



Talkwalker

Louisville announces new partnership with Talkwalker

The University of Louisville Athletics department is launching a multi-year partnership agreement with leading Consumer Intelligence platform Talkwalker to hear the voice of Cardinals fans across the world.

Louisville is the first Power 5 athletic program to partner with Talkwalker, the No. 1 Consumer Intelligence company used by more than 2,500 of the world's most successful brands. Talkwalker's powerful Blue Silk artificial intelligence platform will provide the Cardinals with real-time data insights on the impact of Cardinal athletics in social media that impact all areas of the athletic department.



Understanding real-time brand sentiment is more important than ever with the far-reach of social media," University of Louisville Associate Athletic Director Matt Banker said. "Our partnership with Talkwalker is truly an investment in our fans, our student-athletes, and our athletics program. This partnership will enable us to be innovative and strategic with consumer intelligence tied to U of L Athletics and create positive impacts for our stakeholders."

Talkwalker insights will help Cardinal athletics learn, understand the impact, react, and help make strategic athletic decisions with social input from fans, celebrities, influencers, and news publications/blogs from around the globe:

- Fan & alumni engagement
- Fan experience
- Social media strategy
- Content creation strategy
- Public relations management
- Brand promotion, measurement and protection
- Partnerships
- Recruiting
- Insights and education to further support Louisville's ELEVATE program for NIL.



We are excited to welcome the Louisville Cardinals as our first NCAA Division I partner as part of our strategic expansion in media, sports and entertainment.” Talkwalker CEO Tod Nielsen said. *“The administration at Louisville is forward-thinking and intentional in its approach to leverage our technology as a differentiator in their strategy. We look forward to seeing all the ways that Talkwalker can help get the department, its teams and student-athletes get closer to the Louisville fans across the world.”*

About Talkwalker

Talkwalker is the #1 consumer intelligence company and is dedicated to helping brands close the gap between brand and consumer. Recognized by Forrester as a Leader in Consumer Intelligence and Social Listening, Talkwalker brings together market-leading social analytics and AI technology, with unstructured data expertise, and a global team of insights analysts and data storytellers.

Talkwalker enables brands to put consumers at the heart of their decision-making, empowering them to embrace smarter innovation, create more successful campaigns, and provide enhanced customer experiences. With teams around the world, Talkwalker helps over 2,500 global brands to be consumer close, and accelerate their brand growth.

To discover more about Talkwalker, please visit www.talkwalker.com.