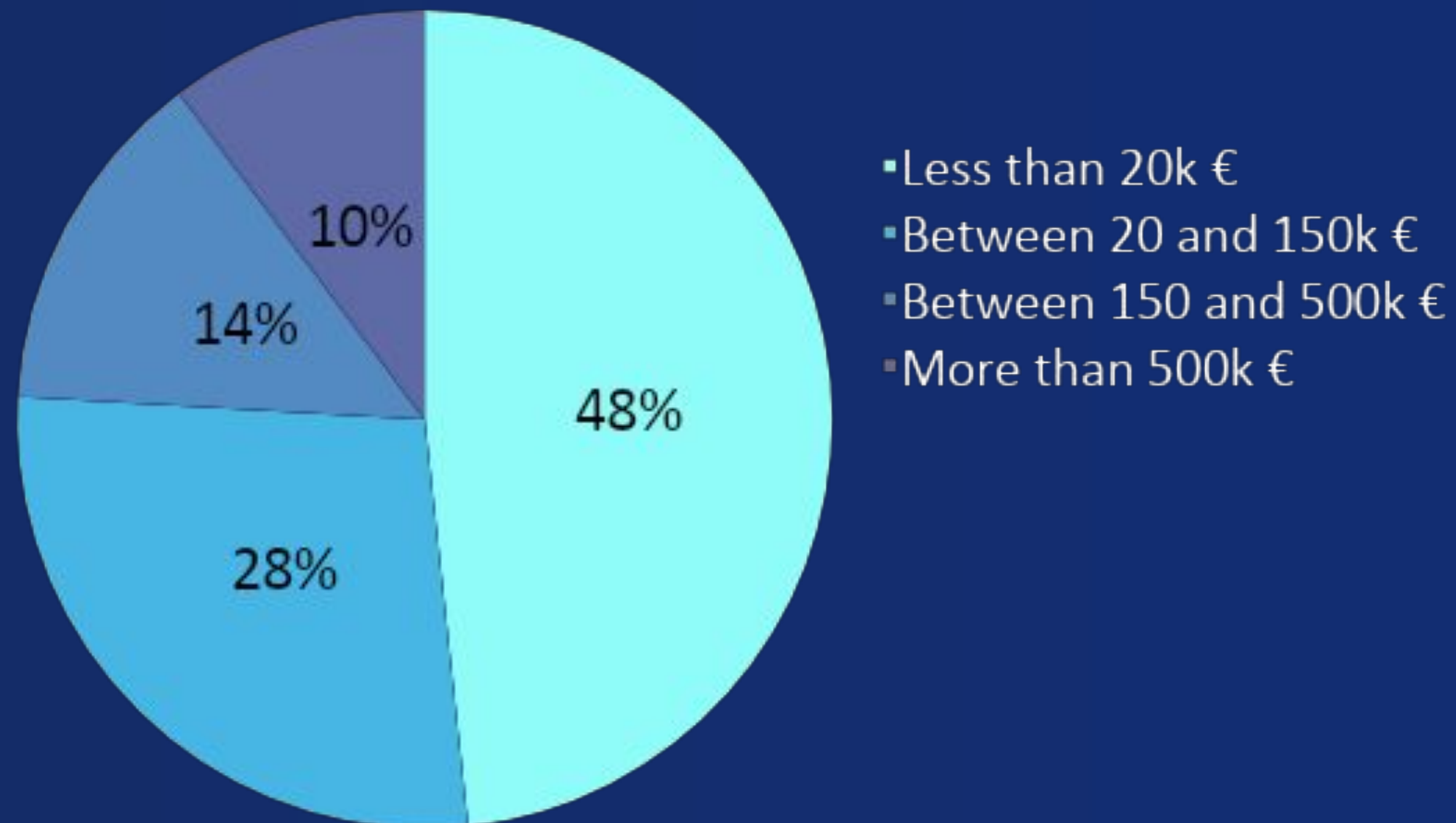
Share of Social Listening within total Martech budget of companies

- Less than 20k €
- Between 20 and 150k €
- Between 150 and 500k €
- More than 500k €

