The world's most powerful consumer research tool

Marketers and analysts choose Brandwatch ahead of any other consumer research platform. While there are hundreds of factors influencing this choice, we think there are four key differentiators.

1. The most data coverage

Quantity: Half a billion posts from over 100 million sources are processed through Brandwatch every day.

Breadth: Exceptional coverage for:

Social media: Full firehose access to X, Tumblr, and Reddit as well as data coverage from Instagram, Facebook, LinkedIn, and more.

News: Extensive coverage of online and offline news outlets, including add-ons for print and paywalled content.

Data uploads: Upload your own survey, support, or other data for a 360-degree view of your customers.
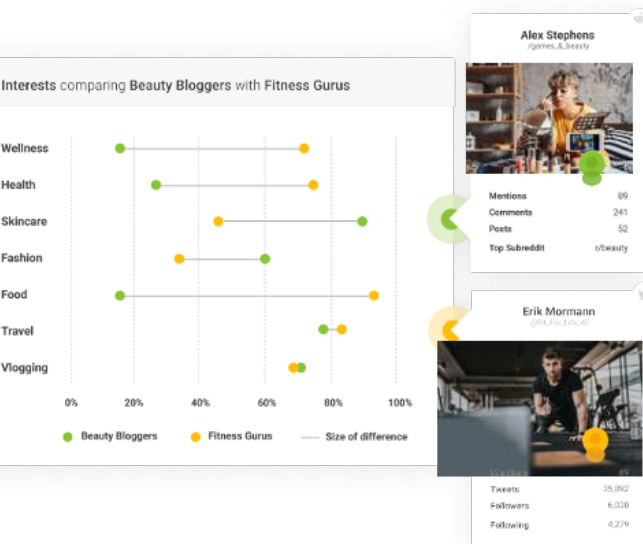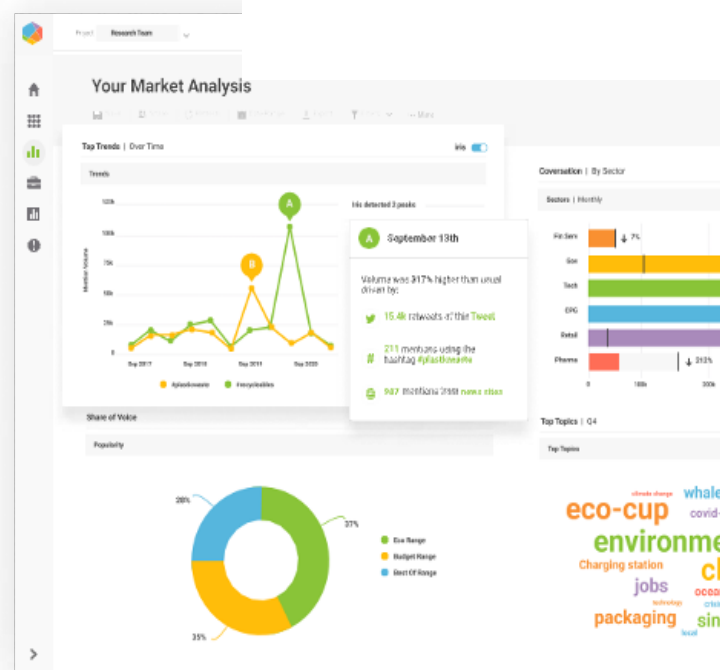
Reviews data: Direct customer feedback from thousands of review sites including Google Reviews, Amazon, Glassdoor, and Trustpilot.

Forums: Niche audience and question data from online communities and Q&A forums.

Blogs: Coverage of millions of blogs including Wordpress, Medium, Blogger, and all comments powered by Disqus.

Broadcast: Combine brand mentions found on radio and TV with online data.

Add any website: If there is a website you need to track, just ask. We can add additional sites within 72 hours.

2. The best data quality

Real-time: Track updates in real-time, allowing you to conduct minute by minute analysis and receive email alerts on data changes immediately.

Clean: Smart spam filters automatically exclude irrelevant mentions, helping you find what really matters. Intelligent data crawlers track relevant sites only, not junk.

Historical: Access social data from as far back as 2010 to understand long-term trends.

