



G2 REPORT — SPRING 2021

Top Social Media Suites.



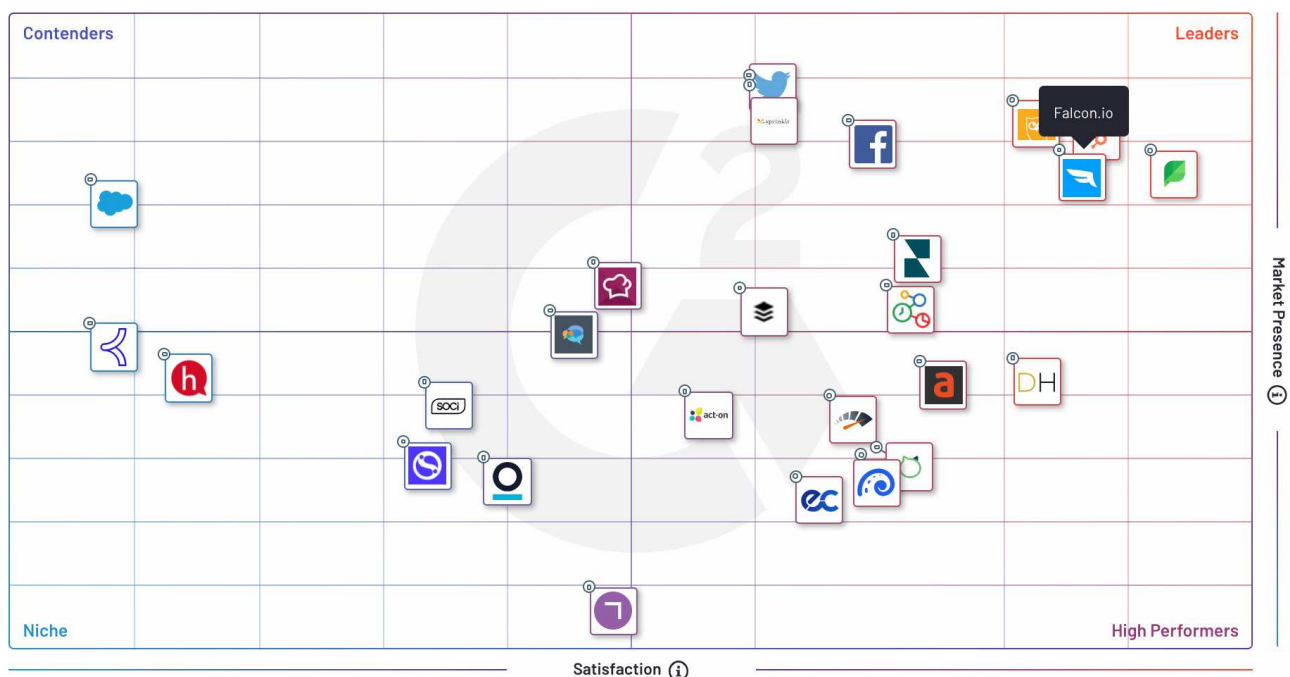
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G2

What is G2?

[G2](#) is the world's leading business software review platform. The Spring 2021 Enterprise Social Media Management Grid® report, released here in an abridged form in collaboration with [Falcon.io](#), is designed to help social media teams make the most informed decisions when choosing a tool.



Social Media Management Software Definition

Social media management software provides functionality to administer social media accounts, schedule posts, suggest content, and boost posts. These solutions are used by social media, marketing, and communications departments to increase brand awareness, manage workflows, and engage online communities. Such teams use social media management tools to create engaging content that can be used in marketing campaigns, as well as to maintain an online presence. The products often provide tools such as user access control, [content creation](#), content libraries, calendars, scheduling, archives, and performance analytics.

These [social media marketing management](#) tools are aimed at maximizing search engine optimization along with increasing inbound traffic, customer satisfaction, and customer conversion. Social media management software often provides functionality of [social media monitoring software](#) and [social media analytics software](#). It can be a part of a [social media suite](#) as a standalone or integrated component. Many [marketing automation](#) products offer social media management as a feature.

