

Social Media Monitoring Tools Comparison Guide

	Radian6	ScoutLabs	HubSpot	BuzzStream	Sysomos	Google Alerts	Netvibes	Addict-o-matic
Price	<p>\$100/month for user account</p> <p>\$500/month for standard topic profile containing up to 10,000 items/month</p> <p>\$1,000/month for topic profile containing up to 25,000 items/month</p> <p>Note: A topic profile is a collection of keywords and phrases you determine in order to search the breadth and depth of a brand or subject of interest. One topic profile is ideal for each company being monitored. Items per month refers to the number of search results obtained.</p>	<p>\$249/month for 5 searches, unlimited users</p> <p>\$449/month for 10 searches, unlimited users</p> <p>\$749/month for 25 searches, unlimited users</p> <p>Note: Up to five searches can go into a workspace, and one workspace is ideal for monitoring one company. Therefore, an agency could technically monitor more than one client by splitting up its search quota between clients. Searches refer to the number of keyword queries.</p>	<p>Small license: \$250/month</p> <p>Medium license: \$9,000/year</p> <p>Large license: \$18,000/year</p> <p>Note: All licenses contain the same social media monitoring and engagement tools. Price differences account for variations in other features, for example: lead nurturing.</p>	<p>\$49/month for 1 user, unlimited contacts, 10 searches, 10,000 search results, 1 project</p> <p>\$99/month for 3 users, unlimited contacts, 15 searches, 20,000 search results, 3 projects</p> <p>\$199/month for 7 users, unlimited contacts, 40 searches, 40,000 search results, 7 projects</p> <p>\$399/month for 15 users, unlimited contacts, 100 searches, 80,000 search results, 10 projects</p> <p>Note: Contacts refers to the number of people tracked in BuzzStream's relationship-management database, and searches are the number of keyword search queries. At least one project is needed per company; therefore, an agency could potentially run three client campaigns for \$99/month, for example.</p>	<p>\$500/month for 5 queries, 5 competitors, 10 tags, 5 users and 1 Facebook page.</p> <p>\$1,000/month for 10 queries, 10 competitors, 25 tags, unlimited users and 1 Facebook page.</p> <p>Note: Each account is ideal for monitoring one company.</p>	Free.	Free.	Free.
Ideal User	Large companies with in-depth social media monitoring and reporting needs, and extensive conversations online surrounding brand and industry.	Mid-to-large sized businesses with in-depth social media monitoring needs, and extensive conversations online surrounding brand and industry.	Businesses looking to integrate social media monitoring into an integrated inbound marketing campaign.	Businesses with a strong focus on media and blogger relations, and who are hoping to connect with these influentials online.	Large companies with in-depth social media monitoring and reporting needs, and extensive conversations online surrounding brand and industry.	Organizations with limited budgets and online chatter, or companies with limited monitoring needs.	Organizations with limited budgets and online chatter, or companies with limited monitoring needs.	Organizations with limited budgets and online chatter, or companies with limited monitoring needs.
Blog Coverage	More than 100 million blog sites.	Roughly the top 12 million blogs.	Yes, but specifics are not publicly available.	All blog posts indexed by Google.	Roughly 50 million blogs.	All blog posts indexed by Google.	Only tracks blogs and searches whose RSS feeds you manually upload.	The top 150-200 blogs on the web. Note: These blogs were editorially selected by the Addict-O-Matic team with a lot of help from sources like the Technorati 100 and the blog reading lists of some of Addict O-Matic's favorite bloggers.
Video Coverage	YouTube, Google Video, Metacafe, Revver, Veoh, Dailymotion, Bebo, Grouper, BrightCove and many more.	YouTube, Vimeo, Veoh, Revver, Metacafe, Heavy, Gamespot, Flickr and Dailymotion.	YouTube.	Uses a proprietary video search engine.	YouTube.	All videos indexed by Google.	Only tracks video streams whose RSS feeds you manually upload.	YouTube, Blinkx and Truveo.
