

G-Cloud 15 Pricing January 2026 Talkwalker Price List

Company	Talkwalker
Contact	Nathan Bird
Email	gcloud@hootsuite.com

TABLE OF CONTENTS

TALKWALKER ANALYZE	2
TALKWALKER RESEARCH	3
TALKWALKER BUSINESS	4
TALKWALKER PREMIUM	5
ADD-ONS	6

TALKWALKER ANALYZE

SOFTWARE:

TW_FY24_ANALYZE

Social Listening and Media Monitoring, includes:

- Unlimited Users; Quick search (30 days); IQ apps (9); Image, Video and Audio Analysis; Peak Detection; Sentiment Analysis and Language Recognition; Reports and alerts; Topic Analytics, Channel Analytics and Custom Dashboards; Embedded Widgets; Web Analytics; Access to Social Benchmarking with Channel Analytics; 1 workspace; Topics, Filters, Channels, Rules - 50 each; Text-only public and owned social media; News, blogs, and forums; 1 year historical data license; Total Annual Volume: 6M; Data Storage: 2 years

Online support, includes:

- Client Help Center; Talkwalker Academy; Newsletters and webinars open to all users; Pooled Customer Success Manager.
- Includes 100 Yeti Agent questions per month (can be used by all users)

Pricing

(All amounts are in British Pounds)

Contract Length	Price per Annum
1 Year	£20,790
2 Year	£19,845
3 Year	£18,900

Note: PLUS services package must be included with Talkwalker Analyze (£5,000 or 15% of total tech spend)

TALKWALKER RESEARCH

SOFTWARE:

TW_FY24_RESEARCH

Social Listening and Media Monitoring, includes:

- Unlimited Users; Quick search (30 days); IQ apps (9); Image, Video and Audio Analysis; Peak Detection; Sentiment Analysis and Language Recognition; Access to Blue Silk AI Powered Insights including 5 AI Classifiers, 1 Score, 2 Conversation Clusters seats, 2 Premium Quick Search seats, Automated Translation and Forecasting; Reports and alerts; Topic Analytics, Channel Analytics and Custom Dashboards; Embedded Widgets; Web Analytics; Access to Social Benchmarking with Channel Analytics; 1 workspace; Topics, Filters, Channels, Rules - 50 each; Text-only public and owned social media; News, blogs, and forums; 2 year historical data license; Total Annual Volume: 12M; Data Storage: 3 years

Online support, includes:

- Client Help Center; Talkwalker Academy; Newsletters and webinars open to all users; Named Customer Success Manager
- Includes 100 Yeti Agent questions per month (can be used by all users)

Pricing

(All amounts are in British Pounds)

Contract Length	Price per Annum
1 Year	£43,890
2 Year	£41,1895
3 Year	£39,900

Note: PLUS services package must be included with Talkwalker Research (15% of total tech spend)

TALKWALKER BUSINESS

SOFTWARE:

TW_FY24_BUSINESS

Social Listening and Media Monitoring, includes:

- Unlimited Users; Quick search (30 days); IQ apps (9); Image, Video and Audio Analysis; Peak Detection; Sentiment Analysis and Language Recognition; Access to Blue Silk AI Powered Insights including 20 AI Classifiers, 5 Scores, 3 Conversation Clusters seats, 3 Premium Quick Search seats, Automated Translation and Forecasting; Reports and alerts; Topic Analytics, Channel Analytics and Custom Dashboards; Embedded Widgets; Web Analytics; Branding, Whitelabeling; Single Sign On; Intelligence Hub; Access to Social Benchmarking with Channel Analytics; Up to 3 workspaces; Topics, Filters, Channels, Rules - 150 shared across workspaces; Text-only public and owned social media; News, blogs, and forums; 2 year historical data license; Total Annual Volume: 36M; Data Storage: Ongoing

Online support, includes:

- Client Help Center; Talkwalker Academy; Newsletters and webinars open to all users; Named Customer Success Manager
- Includes 200 Yeti Agent questions per month (can be used by all users)

Pricing

(All amounts are in British Pounds)

Contract Length	Price per Annum
1 Year	£77,220
2 Year	£73,710
3 Year	£70,200

Note: PLUS services package must be included with Talkwalker Business (15% of total tech spend)