To qualify for inclusion in the Social Media Management category, a product must:

- Plan social media content
- Publish social media posts
- Manage multiple accounts
- Respond to inquiries
- Automate and schedule social media posts
- Store content and archive posts

Enterprise Social Media Management Grid® Scoring Description

Products shown on the Enterprise Grid® for Social Media Management have received a minimum of 10 reviews/ratings in data gathered by November 24, 2020. Products are ranked by customer satisfaction (based on user reviews) and market presence (based on market share, seller size, and social impact) and placed into four categories on the Grid®:

- Products in the Leader quadrant are rated highly by G2 users and have substantial Market Presence scores. Leaders include: [Sprout Social](#), [Hootsuite](#), [HubSpot Marketing Hub](#), [Falcon.io](#), [TweetDeck](#), [Facebook Pages Manager](#), [Sprinklr Modern Engagement](#), [Reputation.com](#), [Zoho Social](#), and [Buffer](#)
- High Performing products have high customer satisfaction scores and market presence compared to the rest of the category. High Performers include: [AgoraPulse](#), [Loomly](#), [Act-On](#), [Chatmeter](#), [Oktopost](#), [eclincher](#), and [Fanbooster](#)
- Contender products have relatively low customer Satisfaction scores and high Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Contenders include: [Socialbakers](#), [Clarabridge Engage](#), [Salesforce Social Studio](#), and [Khoros Marketing](#)
- Niche products have relatively low Satisfaction scores and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Niche products include: [Orlo](#), [Sendible](#), [SOCi](#), and [Hearsay](#)



Leaders

This top ranking is earned through consistently high ratings by G2 users. Leaders also have substantial Market Presence scores.



High Performers

These suites are also highly-rated by users, but have yet to achieve the necessary market share scale to be considered Leaders.



Contenders

While Contenders have strong Market Presence scores, they either have below average user ratings, or not enough reviews to base validation on.



Niche

Niche solutions have not yet achieved a strong Market Presence, or received enough reviews to be validated.

Falcon.io Profile.

Synopsis about Falcon.io:

Falcon.io

★★★★☆ 4.1 out of 5



Falcon.io has been named a Leader (for the 12th consecutive quarter!) based on receiving a high Customer Satisfaction score and having a large Market Presence. 88% of users rated it 4 or 5 stars, 89% of users believe it is headed in the right direction, and users said they would be likely to recommend Falcon.io at a rate of 82%. Falcon.io is also a Leader in Social Media Analytics, Social Media Monitoring, and Social Media Suites categories.



Ownership

Falcon.io



HQ Location

Copenhagen, Denmark



Year Founded

2010



Employees*

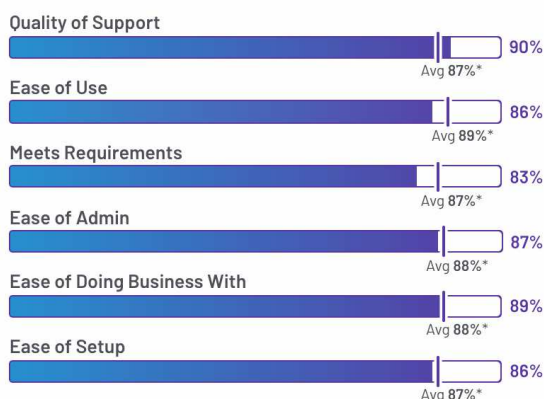
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Company Website

www.falcon.io

Satisfaction Ratings



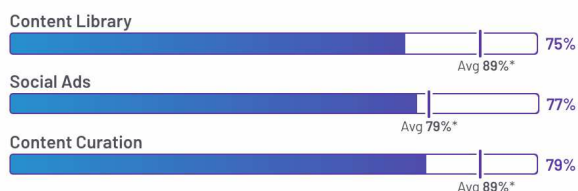
*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented



Higher Education	15
Retail	10
Food & Beverages	9
Automotive	8
Chemicals	8

Lowest-Rated Features



Highest-Rated Features



*Category Average

Satisfaction Ratings for Social Media Management

G2 users rated software vendors' ability to satisfy their needs as shown in the table below.

