Chatmeter Launches All-New Version of Leading Local Brand Management Dashboard

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The product of company's close attention to customer feedback, new dashboard includes features frequently requested by both enterprise and agency customers, Chatmeter reportsSan Diego, CA, United States of America - February 2, 2015 /MarketersMedia/ -- Chatmeter, a leading online brand management and search engine optimization service, announced the availability of an all-new version of the dashboard for the company's flagship product. The new 2.0 version of the brand management dashboard incorporates a number of frequently requested features and improvements, including enhanced enterprise functionality. Chatmeter launched in 2009 as the first local brand management platform on the market and since then has reported on more than 100,000 local storefronts, along with millions of online reviews, social media mentions, blog posts, and other brand-related online activity.

"We've been listening closely to our many customers, and we're proud to announce that a major new version of the Chatmeter dashboard is now available," Chatmeter representative Collin Holmes stated, "Enterprise users are going to enjoy the revamped roll-up reports and improved data granularity, and our white-label partners are going to find plenty to get excited about, too."

Thanks to the democratizing power of the Internet, individual customers today can influence companies' brand identities to an extent that would previously have been unthinkable. Savvy marketers therefore understand that it is critical to engage with consumers when they post online reviews, mention companies on social media, or otherwise communicate in ways that can ultimately affect levels of business.

Chatmeter was founded to help simplify this often-difficult task by given marketing professionals and others unprecedented access to brand-related online activity at the local level. The sophisticated chatmeter platform collects reviews, social media mentions, and other online data points that are relevant to a particular brand, with powerful tools analyzing and relating this information to particular, local storefronts and markets.

This more granular and locally relevant approach to brand management gives marketers far more leverage compared to alternatives that only address the issue in a general way. With continuous access to brand-related data in localized form, marketing professionals can quickly discover the storefronts or franchises where the greatest improvements are needed, instead of being forced to sort through piles of undifferentiated information. The Chatmeter platform also includes highly effective search engine optimization tools that provide a similarly local perspective on the pursuit.

The newly released, upgraded Chatmeter dashboard makes the platform even more powerful and valuable. Enterprise-scale chatmeter customers will find that thoroughly revamped roll-up reports and the availability of more granular data throughout the system will make it even easier than before to focus in on those local presences that need the most attention. Agencies that use Chatmeter in white-label form to do targeted brand management for their own customers will find that a number of improvements based on their feedback make the platform an even better fit for these purposes, too, allowing them to easily add valuable, revenue-generating services to existing accounts.

The brand-new 2.0 version of the dashboard is available immediately to all Chatmeter customers. Those interested in finding out what Chatmeter has to offer can easily schedule free consultations and brand analysis at the Chatmeter website.

About Chatmeter:

Since 2009, Chatmeter has provided the power of truly local brand management and SEO to enterprises, chains, franchises, agencies and others who benefit from more local and granular data and reporting.

For more information about us, please visit http://www.chatmeter.com/solutions/agencies/Contact Info:Name: Collin HolmesOrganization: ChatmeterPhone: 619-795-6262Source: http://marketersmedia.com/chatmeter-launches-all-new-version-of-leading-local-brand-management -dashboard/73744Release ID: 73744

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