



YOUKNOW
YOUR LOCAL MARTECH EXPERTS



Now YOUKNOW Us

What we're about

YOUKNOW was built from the need to combine the world's top MarTech with local African expertise. Having a group of technology 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 **technology enablers**, consultants and resellers, specialising in these core areas:

- Social Media Tech & Digital Customer Care
- Research & Insights Tech
- Analytics & BI Tech
- MarTech/Customer Engagement 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-BBEE Contributors
- Get invited to regular, local networking events
- Local support, consulting and enablement

Who we've worked with...

FINSERVE



TRAVEL



MEDIA



FOOD & BEV



TELCO



AGENCY



HEALTH



OTHER



We help you, wherever you are



• SOCIAL MEDIA TECH •

• CUSTOMER EXPERIENCE •

• MARTECH •

• RESEARCH & INSIGHTS •

YOU'RE PLANNING

We Audit & Consult

1

YOU'RE BUYING

We Sell Locally

No Markups

YOU'RE IMPLEMENTING

We Train & Onboard
Locally

3

YOU'RE GROWING

We Consult,
Support & Optimise

4

YOU'RE BUSY

We Manage your
Platforms & Build Reports

5

YOUR STACK

Single Vendor Billing

Single Account Management Team

Single Tech Support





Social Media & Customer Care

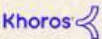




WHAT WE DO

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 (hands on keyboards)
- Custom 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	Consulting
	Social Media Care, Social Media Marketing, Online Community Building	✓	✓	✓	✓	✓	✓
	Social Listening, Social Media Marketing, Influencer Management, Social Analytics	✓	✓	✓	✓	✓	✓
	Social Media Marketing, Social Media Care	✓	✓	✓	✓	✓	✓
	Social Media Marketing, Social Media Care, Influencer Marketing, Social Analytics, UGC	✓	✓	✓	✓	✓	✓
	Benchmarking & Social Analytics	✓	✓	✓	✓	✓	✓



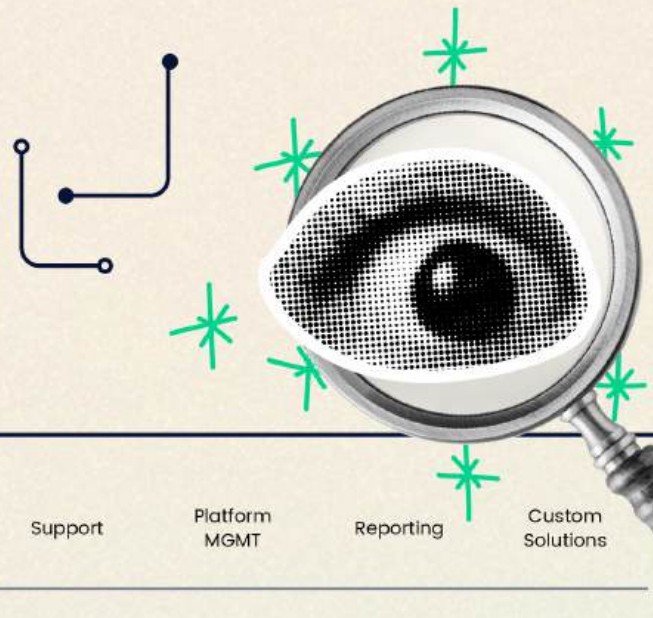
Research & Insights

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

GWl.

Survey-based Market
Research at your
fingertips



audiense.

Audience personas
used for strategy and
media targeting



Brandwatch

Consumer Research:
Social Listening, Real
Time, AI Powered



Hootsuite

Via Talkwalker: Social
Listening





Analytics & BI

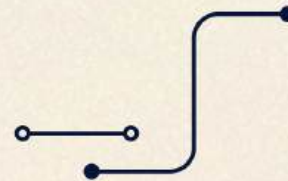
WHAT WE DO

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

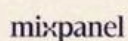
Custom
Solutions



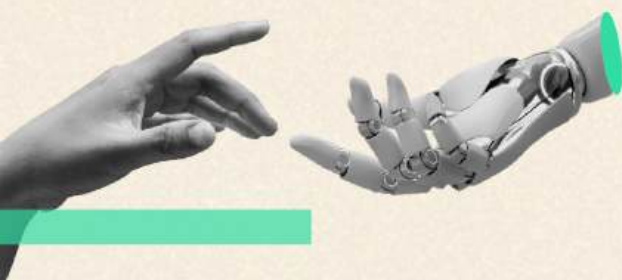
Product Analytics, CDP,
Session Replay &
Experimentation



End-to-end data
solutions



Product Analytics, &
CDP





MarTech

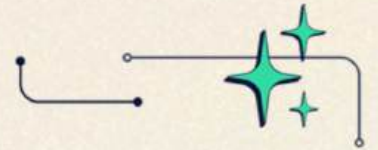
WHAT WE DO

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, Own Online Community Forums	✓	✓	✓	✓	✓	✓





[Chat to our experts](#)

