Talkwalker acquires Reviewbox

The integration will complement Talkwalker's leading consumer intelligence platform by providing their clients with additional product review capability.

[New York, August 24, 2021]. Talkwalker, a leading consumer intelligence company, announced today that it has acquired all-in-one review management platform, Reviewbox.

This acquisition will enable Talkwalker to rapidly expand its product review capability and integrate Reviewbox's e-commerce data, including product reviews, product catalogs, and pricing, into its consumer intelligence platform, providing additional customer insights for its clients. This will complement Talkwalker's extensive social, consumer, and customer data gathering & analytics capabilities.

"This announcement confirms our commitment to remaining the number one consumer intelligence platform," said Tod Nielsen, Talkwalker's recently announced new global CEO. " Reviews give you an understanding of just what your customers think of your products, whether that's good or bad. This integration gives you a real-time view of this data, enabling you to react, and also helping you shape your products for the future. This continues the growth of our customer intelligence capabilities, to offer brands further insights into all aspects of the customer buying journey. Enabling them to make faster, more intelligent business decisions."

Reviewbox already enables brands such as Delta, Avery, Whirlpool, and Netgear to monitor, analyze, and respond to product reviews within the platform. This capability will be added to Talkwalker along with additional product data gathered from sites like Amazon, eBay, and Walmart. All existing Reviewbox staff will join the Talkwalker team.

"Talkwalker and Reviewbox are a perfect fit," said Reviewbox CEO James Horey, who will join Talkwalker to continue developing reviews as a prominent channel. "Over the past 5 years, Reviewbox's unified analytics platform has supplied customers with top of the line industry review data, providing an essential part of the customer intelligence puzzle. Our integration into Talkwalker completes this puzzle, enabling our clients to turn insights into real-time actions."

Additional resources:

- Read the full report here: The Forrester New Wave™: AI-Enabled Consumer Intelligence Platforms, Q3 2021.
- Check out the Talkwalker Careers page for open positions.
- Contact us to learn more about Talkwalker's consumer intelligence platform.

About Talkwalker

Talkwalker is a leading consumer intelligence company, helping global brands combine a broad range of consumer and customer data into powerful and easy to action insights.

By uniting award-winning technology with industry-leading customer support, our AI-powered platform connects the dots between what customers think, say, and do. We enable customer-centric companies to drive revenue, increase retention, and reduce costs.

Talkwalker has offices in Luxembourg, New York, San Francisco, Frankfurt, Singapore, Paris, Tokyo, London, and Milan, and helps over 2,500 brands to make better decisions about their customers, prospects, markets, and competitors.

For more information, please visit www.talkwalker.com.