**For Immediate Release**

**SocialSphere’s New Release of ORBIT™ Takes Facebook Analytics to a New Level**

*Software-as-a-service platform delivers complete access, advanced analytics, and intelligence into Facebook topic data, giving brands an expanded reach and deeper insight into one of the world’s largest online communities*

**CAMBRIDGE, MA**. (June 21, 2016) – Companies can now harness a new level of sophisticated market intelligence gathered from Facebook’s 1.59 billion members through advanced software from SocialSphere, a leader in public opinion and social media analytics. SocialSphere’s new release of its ORBIT™ software-as-a-service (SaaS) provides users expanded access to anonymized and aggregated Facebook topic data, which unlocks a deeper level of social media intelligence and insight from one of the world’s largest online communities, allowing organizations of all kinds to analyze engagement as it unfolds in real time.

“ORBIT’s enhanced audience insight capacity sets it apart from other social media listening and analytics software packages,” said John Della Volpe, SocialSphere’s founder and CEO. “With ORBIT, companies can access 100% of all anonymized public and private posts, likes, comments, and shares associated with their brand, topic, or issue, but more importantly, we provide context and intelligence at the same time.”

Facebook topic data, which enables companies to draw insights on a wide breadth of topics through posts, likes, comments, and shares, has the incredible potential to reveal previously unavailable market intelligence and public opinion. “ORBIT indexes every interaction against a global database of detailed information on the Facebook population in over 1,000 states and regions around the world,” continued Della Volpe. “This is the most interesting data set of consumer behavior in the world, and it is now available to every brand, organization, or agency that seeks to better understand what motivates their customers, prospects, and stakeholders, in a privacy-safe way.”

“The new version of ORBIT also features a redesigned dashboard with powerful analytics tools to organize the data stream by gender, age, location, sentiment, source, and type. With a highly intuitive interface, we show not only what’s being said or shared but also which groups, sources, and stories are influencing the narrative,” said Della Volpe. Other new features include new tagging features and integration with the SocialSphere Twitter influencer module. ORBIT is now a best-of-class, data-driven communications platform.

Whether a company focuses only on research and insights or on insights and engagement through paid or organic content strategies, SocialSphere’s team of public opinion and social media strategists work with clients to ensure that business goals are met and that companies can take full advantage of one of the greatest warehouse of public and consumer data in the world. SocialSphere ORBIT platform is a cloud-based software-as-a-service (SaaS) which is available with a yearly subscription.

In addition to its many years of work in the government and public affairs industry around the globe, SocialSphere works with a variety of leading sports, entertainment, media, and consumer brands. SocialSphere’s roster of clients include the United States Marine Corps, adidas, FIFA, the National Hockey League, NBCUniversal, Discovery Communications and Microsoft.

**About SocialSphere**

Founded by two of the most respected pollsters in America, SocialSphere builds software that enables organizations of all kinds to measure—and influence—public opinion in real time in almost every country around the world. Whether the data is used to analyze presidential elections, predict box office returns, or market products to consumers, SocialSphere’s data-driven communication tools provide a unique combination of access to a world-class team of strategists and proprietary databases and algorithms of Facebook, Twitter, and other social data streams. Learn more at http://www.socialsphere.com.

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