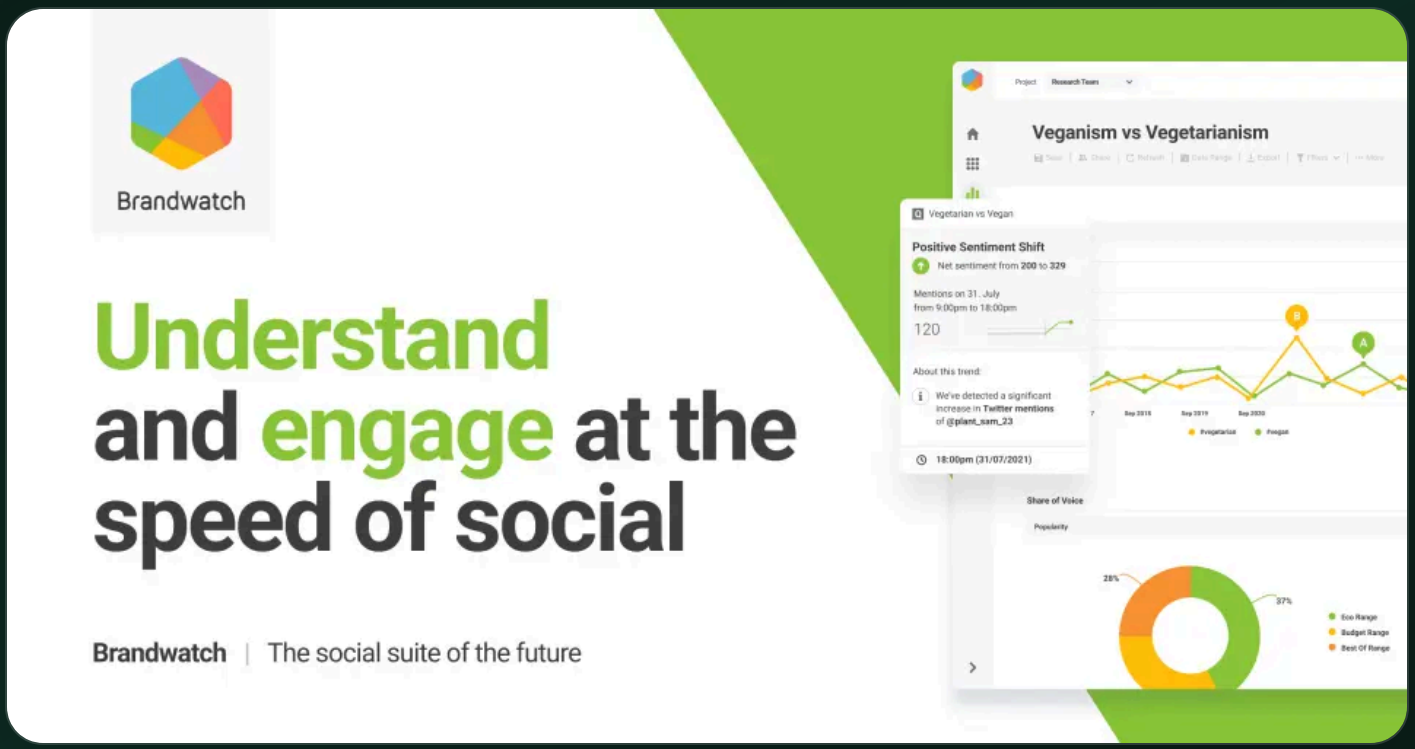
ToolGPA

NOVEMBER 2026

Brandwatch

The Insider's Guide

Enterprise social listening, management and consumer research



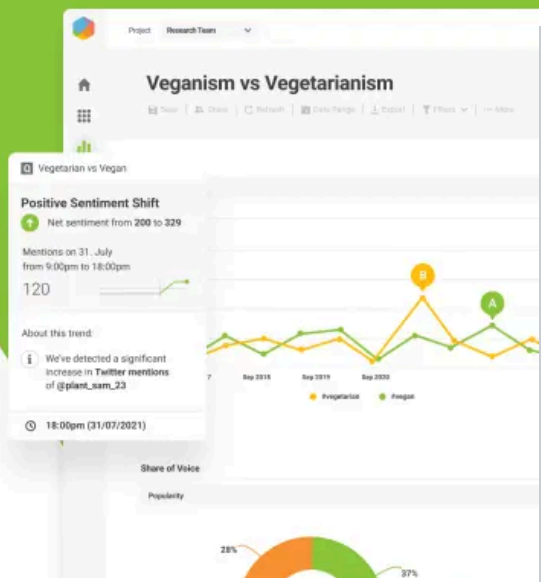
Every plan, grade, refund rule and rival among social media schedulers, read from Brandwatch's own pages.

Made by Brandwatch · checked Nov 13, 2026 · toolgpa.com

1.8
GPA

Brandwatch

Understand and engage at the speed of social



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Brandwatch's own pages, its app-store listings and our grades. Every fact in it is on Brandwatch's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.8

GPA, above 6 of the 90 other social media schedulers we grade

Brandwatch is a suite for large organizations covering consumer research and social listening, social media management, influencer marketing and search intelligence. The social management product was formerly Falcon, and influencer tools were formerly Paladin. Pricing is handled through sales.

To get you started, here are **7 things to know about Brandwatch**, taken from its own pages and our grades.

> "
>
> **A web platform sold through a demo, and no store rating on record.**
>
> From our grade for ease of use

1 **Best for enterprise social listening**

Brandwatch is a company-scale suite covering listening, publishing, influencer work and search data.

2 **It runs on Web**

Web.

3 **Consumer intelligence**

Searches an archive of online conversations, with customizable dashboards, automated reporting and alerts.

4 **Social media management**

Publishing calendar for organic and paid posts, a community inbox and competitor benchmarking; this was the Falcon suite.

5 **Influencer marketing**

Influencer discovery across a database of over 30 million creators, plus relationship and campaign tracking.

6 **A 1.8 GPA, above 6 of 90**

That is against the other social media schedulers we grade, on value, the free plan, features, ease of use and platforms.

7 **Your call**

You could make the core of Brandwatch for yourself: reports.

Brandwatch at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Brandwatch	CATEGORY Social Media Schedulers
OUR GRADE 1.8 GPA, weak	

The report card

Best for enterprise social listening