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likelihood to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business With	Quality of Support	Ease of Setup	Ease of Use	
Sprout Social	88%	89%	87%	94%	94%	90%	96%	92%	56
HubSpot Marketing Hub	83%	90%	87%	90%	90%	92%	82%	88%	40
Hootsuite	82%	78%	84%	86%	86%	83%	87%	85%	35
Falcon.io	82%	89%	83%	87%	89%	90%	86%	86%	35
Facebook	84%	78%	86%	87%	83%	75%	86%	86%	37
TweetDeck	86%	75%	89%	86%	82%	82%	85%	91%	50
Sprinklr Modern Engagement	80%	77%	84%	76%	82%	79%	68%	77%	26
Reputation	89%	91%	89%	89%	87%	88%	83%	90%	62
Zoho Social	91%	96%	90%	92%	87%	91%	92%	93%	76
Buffer	85%	77%	89%	92%	87%	88%	92%	93%	49
Dash Hudson	97%	100%	91%	N/A	N/A	99%	N/A	95%	94
Agorapulse	90%	97%	88%	94%	94%	91%	96%	94%	66
Chatmeter	92%	89%	95%	87%	90%	93%	87%	93%	80
Loomly	94%	100%	92%	95%	96%	93%	93%	94%	80
Oktopost	89%	95%	89%	92%	95%	93%	91%	92%	52

*N/A is displayed when fewer than five responses were received for the question.



“It Makes Social Scheduling a Hell of a Lot Easier”

“Our business is expanding rapidly and we still have quite a small team. Falcon allows us to flip between scheduling, reporting, and community management with ease. Previously, this was all very manual and time-consuming. We’re able to spend more time producing higher quality work and showcase what we actually do to other departments.”

Nicole J, Falcon User

[Read full preview](#)

Feature Comparison for Social Media Management

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features.

Social Management

	Social Analytics	Social Sharing	Social Campaigns	Social Engagement	Social Ads	Brand Safety
Sprout Social	88%	92%	86%	90%		89%
HubSpot Marketing Hub	88%	90%	87%	88%	89%	87%
Hootsuite	80%	89%	85%	88%	77%	84%
Falcon.io	81%	86%	84%	86%	77%	83%
Facebook	86%	92%	89%	90%	88%	90%
TweetDeck		89%	86%			87%
Sprinklr Modern Engagement	84%	87%	84%	86%	79%	86%
Reputation	83%	91%	90%	89%	89%	
Zoho Social						88%
Buffer	81%	93%	85%	86%		
Dash Hudson	97%	86%	86%	95%	N/A	
Agorapulse	94%	92%	91%	93%		92%
Chatmeter	91%	92%	91%	90%		94%
Loomly	80%	90%	85%	89%	82%	84%
Oktopost	80%	90%	89%	88%		
Act-On	89%	94%	90%	86%	87%	90%
eclincher	98%	98%	97%	98%	97%	95%
Socialbakers	90%	89%	79%	90%	81%	88%



“Great for managing your content calendar”

“I often hear from people that they have access to platforms such as Sprout Social and Hootsuite, but they aren't scheduling their content through it, and are just scheduling it organically. That doesn't seem to be the case with Falcon. It's very easy to schedule content, even on countless platforms... It's the best 'schedule at a glance' I've ever seen for social.”

Nicole C, Social Media Specialist

[Read full preview](#)

Additional Data for Social Media Management

Additional product data such as customer segments, deployment and implementation, user adoption and ROI, or market presence is displayed below.

Implementation

	Deployment		Implementation Time	Implementation Method				Number of Users Purchased	Contract Term
	Cloud	On-Premises	Avg. Months to Go Live	In-House Team	Seller Services Team	Third-Party Consultant	Don't know	Median Number of Users Bought	Avg. Contract Term (Months)
Sprout Social	100%	0%	1.5	89%	11%	0%	0%	3	7
HubSpot Marketing Hub	100%	0%	3.3	74%	14%	7%	5%	17	12
Hootsuite	100%	0%	1.1	84%	13%	0%	3%	3	6
Falcon.io	100%	0%	1.3	85%	11%	1%	2%	17	15
Facebook	100%	0%	1.3	92%	3%	2%	3%	7	2
TweetDeck	100%	0%	1.1	94%	0%	0%	6%	7	0
Sprinklr Modern Engagement	100%	0%	2.2	65%	27%	2%	6%	27	13
Reputation	37%	63%	2.4	74%	26%	0%	0%	37	18
Zoho Social	100%	0%	0.3	75%	25%	0%	0%	3	0
Buffer	100%	0%	0.4	83%	17%	0%	0%	3	4
Dash Hudson	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Agorapulse	100%	0%	0.4	100%	0%	0%	0%	3	4
Chatmeter	8%	92%	1.3	82%	9%	0%	9%	7	11
Loomly	27%	73%	0.1	100%	0%	0%	0%	3	9
Oktopost	100%	0%	0.5	77%	8%	0%	15%	17	12

