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YOUKNOW
TECHNOLOGIES

YOUR LOCAL MARTECH EXPERTS

Now YOUKNOW us

What we're about

YOUKNOW was born from the need to combine the world's top Martech with local African expertise. Having a group of specialists on the ground to help our clients get the most out of their technology assets has proven invaluable to the clients we've worked with since 2013. It's what we love - connecting the dots and going above and beyond what's expected in the SaaS and Marketing Technology world.

We're resellers, onboarding specialists and implementation partners specialising in 3 core areas:
- Social Media Tech
- Research & Insights Tech
- Analytics & BI Tech
- Customer Engagement Tech
- CRM Tech

YOUKNOW Technologies is based in Gauteng & the Western Cape, in South Africa.

Why go local

- Local Use Case experience
- Billing in ZAR
- Level 1 B-BBEEE Contributors
- Get invited to regular, local networking events.
- Local support and enablement

Who we've worked with

FINSERV
NEDBANK
Standard Bank
absa
WesBank
RMB
CAPITEC
access
OLDMUTUAL

HEALTH
MEDICLINIC
Roche

TELCO
MTN
vodacom
Cell C
VOX
Telkom
open serve
BCX
Safaricom

OTHER
United Nations

TRAVEL
AIRLINK
TOURAXIS

MEDIA
MEDIA24
MultiChoice
SuperSport World of Champions

FOOD & BEV
TIGER BRANDS
BURGER KING
HEINEKEN
ABInBev

AGENCY
99c
Ogilvy
VMLY&R
WUNDERMAN THOMPSON
accenture
PUBLICIS GROUPE
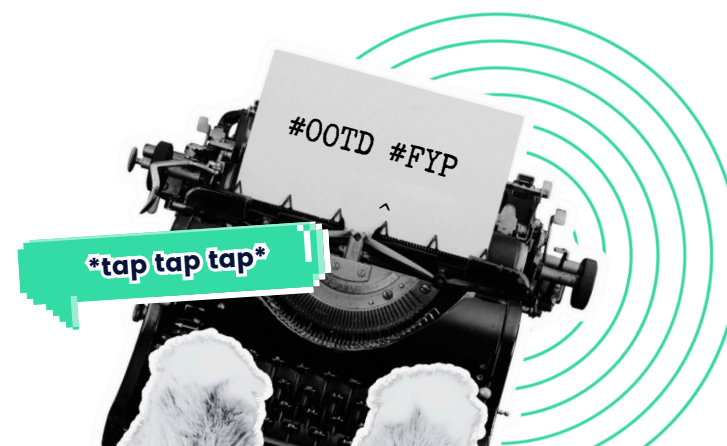M&CSAATCHI ABEL

Social Media Tech

What we do

YOUKNOW has a decade's worth of experience in the Social Media Technology space. We are the African resellers and implementation partners to most of the world's top providers in the space. Whether it's onboarding, setup, training, consulting or reporting that you need; our team have been supporting the continent's top brands on their social media excellence journeys since the beginning.

Solutions

- Best-fit and RFP Consulting
- Platform Onboarding: Setup and Training
- Ongoing Local Support & Coaching
- Platform Management
- Bespoke Reporting
- Data Couriers: Dedicated analysts tasked with finding the insights in the silos, and presenting it directly to the teams in your organisations that can implement change.

		Buy Local	Implement	Support	Platform MGMT	Reporting	Custom Solutions
Khoros	Social Media Care, Social Media Marketing, Online Community Building	✓	✓	✓	✓	✓	✓
Brandwatch	Social Listening, Social Media Marketing, Influencer Management, Social Analytics	✓	✓	✓	✓	✓	✓
Hootsuite	Social Media Marketing, Social Media Care	✓	✓	✓	✓	✓	✓
emplifi	Social Media Marketing, Social Media Care, Influencer Marketing, Social Analytics, UGC	✓	✓	✓	✓	✓	✓
Rival IQ	Benchmarking & Social Analytics	✓	✓	✓	✓	✓	✓

#OOTD #FYP

tap tap tap

Research Insights & Tech

What we do

YOUKNOW supports some of the most innovative Customer Insights platforms - devoted to answering one question: "Can I understand my target audience and customer base better?" By leveraging Millions of data points from global and local surveys; deep analysis of public social profiles and the behaviours; and direct feedback to your organisation - YOUKNOW and our partners will ensure that you are truly able to LISTEN to the voice of the consumer and act on it.

