

Talkwalker increases its review coverage with Verified Reviews data integration

Paris, 26.02 - **Talkwalker**, a leading social listening and analytics company, has yet again expanded their offering range with seamless data integration of **Verified Reviews**, French reviews industry leader specialized in the collection, moderation, and display of ratings and reviews from real customers.

Integration of the most advanced social listening and analytics solution with an industry leader specialized in the management of customer reviews, allows customers to analyze and react to customer suggestions, keep track of trends, thereby strengthening the customer-client relationship.

"Reviews are an ever-important factor in your brand's customer journey. Through this integration of Verified Reviews data, Talkwalker goes one step further in providing its clients with a 360° view of the ways customers interact with their brands online, on social media and beyond," says Robert Glaesener, Talkwalker CEO.

With Talkwalker's pre-built 80+ filters, analysis of consumer data is now even more accurate, and with Verified Reviews, data customers will benefit from a truly consolidated view – combining data of social behavior and reviews.

"Business intelligence and brand strategy demand a lot of resources and process when you want to drive them properly and regularly. For the brands who want to work efficiently on their online reputation and to improve their products, it is fundamental to give them a source of complete data and help transform their process into easy and time-saving ones. That's how we built the collaboration between Talkwalker and Verified Reviews: to centralize customer reviews and combine them with larger social monitoring," says Olivier Mouillet, Verified Reviews CEO.

The integration enables customers of Talkwalker and Verified Reviews to broaden their analysis and listening capabilities. Providing deeper consumer insights and brand listening, product innovation, and broadening the issues tracking radar for improved crisis management.

About Talkwalker

Talkwalker is a social listening and analytics company that empowers over 2,000 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, Frankfurt, Paris and Singapore. It is also the home of **Talkwalker Alerts**, a free alerting service used by over 500,000 communications and marketing professionals worldwide.

About Verified Reviews

Net Reviews is a leading developer of software as a service (SaaS) solutions providing customer review management for pure players and retailers. Net Reviews is in more than 20 countries and trades as Verified Reviews in English-speaking markets, Avis Vérifiés in France, Opiniones Verificadas in Spain and Latin America etc. The company's flagship product authenticates customer reviews and enables businesses to collect critical information that helps them improve customer engagement, increase satisfaction and drive loyalty. Founded in 2012 and a market leader in France, Spain and Brazil, Net Reviews is headquartered in Marseille, with additional offices in the United States, Spain, Italy, Germany, and Brazil. In 2019, Net Reviews raised 32 million euros with the investment fund Providence Strategic Growth.