Photo Coverage	Flickr.	Flickr, Picasa, SmugMug and Zoomr.	N/A	N/A	N/A	N/A	Only tracks photo streams whose RSS feeds you manually upload.	Flickr.
Mainstream Media Coverage	Mainstream media coverage from more than 20,000 online sources.	Articles from English news sources that are available via web.	N/A	All news stories indexed by Google and Yahoo!.	60,000 mainstream news sources.	All news stories indexed by Google.	Only tracks news sites whose RSS feeds you manually upload.	Top news sources include the top 15-20 news sites on the web such as CNN, The New York Times, etc.
Social Media Coverage	Twitter, Google Buzz, LinkedIn, Facebook fan pages, public discussion forums and opinion sites.	Twitter, message boards and blog comments.	Delicious, Digg, LinkedIn, Reddit, Spinn, Twitter, Yahoo! Answers and Yahoo! Buzz.	Twitter, forums, Delicious, Twine and message boards.	Twitter and Facebook.	N/A	Only tracks social media searches whose RSS feeds you manually upload.	Twitter, Tweetmeme, Friendfeed, Delicious and Digg.
Language	Multiple languages are supported including: English, French, Italian, German, simple Chinese, Korean and Japanese.	English.	English.	English.	Content can be translated into any language from within the tool.	Multiple - Once you set your language preferences, you can visit the Google Alerts homepage and create alerts in that language.	Whichever language the content you upload is in.	English.
Result Email Alerts	Yes - Ability for users to get email or Jabber-compatible IM notifications for specific topic profiles at intervals they select.	Yes - Can select how often to receive alerts: daily, weekly or monthly.	N/A	N/A	N/A	Yes - Can select the type of alert: news, blogs, video, web groups or comprehensive, and then select how often to receive alerts: as it happens, once/day, once/week.	N/A	N/A
Number of Keywords	No limit to keywords when setting up topic profiles. This includes keyword combinations, negative keywords, etc.	Based on plan selection.	Tracks up to 40 keywords in its social media monitoring section.	Based on plan selection.	Based on plan selection.	1,000	N/A	1 per URL.
Number of Search Results Retrieved	Based on plan selection.	Unlimited.	Unlimited.	Based on plan selection.	Unlimited.	Unlimited.	Unlimited.	Unlimited.
Dashboard	Data is captured in real-time as discovered and delivered to dashboard analysis widgets. Includes text, pictures and video inside the dashboard.	Dashboard offers real-time metrics for buzz volume, customer sentiment and competitive share of voice across the web.	Dashboard offers real-time social-media conversations, which can be filtered by source type.	Dashboard includes conversation results with the ability to add the author to database, collaborate with team, add a note or designate a sentiment. Dashboard also enables users to rate source and locate where the author is connected on the social web for easy contact management.	Dashboard contains recent activity, mentions across platforms, user activity, share of mentions and top influencers.	N/A	Dashboard can be personalized with widgets such as weather, calculator, to-do list, stock prices, news, social network integration, etc.	After you search, you can personalize your results dashboard by moving around the source boxes. When you're done, bookmark the page and keep coming back to your personalized results dashboard for that search.

