

Social Engagement and Listening Platforms

Co-creating customer loyalty and advocacy through social connections

Q1 2022 CONSTELLATION SHORTLIST

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research.

This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis and briefings with vendors and partners.

ABOUT THIS SHORTLIST

Social engagement once again shifted in 2021 as consumers connect with friends, family and communities when meeting in person continued to be challenging. At the same time, consumers became frustrated and disillusioned with platforms themselves. From conversation to commerce, 2021 became a proving ground to see just how well brands could track, react and resonate with their customers.

Today, social engagement and listening solutions must accommodate both social monitoring (the capability to capture and aggregate conversations and mentions while delivering insights into tone, sentiment and degree of influence) and social listening (the capability to hear and home in on the voice of the customer, be it an individual or a segment, market or industry).

Social analytics and social service capabilities are table stakes when shopping social platforms. The ability to capture, analyze and deliver customer insights and social intelligence is also core to any solution. This data should be available to every part of the business, including out of the box integrations with core marketing and customer experience solutions, including customer relationship management (CRM), customer service or support, customer data platforms (CDP) and marketing automation solutions as a real-time reflection of a customer.

7 SOLUTIONS TO KNOW

Constellation evaluates over 50 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share and internal research.

- AGORAPULSE
- FALCON.IO
- HOOTSUITE
- HUBSPOT SOCIAL
- SPRINKLR
- SPROUT SOCIAL
- ZOHO SOCIAL

LIKE WHAT YOU SEE?

Consider partnering with Constellation Research on your go-to-market-strategy. Email ShortList@ContellationR.com for more info.

To learn more about Constellation Research Shortlists visit: www.constellationr.com/ShortList



THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- Plan, publish, schedule and manage flow of social media content
- Monitor and have capacity to help respond to inquiries and content
- Capacity to manage multiple accounts across global social platforms
- Acquire real-time social/digital insights from multiple signal sources
- Provide data management, data acquisition, export, archiving and API integration
- Deliver data analysis and visualization, media statistics, sentiment analysis, influencer profiling and analysis
- Allow for cross-team and cross-functional collaboration, approval and optimized workflow
- Suggest next best action for engagement across advertising, marketing campaigns and customer journeys
- Support multiple languages
- Integrate into a customer relationship management or customer experience systems
- Connectors to customer data platforms and engagement systems of record
- Apply ML and AI techniques for pattern recognition, topic and market identification and aggregation, smart assignments and automated response.

ABOUT CONSTELLATION RESEARCH

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation. Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

FREQUENCY OF EVALUATION

Each Constellation ShortList is updated at least once per year. Updates may occur after six months if deemed necessary.

EVALUATION SERVICES

Constellation clients can work with the analyst and the research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

BUSINESS THEMES



Next-Generation Customer Experience



Marketing Transformation



Future of Work



Liz Miller VP & Principal Analyst

Liz Miller is VP and Principal Analyst at Constellation focused on the org-wide team sport known as customer experience. While covering all core pillars of CX (Sales, Service and Marketing), Miller spends time zeroing in on the business demands on today's Chief Marketing Officer, the evolution of customer engagement and the rising requirement for a new security posture that accounts for the threat to brand trust. A 28-year marketing veteran, Miller offers strategic guidance on the leadership, business transformation and technology requirements to deliver on today's CX strategies. She has worked with global marketing organizations on transforming everything from business models to messaging in order to stay competitive in the shifting digital landscape.

