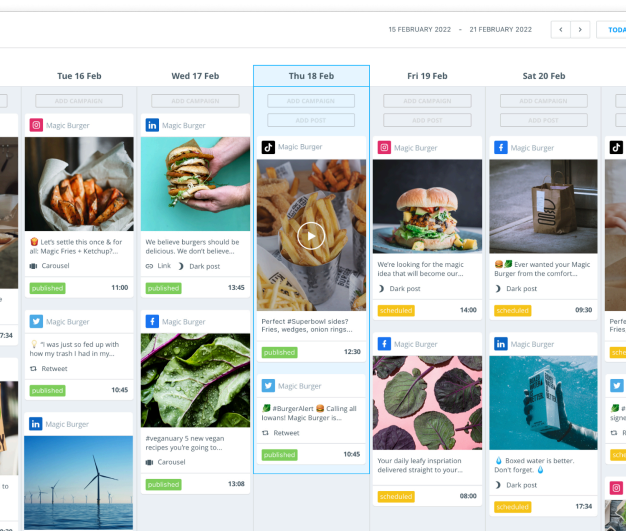# Your all-in-one social media management solution

Brandwatch helps brands take their social media marketing efforts to the next level. Manage your social channels, talk to your customers, benchmark your performance, and more across all your teams and regions.
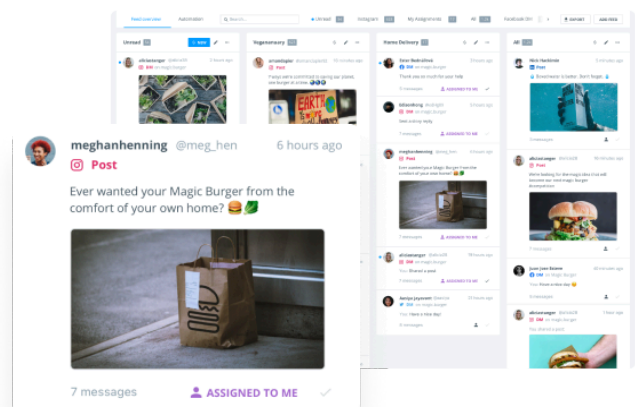

Publish

The simplest way to create, schedule, and distribute content, including paid amplification, while ensuring brand consistency and teamwork. Level up your:

- Content calendar with internal labels
- Assets library
- Team collaboration & approval flows
- Writing with our AI-powered Iris writing assistant

Engage

Moderate multiple conversations, share notes, and assign tasks to your team, while keeping track of the most urgent messages. Features include our:

- Customizable social inbox
- Comments and direct messages management dashboard
- Internal notes and response templates
- Iris AI automated replies

"Whenever we have a big product release, customer satisfaction is our biggest priority. Because the suite is so user-friendly, we can focus on getting our customers their new PlayStations and give them the customer focus that we want."

Christian Coletta, Social Media Specialist, GameStop

Advertise

Optimize your ads strategy with automated workflows and real-time insights. Slice and dice real-time performance metrics across placements, audiences, and objectives with:

- Campaigns, ad sets, & ads
- Smart targeting

- Automated ads with labeling structure
- Real-time performance metrics

Listen

Monitor billions of conversations happening on social media and online channels. Understand how consumers feel about your brand, products, or topics relevant to your industry, leveraging our:

- Instant, unlimited search
- Live mention streams
- AI-powered peak detection
- Social inbox integration

Benchmark

Inspire and enhance your social media strategies by analyzing how your own social media performance stacks up against competitors and industry leaders, revamping your:

- Content analysis
- Share of voice
- Analysis of top posts, getting quick insights with AI
- Historical data
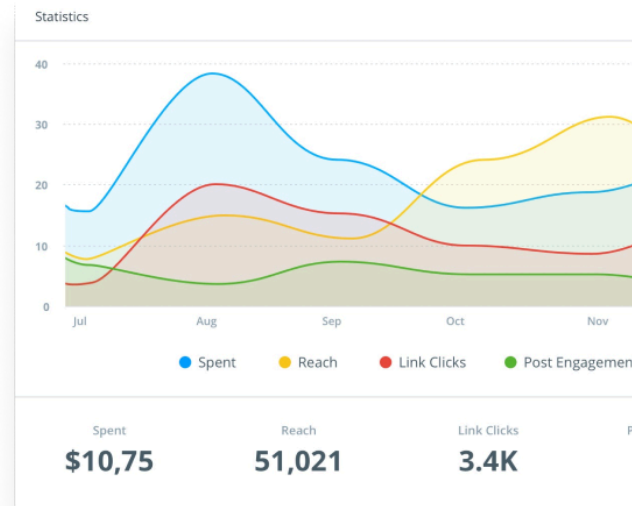
Reporting & Customer Data

Make informed decisions based on content performance and channel level metrics. Collate different social media networks and channels and get a 360-degree view of your performance with:

- Customizable and shareable dashboards
- Aggregated metrics across social channels
- Shareable live reports for external stakeholders
- Label performance dashboards for content metrics analysis

Influence

Supercharge your influencer strategy with our end-to-end influencer marketing solution:

- 30M+ influencer search
- Influencer CRM
- Automated campaign reporting
- Content upload and approval flows

Brandwatch | A new kind of intelligence