48%
28%
14%
10%

- Less than 5%
- Between 5 and 15%
- Entre 15 and 30%
- More than 30%

3%
14%
52%
31%

SaasAdvisor

Table of **Contents**

SaasAdvisor

No "Winner Takes All"

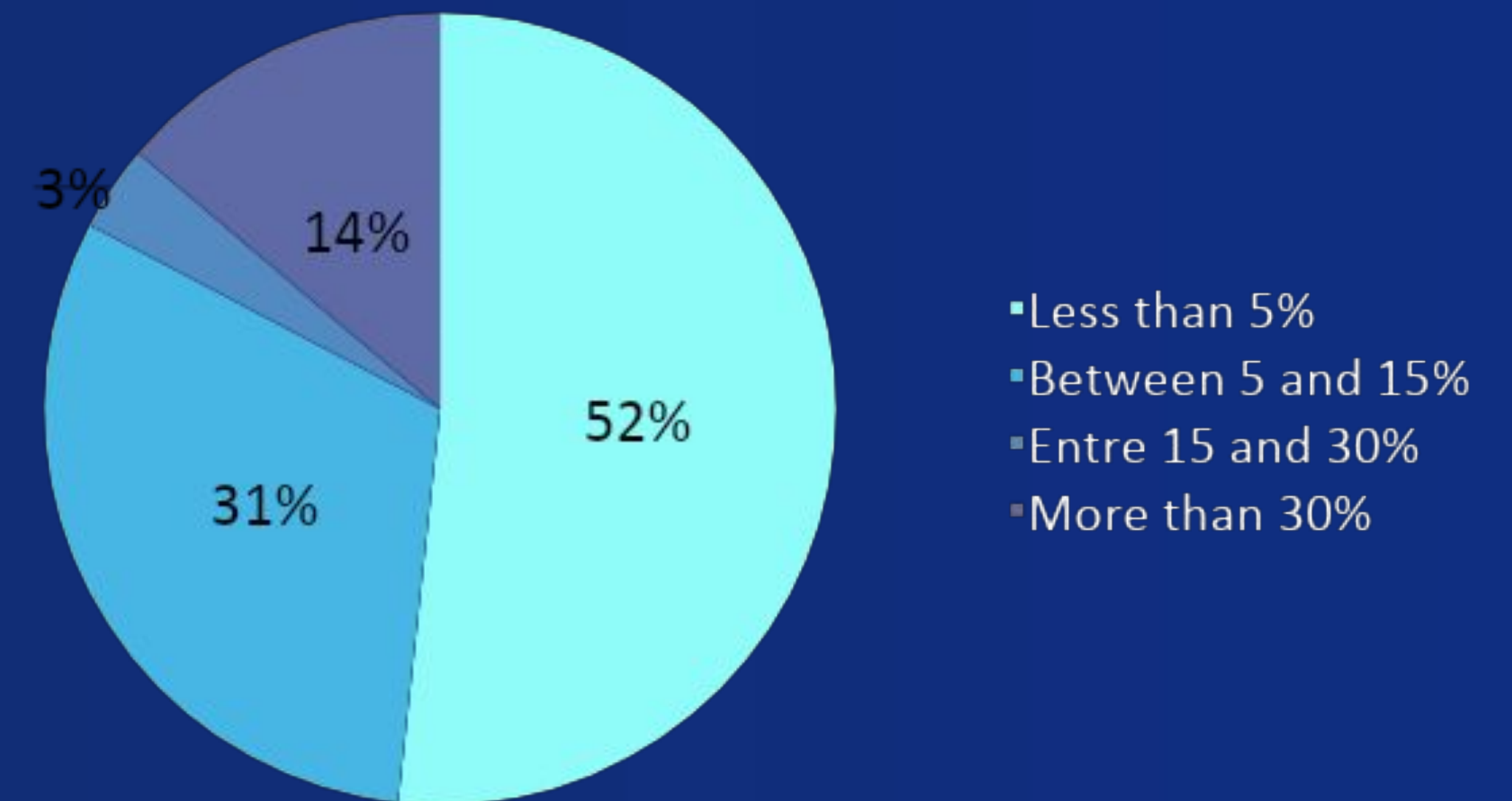In a context where no editor elicits more than 25% of market share, the results of the challenge are reflecting the reality of Social Listening market: very competitive and atomized. There is no "Winner Takes All".