Brandwatch is a company-scale suite covering listening, publishing, influencer work and search data. It publishes no prices, sells the products separately and quotes after a demo, so you cannot compare it with anything until you have talked to sales.

TOOLGPA REPORT CARD **Brandwatch** Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No price is published, so it sits at the middle by default; plans are quoted after a demo.
Free plan and trial	F	No free plan and no trial listed; you request a demo.
Features	B	Listening, social management, influencer marketing, search data and an AI assistant. The listing shows no gap in the core job, though products are sold separately.
Ease of use	C	A web platform sold through a demo, and no store rating on record. Expect onboarding.
Platforms and integrations	C	Web only, with no integrations listed on the pages we read.
Grade point average		Weak, out of 4.0 **1.8**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Brandwatch is for

- ✓ Fits if you are a company that needs listening across millions of conversations
- ✓ Makes sense if you can put budget through a sales process

Who it is not for

- ✗ Not for you if you want to see a price first, as none is published
- ✗ Skip it if you want a free plan or trial, because there is none
- ✗ Too light for planning, as plan limits are not listed on the pages we read
- ✗ Watch out: listening and publishing are separate products, possibly separate contracts

Good to know

Good for

- ✓ Enterprises running research and listening programs
- ✓ Agencies managing brand reputation for large clients

Worth knowing

- ⓘ No prices are published; plans are quoted after a demo request.
- ⓘ Standard to enterprise plans exist per product, but their limits are not listed.
- ⓘ Products are sold separately, so listening and publishing may be separate contracts.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

Brandwatch's current pricing could not be confirmed from its own site.

> **No price is published, so it sits at the middle by default; plans are quoted after a demo.**
>
> From our grade for value for money

We could not confirm Brandwatch's current prices from its own site, so this guide lists no plans. brandwatch.com has them.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Enterprise social listening, management and consumer research. Here is what it does, as its own site describes it, and what it covers: AI features, reports, dashboards.

