

Turn reliable data into confident decisions

Talkwalker by Hootsuite combines the broadest global listening and intelligence coverage with AI-powered analysis that turns real-time data into actionable insights.

Never miss a mention, emerging crisis, or opportunity with the most comprehensive, unsampled data coverage and advanced AI prediction models that help you see what's next and move fast.

- The broadest global data set across 150 million+ websites, 30+ social networks, and more
- AI-powered analysis with 30 billion+ AI predictions per day
- Advanced visual brand and logo recognition in video, speech, and images
- Automatic noise control to prioritize your most relevant insights



See it first with the broadest global data coverage



150M+ online sources

across 239 countries and regions

186 languages

with detection, filters, and sentiment analysis

30+ social media networks

with additional coverage for Bluesky, Snapchat, LinkedIn, Foursquare, Vimeo, Weibo, WeChat, and more

300+ review sites

with additional coverage on Amazon, Walmart, Best Buy, Google, Costco, Flipkart, Sephora, Rakuten, Steam, and more

140k+ broadcast & podcast channels

107M+ blogs and forums

Surveys

Connected customer data sources

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“The insights that Talkwalker provides us have been incredible and have really informed our campaign strategy. Providing these insights to our stakeholders demonstrates what social media can do for our brand and helps us secure investment to increase our budgets and grow our team.”

University of Sydney
Social Media Team

Smart social listening that evolves with you

Powered by Hootsuite's proprietary Blue Silk™ AI, Talkwalker dives deeper than other platforms with advanced AI to capture a full 360° snapshot of your customers' world.

That means you'll finally have a single source of truth for your internal and external data so your entire organization can easily gather, share, and analyze the insights that matter most.

Go beyond basic news and text-based pings with visual brand recognition of logos, and mentions in images and videos. Plus, get smart AI summaries and noise control across millions of data sources and social platforms. With accurate data always at your fingertips, your team can make every decision with confidence.

Blue Silk™ AI - Machine Learning models

We don't stop at data, we uncover and deliver hidden intelligence



Fuel growth with the leader in enterprise social media marketing

Empower your team to quickly turn insights into impact by using Hootsuite alongside Talkwalker. Together, the two platforms do it all: publishing, engagement, listening, competitive intelligence, analytics, employee

advocacy, advertising, and more. Talkwalker delivers the data and Hootsuite gives you the tools to easily and proactively shape conversations, streamline workflows, and turn metrics into measurable outcomes.

Hootsuite is ranked #1 in 190 G2 Leader Ranking reports



Get the complete picture across the most data sources

See how Talkwalker's powerful social listening and consumer intelligence platform turns data into real business results.

To learn more about Talkwalker, contact:

 gcloud@hootsuite.com