Identifying the most performing tool was complex. Results in most categories are very close.

Depending on typologies of customers (Customer Research/PR/Marketing), use cases, ambitions, geography constraints, maturity, software proficiency and of course budget, all challengers could be alternatively the best choice or a no-go.

The USPs are quite clear and each platform has its winning scenario.

SaasAdvisor

Social Data Sets -
The industry needs more transparency

The challenge confirmed the industry lacks standard and transparency regarding social data.

We shared given queries for two challenges but witnessed highly inconsistent datasets from one software to another. We also noticed volume discrepancies for same type of source within platforms, e.g. great performance for one type of source in one challenge, below average performance on the other challenge.

In this regard, editors are not helped by providers (Twitter, Facebook, Instagram, YouTube, Weibo…) who change the "rules" frequently and lack transparency.

For this reason, we did not rank actors on data. Instead we will provide a chart detailing each measured set.

SaasAdvisor

Social Listeners reboot

The industry has a whole went through harsh criticism recently (overpromise on "insight from social data", very self centered and not business oriented KPI's...)

Those doubts have consequences on the business side.
In 2012, large analyst firms such as Gartner & Forrester previewed the Social Listening industry would be worth 10 billion by 2020. Based on 2018 numbers, the segment is far from this target.

The challenge was an opportunity to address this point. Providers' interviews/manifesto showed that they hear the points. And more than just words, new software releases prove that they listened to feedback and acted accordingly to address those issues and build new features and methodologies.

We are confident that the industry will continue to progress and meet the market's high expectations!

SaasAdvisor

AI is coming… but services & human intervention are here to stay!

We observed a lot of new features including AI (most specifically supervised training, signal detection, clustering etc).

Those features are helpful and will significantly help users to access relevant data quicker.

Softwares are getting smarter, but in the meantime, with more complexity the need for support, analysts and so-called "professional services" are more relevant than ever.
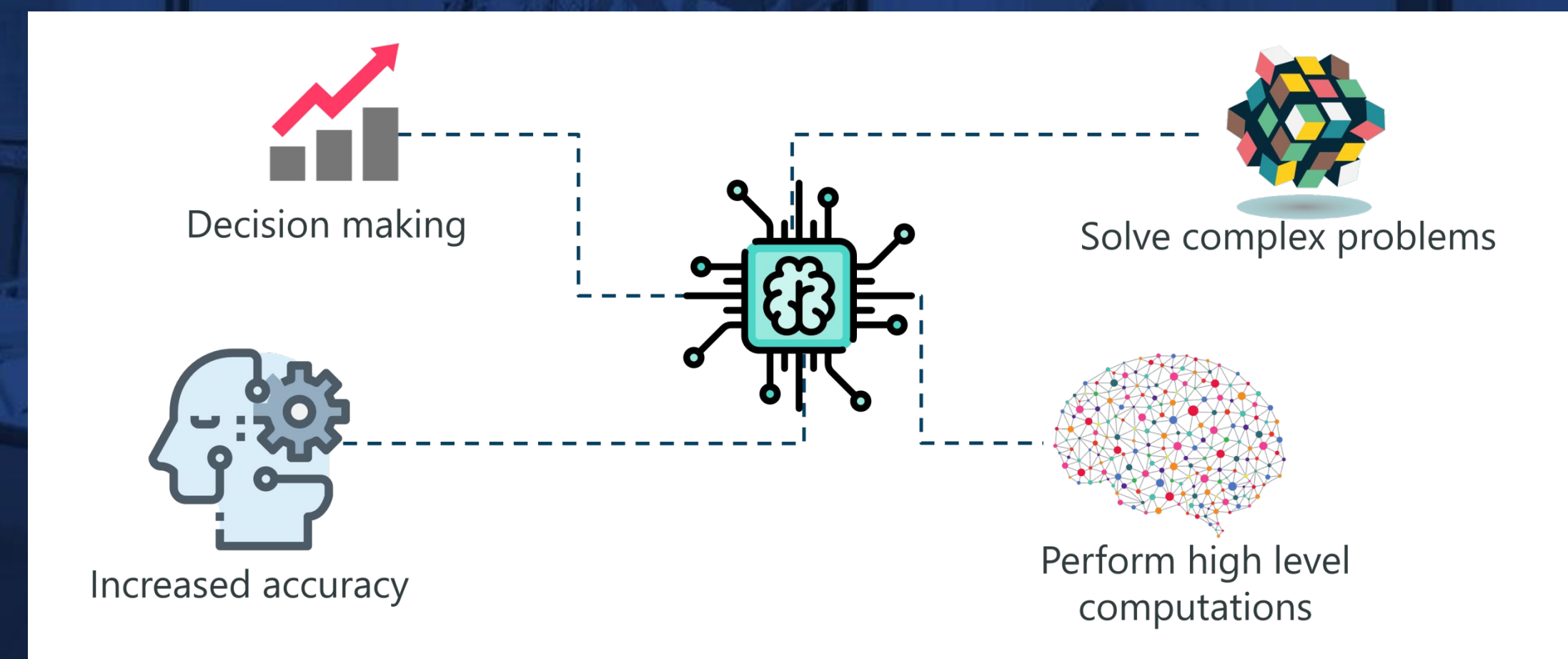
Some examples of how the AI can be used