Compliant: Brandwatch is committed to providing the most compliant data coverage through official partnerships.
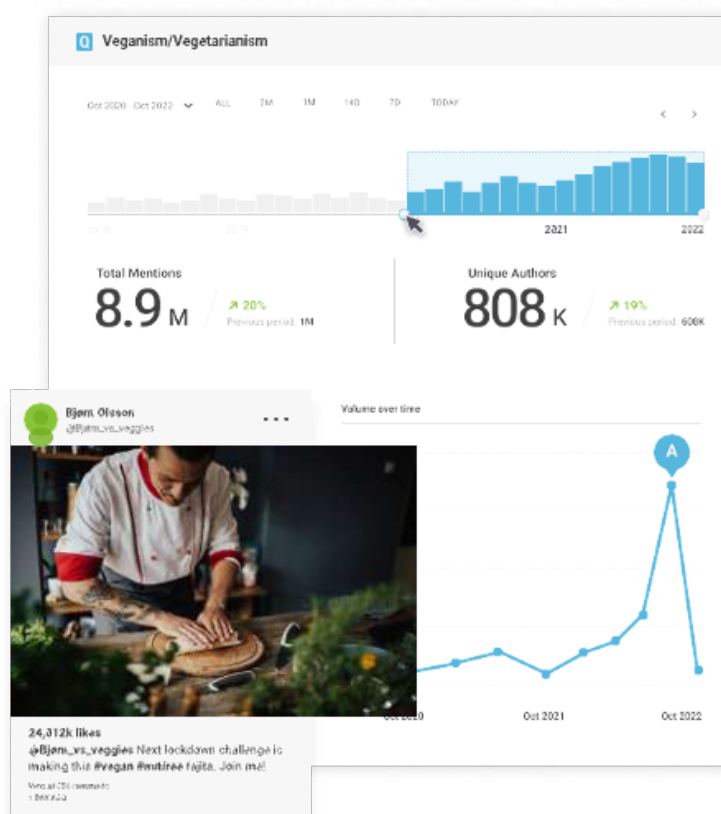
3. Market-leading segmentation and analytics

Social Panels: Build custom audiences and run deep-dive analyses of everything they talk about, or segment and benchmark audiences to understand their differing behaviors and opinions, across millions of authors.

Custom Classifiers: Leverage AI segmentation at scale to understand nuanced conversations and hard-to-define topics like purchase intent.

Keyword segmentation: Segment data with unlimited keyword rules (sub-brands, competitors, topics etc.) for easy benchmarking and analysis.

Flexible UI: Enjoy thousands of options for charting, filtering, and visualizing data with fully flexible components that enable advanced analysis and data storytelling.

Reporting made simple: Share insights and empower decision-making within your organization with multiple reporting options such as dashboard exports, shareable links, and automated reports.
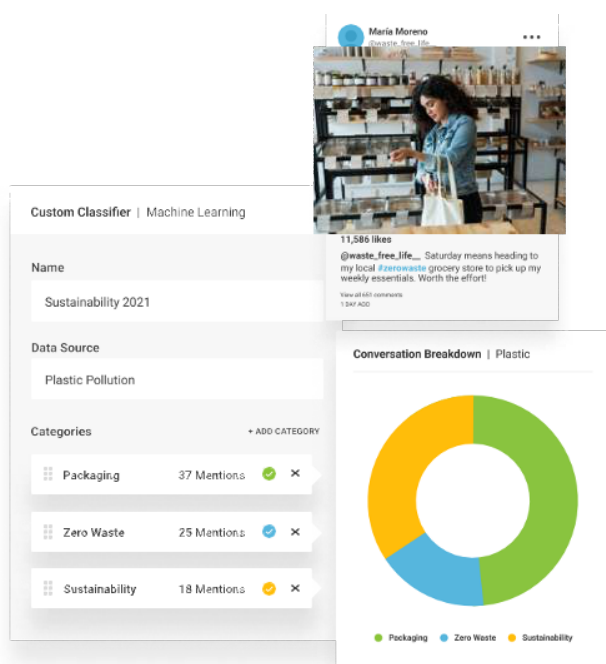
4. The best AI

Brandwatch has spent 15 years developing our industry-leading Iris AI, specifically optimized for analyzing fast-changing, unstructured data.

Generative AI: Summarize mentions from any data point to understand themes and topics influencing online opinion.

Write faster and high quality queries with keyword suggestions, powered by OpenAI.

Peak detection: Explains what's driving mention spikes across every segment in your data instantly.

AI search: Search for specific brands, people, and topics, without the need for complex keyword strings, giving you relevant data fast.

Image analysis: Detect objects, actions, scenes, and logos to get a feel of what your customers are seeing and where your brand is being pictured.

Signals: Set up smart alerts that can detect and warn you (or anyone in your organization) about shifts in your data in real time. Or access automatically generated Signals directly from your dashboards.

Out-of-the-box analysis: Cutting-edge AI enrichment helps you reliably segment data by sentiment, emotion, topics, location, and demographics.