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Influencers	Uncover the influencers online by topic, based on user-determined formula weightings.	N/A	N/A	Examines each blog post, news story, Tweet and other social content in your monitoring search results and scores the author based on influence metrics (for example, PageRank, site traffic, Twitter followers, etc.).	Sources are given a 1-10 authority score based on influence metrics (for example, number of inbound links, Twitter followers, blog subscribers, etc.).	N/A	N/A	N/A
Analysis	Numerous analysis widgets can be set up to analyze within a date range or for pre-set days, including Conversation Cloud (pulls the 50 most common words associated with your mentions), Topic Analysis (breaks the mentions down by the words within them) and Trending Analysis (shows how mentions change over time).	Analysis of emerging themes in social media conversations. Includes real-time metrics for buzz volume, customer sentiment, industry analysis and competitive share of voice across the web.	N/A	N/A	Includes real-time metrics for sentiment, competitive share of voice, buzz volume, influencer rankings, demographics and text analytics.	N/A	N/A	N/A
Graphs & Data	Clickable graphs allow for easier data analysis; from trends and influencer analysis to social media metrics and data segmentation, there are an abundance of ways you can graph your data.	Download graph data or copy graphs; some graphing capabilities include number of mentions, frequent words, sentiment and trending topics.	Graph showing referring social media traffic.	Can export contacts and monitoring results into a CSV file.	Clickable graphs allow for easier data analysis, and screen shot capability enables easy removal of graphs from too many. Graphs can be created for trending topics, share of mention, sources, demographics and more.	Can get a list of all your alerts in CSV format.	N/A	N/A
Sentiment Ratings	Automatically determines whether a post is positive or negative; however users can override ranking.	Automatically determines whether a post is positive or negative; however, users can override ranking.	N/A	Manual sentiment ranking of each search result at the brand level (result can have more than one sentiment ranking based on whether you are scoring it for yourself or a competitor).	Automatically determines whether a post is positive or negative; however, users can override ranking.	N/A	N/A	N/A
Support	Free training/support. All users are required to take a training session prior to use.	Free training and support.	Active community-powered support group where employees frequently participate and support phone line.	Community-powered support group where Buzzstream employees actively participate.	Each account is given an account management team at Sysomos to help with questions, training and more.	N/A	N/A	N/A
Workflow Management	Can assign tasks to people, manage task lists, categorize posts based on priority or type of post, add notes, pull source information, export raw data and set alerts.	Can create tasks and assign them to colleagues, track responses and team response times, and save, tag, and share social media items.	Can post results to Twitter or Facebook, or mark as commented.	Can automatically track all touch points you and your team have with contacts, automate tasks like finding and saving profile and contact information using the Buzzmarker toolbar, and assign tasks to people.	Can assign people tasks, leave comments on posts, email mentions and tag results.	N/A	Can email feed pages and subscribe to the feed pages of others.	N/A
Sorting Capabilities	Can sort posts by influence, publish date, comment count, unique commenters and calculated engagement. Results can also be filtered by country and by media type.	Can sort by timeframe, importance or results containing specific keywords.	Can sort by source or by brand and industry, which are user-generated tags.	Can sort by publication type, date and influence rating.	Can sort by authority, keyword, geographic region, source, language and any combination of the above.	None - have to manually sort through all results to find those most applicable.	None - have to manually sort through all results to find those most applicable.	None - have to manually sort through all results to find those most applicable.
Ease of Use	Can quickly and easily slice and dice data to find that which is most applicable to your brand; 30 days of immediate historical data is available with each topic profile, while active profiles have an unlimited archive at no additional cost.	Can quickly and easily slice and dice data to find that which is most applicable to your brand; immediate historical data is available up to six months back.	Simple interface; however, any in-depth analysis and reporting (outside of referring traffic and leads) has to be done manually.	Simplifies relationship management by tracking influencer conversations online and automatically pulling contact information. Toolbar application adds enhanced ease of use.	Can quickly and easily slice and dice data to find that which is most applicable to your brand; data is available for as long as your account is active.	Somewhat time-consuming in that data must be manually sorted through and any analysis and reporting has to be done by hand.	Somewhat time-consuming in that data must be manually sorted through and any analysis and reporting has to be done by hand.	Auto-populating dashboard saves time at first; however ongoing monitoring is somewhat time-consuming in that data must be manually sorted through and any analysis and reporting has to be done by hand.
Reporting Capabilities	Some reports available include: weekly post volume (shows the overall chatter about your company and brand), positive and negative sentiment spikes, engagement statistics (percentage of the overall post volume you actually engage with and/or respond to), sales leads, industry discussions, and share of conversation among competitors.	Some reports available include: volume, percentage of index, share of voice and sentiment.	N/A	Pulls mentions from monitoring section, as well as task lists to create simple reports for clients that showcase online activity and agency activity.	Some reports include share of mentions, activity trends, top influencers and demographics.	N/A	N/A	N/A



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