



**Klarity**  
The Analytical Tool  
for Serious Marketers

## Innity Enhances its Analytics & Reporting Solutions with Klarity

Social Media Broadcasts partners with Innity to provide Klarity's social analytics to more marketers in Hong Kong.

**HONG KONG, - 25 AUGUST 2014** - Social Media Broadcasts, the developer of Klarity, and Innity China, the leading digital media solutions provider, announced on Monday, 18 August 2014 they entered into to a reseller co-operation for Klarity in Hong Kong.

Klarity is the analytical tool for serious marketers allowing users to gain insights from social "big data". With the ability to monitor brands across 10 different social platforms, it is the most robust and comprehensive analytical tool available on the market today, providing intelligence on both Western and Asia social behaviour.

"Being headquartered in Hong Kong it is very important for us to deepen our relationships with the local market," said Christopher Wong, the CEO of Social Media Broadcasts. "By having Innity as an official reseller, I am confident that we will achieve this goal as well as bring our tool to an even wider audience."

"We believe Klarity compliments Innity's Engage+ products in the long run; and the ability to analyse data from multiple platforms and languages will broaden our reach beyond Hong Kong." Said Andrew Lim, General Manager of Innity Hong Kong.

### **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, Tencent Weibo, LINE and WeChat, 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](http://www.klarity-analytics.com)

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## **About Innity**

Innity is the leading digital media network that provides interactive digital marketing technologies and services to advertisers and publishers. An industry pioneer, Innity has one of the most comprehensive and largest online advertising networks in South East Asia spanning over 10,000 websites, including major newspaper portals and premier sites in more than 18 interest channels such as technology, lifestyle, automotive, business and entertainment and more. Headquartered in Malaysia, Innity has also established its offices in Singapore, Vietnam, Thailand, Indonesia, the Philippines, Hong Kong, China and Taiwan. For more information, visit us at [www.innity.com](http://www.innity.com)

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