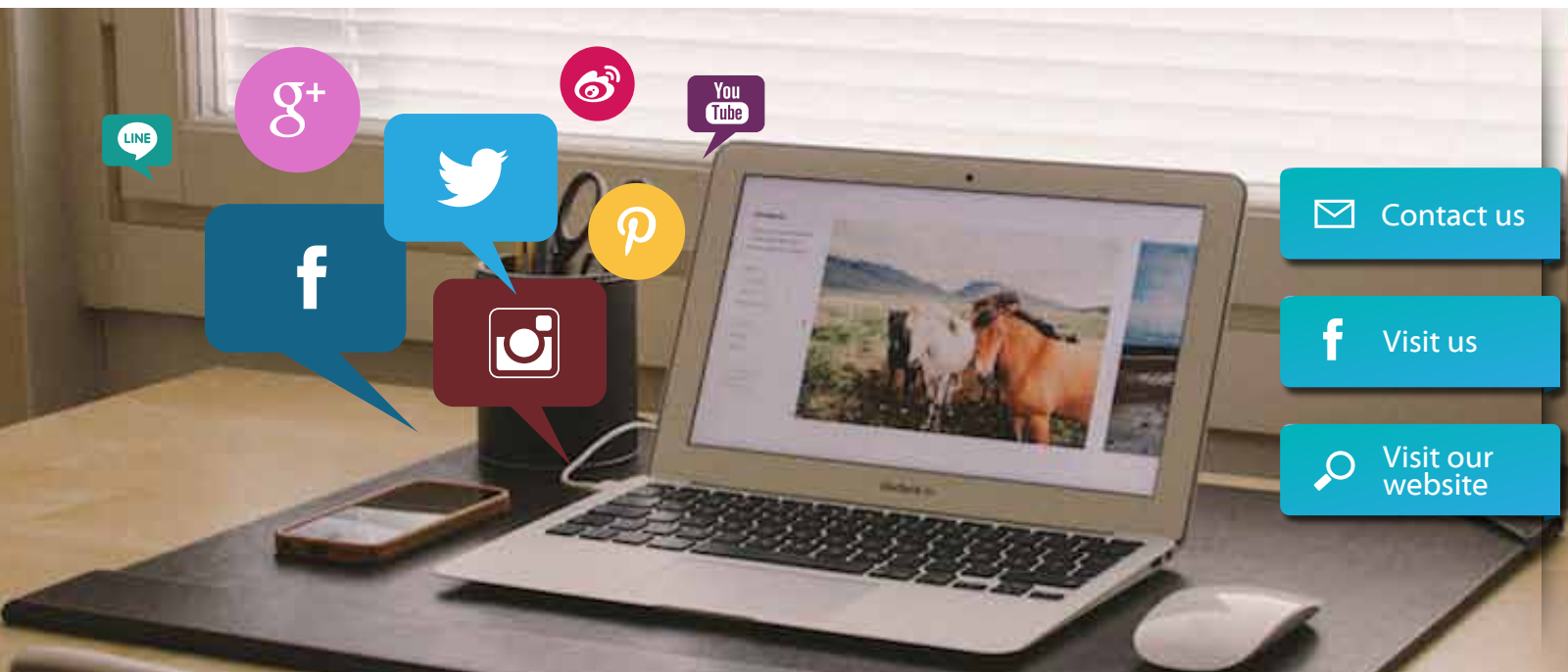




Klarity

The Most Comprehensive Social Analytics Tool



THIS WEEK'S TOP STORIES ON SOCIAL MEDIA



Facebook has just made all 2 trillion public posts searchable for everyone, challenging Twitter and Google for public real-time news. Only available for US English language users as of now, Facebook 'Universal Search' is equivalent to Twitter's search tool, but more human-oriented. Posts from trusted news sources rank first, followed by your friends, most popular links or quotes about a given topic, and people you don't know. [View More](#)

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INSIGHT:

It is likely that Facebook holds the broadest, deepest and most comprehensive dataset of human information, interests, activity ever collected. [View More](#)



Tencent's last experimentation adequately reflects the power of listening analytics and sentiment analysis: the owner of WeChat sifted through the content posted by 570 million daily users on WeChat Moments, gauging the feeling of happiness according to the user location, and stated that 'Hong Kong is actually the happiest, most positive city', closely followed by Taiwan - Beijing

coming third. The results aim to appear in the 'World Happiness Report', assessing countries and territories globally. [View More](#)



A new survey conducted by Forbes shows that marketers are now more than ever relying on data-driven marketing, qualifying it as 'crucial for success in hyper-competitive global economy'. Yet, among the 162 executives surveyed, 33% recognise that they have been using a blend of technologies with little coordination, while only 29% claim to use a common set of tools. This shows how much a comprehensive and unified platform is needed. [View More](#)

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INSIGHT:

2016 is predicted to be the banner year for incorporating big data and analytics into marketing decisions and validation of return on marketing investments. [View More](#)

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Get A Complete Audit Report of Your Sina Weibo Page Within **5** Working Days

[Request Your Brand Audit Today](#)

Sources:

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