



# Klarity

The Most Comprehensive Social Analytics Tool

## Klarity Closes USD1 MM Financing with 500 Startups



Social Media Broadcasts secures funding to advance Klarity, its Social Big Data Analytics SaaS solution

**HONG KONG, - 21 SEPTEMBER 2015** - The Hong Kong-based company behind Klarity, Social Media Broadcasts (SMB) Limited, has announced that it has closed a USD1 MM funding round with 500 Startups, the Silicon Valley-based venture capital firm and startup accelerator. The round also included participation by well-known entrepreneurs Danny Yeung (ex-Groupon/SXE Ventures) and Yat Siu (Outblaze).

Powered by proprietary technologies, Klarity is a sophisticated analytical tool that transforms social big data into reliable intelligence. Monitoring data from the world's largest social networks, including Asia and China's major ones – Sina Weibo, Tencent Weibo, Youku, LINE and WeChat, Klarity enables businesses to access extensive metrics and analytics, measure and benchmark their performance against competitors, identify market trends and gain in-depth and valuable insights into both Western and Asian social behaviour.

Khailee Ng, Managing Partner of 500 Startups said, "Asia has long exploded in social network and messenger usage. But corporations world over can't even hear what is being said. So they use Klarity so they can understand their market - and evolve with it. This may be one of the largest and most valuable businesses of our time."

"The demand by professionals for a comprehensive and robust tool providing reliable and actionable social intelligence was the underlying factor for launching Klarity," explains Christopher Wong, SMB's CEO and the Innovator of Klarity. "Many businesses still consider social data as a point of concern and confusion. We pride ourselves by helping customers break this barrier to make the data meaningful and provide insights."

"Having 500 Startups on board is a great vote of confidence in Klarity's vision," says Christopher. "I'm looking forward to working together and accelerating Klarity's growth."

Danny Yeung said, "it's a great product, awesome team. I am very grateful and happy to be involved with Klarity."

SMB will use this investment to further optimise and expand Klarity's capabilities, ensuring continued success as a leading social big data analytics SaaS solution.

### **About Klarity:**

Klarity is the analytical tool for serious marketers, researchers and analysts. It is a robust and comprehensive online, dashboard-styled platform that provides metrics and analytics extracted from social "big data". The proprietary engine and technologies developed by Social Media Broadcasts (SMB) Limited crawls social 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](http://www.klarity-analytics.com).

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### **About 500 Startups:**

500 Startups is a venture capital seed fund and startup accelerator based in Silicon Valley with ~\$200M in assets under management. We have invested in a wide variety of technology startups all over the world, currently ~1,200 companies in ~50 countries since our inception in 2010. Our team of 75 people manage seed investments in 15 countries and speak over 20 languages. We run accelerator programmes in San Francisco & Silicon Valley 4x per year emphasising internet marketing and customer acquisition, design and user experience, and lean startup practices and metrics. Our investment team and mentor network has operational experience at companies such as PayPal, Google, Facebook, YouTube, Yahoo, LinkedIn, Twitter, Apple, and Sesame Street.