Linkfluence adds image recognition to its Radarly platform, providing clients with exhaustive analysis of social web posts

Paris, April 2016 – As part of its continuous innovation strategy, Linkfluence has partnered with Ditto to integrate a major new feature into Radarly: image recognition. This revolutionary development will enable brands to better understand their web presence.

Visual content is the undisputed king of social media. Posts featuring images drive greater engagement than plain text or links - more than 1.8 billion photos are shared each day around the world. An impressive figure, and one that brands will now be able to analyse and exploit via Radarly's latest feature.

With the integration of Ditto's technology into Radarly, Linkfluence can provide its clients with a deeper understanding of images and their impact, as well as enabling exhaustive analysis of social web posts. Brands are now able to detect their presence within visual content purely through image analysis, without requiring any text, hashtags or comments. A revolution made possible by algorithms.

With this new feature, brands will be able to do the following:

- identify more influencers and ambassadors for their brand
- analyse how their product is used and the contexts with which it is associated
- include image-only posts in their analysis

1 | Detection of the logo even truncated 2 | Detection of the logo in the forefront 3 | Detection of the logo in the background

For Euro 2016, Radarly will enable sponsors to detect and analyse photos of supporters posted on social media that contain their logo.

This technology will create new and interesting opportunities for marketing and communications teams. It will add to numerous existing features that make Radarly an indispensable tool for brand monitoring, e-reputation management, social media performance analysis and consumer insight detection.

About Linkfluence:
Linkfluence, a leading French Social Media Intelligence startup, offers a unique approach to monitoring, analysing and engaging with social media. Using its software suite Radarly and associated services, Linkfluence captures and analyses more than 150 million publications a day in order to help brands make better decisions. Founded in 2006, Linkfluence is a rapidly growing French company with more than 180 employees in France, Germany, the United Kingdom, Singapore and Shanghai. Linkfluence has worked with more than 300 brands worldwide including Danone, Sanofi, Orange, Accor, McDonald's and Groupama. www.linkfluence.com | @linkfluence

About Ditto :
Ditto Labs is the leading image recognition company for social media. Savvy marketers use Ditto's tools to discover insights, measure campaigns, and engage with influencers. Ditto offers a photo analytics dashboard to brands and agencies and API feed to social media listening, content management, and influencer engagement platforms which integrate this unprecedented, rich stream of consumer intent. Learn more at Ditto.us.com and find us on Twitter @DittoLabs.