

Company & Product Overview



What We Believe

We believe that technology enables your business to get as close as possible to your customer's heart.



youknow.co.za

Key Company Facts



Offices in
JHB and CPT



70+
customers



15 team
members



12 technology
partners in 8 years



Multi-cultural
& National team



8 years
in operation



youknow.co.za

Company Services & Solutions



youknow.co.za

Connecting to the consumer through technology

YOUKNOW exists to identify the best technology companies in the world; to help our clients choose the right tech stack for their needs; and then to help them implement it, utilise it and receive local, expert support.

The benefits of partnering with YOUKNOW are:

- Understand your market by what they tell you
- Leverage digital and social media for actual returns
- Provide better digital experiences for your customers
- Deliver world-class digital and social support to your base
- Use the massive amounts of social and market research data available to you to make actual business decisions



youknow.co.za



Social listening technology



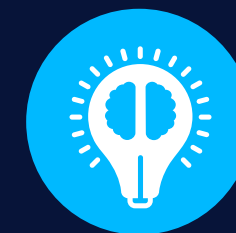
Social media management



Digital customer care



Social marketing platforms



Business intelligence products



Market research solutions



User-generated content tools

African brands that rely on our tech stacks



Our strategically crafted Partner tech stack



The world's leading digital consumer intelligence company, allowing users to analyse & utilise conversations from across the web and social media – the perfect platform to make sense of your consumers, their needs, wants, and interests.



The leading audience targeting company for the global marketing industry, GWI shows how consumers think. Their platform has been delivering game-changing insights to all the agencies, media organisations and brands you know and love since 2009.



Khoros is a platform for digital-first customer engagement with more than 20 years of experience. Khoros is a global leader revolutionising CX with software and services for digital care, messaging, chat, social marketing, and online communities.

Our strategically crafted Partner tech stack



From smart social listening and engagement to AI-powered social commerce and customer care, Hootsuite has the scalable platform, deep expertise, strong industry partnerships, and bold vision to help any organisation deliver world-class digital experiences.



Rival IQ delivers analytics and competitive insights to help digital marketers make informed decisions, improve results, and better understand competitors through the use of benchmarks and comparative analysis.



The Audiense platform combines rich social data sources with the world's leading cognitive and machine learning enabling you to understand the audiences that matter to your business.


























Falcon.io provides a unified SaaS platform for social media listening, advertising, engaging, publishing and analytics. They enable clients to explore the full potential of digital marketing by managing multiple customer touch points from one platform.





Our Technology Stack Categories and Partners

| | | | | | | | |
|-----------------------------------|---|--|---|---|---|---|---|
| Social Data |  Brandwatch |  Talkwalker |  |  | | | |
| Publishing & Community Management |  FALCON.IO |  Hootsuite™ |  | | | | |
| Social & Digital Care | |  Sparkcentral |  | | | | |
| Consumer Insights |  GWI. |  audience: | | | | | |
| Single Voice of Customer |  Chattermill | |  | | | | |
| Single View of Customer |  TREASURE DATA |  |  |  |  |  |  |
| Marketing Automation | | | | |  |  |  |



Company & Product Overview

For enquiries please contact
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or visit www.youknow.co.za