Suite Solutions, everywhere

Starting from the "stand alone monitoring product", we are witnessing the birth of social listening suites.

The most common elements are :
- Core listening product
- Quick search module
- Command centers (social wall & data visualization)
- Influencers module
- Audience profiling module
- API (as a stand-alone product)

We acknowledge the value of all those products and how they answer different use cases and needs. **However, we feel compelled to remind editors that the global "martech landscape" is already very confusing… It is thus important to "keep packaging simple".**

SaasAdvisor

Table of **Contents**

SaasAdvisor

Twitter

The market consensus regarding Twitter data is that providers accessing the full firehose all receive the same data from Twitter. That's why we were surprised to notice the volume gap between the different tools (the exact same queries where used by all contenders for challenges 1 and 2): roughly twice as much data for the best-in-class tool vs the lowest performing.

After investigation (scaled Decahose, back office queries construction , non-working filters...) the results got closer. But we never noticed two competitors with identical Twitter volumes despite advanced testing (short period of time / following hashtags only / specific geographic scope...). In the end, we found the volume difference on Twitter ranges between 5 and 20%.

Volume can be deceptive (especially for RFP purpose) , so we advise to rely mostly on spike and tendencies and not only on volume (and official pages).

Click here to see the entire list of Twitter partners.

SaasAdvisor

Facebook / Instagram

Click here to see the entire list of Facebook partners.

Cambridge Analytica forced Facebook to refine its data provider policy (it's still work in progress, e.g. Creator Status on Instagram. Since the 1st Instagram shutdown, rules has changed several times).

In this process Facebook is currently reviewing its data partners (cf. business insider article), some Social Listening editors (not part of the challenge) have been recently blacklisted for "data scrapping".

Most larger editors (including all those part of the challenge) have closer relationships with Facebook and are frequently audited by them.

Still , "Facebook data terms and conditions" are subjected to a few controversies and very different interpretations between editors (common topics of disagreement include use of Facebook data in a search engine / "pooling" of Facebook data / "augmenting" profiles across networks).

Rules should hopefully be clearer soon, which is necessary for the industry (the current situation creates confusion and alters trust).

SaasAdvisor

Youtube

YouTube as a data source currently making a lot of noise. This noise is consistent between editors, bringing us to the conclusion that the data quality problem is on YouTube's end.

Recently, Youtube compliance rules changed. YouTube data should now be separated from other sources. This rule is not applied by all editors.

In the meantime, Youtube seems to gather less interest from the industry than other sources on both editors and clients' side.

A paradoxical situation as image and video recognition technologies are improving and represent a big part of editors R&D efforts.

SaasAdvisor

Weibo , VKontakte & powerful local networks

Global brands increasingly need access to these sources, ideally using a single tool to do so.

It is important to understand what kind of access is provided. There are 3 main ways to collect those sources:

- Through an API: not very restricted, most of the market can have such access, but usually provides only a small share of overall data.

