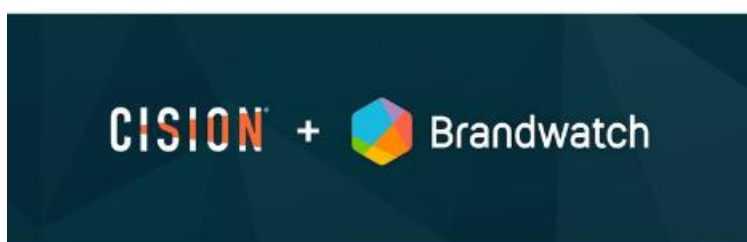


MARKETING

Cision acquires Brandwatch, prioritizing digital insights

March 3, 2021



Cision has announced its acquisition of Brandwatch, paving the way for more digital insights. Image courtesy of Cision

By LUXURY DAILY NEWS SERVICE

Public relations and earned media software company Cision has announced its acquisition of Brandwatch, an AI-powered social listening and content marketing analytics platform.

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The partnership will assist organizations in utilizing digital insights to ensure even further success. Cision and Brandwatch will provide brands and organizations with consumer and media intelligence to create more effective customer engagement and PR strategies as well as research assistance and product development.

"The continued digital shift and widespread adoption of social media is rapidly and fundamentally changing how brands and organizations engage with their customers," said Abel Clark, CEO of Cision, in a statement. "This is driving the imperative that PR, marketing, social and customer care teams fully incorporate the unique insights now available into consumer-led strategies.

"Together, Cision and Brandwatch will help our clients to more deeply understand, connect and engage with their customers at scale across every channel," he said.

Listening leaders

Cision acquired the social listening platform for \$450 million. The deal is set to be closed in the second quarter of 2021.

The partnership will allow an array of services, connecting journalists and influencers, launching social campaigns, developing brand messaging, conducting research and more. Users will be provided with real-time insights and long-term trend analyses.



Social listening can help brands and organizations reate more effective customer engagement and public relations strategies as well as research assistance and product development. Image credit: Unsplash

"We have always built Brandwatch with ambition," said Giles Palmer, founder and CEO of Brandwatch, in a statement. "Now is the time to take the next step joining a company of significant scale to create a business and a suite of products that can have an important global impact."

Brands across the world are considering the importance of social listening and the tools needed in order to implement more effective and innovative practices.

Social listening offers many advantages: brands use it to monitor social voices, allowing them to avoid crises and assess campaign performances daily. Better yet, it works as a way to listen in on a competitor's performance or predict budget-spending trends ([see story](#)).

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