Talkwalker expands its engagement capabilities with Facelift Cloud Integration

Luxembourg, April 2nd 2020 - Talkwalker, the leading social listening and analytics platform, is bringing its partnership with Facelift, the leading social media management tool, to the next level with a product integration.

Users are now able to combine Talkwalker's extensive data coverage, social listening & analytics tools, competitor monitoring, and conversation clusters with Facelift Cloud's social media management capabilities, including content publishing and response functionalities.

This integration of advanced listening and engagement solutions allows you to identify, analyze, and monopolize every customer conversation.

"Integration with Facelift Cloud allows marketing and communication professionals to expertly categorize the social conversations that matter. It enables users of both platforms to make impactful decisions and take real-time actions," says Robert Glaesener, Talkwalker CEO.

This offers a one-of-a-kind opportunity for Talkwalker and Facelift Cloud users: Facelift's Cloud "WhatsApp & Messenger" feed will be incorporated into the Talkwalker platform for content analytics. This brand-new feature enables users to better manage and communicate with their customers, strengthen their customer relations, and identify potential opportunities.

"Expanding the customer engagement capabilities of Facelift Cloud with Talkwalker listening results is a great opportunity for companies to be on top of every conversation around their products and services," says Benjamin Schroeter, CEO Facelift.

Clients of Talkwalker and Facelift will be able to expand their reach with the integration, obtaining the ability to amplify conversations outside of their own channels and known circles. Users will, therefore, bring in improvement to customer experience, with reduced response times.

"With Talkwalker, you never miss a conversation; we have the biggest coverage in the market including social, web, print, TV and radio. We are deeply committed to excellence and operational efficiencies, and the integration with Facelift Cloud is a major step in that direction!" says Robert Glaesener, Talkwalker CEO.

About Talkwalker:

Talkwalker is a social listening and analytics company that empowers over 2,000 brands and agencies to optimize the impact of their communication efforts. We provide companies with an easy-to-use platform to protect, measure, and promote their brands worldwide, across all communication channels.

Talkwalker's state-of-the-art social media analytics platform uses AI-powered technology to monitor and analyze online conversations in real-time across social networks, news websites, blogs and forums in 187 languages. Talkwalker has offices in New York, Luxembourg, San Francisco, Frankfurt, Paris, and Singapore. It is also the home of Talkwalker Alerts, a free alerting service used by over 500,000 communications and marketing professionals worldwide.

About Facelift:

Facelift Cloud is a multiple certified and rewarded software solution with all components for professional social marketing on enterprise level. The all-in-one software consolidates 12 different modules into a single integrated solution. By that, it enables companies to manage all their activities on Facebook, Twitter, Instagram and other social channels centrally and efficiently. The world-leading social media management tool with active users in over 50 countries worldwide makes your social media marketing easy and is going to take it to the next level. All client and user data are saved in Germany, all processes are certified according to ISO 27001 standard and by that comply with the highest IT security standards. Additionally, as an official Facebook and Instagram Partner, Facelift offers profound know-how and is at the forefront of innovation.

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