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Presskit

Digital Marketing Platform Swydo Makes Shortlist for US Search Awards

Proactive Product Development Translates Into Award Committee Recognition; Winners Announced During Las Vegas PubCon

Hilversum, NH: 2 October 2018. New integrations, enhanced reporting capabilities and new reporting features rolled out for the last 12 months have helped digital marketing reporting and monitoring platform Swydo gain "shortlist" recognition for the prestigious US Search Awards, under the category "Best Search Software Tool." The awards ceremony takes place October 17 during the annual PubCon Las Vegas conference. See the full list here.

Swydo's easy-to-use interface allows digital marketers and agencies to create and automate comprehensive, customized reports in minutes, giving them more time to spend on analyzing and optimizing their clients' campaigns (or their own) and providing data-driven, actionable insights. With the ability to incorporate multiple marketing sources from search into one report -- including Google Ads, Bing, Google Analytics and DialogTech -- search marketers can provide both a big picture view of marketing efforts, as well as the detail behind those activities to demonstrate the value they are delivering to their clients.

This past year, the development team introduced a number of new data source integrations, enhanced the reporting capability of existing integrations and rolled out new features that improved their customers' ability to monitor, optimize and report on multi-channel marketing campaigns including PPC, SEO, email and call analytics. Going beyond search, Swydo's ever-growing list of data integrations includes Facebook, Twitter, LinkedIn, Instagram, MailChimp and more.

Customer satisfaction and feedback is core to Swydo's product development approach, which is gathered through surveys and one-on-one interviews. The team actively recruits customers for the platform's beta program to gain further insights into the challenges marketers face, how to

improve the experience within the platform and what new features can help them to become more efficient and effective.

"This nomination for Swydo and recognition of the value we bring to search marketing is very exciting, especially considering the high level of competition," said Swydo Co-founder and Managing Director Jeroen Maljers. "It only fuels our team's desire to keep improving the platform by gathering customer feedback, which is a key element in our development process."

These new changes and upgrades are sure to have a positive impact on users' reporting capabilities, and allow them to present more insights and better value to their clients, which helps in improving retention. Digital agencies that use Swydo can look forward to continued improvements and upgrades to their favorite digital marketing reporting platform.

About Swydo
Swydo's industry-proven, award winning reporting, monitoring and workflow platform helps digital agencies successfully communicate marketing campaign results and insights through data visualization, while maximizing efficiencies and bringing more value to their clients. Agencies choose Swydo based upon its stability, speed, ease of use and excellent customer service. Based in the Netherlands, the company has thousands of customers in over eighty countries around the globe. Swydo is a division of DialogTech, a pioneer in AI-driven voice analytics and call attribution.

About DialogTech
Through voice analytics, DialogTech revolutionizes how businesses engage with consumers by redefining conversation insights and actions. DialogTech's proprietary technology platform provides marketers with transparency into the voice of their consumers through AI-driven conversation insights. DialogTech's product suite helps marketers identify key behaviors that lead to conversion events, deliver deeply personalized consumer experiences and improve effectiveness across channels by linking every consumer activity from click to conversion to loyalty. With over 4,000 customers worldwide, DialogTech is the trusted voice analytics solution for leading brands and agencies. Visit www.dialogtech.com for more information.

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