



Klarity
The Analytical Tool
for Serious Marketers

Klarity Announces The Addition of Cross-Platform Analytics To Its Analytical Dashboard

Klarity's Cross-Platform Analytics enables marketers to benchmark brand performance across a variety of social networks

HONG KONG, - 2 JULY 2014 - Klarity, the most robust and comprehensive source of social intelligence, releases today their cross-platform analytics feature. This addition to the Klarity Analytical Dashboard allows marketers to obtain a holistic view of their brand across multiple social platforms, providing deep insights into their social presence, understanding social performance on respective platforms, benchmarking where the brand stands out and highlighting areas of marketing importance.

Understanding how a brand performs against various social platforms has traditionally consisted of manual analysis and sophisticated marketers spending hours collating information from multiple sources and analysing the data. Social networks, understandably, provide insights into a brand's performance on their own platform but do not offer the capabilities of allowing a brand to compare social effectiveness from one platform to another. This limitation prevents brand managers from getting the full "social" picture.

"By adding cross-platform analytics to Klarity, we have been able to equip serious marketers with one more piece of the puzzle towards understanding social performance," says Christopher Wong, CEO of Social Media Broadcasts (SMB) Limited, the innovator, developer and advancer of Klarity. "When we first developed Klarity, brands were asking us to provide features capable of comparing metrics across multiple social platforms such as Facebook against Twitter against Sina Weibo. They wanted to know on which platform they were performing better (or worse) and wanted to have this information at their fingertips. Now, we have incorporated this capability into our tool."

We know that social media "big data" has been dominating the decisions of smart marketers - with conversations often centred on how can one sift through all the information and extract useful insights that can be adopted to create successful marketing strategies. With this new cross-platform analytics feature, Klarity has further empowered marketers and brought them closer to achieving this goal.

About Klarity

Klarity is the analytical tool for serious marketers. It is a robust and comprehensive online, dashboard-styled platform that provides metrics and analytics extracted from social media "big data". The proprietary engine and technologies developed by Social Media Broadcasts (SMB) Limited crawls influencers 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 marketers and enterprises to monitor social activity, measure performance and gather social intelligence. To learn more, visit www.klarity-analytics.com.

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