

Talkwalker secures €5M funding to spearhead development of AI powered social media analytics for Marketing and PR

Leading company in the social media analytics market announces funding from Main Capital Partners to accelerate development of its social media listening platform and expand its team.

LUXEMBOURG/NEW YORK, January 11th, 2017 – Talkwalker, a major player in the social media analytics market, is pleased to announce it has secured €5 million in funding from leading Dutch venture capital company, Main Capital Partners.

The funding will allow Talkwalker to accelerate development of its existing social media analytics platform whilst expanding its sales teams in Europe and the US. A major part of the funding will be invested in the further development of its existing artificial intelligence capabilities. This will accelerate the implementation of revolutionary new features which will join existing features such as Talkwalker’s business impact metrics, image recognition, IQ Apps and the virality map.

Currently, Talkwalker has over 100 employees and has become a must-have service in the social media listening and analytics market; a market that is estimated to grow from \$1.6B in 2015 to \$5.4B by 2020, according to market research firm MarketsandMarkets.

Talkwalker’s rapid growth demonstrates the demand for social data intelligence as brands realize that social media holds vital client and competitor insights, and business data. The Talkwalker platform analyzes visuals and text in 187 languages providing a centralized social data intelligence solution with unlimited users and use cases, plus advanced APIs to ensure data integrity throughout the company. Brands and agencies benefit from KPI-driven, real-time analytics across all media channels which puts them in full control of their brand reputation and social media performance.

Headquartered in Luxembourg, Talkwalker opened its first US office in New York City in 2015. The company has recently gained significant traction through the acquisition of new clients in the US market and is used by brands, agencies, and consultancies. Expert customer service and support are important differentiators for Talkwalker. With this in mind, its goal is proximity to prospects and clients and this funding will allow for geographic expansion, more local offices, and the hiring of new talent.

“Talkwalker is a leader in the field of social media listening and analytics. We’re impressed with its financial track record, its rapidly expanding customer base, and global presence” said Mr Main Capital, CEO. “Main Capital provides funding to companies with proven success and potential for increased market opportunities. We’re excited to be working with Talkwalker, a company that is trusted by its clients because it delivers.”

Talkwalker has 600+ clients worldwide from major brands like Microsoft, Hewlett Packard Enterprise, Benetton and PwC, to global agencies like Edelman, Ogilvy, Publicis, and Peppercomm. The platform has been adopted by industries across the board including pharmaceuticals, luxury goods, FMCG, telecoms, hospitality, and retail. Talkwalker’s customer base has been doubling each year, and the existing team has also been growing significantly to accommodate this unprecedented expansion.

“Our customer base is increasing daily,” said Talkwalker CEO Robert Glaesener. “This substantial investment from Main Capital will allow us to continue building our company, and further develop our product so we can provide even more powerful analytics and insights to boost the business performance of our customers.”

About Main Capital Partners

Main Capital Partners is a private equity investor with an exclusive focus on the software sector in the Benelux and Germany. Within this sector, we are the most specialized company in management buyouts and later-stage growth capital. Main Capital has approximately € 150 million under management for investments in mature but growing software companies in the Benelux and Germany. An experienced team of professionals manages the Private Equity Funds.

In the current portfolio of Main Capital are rapidly growing (SaaS) software companies like OBI4wan, Axxerion, b+m Informatik, Ymor, Roxit, OnGuard, Sharewire, SecondFloor, ABIT/EuroSystems, Sofon Connexys, Regas, ChainPoint, RVC and TPSC. Main Capital realised many successful exits like IASO to GFI/Solarwinds, Zetacom to Gilde Healthcare, Actuera to Waterland Private Equity and VisionWaves to IFS AB.

About Talkwalker

Talkwalker (www.talkwalker.com) is one of the world’s leading social data intelligence companies. Its cutting-edge technology provides actionable social media insights through real-time social listening and advanced social media analytics. Talkwalker helps marketers to prove the value of their social efforts and enhances the speed and accuracy of business decision-making.

Talkwalker’s state of the art social media analytics platform monitors and analyzes online conversations on social networks, news websites, blogs, forums and more, in over 187 languages. Its 1500 servers process 500 million posts from 150 million websites every day.

The Talkwalker platform is used by over 600 clients around the world, including Microsoft, HPE, Volkswagen, Benetton, and communications specialists such as Peppercomm, Publicis, Ogilvy, and Weber Shandwick.

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