Solutions

- Platform Onboarding
- Ongoing Local Support & Coaching
- Platform Management
- Bespoke Reporting
- Data Couriers
- Query Building
- Dashboard Building

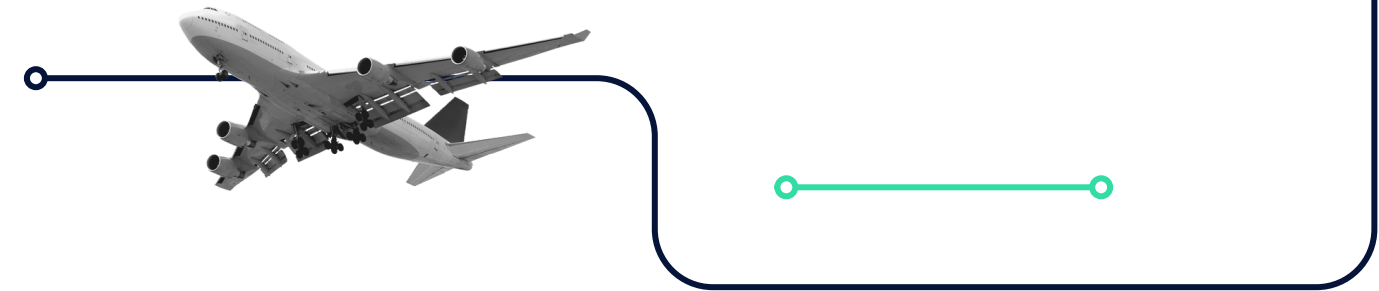|		Buy Local	Implement	Support	Platform MGMT	Reporting	Custom Solutions
GWI.	Survey-based Market Research at your fingertips	✓	✓	✓	✓	✓	✓
àudiense	Audience personas used for strategy and media targeting	✓	✓	✓	✓	✓	✓
Brandwatch	Consumer Research: Social Listening, Real Time, AI Powered	✓	✓	✓	✓	✓	✓
Hootsuite	Via Talkwalker: Social Listening	✓	✓	✓	✓	✓	✓

Analytics & BI Tech

What we do

We've kept it simple when it comes to analytics and BI.

Businesses who are leading with a product marketing mindset are the ones seeing the biggest results. It all comes down to understanding how your users are engaging with your digital product. From acquisition, to retention and monetisation, gain a real-time understanding of your business analytics, your audience, track campaign performance, and identify emerging trends. Empower your teams through self-service analytics.

Solutions

- Platform Onboarding
- Ongoing Local Support & Coaching
- Customer Segmentation
- Query Building
- Dashboard Building
- Customer Data Strategy & Implementation
- Customer Retention Strategy

		Buy Local	Implement	Support	Platform MGMT	Reporting	Custom Solutions
Amplitude	Product Analytics, CDP, Session Replay & Experimentation	✓	✓	✓	✓	✓	✓
DOMO	End-to-end data solutions	✓	✓	✓	✓	✓	✓
mixpanel	Product Analytics, & CDP	✕	✓	✕	✓	✓	✓

Customer Engagement Tech

What we do

We are devoted to helping our clients build and implement the ideal Marketing Tech Stack - focusing on personalisation and automation so that you can get the right message to the right person, at the right time, on the right channel.

This involves a consultative approach to ensure that all teams are aligned, you don't over-invest in the wrong areas and that the stack you build generates significant ROI through continual Use Case experimentation.

Solutions

- Platform Onboarding
- Ongoing Local Support & Coaching
- Customer Segmentation
- Customer Data Strategy & Implementation
- Customer Engagement Strategy
- Customer Retention Strategy
- Customer Monetisation Strategy
- Conversion Rate Optimisation
- Customer Journey Orchestration
- A/B testing & Optimisation Strategy

		Buy Local	Implement	Support	Platform MGMT	Reporting	Custom Solutions
OneSignal	Omni-Channel Customer Engagement	✓	✓	✓	✓	✓	✓
braze	Omni-Channel Customer Engagement, CDP.	✗	✓	✗	✓	✓	✓
Khoros	Social Media Care, Social Media Marketing, Online Community Building	✓	✓	✓	✓	✓	✓

CRM Tech

		Buy Local	Implement	Support	Platform MGMT	Reporting	Custom Solutions
HubSpot	An all-in-one CRM for marketing, sales, and growth.	✓	✓	✓	✓	✓	✓

YOUKNOW
TECHNOLOGIES

Chat to our experts