



Klarity
The Analytical Tool
for Serious Marketers

Maxus Chooses Klarity as their Social Media Big Data Analytics Solution

HONG KONG, – 25 SEPTEMBER 2013 - Social Media Broadcasts (SMB) Limited will be rolling out its Klarity Enterprise solution across 5 countries for Maxus Global.

Klarity will support Maxus Hong Kong, Malaysia, Singapore, Thailand and Vietnam in gathering social intelligence, data consolidation and analytical reporting. The technology will allow the agency to monitor the social performance of brands and draw deeper marketing insights from consumer social behaviour.

Nico Abbruzzese, Head of Digital APAC, said: - Only data replaces faith with facts and at Maxus we have an imperative to constantly be looking at better ways of keeping our 'ear to ground' in the social media space. Klarity is a great solution that enables us to combine our stronghold in business intelligence with deeper social media data. The exponentially increasing complexity of social media requires smart tools, coupled with the right brains to become usable and useful to our clients. This partnership is a good step forward in strengthening our capabilities in this space.

With social media platforms such as Facebook, Twitter, YouTube, Instagram and Sina Weibo being the place where consumers "hang-out" and actively share their thoughts and experiences, reliable social intelligence has become indispensable in creating successful data-driven strategies.

Andy Ann, a Director at Social Media Broadcasts, said "we are very excited to be working together with Maxus, combining our social analytics with their digital marketing expertise."

"We see this partnership with Maxus as the beginning of a long-term relationship."

About Klarity

Klarity is a robust, comprehensive and user-friendly platform providing social intelligence and marketing insights. Powered by a proprietary analytical engine that crawls influence networks to track, collect, segment, refine, analyse and interpret granular data, Klarity allows marketers to efficiently and effectively monitor their brands and gather social intelligence on their competitors.

About Social Media Broadcasts

Social Media Broadcasts (SMB) Limited is a dynamic and fast growing techno-media company focused on developing proprietary technologies to effectively support the entire social media spectrum generating social intelligence and optimising marketing campaigns to support data-driven social media and digital marketing initiatives. SMB is headquartered in Hong Kong with a presence in Vancouver, Canada.

About Maxus Global

Maxus is a global network of local media agencies with services including communications strategy, media planning and buying, digital marketing, social media strategy, SEO, PPC, direct response media, data analytics and marketing ROI evaluation.