User Adoption and Return On Investment

	User Adoption	Payback Period
	Average User Adoption	Estimated ROI (payback period in months)
Sprout Social	75%	14
HubSpot Marketing Hub	52%	17
Hootsuite	65%	16
Falcon.io	68%	15
Facebook	58%	13
TweetDeck	52%	13
Sprinklr Modern Engagement	69%	24
Reputation	81%	19
Zoho Social	55%	15
Buffer	57%	11
Dash Hudson	N/A	N/A
Agorapulse	82%	5
Chatmeter	82%	20
Loomly	69%	9
Oktopost	52%	N/A
Act-On	N/A	N/A
eclincher	N/A	6
Socialbakers	51%	5



Market Presence

	Seller Name	Year Founded	Revenue (\$MM)	Employees on LinkedIn (Seller)	LinkedIn Followers	Twitter Followers (Seller)	Glassdoor Rating	Alexa Web Traffic Rank
Sprout Social	Sprout Social	2010	N/A	770	50,475	110,752	4.8	9,225
HubSpot Marketing Hub	HubSpot	2006	\$675	5,055	523,725	814,718	4.7	698
Hootsuite	Hootsuite	2008	N/A	1,461	297,117	7,625,379	3.7	291
Falcon.io	Falcon.io	2010	N/A	455	25,567	13,939	3.7	11,817
Facebook	Facebook	2004	\$70,697	80,795	6,682,104	13,302,303	4.0	7
TweetDeck	Twitter	2006	\$2,530	6,063	1,166,604	59,323,102	4.2	43
Sprinklr Modern Engagement	Sprinklr	2009	N/A	2,538	197,040	36,893	4.2	13,651
Reputation	Reputation	2006	N/A	564	22,888	127	4.1	36,691
Zoho Social	Zoho Corporation Pvt. Ltd.	1996	N/A	9,040	376,024	74,414	4.5	139,305
Buffer	Buffer	2010	N/A	131	37,521	1,003,830	4.5	3,384
Dash Hudson	Dash Hudson	2013	N/A	122	3,841	1,821	N/A	58,490
Agorapulse	Agorapulse	2010	N/A	110	4,250	12,721	4.9	5,498
Chatmeter	Chatmeter	2009	N/A	122	3,302	1,137	3.8	35,513
Loomly	Loomly	2015	N/A	9	1,210	2,710	N/A	10,713
Oktopost	Oktopost	2013	N/A	41	3,238	4,335	4.4	42,675
Act-On	Act-On Software	2008	N/A	244	16,546	36,653	2.9	57,349



“A Social Experience That Is Worth It”

“Falcon helps our company keep our social media in check. We love to use the content calendar to schedule posts or cross-post to different social platforms. We stay in touch with social media listening using the engage section. Reports can be built based on all the data you’re getting. It’s a great multi-use platform for social media!”

Nicole C, Social Media Specialist

[Read full preview](#)

Need More Help With Choosing Your Suite? Download the Buyer's Guide.

Choosing the right social media management platform for your business can be a complicated—even intimidating—process.

That's why we compiled the Buyer's Guide. This is a demystifying breakdown of the available features and solutions--plus a how-to on solving your team's social media marketing challenges.

It covers:

- How to determine your social media needs
- How to understand a suite's capabilities
- A comparison of the top suites

We recommend you use the Buyer's Guide in conjunction with G2's reviewer-based ratings to make a well-informed decision for your team.

Social Media Buyer's Guide.

[DOWNLOAD NOW](#)



About Falcon.io

Falcon.io's SaaS platform unifies social media monitoring, engaging, publishing, analytics, and customer data management. Falcon enables brands to explore the full potential of digital marketing and advertising by managing multiple customer touchpoints on one platform. By using the platform, marketers can deliver more personalized brand experiences based on enriched customer profiles. Falcon features a highly intuitive and collaborative UI and is complemented by comprehensive support and consultancy services.

