

Social Media Intelligence Leader Synthesio To Be Featured At Social Media Week: New York

NEW YORK, April 24, 2018 -- Beginning today, Synthesio, the leading global Social Media Intelligence and Social Listening Platform, will be showcasing its updated offerings and growth at the 2018 Social Media Week conference in New York. Synthesio's industry-leading social data will be on display in multiple locations at the event, including three Synthesio Beam screens at the Connection Cafe.

Synthesio Beam is a real-time social media command center that visualizes social KPIs in a multi-screen display suitable for sharing. Beam's highly configurable interface leverages all of Synthesio's data enrichment filters to surface KPIs vital to a brand. Beam provides a rolling display of every mention that is pulled into the dataset and combines both qualitative and quantitative data into a single experience.

This event appearance comes on the heels of Synthesio's recent additions to its leadership team with the hiring of Chris Vitti as Chief Marketing Officer, Julien Plée as Chief Technology Officer and Dave McGrath as VP of Sales for EMEA.

"My priority is to ensure that all of our potential buyers around the world are aware of Synthesio, and can gather the information they need to make a smart buying decision for their company," Chris said. "Featuring Synthesio at an important conference like Social Media Week is a great way to reach attendees in-person and help them understand how Synthesio's offerings can help their organizations. Having our social media command center, Synthesio Beam, provide social insights in the Connection Cafe is a great example of how to monitor and share real-time feedback about your brand."

Synthesio's VP of Marketing, Greg Roth, will also be a featured speaker at Social Media Week: New York City. His session, How To Improve Customer Experience With Social Intelligence and Audience Analysis, is focused on strategies that businesses can immediately enact to put the data they collect through their Social Listening programs into action. The session will take place on Wednesday, April 25 at 2:45 pm.

For businesses that want to learn how to leverage Synthesio across the enterprise, and to discover strategic business insights from the largest collection of data on the market, the Synthesio Beam displays and booth will be open and available for the entire duration of Social Media Week in New York City from today through April 27, 2018.

About Synthesio

Synthesio, named the Global Leader by an Independent Research Firm in two reports, provides brands and agencies around the world with the social listening tools and audience insights they need to measure the impact of social and mainstream media conversations. Synthesio's Social Intelligence Suite surfaces strategic insights from the most extensive collection of customer data on the market and can visualize qualitative and quantitative data in an array of formats. Teams across the enterprise can leverage dashboards, pre-built personas, customizable reports, and social media command center displays to extend the benefits of Social Intelligence throughout an organization. Synthesio has offices in New York, Paris, London, Singapore and Brussels.

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