

Alterian customer interest soars in the wake of recent Techrigy acquisition

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Media Alert:

Since announcing last week's acquisition of social media monitoring leader Techrigy, integrated marketing platform provider Alterian has noticed a remarkable uplift in customer interest. Comparing the week of the acquisition announcement to the prior week :

- Mentions of Alterian or Techrigy on social media sites increased almost 4 fold
- Sign-ups for Techrigy's SM2 free trial service, Freemium, increased by a staggering 10 times

The increase in sign-ups and social media discussion supplies hard facts that provide truth to the swelling industry buzz and social noise around social media monitoring. In addition, the numbers further solidify the fact that Alterian is swiftly eclipsing its competitors in the space.

Alterian's acquisition of Techrigy signals the true value that social media has in the ability to deliver power and value to traditional as well as online marketing, helping to inform more integrated marketing campaigns. The strong surge of sign-ups for Freemium reflects this exact ideal, proving the sheer power that social media and measurement adds to pure marketing platforms. Most importantly, it confirms that this commanding marketing duo is exactly what customers need. For more information on the acquisition, please visit <http://blogit.realwire.com/?ReleaseID=13000>.

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