- Via an official reseller agreement: a premium paid to access (more) data, the nature of it can vary strongly from one reseller to another.

- Via direct partnership: Linkfluence has such a partnership with Weibo, YouScan with Vkontakt (Cf. provided links in Russian/Chinese).

Click here to see the entire list of Weibo partners.

Click here to see the entire list of VK partners

SaasAdvisor

Media, Blogs, Forums, Websites, Reviews

Comparing softwares for these sources gave astonishing results.

Here are the main reasons why:

- Classification of data sources in those categories varies a lot (especially between forum/media/blogs)

- Volume and coverage between editors varies a lot depending on various factors (especially the editor's country of origin, presence of offices in the country, number of customers in selected industry...). In that respect, quality of coverage seem to be determined by the client expectations. Editors improve their coverage on request (included or paid add-on), then offering all clients to benefit from sourcing improvement. That is more generally a reason for the inconsistency of volumes.

- Even in case where volumes are comparable, **we found results with as low as 40% of similar sources.**

- Some editors have a specific project to create a sourcing team while onboarding new customer.

- Outside the "analyst/expert world", this complexity is a real obstacle for growing this industry.

SaasAdvisor

Table of **Contents**

SaasAdvisor

Best in class by criteria

NETBASE

Alerting
Location Insights
Concept & Theme Analysis
Support

talkwalker

Tagging
Reporting
Usability
Pre-Built Modules

linkfluence

Influencer Analysis
Performance
Setup & Onboarding
Earned / Owned Media

Brandwatch

Queries Architecture
Settings
Governance
Personalization

synthesio AN IPSOS COMPANY

Special & AI Based Features
Non-Listening Capabilities

digimind

Workflow
Partnerships Integration

YOUSCAN

Visual Analysis

SaasAdvisor

Best in class by Category

linkfluence
CMO Brief **Winner**

Brandwatch
Back Category **Winner**

talkwalker
Front Category **Winner**

synthesio
AN IPSOS COMPANY
Suite Solution **Winner**

NETBASE
Analytics & Data Enrichment **Winner**
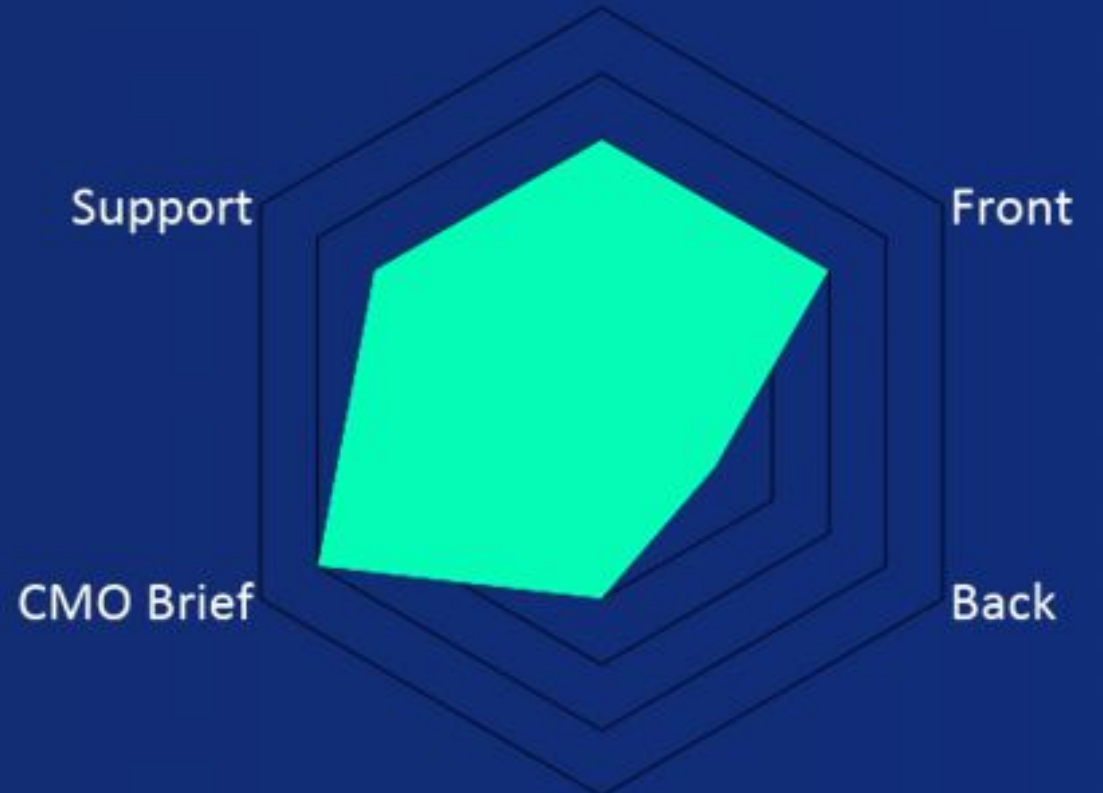
SaasAdvisor

