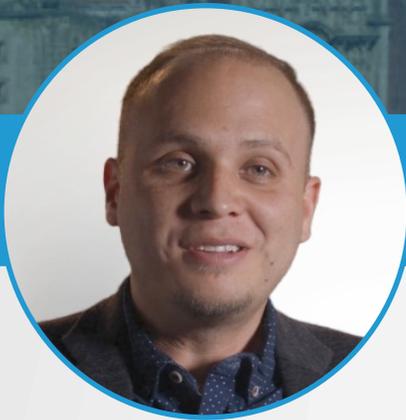# Creating Insights with Social Analytics

David Alfaro
Co-Founder and CEO

masFusion®

> "Our customers are looking to measure their brand against the competition. They also want to know the moments throughout the customer journey. It's not just about measuring when someone is talking about a brand; it's the moments before or after."
>
> **- David Alfaro -**

When Mas Fusion and Sysomos formed their partnership several years ago it was the beginning of a successful reseller relationship that continues to this day. It's a relationship formed on a mutual need: for Mas Fusion its access to an industry leading social marketing platform that they can offer their clients and for Sysomos it's the local market exposure and experience with our solutions that such an innovative and technology focused agency offers.

As one of Sysomos' original partners, David Alfaro of masFusion knows the value of the software – he had tried to create a similar social media analytics platform himself. But in 2011, when David found his model couldn't handle more than 60 clients, he knew he needed an industry partner who could offer his technology clients an innovative social marketing platform.

What led masFusion to look for a partner like Sysomos?

Our clients know social media is a big source of information but they don't know how to handle that data. One of the biggest ways to add value is to understand your customer and use the analytics to create real insights – to get some reaction or more information for product development or support.

What challenges are your clients facing with social data?

Our customers are looking to measure brand and compare it against the competition, or share of voice. They also want to know the moments throughout the customer journey and their behaviors. It's not just about measuring when someone is talking about a brand; it's the moments before or after.

Where do you see the future of social media for your clients?

One of the biggest new features we think social can bring to our customers is predictive analytics. The second is chatbots, or the automation of things. We have tons of conversations in social but how do we take that data, aggregate it and keep evolving artificial intelligence through social media listening?

Hear more from David by watching the complete video!

David Alfaro
CEO, Co-Founder
mas Fusion, Mexico