



**Klarity**  
The Analytical Tool  
for Serious Marketers

## Klarity Provides Sina Weibo Analytics to HootSuite Users

**HONG KONG, – 3 DECEMBER 2014** - Social Media Broadcasts, the developer of Klarity, has created an app integration for HootSuite, the world's most widely adopted social relationship platform, to make data-driven strategies more relevant for marketers and enterprises.

HootSuite users will now be able to gain valuable insights into Chinese social behavior via in-depth Sina Weibo analytics provided by Klarity.

Sina Weibo is the leading Chinese micro-blogging network with over 500 million users and a gateway into the Chinese consumer. It can be a huge resource to marketers; however being able to sift through all the data and draw actionable insights is not easy.

Klarity monitors thousands of brands across multiple social platforms including Sina Weibo. The engine collects granular data from corporate social profiles to provide detailed analytics on social reach, engagement and mentions. Marketers are able to gain a better understanding on the social health of their particular brand as well as benchmark performance against their competitors.

"With 15 fully translated dashboard languages, including Thai, Japanese, Korean, Indonesian, China Simplified and Chinese Traditional, HootSuite is Asia's leading social relationship platform," says Ken Mandel, HootSuite's Managing Director for Asia Pacific. "Today, we take this a step further by announcing our integration with Klarity to provide marketers, brand managers, and agencies with social media analytics functionality for Sina Weibo, one of China's top social networks. Now, directly from the HootSuite dashboard, our Enterprise users can focus on key metrics by gauging the effectiveness of their social media campaigns on Sina Weibo and therefore better position themselves against competitors. I'm thrilled for this integration and what it means for our global users for gaining valuable insight into online behavior in Asia."

"Klarity is all about extracting information from the social media 'big data' universe," says Christopher Wong, Social Media Broadcasts' CEO, "and we see that this universe is beyond just Facebook and Twitter. Our users can currently draw analytics from the 8 leading Asia Pacific social platforms allowing them to effectively formulate data-driven marketing strategies. Social relationships and analytics go hand-in-hand; so the Klarity/HootSuite initiative just makes sense. We are really excited to launch this Sina Weibo Analytics app in the HootSuite dashboard and provide their users with enhanced social intelligence."

## **About Klarity**

Klarity is a robust and comprehensive dashboard-styled platform providing metrics and analytics extracted from social media "big data" for marketers and enterprises. The proprietary engine developed by Social Media Broadcasts crawls influencer networks such as Facebook, Google+, Instagram, Pinterest, Twitter, YouTube, Sina Weibo and Tencent Weibo, collecting granular data and translating the information into meaningful insights allowing users to monitor social activity, measure performance and gather social intelligence. To learn more, visit [www.klarity-analytics.com](http://www.klarity-analytics.com).

## **About HootSuite**

HootSuite is a social relationship platform for businesses and organizations to collaboratively execute social media strategies across networks such as Twitter, Facebook, LinkedIn and Google+ Pages from one secure, web-based dashboard. Advanced functionality includes tools for audience engagement, team collaboration, account security and comprehensive analytics for end-to-end measurement and reporting. To learn more, visit [www.hootsuite.com](http://www.hootsuite.com).