

Talkwalker proud to be named a Strong Performer in Independent Research Firm's Social Listening Report

Talkwalker received the highest score possible in the customer growth rate criterion and the second highest score in the current offering category, according to new report released by Independent Research Firm. The company was also recognized by G2 Crowd as a leader in its Summer Awards, and won the Best Use of AI in MarTech by the MarTech Breakthrough Awards.

New York, 08/28/2018. [Talkwalker](#), a leading social listening and analytics company, is pleased to be named a Strong Performer in the new report: [The Forrester Wave™: Social Listening Platforms, Q3 2018](#). The report identified and evaluated 10 top social listening platforms in the market, based on 40 criteria, recognizing Talkwalker with the highest score possible in the customer growth rate criterion and the second highest score in the current offering category. Talkwalker received among the highest scores in the data quality and reporting criteria.

According to Forrester, Talkwalker's "road map aligns with its vision to create a highly technical and flexible product with broad data access, a sophisticated data engine, and advanced analytics for its [Quick Search](#) feature and core social listening platform." It also "offers abundant prebuilt and custom filtering that lets clients surface data quickly and easily," the report further stated.

"This year marks Talkwalker's first entry into the Forrester Wave evaluation and we are pleased to be recognized as a Strong Performer. We think our overall position in the report reflects the focus we've placed internally on offering the strongest product in the market, heavily investing in AI, and delivering relevant insights to optimize the impact of clients' communications strategies," said Todd Grossman, Talkwalker CEO Americas. As stated by Forrester, "Those looking to understand social media's impact on their brands should consider Talkwalker."

Grossman further explained, "Talkwalker continues to have exceptional customer growth rates year-over-year. It is great to be acknowledged as a strong performer by Forrester Research and, in our opinion, demonstrate that we are among the top players in the field, setting standards for the entire industry."

Further demonstrated by our success with G2 Crowd, where we're proud to have been recognized by our customers and the industry leading review platform, and MarTech Breakthrough acknowledging us as one of the best companies in their 2018 winners."

Talkwalker was recently named a Summer Awards leader by [G2 Crowd](#), the world's leading B2B technology review platform, with over 425,000 user reviews from business professionals. G2 Crowd analyzed Talkwalker's user reviews, aggregated online data, and market presence to award the social listening firm.

Talkwalker's market leading AI technology also won the Best Use of AI in MarTech, triumphing in the [MarTech Breakthrough](#) Awards. An independent organization that recognizes the top companies, technologies, and products in the marketing technology industry. In this, the inaugural MarTech Breakthrough Awards program, companies that have been successful in pushing ingenuity and exemplifying the best in martech solutions around the world were showcased.

A complimentary copy of the full [Forrester Wave™: Social Listening Platforms, Q3 2018](#) report can be downloaded.

About Talkwalker

Talkwalker is a social listening and analytics company that empowers over 1,000 brands and agencies to optimize the impact of their communication efforts. We provide companies with an easy-to-use platform to protect, measure, and promote their brands worldwide, across all communication channels.

Talkwalker's state-of-the-art social media analytics platform uses AI-powered technology to monitor and analyze online conversations in real-time across social networks, news websites, blogs and forums in 187 languages. Talkwalker has offices in New York, Luxembourg, San Francisco, and Frankfurt. It is also the home of [Talkwalker Alerts](#), a free alerting service used by over 500,000 communications and marketing professionals worldwide.