



PRESS RELEASE

22.03.2017

Danish market leader in social media intelligence sets up shop in Sweden

Stockholm, 22. March 2018 - It is a historic milestone for the Danish based company Infomedia when it this week enters the Swedish market, with offices and employees in Stockholm. With a strong portfolio within social media management, analysis and monitoring, the Swedish market seemed like a natural next step for the experienced media monitoring company.

“We are very excited about taking the company beyond the Danish borders and being able to engage with the Swedish clients. We have had tremendous success with our social media competencies on the Danish market, and we see a clear opportunity for our solutions and consultancy capabilities within the Swedish enterprise segment”, says Thomas Vejlemand, CEO at Infomedia.

Infomedia enters the market with a strong portfolio of offerings that combine solutions from the two major global players within social media; Hootsuite and Talkwalker, with a strong local team of experts for consultancy, implementation and analysis.

Infomedia is already in dialogue with numerous Swedish companies about their challenges within social business and digital transformation, and like in Denmark, Infomedia has been confirmed in their notion that these companies now are ready for next-level social media solutions.

“It is quite clear that the Swedish marketing and communication managers are aware of the potential of social media, but they need new ways of documenting ROI, growing their business through social media as well as protecting their brands - all at the same time. The combination of Hootsuite, Talkwalker and Infomedia’s social media capabilities will definitely set new standards for the Swedish social media space”, says Kasper Hülsem Chief Commercial Officer at Infomedia. While entering the Swedish market, Infomedia will continue their collaboration with M-Brain in Norway and Sweden with regards to traditional media monitoring through their ‘Media Intelligence Alliance’.

The news of Infomedia opening offices in Stockholm comes only one month after the announcement of Infomedia’s acquisition of Norwegian Opoint Technology which is a world-leading web-crawling platform for global editorial content.

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About Infomedia

Infomedia A/S is a media intelligence company, specializing in social media with competencies within anything from social listening, analysis and management to consultancy about social engagement, social ROI and employee advocacy. The company is based in Copenhagen and has offices in Stockholm, a development team in St. Petersburg and a production team in Chennai, India. The company was established in 2003 and is owned 50/50 by the two biggest Danish media companies JP/Politiken and Berlingske Media.