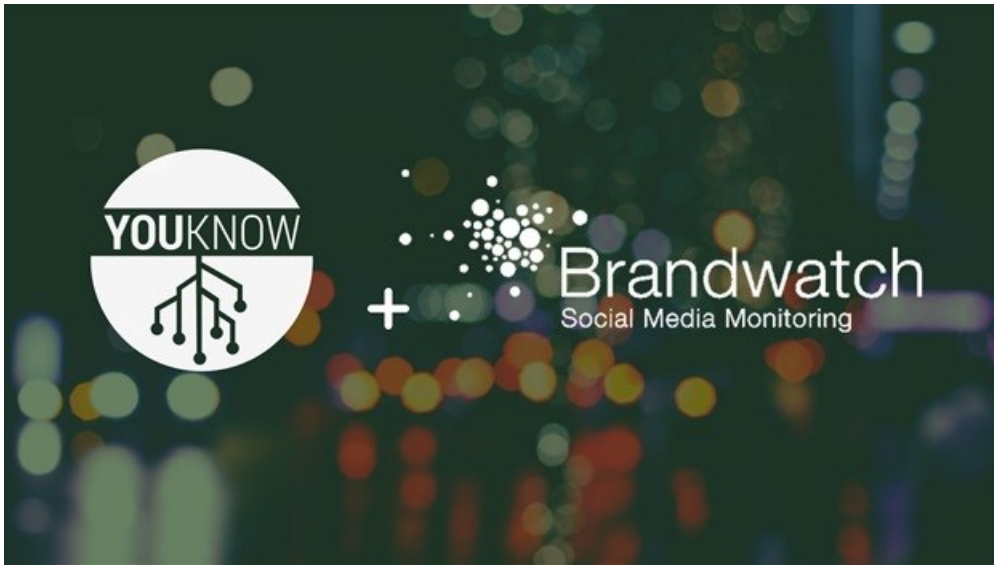


# Brandwatch appoints YOUKNOW as African channel partner

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After four years of supporting Crimson Hexagon in Africa as well as the successful merger of Brandwatch and Crimson Hexagon in 2018, YOUKNOW Digital has been appointed as the official distribution partner to Brandwatch.



For more on the Brandwatch + Crimson Hexagon merger, read [here](#).

Work to integrate the two products are already underway, and cross-pollination of features are already being seen, such as the ability for [Crimson Hexagon to integrate with Brandwatch's Vizia command centre technology](#). But while this integration is brought to fruition, YOUKNOW will be able to offer clients either product, based on their needs.

"We've been extremely fortunate to have been able to present Crimson Hexagon's powerful market research and consumer insights capabilities to our clients over the last few years, and we're seeing our customers getting excellent value from it. But we've all been blown away by how cool Brandwatch's platform is, and we're excited to show new customers it's flexible ability to customise dashboards and outputs for any use case. For PR, crisis management, in-depth automated reporting and intelligent AI-analysis (through IRIS) we're chomping at the bit for African organisations to start looking at what Brandwatch has to offer. And we're humbled that they've chosen us to help them enter the market." - Kelvin Jonck, YOUKNOW MD

"After years of delivering exceptional support to Crimson Hexagon clients in South Africa, we are delighted to extend the partnership with YOUKNOW to include the full portfolio of Brandwatch products. Africa is an exciting high-growth market for us to invest in as we continue to grow our international business, and with YOUKNOW's expert in region support, we can offer clients a high level of localised service to complement our market-leading customer success organisation." - Daniel Campbell, VP Global Partnerships, Brandwatch

Brandwatch also offers an innovative agency model which will allow African agencies to build out their social analytics services to clients in a consolidated way.

## About YOUKNOW

YOUKNOW helps brands and agencies, across Africa, efficiently use marketing technology platforms - spanning social

media analytics and insights, social media management and response, user-generated-content and business optimisation - to scale their marketing, customer service and research operations with ease.

YOUKNOW is the Sub-Saharan African partner to Brandwatch, Crimson Hexagon, Lithium Technologies, Spredfast, Stackla and Domo. YOUKNOW gets to call some of the best brands in Africa our clients, such as Multichoice, Safaricom, Cell C, Vodacom, ABSA, Standard Bank, Anglo-American and many more.

## **About Brandwatch**

Brandwatch is the world's enterprise social intelligence leader, empowering over 2,000 of the planet's most admired brands and agencies including Unilever, Walmart and Dell to make insightful, data-driven business decisions.

The company's analytics product surfaces business-critical insights within millions of online conversations, Brandwatch audiences optimise targeted influencer, content and paid social campaigns and the Vizia platform broadcasts insights to decision-makers throughout entire organisations. The company has made two acquisitions to date: PeerIndex (2013) and BuzzSumo (2017) as a standalone content marketing platform and was bolstered by its merger (2018) with Crimson Hexagon.

Brandwatch has offices around the globe including Brighton, New York, San Francisco, Berlin, Stuttgart, Paris, Singapore and soon Sydney.

For more, visit: <https://www.bizcommunity.com>