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## **Exciting Tracking Trends: Shareablee Launches Real-Time Social Leaderboards, Tracks Video & Competitors to Set Strategies**

### **What does this mean to Customers & the Social Media Market?**

Enables customers to group social pages and gather real-time intelligence on social video and other content and to keep track of their own performance as well as the performance of their competitors.

Features include tracking trending video, measuring velocity and impact, and custom recommendations on actionable insights to help brands improve their social strategy. Features include tracking trending video, measuring velocity and impact, and custom recommendations on actionable insights to help brands improve their social strategy.

### **What Pam Kelly, VP Digital Research, FOX Sports Digital had to say:**

"Shareablee is an emerging standard for measuring social media engagement across platforms with its third party data, competitive insights, and dashboards to streamline reporting and can demonstrate its place as one of the leaders in social video engagement."

### **How Gloria Stitt, GM of Media, Shareablee sees this launch:**

"The response has been overwhelming. What started out as a need to provide real time insights has evolved into a complete workflow solution for the newsroom. It's so flexible it can help all content producers no matter the field they're in. From real-time intel to create the content, to immediacy in its performance to strong data analytics that quantify your decisions—clients no longer need to shop for multiple tools. All they need is a login!"

### **Here's the insight & positioning of Shareablee Founder & CEO Tania Yuki:**

"The explosive growth we have experienced in the past three years at Shareablee is a clear signal of the importance placed by media companies and brand advertisers alike on cross-platform, third-party measurement on platforms such as Facebook, Instagram, Twitter and more.

"As the first company to take a true audience-centric, census approach to measuring *all* owned content across the major social networks, Shareablee continues to bring innovation to this fast-growing space. Our continued commitment to shedding light on consumer behavior is aimed at ensuring that companies succeed at monetizing, and measuring, the value of their growing investments in this market."

## **Why you should pay attention to what Shareablee is doing:**

Shareablee currently captures the real-time interactions of more than 800M consumers against its global dictionary of brands, publishers, TV shows, influencers, celebrities and more. The company marked its third anniversary in February with 300 percent revenue growth in 2015 and 200 clients. Shareablee's roster of platform clients consists of many of the top media companies and brands, including the NBA, Sinclair, Warner Bros, Hulu, NBC, AOL, and Luxottica. The platform also includes subscribers from leading ad agencies represented by Publicis, WPP, and Interpublic Group.

## **What you also need to know about Shareablee Inc.:**

Launched 2013, [Shareablee Inc.](#) is the leading authority on audience intelligence, competitive benchmarking and actionable insights for social media. The official social media analytics partner of comScore, Shareablee measures more than 120,000 global properties and collects brand audience and engagement data across Facebook, Twitter, Instagram, Google+, Tumblr and YouTube.

For additional information please visit [www.shareablee.com](http://www.shareablee.com) and

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