Editors Comparison

talkwalker

NETBASE

linkfluence

Brandwatch
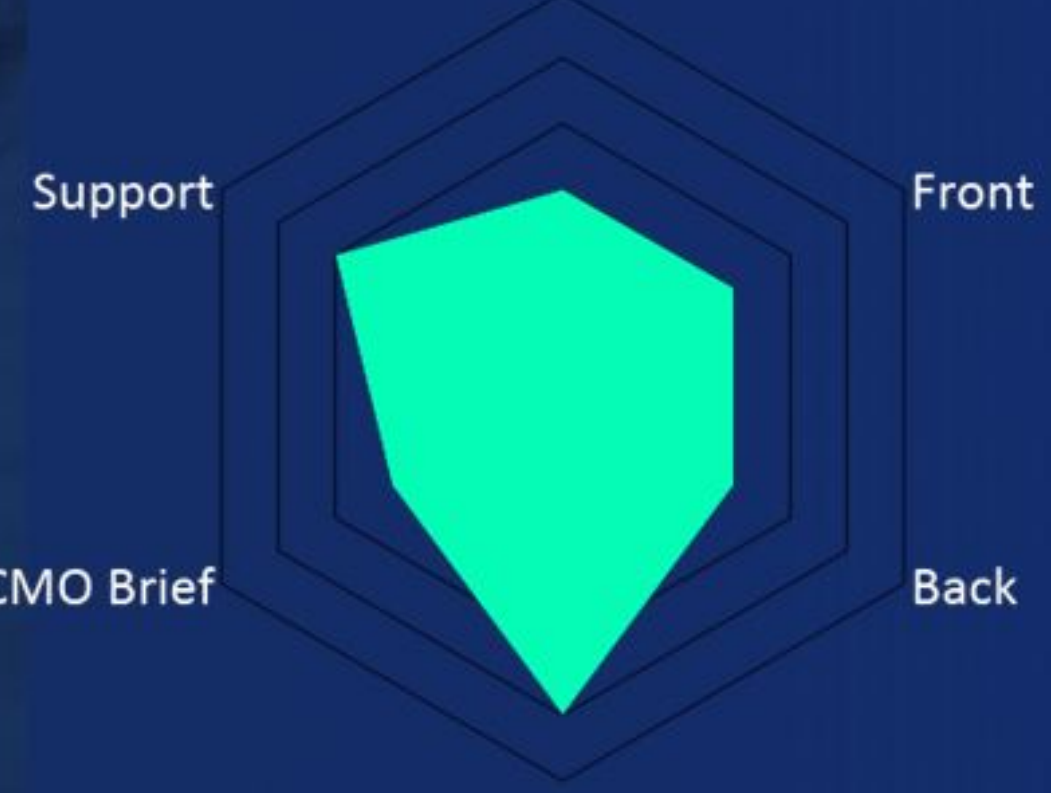
synthesio
AN IPSOS COMPANY

digimind

YOUSCAN

Martech-Challenges
#1. Listening Edition

SaasAdvisor

Best in class by point – July 2019 (1/2)
Based on jury evaluations

All jury members scored each editor for each criteria. We used a consistent point system (similarly weighted for each criteria) across evaluation.

This graph shows the results of adding all those points of all jury members.

Result were really tight, with only margin calls separating editors. Depending on each unique customer need you can outweigh every criteria and completely change this graph.

