



Brandwatch

Millions of sources
and growing

An intro to/ Our data coverage

Overview

As a social analytics provider that supports global brands, we know it's critical that our data capture and coverage of the web is broad and comprehensive.

That's why we work hard to ensure our technology is powerful and flexible enough to deliver market-leading coverage, even as the web changes and evolves. In fact, we crawl over 80 million sources and bring you clean, accurate data, as it happens.

Some sites – due to their structure, terms of use, or API setup (or lack thereof) – can make it challenging to get 100% coverage, for any social listening and analytics provider. However, we strive for as comprehensive coverage of those sites as possible, and are always making improvements and developing relationships to ensure our coverage continues to be best-in-class.

We often get asked about what types of sites we cover, so here we've outlined some of the main social media platforms and popular sites you can expect to gain insight into using Brandwatch. We couldn't possibly list all of the millions of sites we crawl, of course, so this is just an introduction. For more in-depth information, always feel free to **get in touch** with us directly.

We have it all under control

We're proud to say that we crawl all our own data*, a distinction from many other products on the market, which aggregate social media data from other (often multiple) sources.

Doing it ourselves means that we have complete control over what we crawl and how often. For you, that means better-quality data, more quickly. It also means that we can be agile in our approach – so if there's a site we don't already cover that becomes the next big thing, or just one that you specifically need, we can add it into the system.

Social networking & micro-blogging platforms

A selection of sites we cover:



Twitter

- As a Twitter Certified Product, we track all public tweets that match your search term(s), including historical data. Full historical Twitter data back to 2006 is available with Twitter Hindsight at additional cost
- Connect Twitter accounts to respond directly to tweets within the app
- In-depth analysis of your own Twitter accounts, and your competitors' via Brandwatch Channels



Facebook

- Public mentions that match your search term(s) in (brand and unprotected profile pages)
- In-depth analysis of your Facebook fan pages and your competitors' via Brandwatch Channels



Google+

- Public mentions that match your search term(s)



Sina Weibo (Premium Chinese Coverage)

- Public mentions that match your search term(s)



Tencent Weibo (Premium Chinese Coverage)

- Public mentions that match your search term(s)



Renren (Premium Chinese Coverage)

- Public mentions that match your search term(s)



VKontakte

- Public mentions that match your search term(s)

*The only exception being Twitter data, and some of our coverage of Chinese sites – find out our reasons for that [here](#)


/cont...

Blogs


We cover millions of blogs, including the most popular platforms such as WordPress, Blogger and Typepad.

We crawl popular sites that publish content more often more frequently. We crawl popular blogs at least once an hour and others at least once a day, though low-ranking blogs may be crawled less often. If there is a specific blog you want to track, you can request for us to add it/crawl it more often (within reason, of course!).


Image and video sites, including:

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Instagram

 - Images and videos with text which match your search term(s) in the title or description
- 

YouTube

 - Videos that match your search term(s) in the title or description
- 

Flickr

 - Images with text which match your search term(s) in the title or description
- 

Dailymotion

 - Videos with text which match your search term(s) in the title or description

We also cover various other image and video sites, to varying degrees – contact us if you'd like more details.

Forums

We cover hundreds of thousands of forums including popular sites such as moneysavingexpert.com, mumsnet.com, pistonheads.com, motor-talk.de, babycenter.com, Yahoo! Answers... we could go on, but we'd be here all day. Want to know if we cover a particular forum? Just ask. If we don't already, we may be able to add it into the system.

Beyond social media...

We don't just cover social media platforms, of course; we also cover the wider web and sites that don't necessarily fit into the above categories. Some examples include:

News sites: We cover many major/popular news sites that aren't behind a paywall, along with many smaller, local news sites.

Review sites: We also cover many review sites, including Amazon, urbanspoon.com, Review Centre, CNET and TripAdvisor, plus many more. We can normally add specific review sites that you need to cover, if we don't already crawl it – just ask.

...and more

As we said above, we couldn't possibly list every one of the millions of sites we crawl and this is just an introduction to some of our coverage. If you want to know more, or want to ask about a specific site, just get in touch for a free demo or just a friendly chat. We're always happy to help.

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