The new Audience Intelligence social data technology category set to disrupt the industry

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July 2020 (London) - Until recently, social data platforms have fallen under two main categories: social listening or social analytics. With the emergence of audience intelligence platforms, the industry has been disrupted by the likes of Audiense which looks to dissect audience conversations, affinities, unique characteristics and media consumption, giving users a more in-depth and accurate view of the data.

G2 recently added audience intelligence platforms as a category, recognising it as an important technology piece in the larger social intelligence tech stack. Within this category, Audiense has been determined as the market leader.

Forrester, the leading independent research firm, has recently highlighted Audiense in their “Social Media Consumer Segmentation” report, which explores the value of social media consumer segments for marketers. A key takeaway from this report highlights that social media consumer segmentation enables audience intelligence, particularly in an era when consumers want to be seen as unique. Traditional segmentation is not cut out to respond to the challenge of a more fluid and layered psychographic type of persona building and that is why it is vital to incorporate audience intelligence into your consumer intelligence stack.

Michael Brito, digital strategist, explains audience intelligence as:

“The process of architecting audiences, dissecting them into smaller clusters, and then analyzing patterns, habits and behavior. The result is actionable and defendable insights that you can use to make data-informed decisions.” This ‘audience first’ approach captures ‘insights from people’ and arms you with powerful data to drive successful marketing campaigns.

Javier Buron, CEO, Audiense comments:

“Audience intelligence enables you to explore social data in a unique way that allows higher personalisation. In a time when data-depreciation is arising from people’s privacy expectations and new legislation, we believe that Twitter data continues to be a great opportunity for better and more connected consumer intelligence”.

Edward Bass, Founder, entSight comments:

“Brands understand that broad stroke demographics aren’t going to cut it anymore”.

Download the Forrester report here.

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