Leader   Strong   Challengers
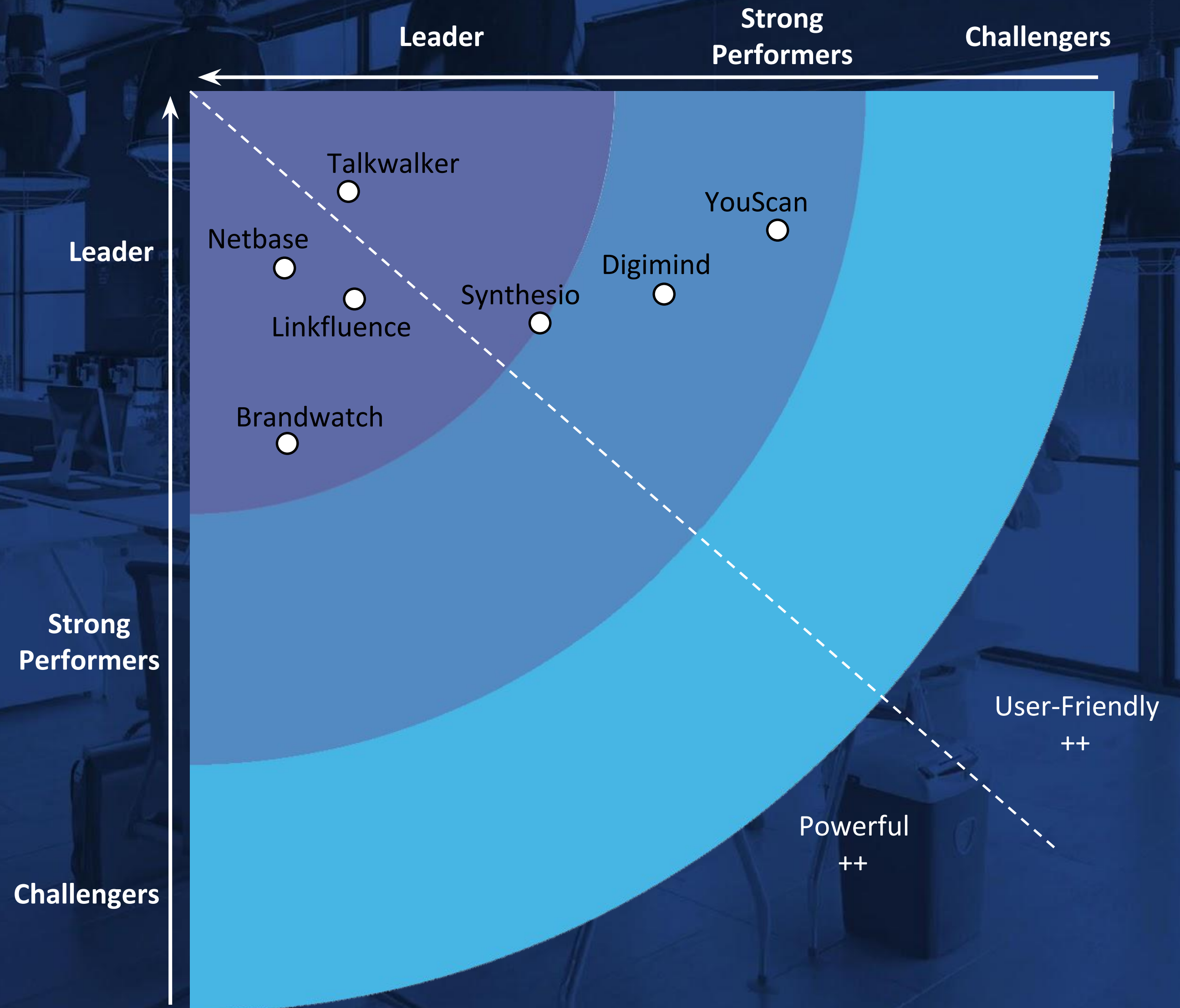   Performers

