

Press release

Linkfluence and pressrelations form strategic partnership

pressrelations GmbH acquires the media review and analysis division of Linkfluence Germany GmbH

Duesseldorf, 07-02-2019

The full-service media monitoring provider pressrelations and the international social intelligence provider Linkfluence announced a wide-ranging cooperation today. pressrelations acquires the German media review and analysis division of Linkfluence including all customers, news and project managers. In Linkfluence's core business, the two companies will also cooperate closely: Linkfluence will make its AI-based social listening solutions Radarly and Search, as well as its market research portfolio, available to pressrelations customers.

The strategic goal of the cooperation is to combine complementary technical solutions and expertise for the constantly growing requirements in the areas of marketing and PR.

"We are extremely pleased about our newly acquired customers and guarantee a smooth takeover with the project managers they are familiar with", promises Jens Schmitz, Managing Director of pressrelations GmbH. "In addition, we benefit from the enrichment of our products with high-quality social data by Radarly. Our NewsRoom solutions as well as our trend detection tool FirstSignals will gain significantly in quality with the additional sources and possibilities of image recognition."

Over and above the European core markets, the cooperation between the two globally operating media monitoring companies will also extend to the USA in the future. Linkfluence has offices in San Francisco and New York, and pressrelations has an office in Austin, Texas since 2018.

"With pressrelations, we are relying on an innovative partner whose cross-media monitoring tool NewsRadar is already successfully in use on four continents and thus fits perfectly into our global approach", says Dr. Volker Meise, Managing Director of Linkfluence Germany GmbH. " We are particularly pleased to have ensured a stable transition for our employees and to continue working with them on international customers. We are convinced that together, we will create significant added value for our customers in the area of full-service media monitoring. Our strengths complement each other almost perfectly."

pressrelations GmbH

Founded in 2001, pressrelations GmbH, with headquarters in Duesseldorf and branches in Berlin, Hamburg, Austin, Dublin, Moscow and Sofia, is an international service provider for cross-media monitoring and analysis services. The company combines in-house technology with human expertise through its news managers, analysts and consultants. pressrelations provides practical insights and guidance to over 500 customers, for planning, controlling and evaluating their communication work.

Linkfluence Germany GmbH

Linkfluence is a leading provider of social data intelligence, providing unique solutions for monitoring, analyzing and activating social media. With its Radarly software suite and associated services, Linkfluence captures and analyzes more than 200 million publications per day to help brands make better decisions. Founded in 2006, Linkfluence is a French company with strong growth and more than 200 employees in France, Germany, the UK, China and Singapore. Linkfluence has more than 500 references worldwide, including Danone, Toyota and Pernod Ricard.

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