

Beat: Technology

## LITHIUM COMPANY REVEALS 2015 SOCIAL POWER RANKING - DEFINITIVE GUIDE TO BRANDS

### WINNING GREATER CUSTOMER ENGAGEMENT

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**USPA NEWS** - As a company with one of the largest digital footprints in the world, Lithium Technologies announced, on October 20, the definitive list of brands that are leveraging social approaches to connect, build trust and drive advocacy with customers, ultimately resulting in greater customer engagement...

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The Lithium Social Power Ranking (formerly known as the Klout 50) lists the top 50 global brands using digital strategies to create the ultimate customer experience.

At the top of the Lithium Social Power Ranking is Microsoft, bumping Amazon to the #2 position, followed by MTV, Facebook and Google. These top 5 brands are leaders in providing a holistic digital customer experience, according to their Klout Scores, which measure how engaged customers are with a brand across social channels.

The 2015 Lithium Social Power Ranking revealed:

- New brands in the top 20: Sony (#8), Adidas (#19) and MasterCard (#20)
- Entirely new entrants: PayPal (#27), Lenovo (#31), Lego (#41), HM (#49) and Pampers (#50)
- Top risers from the 2014 ranking: Audi (#11 from #21) and MasterCard (#20 from #34)
- Top industries succeeding in social: tech with 34% and retail with 14%
- Top risers compared to the Interbrand 2015 Best Global Brands Report: MTV (#3 from #90), Chevrolet (#13 from #85) and MasterCard (#20 from #76), reflecting the reality that digital and social brand strength can widely diverge from traditional measures.

The Lithium Social Power Ranking is based on the annual Interbrand Best Global Brands report and the corresponding Klout Scores. Brands not measured by Klout are not included.

Rob Tarkoff, president and Chief Executive Officer at Lithium, said 'Digital has completely transformed current businesses and the way customers interact with brands. Measuring just brand strength is no longer enough. We must look at customer engagement across a brand's Total Community "" from Facebook and Twitter to user reviews and branded communities.'

Source : Lithium

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