



# Talkwalker Develops Image Recognition Technology with Most Extensive Brand Database

## Understand the impact and resonance of visual online content better than ever before

LUXEMBOURG, March 10 - Talkwalker, a leading social data intelligence company, today announced the launch of its proprietary image recognition technology that will allow over 30,000 brands to identify their logos in images posted on social channels and online. This technology will be incorporated directly into the Talkwalker platform providing users with the most comprehensive analytics available for online visual content.

1.8 billion photos are shared every day on social media with many of these images featuring brand logos. However, up to 80% of these photos don't mention the brand in text, making it difficult for conventional social listening platforms to provide a full view of online brand presence.

"They say a picture's worth a thousand words but on social you can probably multiply that by 100," says Robert Glaesener, Talkwalker CEO. "For brands, knowing when, why, and who is using your logo is critical to understanding the true reach and power of your brand. With Talkwalker Image Recognition, brands can now measure the impact and resonance of visual content across social and online better than ever before."

Talkwalker's new technology uses advanced computer vision and machine learning to identify brand logos with 99% accuracy and covers images from over 10 social networks and 150 million websites worldwide. Talkwalker also offers full access to the Twitter firehose, ensuring brands get full coverage of the 175 million photos posted on Twitter every day.

"Talkwalker has taken a huge leap forward in the social tools industry with product innovation by helping companies analyze and be alerted to their visual representations across social media and the entire Internet," says Neal Schaffer, Forbes Top 50 Social Media Influencer and Founder of Social Tools Summit. "Visual analysis is paramount to a brand's success and adopting the best technology to keep up with social media's rapid development is key."

Brands can use social media analytics for image recognition in a variety of ways:

- **Marketing:** Improve influencer marketing and uncover user generated content by finding hidden mentions of your brand
- **Legal:** Track unauthorized usage of brand logos with the most complete logo coverage on the market
- **Sponsorship:** Measure the ROI of sponsorship more accurately by calculating all social impressions of brand logos and mentions alongside broadcast and display advertising impressions
- **Crisis:** Enhance real-time crisis management by catching every mention of your brand with or without text
- **Market Research:** Uncover deeper brands insights by more accurately understanding levels of brand penetration in markets across the globe

To learn more about Talkwalker Image Recognition, visit our blog or contact us today.

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