



Klarity
The Analytical Tool
for Serious Marketers

Klarity Analytics goes nation-wide in Japan

Providing deep social big data analytics and insights to Japanese enterprises.

● = SoftBank C&S



HONG KONG & TOKYO, - 9 DECEMBER 2104 - Social Media Broadcasts (SMB) Limited, the developer of Klarity, and Softbank Commerce & Service Corporation, the leading Japanese IT products & services provider, have entered into a sales co-operation based on reseller and affiliate operations of Klarity - the analytical tool for serious marketers.

Klarity is a leading analytical tool that transforms social "big data" into social intelligence that is helping global companies grow more efficiently and effectively by providing insights to help mould and optimise marketing & sales strategies. It allows marketers to understand their brands social performance, gain a holistic view across multiple social networks and benchmark against leading competitors.

Traditionally, this type of analysis would require hours of sifting through data by skilled analysts. Today, marketers and professionals are turning to automated tools to gain better effectiveness and efficiency.

Klarity is the most comprehensive and robust social monitoring analytical tool available allowing users to understand both Asian and Western social performance and audience behaviour. The platform provides detailed metrics and analytics on profiles from 6 Western social networks, 3 Asian social networks and 2 mobile social networks.

"We are extremely excited that SoftBank C&S will be launching Klarity nation-wide in Japan," said Christopher Wong, the CEO of Social Media Broadcasts. "Japan is one of the most advanced analytical markets in the world. We see that Klarity's LINE analytics will be particularly suitable for Japanese enterprises and that this reseller relationship will help us further expand there and establish a leadership position in the Asia Pacific region."

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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About SoftBank Commerce & Service Corp

SoftBank C & S distributes various IT-related products, the original business of the SoftBank Group, and also manufactures and markets "SoftBank SELECTION" mobile accessories. Additionally, by leveraging SoftBank Group synergies, SoftBank C & S provides ICT solutions that combine mobile and fixed-line infrastructure with ICT-related products for corporate customers, web services for various mobile devices, and e-procurement services.