

Silverbakk signs new partnership agreement with Cision

The online measurement company Silverbakk has signed a new partnership with the global communications company Cision. It allows Silverbakks Social media monitoring is now offered as part of promotional tool CisionPoint.

In early October Cision launched business intelligence and analytical services in Sweden with the internationally award-winning public relations tool CisionPoint. Coverage of Social Media is managed in cooperation with Silverbakk.

“Through our partnership with Silverbakk our customers can get access to the best in coverage of social media,” said Magnus Thell, CEO of Cision Nordics. “When it comes to monitoring the social web, variables such as language management and methodology are all important to find the most relevant content. We think that Silverbakk is the market leader in this area.”

“That Cision choose us is further proof that our efforts to bring social media in context is the right way,” said Fredrik Stenbeck, CEO of Silverbakk. “We are very proud that such a well-established player that Cision has chosen us as partners. The ability to integrate information from us in the existing solutions, and our language classification have been important parts for us from the start, so it feels great that these were decisive factors in Cision's choice of partner for CisionPoint.”



Magnus Thell & Fredrik Stenbeck

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About Silverbakk

Silverbakk is a measurement company to a company's online presence. Silverbakk offers products in the coverage of social media and soon products for measuring a company's entire online presence. Silverbakks products is always possible to integrate into existing solutions intranet, newsroom or other applications. Besides offering services directly to companies supplying Silverbakk also to partners, such as Cision. For more information, visit: www.silverbakk.com.