Klarity Launches Youku Analytics

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Marketers and professionals can now gain insights into performance and behaviour from the leading Chinese video platform.

HONG KONG, - 2 DECEMBER 2014 - Reinforcing its position as "the most robust and comprehensive analytics tool", Klarity now allows the monitoring of social big data from Youku, China's largest video-sharing website that enables users to search, view and share high-quality video content across multiple devices.

Reaching over 129 million users, Youku is an excellent medium to visually connect with target audiences. It is basically the YouTube of China. By creating a presence on the social platform, brands are able to connect and engage directly with their consumers. And there is no doubt that this type of social media strategy is becoming more and more popular.

However, the next step beyond this is the ability to draw reliable and actionable intelligence from the platform to enable marketers and professionals to have a better understanding of their own brand performance, benchmark against competitors, identify industry trends and understand audience behaviour.

Klarity has now bridged this gap. With Youku analytics fully integrated into the tool, users can now monitor any public Youku social profile and gain deep insights through analysis of this data - subscribers growth, daily views, key influencers, favourites summary, likes vs dislikes, top videos, keyword analysis and much more.

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, Youku, 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.

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