Leader

Talkwalker

YouScan

Netbase   Digimind

Linkfluence   Synthesio

Brandwatch

Strong
Performers

User-Friendly
++

Powerful
++

Challengers

Table of **Contents**

SaasAdvisor

Contestants' Interviews (manifesto, vision of the market…)
Click on the logos to access

talkwalker

YOUSCAN
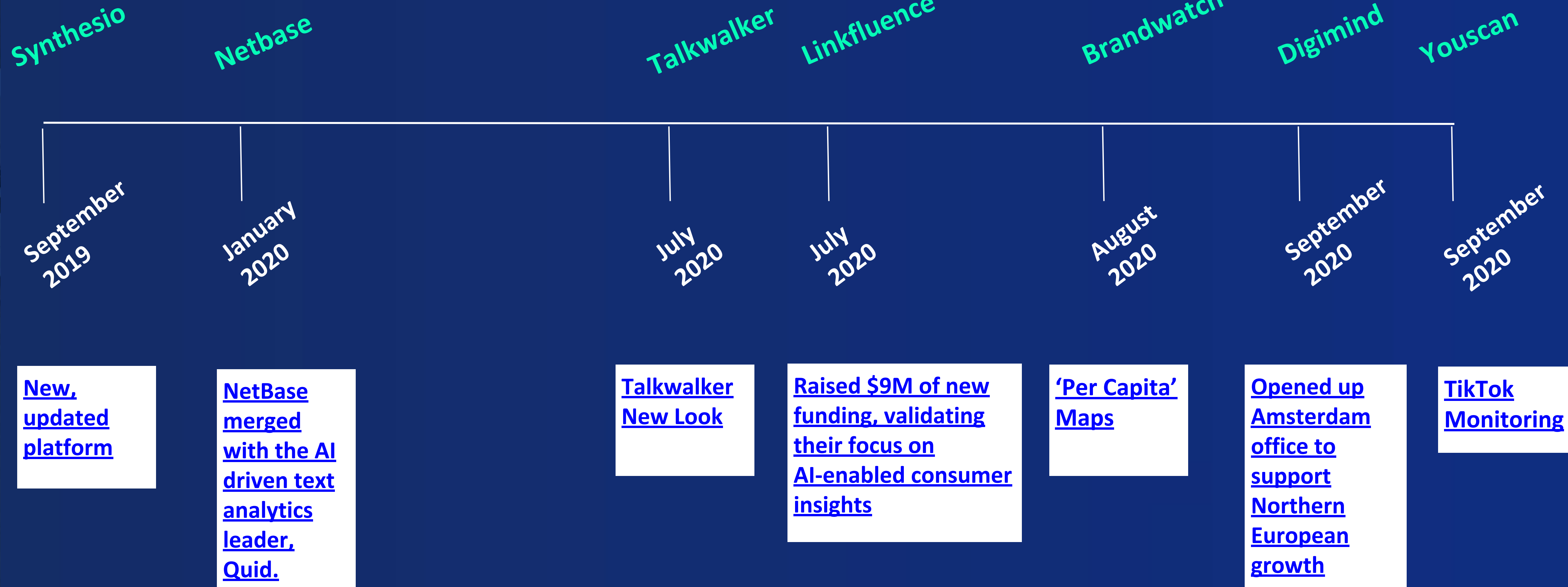
synthesio
AN IPSOS COMPANY

linkfluence

SaasAdvisor

www.saas-advisor.com/blog

NETBASE

digimind

Brandwatch

Martech-Challenges – #1. Listening Edition

SaasAdvisor

Major Company Updates:

Synthesio

Netbase

Talkwalker

Linkfluence

Brandwatch

Digimind

Youscan

September 2019

January 2020

July 2020

July 2020

August 2020

September 2020

September 2020

New, updated platform

NetBase merged with the AI driven text analytics leader, Quid.

Talkwalker New Look

Raised $9M of new funding, validating their focus on AI-enabled consumer insights

'Per Capita' Maps

Opened up Amsterdam office to support Northern European growth

TikTok Monitoring

Marketing technology consulting and deployment

Saas Advisor is a consultancy specialized in digital marketing technologies. We support you in your strategy by optimizing your tools and enhancing the power of your data.

SaasAdvisor

SaasAdvisor

Let's talk together - Contact us

jonathan@saas-advisor.com

jeremie@saas-advisor.com