



PwC Luxembourg and Talkwalker announce strategic partnership

A joint solution to assist business transformation with data driven insights

Luxembourg, Sept. 28, 2017 - PwC Luxembourg and Talkwalker today announced the launch of a partnership to bring innovative services in social listening and data crunching to brands around the world. As companies embark on the journey to transform their business with data-driven insights, PwC Luxembourg and Talkwalker will help turn digital strategies into practical business results.

Talkwalker provides an advanced social listening platform that enables brands to monitor and analyse information across websites and social networks. Connecting this technology with PwC's vast industry experience and insights, decision makers will be able to make accurate decisions in real-time.

"Joining forces with Talkwalker, our clients will take advantage of the power of a leader in internet and social media monitoring associated to PwC's global market analytics and economic intelligence expertise," said Patrice Witz, Technology Partner at PwC Luxembourg. "From brand analysis to market trends identification, our joint solutions will empower companies to further understand their clients, to monitor competitors and to get the latest market trends."

PwC and Talkwalker will guide companies seeking to integrate social listening and analytics data into their existing marketing technology stack. To that end, PwC has incorporated social listening into its advisory services to better serve clients' needs, while Talkwalker provides clients with market leading technology powered by artificial intelligence.

"PwC's reputation as a market leading professional services firm is well-established, and Talkwalker's powerful social listening data is the perfect addition for brands looking to incorporate a real-time dimension into their decision making," said Robert Glaesener, CEO of Talkwalker. "Adding PwC to our growing network of partners will ensure that clients can make the best strategic choices and truly transform their business with our joint solutions."

Contact:

For Talkwalker – Albane Flamant

For PwC Luxembourg – Steve Boukhers - steve.boukhers@lu.pwc.com

00352 49 48 48 60 96

About Talkwalker

Talkwalker is one of the world's leading [social media analytics](#) companies. Its cutting-edge technology provides actionable social media insights through real-time social listening and advanced [social media analytics](#). Talkwalker helps marketers to prove the value of their social efforts and enhances the speed and accuracy of business decision-making. Talkwalker's state of the art social media analytics platform monitors and analyzes online conversations on social networks, news websites, blogs, forums and more, in over 187 languages. Its servers process 500 million posts from 150 million websites every day. The Talkwalker platform is used by over 700 clients around the world, including Microsoft, HPE, Benetton and communications specialists such as Edelman, Peppercomm, Publicis, Ogilvy, and Weber Shandwick.

About PwC Luxembourg

PwC Luxembourg (www.pwc.lu) is the largest professional services firm in Luxembourg with 2,700 people employed from 58 different countries. PwC Luxembourg provides audit, tax and advisory services including management consulting, transaction, financing and regulatory advice. The firm provides advice to a wide variety of clients from local and middle market entrepreneurs to large multinational companies operating from Luxembourg and the Greater Region. The firm helps its clients create the value they are looking for by contributing to the smooth operation of the capital markets and providing advice through an industry-focused approach.

The PwC global network is the largest provider of professional services in the audit, tax and management consultancy sectors. We're a network of independent firms based in 157 countries and employing over 223,000 people. Talk to us about your concerns and find out more by visiting us at www.pwc.com and www.pwc.lu.