TALKWALKER PREMIUM

SOFTWARE:

TW_FY24_PREMIUM

Social Listening and Media Monitoring, includes:

- Unlimited Users; Quick search (30 days); IQ apps (9); Image, Video and Audio Analysis; Peak Detection; Sentiment Analysis and Language Recognition; Access to Blue Silk AI Powered Insights including 40 AI Classifiers, 10 Scores, 5 Conversation Clusters seats, 5 Premium Quick Search seats, Automated Translation and Forecasting; Reports and alerts; Topic Analytics, Channel Analytics and Custom Dashboards; Embedded Widgets; Web Analytics; Branding, Whitelabeling; Single Sign On; Intelligence Hub; Access to Social Benchmarking with Channel Analytics; Up to 3 workspaces; Topics, Filters, Channels, Rules - 150 shared across workspaces; Text-only public and owned social media; News, blogs, and forums; 5 year historical data license; Total annual volume: 60M; Data Storage: Ongoing;

Online support, includes:

- Client Help Center; Talkwalker Academy; Newsletters and webinars open to all users; Named Customer Success Manager
- Includes 500 Yeti Agent questions per month (can be used by all users)

Pricing

(All amounts are in British Pounds)

Contract Length	Price per Annum
1 Year	£137,940
2 Year	£131,670
3 Year	£125,400

Note: PLUS services package must be included with Talkwalker Premium (15% of total tech spend)

TALKWALKER ADD-ONS

ADDITIONAL RESULTS - 1M

£960

TW_EXTRA_1MRESULTS

Talkwalker Additional Results 1,000,000

ADDITIONAL TOPICS/FILTERS/CHANNELS - 10

£5,100

TW_EXTRA_10TOPICS

Additional topics / filters/ channels - 10

HISTORICAL DATA LICENSE (1 YEAR)

£6,000

TW_HISTORICAL_DATA_1Y

Talkwalker Historical Data licenses (1 year)

HISTORICAL DATA LICENSE (2 YEARS)

£10,200

TW_HISTORICAL_DATA_2Y

Talkwalker Historical Data Access (2 years)

- 1,000,000 historical results per month
- Predictive Forecasting (up to 90 days)
- Trends Analysis IQ App

HISTORICAL DATA LICENSE (5 YEARS)

£21,240

TW_HISTORICAL_DATA_5Y

Talkwalker Historical Data Access (5 years)

- 1,000,000 historical results per month
- Predictive Forecasting (up to 90 days)
- Trends Analysis IQ App

CONVERSATION CLUSTERS AND KICKSTART CONVERSATION CLUSTERS

£5,100

TW_FY24_CONVERSATION_CLUSTERS

1 user

£680

TW_CONVERSATION_CLUSTERS_KICKSTART (one-time)

- Training session
- Conversation Clusters configuration support
- Q&A session

CUSTOM AI CLASSIFIERS

£3,480

TW_CUSTOM_AI_CLASS

5 classifiers and 2 1-click tags

COMMAND CENTER AND COMMAND CENTER SET-UP

£3,600

TW_COMMAND_CENTER

Subscription per screen - 1 screen

£1,955

TW_COMMAND_CENTER_SETUP

Set-up fee for 3 screens

CUSTOM BRANDING

£3,480

TW_BRANDING_CUSTOM

1 custom URL, 1 custom email server

LIGHT BRANDING

£1,920

TW_BRANDING_LIGHT

1 custom logo, 1 custom colour, 1 custom report template. Mention "Powered by Talkwalker"

BRANDING: ADDITIONAL CUSTOM REPORT TEMPLATE

£1,920

TW_BRANDING_RPT

1 custom logo, 1 custom colour, 1 custom report template. Mention "Powered by Talkwalker"

ADDITIONAL YETI QUESTIONS (200 QUESTIONS PER UNIT)

£720

TW_ADD_QUESTIONS_200

Additional Yeti Questions: 200 questions

TALKWALKER QUICK SEARCH (13M) USERS

£5,430

TW_QUICKSEARCH_13M

Talkwalker Quick Search (13M) - sold per user.