Talkwalker, the world's leading social listening company, continues global expansion with new office opening in Singapore

Talkwalker announces the opening of their new office in Singapore, to develop social listening capabilities across Asia Pacific.

NEW YORK November 15th, 2018 – Talkwalker, the leading social listening and analytics platform, has opened a new office in Singapore. Founded in 2009, Talkwalker had already shown exponential growth across Europe and the US, with offices in Luxembourg, New York, San Francisco, and Frankfurt; serving over 2,000 global brands and agencies as clients. This new office will help develop the social listening and analytics industry across Asia and the APAC region.

The region comprises of over 56% of the world's active social media users, with 3 of the 10 fastest growing countries. Brands can't risk missing out on engaging these users, and with the growth of business in the area, Asian brands are also looking to engage western consumers. This positioning allows Talkwalker to help all businesses connect on a global scale, no matter where in the world they are based.

"Singapore is a fantastic gateway for us," says Ben Soubies, Head of Sales, Asia Pacific, who will be leading the Singapore team. "We've been growing our client base across Asia for several years now. The opening of this new office means we'll be able to meet more clients and prospects face-to-face and invest in more local events. Establishing Talkwalker as the number one social listening platform in the APAC region."

The new office helps conclude 2018, which has been a busy time for the company. Recognized as a Strong Performer in the Forrester Wave™ Social Listening Platform Report, Talkwalker has introduced several new products and features this year, including:

- **Quick Search** - The fastest way to brand and communication insights.
- **Influencer One** - 1 platform to find, manage and monetize your influencers.
- **The Talkwalker AI Engine** - For faster, more accurate brand insights.

 "The new office forms part of our long-term strategy of helping global businesses develop their data maturity," says Robert Glaesener, Talkwalker CEO. "This involves providing brands with wider data sources, powerful analytical tools, and the support of a local expert customer support team, to turn that data into actionable insights, and optimize the impact of their communication efforts."

Talkwalker will continue to grow in 2019, with further investment in industry-leading technology, and expansion into more markets. Expect next year to be just as busy, with more announcements coming soon.

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. Recognized as a Strong Performer in the Forrester Wave™ Social Listening Platform Report, 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, and Singapore. It is also the home of Talkwalker Alerts, a free alerting service used by over 500,000 communications and marketing professionals worldwide.