Position[2] Launches "Brand Monitor[TM]" - A Social Media Analytics and Engagement Software Product

Palo Alto, CA, July 15, 2010: Position[2], the Search and Social Media Marketing firm, announced today that it has launched a new product in the Social Media Analytics and Engagement space, called "Brand Monitor[TM]".

Position[2] Brand Monitor[TM] is a platform that enables companies to listen, discover and engage with social media conversations in real time. A cloud based platform, Brand Monitor[TM] helps companies track and monitor conversations across millions of blogs, micro-blogs like Twitter, social media, forums, news, video and photo sharing sites.

Brand Monitor[TM] has a custom indexing engine that stores and processes data from a variety of data sources. This data is then classified, tagged, analyzed for sentiment and delivered via a user-friendly and intuitive dashboard in real-time. Along with conversations, crucial meta information on coverage like post sentiment, influencer scores, author profiles and past conversations are embedded within each search result.

Key Features of Brand Monitor[TM] include:

- **Dynamic Tracking and Response to Conversations in Real-Time**
  Position[2] Brand Monitor™ indexes posts in real-time, that helps users respond, correct or clarify quickly, avoiding a crisis. Engagement tools are built in, and companies can tweet and share posts to internal or external audiences directly from the Brand Monitor[TM] interface.

- **Easy To Use Interface, Insightful Dashboards and Efficient Workflow**
  Position[2] Brand Monitor[TM] has an easy to use interface that allows users to easily review conversations and workflow functions to manage streams of blog, twitter, forum and social media content. Dashboards with brand scores, sentiment analysis charts, tag clouds and buzz meters give companies insights on what the buzz is about.

- **Powerful Brand, Sentiment and Share Of Voice Analytics**
  Position[2] Brand Monitor has a sentiment analysis engine that automatically identifies the sentiment of posts, thereby assisting managers to focus attention on critical posts. It also provides share of voice reports that helps companies track their overall brand share in social media.

- **Cloud Based Infrastructure, SaaS**
  Position[2] Brand Monitor is delivered on a cloud platform, allowing users to get started quickly and leveraging the power of centralized computing.

Position[2] CEO, Rajiv Parikh was delighted to announce the launch: "Brand Monitor[TM] is a fast, easy to use product that gives companies the real feel of how they are doing in the online world. It is designed to be a 'daily use software tool' that marketing teams, sales teams, R&D teams and most importantly, customer service teams can use to track their brands online. Built with the expertise culminating from a decade of search marketing experience, Brand Monitor[TM] is a discovery and engagement engine that companies can utilize to track and measure their social media presence, as well as their competitors."

The software product has been in a private beta for the past 3 months, and after encouraging reviews and feedback from customers is now available for companies to purchase. Pricing starts at $1,000 a month for the basic package of Brand Monitor[TM], and varies depending on customer needs. Position[2] is running beta trials with over 30 companies already, and in talks with 3 Fortune 100 companies for customized versions of the software.

To learn more about Brand Monitor[TM], please visit http://brandmonitor.position2.com

To see the latest features added to Brand Monitor[TM], visit the Position[2] Blog:
http://blogs.position2.com/category/brand-monitor

About Position[2]

Position[2] is a leading Search & Social Media marketing firm that delivers continuous growth for its customers through the proprietary 'Surround & Intent Marketing' methodology. Position[2] leverages the expertise and knowledge it gains from offering services to design unique product offerings that fulfill need gaps. Position[2] works with leading global brands that include Lenovo, Acer, Lyris and growing companies like Freedom Financial and Serious Materials, to name a few.

Position[2] was founded in 2006 with funding from Accel Venture Partners, and has offices in Palo Alto, Bangalore and Mumbai. Position[2] is a certified agency with Google, Yahoo, Bing and is also part of the Google Adwords advisory council.

Position[2]'s flagship product is Position[2] Brand Monitor™, a platform that allows users to listen, discover and engage with social media conversations in real time.

Position[2] was founded with a vision to leverage technology to offer search and social media marketing solutions that deliver performance with consistency and predictability. The team includes over a 100 professionals across functions that include client management, marketing, creative services, technology development, search and social media marketing. Position[2] also provides expertise in online marketing solutions: SEO, PPC, Media and Advertising.

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