



## **Radian6 Enriches Platform, Launches New Apps at Social 2011**

*New Insights Platform brings unprecedented capabilities to Radian6 users*

**Boston, April 7, 2011** - Radian6, the leading social media monitoring and engagement platform provider, today announced the availability of major new functionality on its platform: Radian6 Insights, the Summary Dashboard and Radian6 Mobile. The new capabilities were unveiled at [Social 2011](#), its first-ever User Conference. Over 500 Radian6 users and partners met in Boston to learn from and share with fellow social media thought leaders.

Over 2400 enterprise and agency customers now utilize the Radian6 platform, including over half of the Fortune 100. With today's announcement the users will see the most significant leap forward in new functionality in the company's history.

**Radian6 Insights** – Radian6 Insights adds a layer of “meaning” on top of social data. Radian6 has partnered with the most advanced technology partners in text analytics, natural language processing (NLP) and semantic analysis technology to offer their capabilities all on a single insights platform. Demoing at Social 2011 are three insights partners: [OpenAmplify](#), [Klout](#) and Thompson Reuters's [OpenCalais](#) in addition to new native Radian6 insights. Each partner brings unique and powerful capabilities and answers a very different, yet complimentary, set of questions for marketers. Radian6 plans to continue adding more insights partners to this ecosystem in the future including [Clarabridge](#), [PeekYou](#), and [Lexalytics](#). Being able to utilize each partner's capabilities in unlimited combinations within a single user experience creates the market's most powerful and unique analysis functionality, available only to Radian6 users. This functionality helps turn vast amounts of data into semantically enriched information for gaining customer insight, decision-making and action taking.

“We set out to completely redefine our industry and what a social media monitoring platform should be,” said Marcel Lebrun, CEO of Radian6. “With our launch of Radian6 Insights, we have created a unique platform and ecosystem combining the world's best insights technologies. Together, we have amassed the largest index of semantically enriched social data in the world.

“Radian6 has been spot on with its approach to the insights platform. Radian6 is providing customers with the ultimate flexibility: the best of the best, all under one roof, with all the data working seamlessly together. A wonderful insight in itself,” said Mark Redgrave, CEO, OpenAmplify.

In addition to Radian6 Analysis Dashboard, the Engagement Console, and the Insights Platform, the company also adds two new products to its suite of solutions for enterprise and agency customers including:

**Summary Dashboard** –While the current Radian6 Analysis Dashboard already offers users infinite combinations of drill-down analysis functionality, the new Summary Dashboard gives users instant high-level views with little to no configuration. This product summarizes in-depth analysis captured by the Radian6 platform and uncovered with Radian6 Insights in a way that's accessible to anyone within an organization. Clients can easily and instantly view conversation volume, overall sentiment, trending themes and topics, key demographics, top influencers and more around their products, brand or competition.

"The Summary Dashboard is beautiful. Relevant, aggregated data and real-time social KPIs was something of an enigma before this. Reporting just got a whole lot easier for us," says Beth Lapierre, Chief Listening Officer at Kodak.

**Radian6 Mobile** – Clients can now stay on top of conversations and engagement on the go with Radian6 Mobile, which will be available for the Apple iPhone™ and iPad™. The new mobile application allows Radian6 users to interact with their community with the same workflow abilities as the Analysis Dashboard and Engagement Console applications.

"Social media listening and engagement is becoming embedded throughout the enterprise," says Marcel Lebrun. "As the social web continues to grow in importance, businesses need enterprise-scale solutions to help them effectively manage and leverage their social media efforts regardless of where they are and what device they use. Radian6 Mobile for the iPhone™ is the first step along this path for us."

### **Additional Resources**

- Radian6 Social 2011 <http://www.social2011.com/>
- The Radian6 Social Strategy Blog: <http://www.radian6.com/blog/>
- The Radian6 Platform Blog: <http://www.radian6.com/platform-blog/>
- What customers are saying: <http://twitter.com/radian6/favorites>
- The Radian6 newsroom: <http://www.radian6.com/about/press-room/>

### **About Radian6**

Radian6 is the leading provider for social media monitoring, engagement and insights. Radian6's customers include Dell, GE, PepsiCo, Kodak, H&R Block and UPS, as well as the world's leading public relations and advertising agencies. On March 30, 2011, [Salesforce.com](http://www.salesforce.com) (NYSE: CRM) announced it entered into a definitive agreement to acquire Radian6. Find out more at [www.radian6.com](http://www.radian6.com).

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