

# Industry Map: Social Web Analytics

## Brands

## Marketing/ Communication

## Monitoring

## Measurement

## Search

## Social Content/ Sharing

## Social Networking

CONSUMERS

**Largest Social Advertisers**  
AT&T  
Disney  
Experian  
Google  
Match.com (IAC)  
Progressive  
Verizon

**Other Large Companies (100s)**

**SMBs (1000s)**

**Large Digital Marketing Agencies**  
360i  
Adnetik  
AKQA  
Digitas  
OMD Digital  
Razorfish

**Public Relations**  
Edelman  
Gibbs & Soell  
Rudder Finn  
Schwartz Communications  
Text 100 Global PR

**Social Media Marketing Agencies**  
Buzz Logic  
Ignite Social Media  
M80  
Mr Youth  
Mullen  
SocialCode (WashPost)

**Consulting/Strategy Firms**  
Altimeter Group  
Dachis Group  
Social Media Group  
The Conversation Group  
Undercurrent

**Social CRM**  
Jive Software  
KickApps  
Lithium  
Mzinga  
Oracle  
Salesforce.com

**Enterprise Solutions**  
Alterian SM2  
Attensity360  
Attentio  
Collective Intellect  
Crimson Hexagon  
IBM  
Kontangent  
Radian6  
Spiral16  
Sysmos (Marketwire)  
ViralHeat  
Visible Technologies

**SMB Solutions**  
Beelove  
ReSearchLy  
RowFeeder  
SproutSocial

**Free Solutions**  
HowSociable  
SocialMention  
YackTrack

**Web Analytics**  
Coremetrics (IBM)  
Google Analytics  
Omniture (ADBE)  
WebTrends  
Unica  
Triviso  
Unilytics

**Twitter-Specific**  
CoTweet (ExactTarget)  
Datasisf  
Klout  
Omniture Twitter Analytics  
Twitalyzer

**Facebook-Specific**  
Adonomics  
Facebook Insights  
Social.Media.Tracking

**Social Games Analytics**  
Kontangent  
MixPanel  
Turiya Media  
Vertica

**Social News**  
Digg  
Hashable  
Newsle  
Newsvine  
PostPost  
Reddit (Conde Nast)

**Search Engines**  
Bing  
Google  
Yahoo!

**Social Search**  
Backtype  
Google Social Search  
SocialMention  
Topsy  
Wajam

**Twitter Search**  
Twazzup  
Tweefind  
Twitter Search

**Blog Search**  
BlogPulse (NLSN)  
Google Blog Search  
IceRocket  
Technorati  
Yahoo Blog Search

**Music and Audio Sharing**  
Grooveshark  
Last.fm  
MySpace Music  
SoundCloud  
Spotify  
The Hype Machine

**Photo Sharing**  
Facebook  
Flickr  
Photobucket  
Picasa  
SmugMug

**Games**  
CrowdStar  
Kabam  
OMGPOP  
Playfish  
RockYou  
Zynga

**Blogs**  
Blogger  
Posterous  
Squarespace  
Wordpress

**Video Sharing**  
DailyMotion  
Metacafe  
Viddler  
Vimeo (IAC)  
YouTube (GOOG)

**Product and Business Reviews**  
Amazon  
ePinions  
MouthShut.com  
Yelp

**Q&A**  
Quora  
StackExchange  
WikiAnswers  
Yahoo! Answers

**General**  
Facebook  
Google+  
MySpace (NWS)  
Orkut (GOOG)  
Twitter

**Microblogging**  
Jaiku  
Plurk  
Tumblr  
Twitter

**Location-Based Social Networks**  
Broadcastr  
Facebook Places  
FourSquare  
Gowalla  
The Hotlist

**Business/Professional Contacts**  
LinkedIn  
Ryze  
Xing

**Events**  
Meetup  
Eventful  
Upcoming

**Online Forum/Msg Board**  
IceBB  
Phorum  
VikingBoard

**Wiki**  
PBWorks  
WetPaint  
Wikimedia