

INFLUENCER RELATIONSHIP MANAGEMENT SOFTWARE

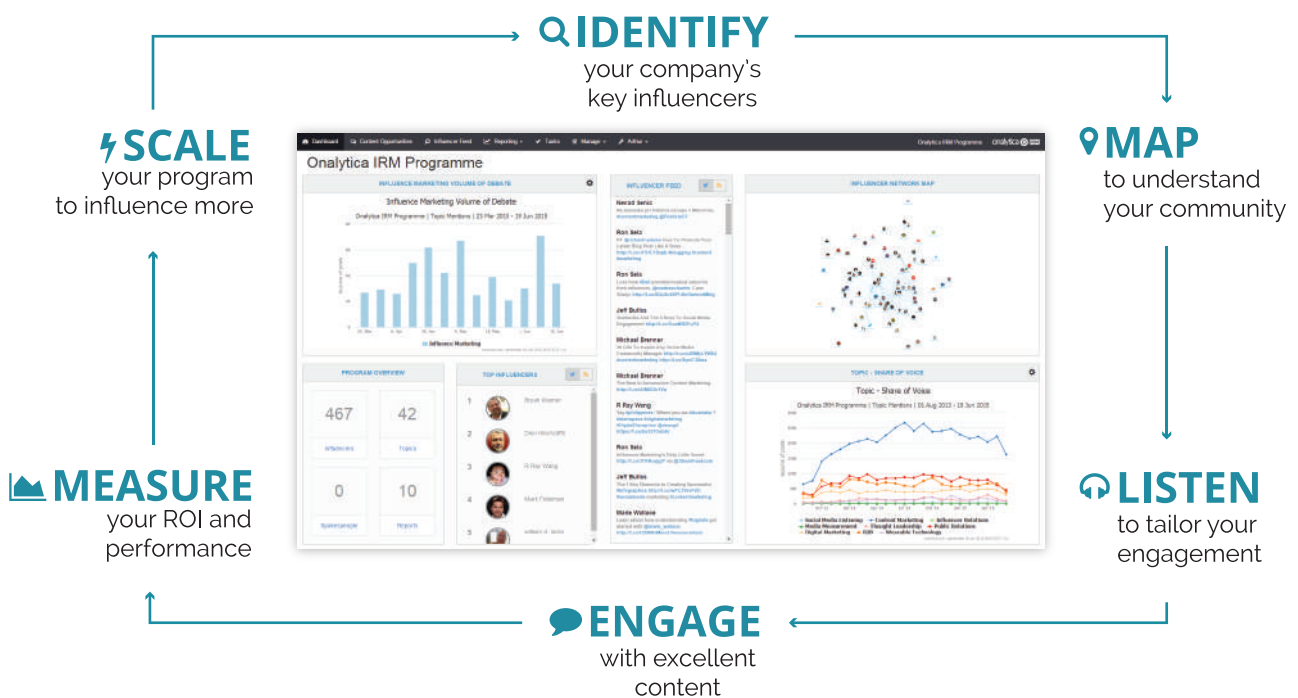
Empowering brands & agencies to identify and engage with relevant social media influencers

- INDUSTRY LEADING INFLUENCER IDENTIFICATION METHODOLOGY**
- TOPICAL NETWORK MAPS**
- 100 000+ INFLUENCER PROFILES**
- ADVANCED REPORTING**
- CONTENT MATCHING TECHNOLOGY**
- REAL-TIME INFLUENCER TRACKING**
- 40+ TARGET AUDIENCES**
- TAILORED NOTIFICATIONS**

Analytica's Influencer Relationship Management (IRM) platform enables you to identify, track and engage with influencers beyond the traditional engagement model of Media Relations, Digital Marketing and Public Affairs.

Run influencer programmes that drive personalised outreach to the most influential journalists, analysts, politicians, bloggers, thought leaders, industry professionals, stakeholders and influential consumers.

Analytica's software automates the tracking and management of influencers replacing out of date Excel influencer lists, Google alerts, Twitter tracking tools.



REQUEST A DEMO

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