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**Subject:** What Social Media Analytics Can't Tell You about Your Customers

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Marketers,

Every company wants to be customer-centric. Smart companies want to understand who their customers are, what those customers want, and why they want it. The rise of social media has created extremely high consumer expectations for companies with which they do business. So far, however, social media analytics has failed to live up to its promise as a “cure all” for customer-centricity. Check out this complimentary report, provided by Vision Critical®, as they share intelligence from three brands on the behavior of their customers on social media.

Learn more about understanding your social media audience and how to tie your social media analytics to other customer data.

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