> **Listening, social management, influencer marketing, search data and an AI assistant.**

From our grade for features

Consumer intelligence

Searches an archive of online conversations, with customizable dashboards, automated reporting and alerts.

Social media management

Publishing calendar for organic and paid posts, a community inbox and competitor benchmarking; this was the Falcon suite.

Influencer marketing

Influencer discovery across a database of over 30 million creators, plus relationship and campaign tracking.

Search intelligence

Covers search visibility and generative AI monitoring.

Iris AI

AI features across the suite, branded Iris by the vendor.

Where it runs

Web

What it works with

Its own pages name no integrations.

Brandwatch is made by Brandwatch.

Where it stands

Its grades against its category, and whether to keep it or make your own

6/90

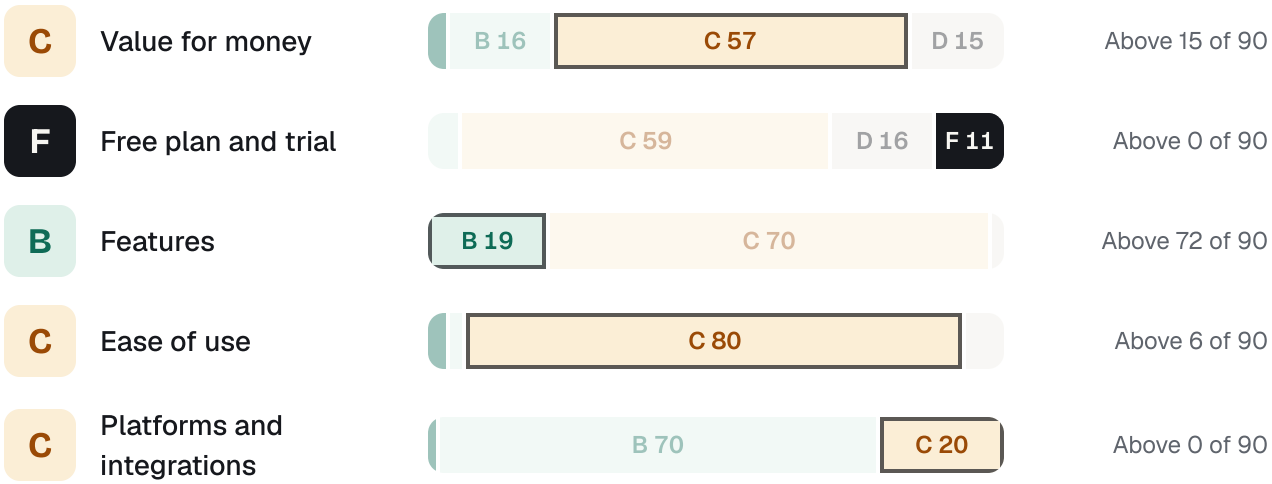
Other social media schedulers it is graded above

Brandwatch's GPA of 1.8 is higher than 6 of the 90 other social media schedulers we grade, and level with 12.

It stands best on features (B, above 72 of 90) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 91 social media schedulers we grade, cut by the letter each got. Brandwatch's own letter is outlined.



Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Your call

You could make the core of Brandwatch for yourself: reports.

What you would give up is listed below. Whether that is worth the price is your call.

What you could make

- Reports: an app builder makes this well.
- It runs in a browser, which is where something home-made would run too.

What you could not

- Connections that pull numbers from dozens of other services.
- AI features, unless you pay a model provider for each request yourself.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Brandwatch's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Sprout Social, Emplifi, Sprinklr, Meltwater and Hootsuite

The 5 tools Brandwatch is most often weighed against, with where each one differs from it.

2.2 GPA

Sprout Social

Free trial · from $79/mo

Social media management with a shared inbox, listening and reports.

- Only Sprout Social lists iOS and Android apps.
- Brandwatch also covers dashboards.
- Sprout Social also covers calendar and shared inbox.

Brandwatch and Sprout Social compared in full

1.6 GPA

Emplifi

From $1,249/mo

Enterprise social media marketing, care and commerce platform.

- Brandwatch also covers dashboards.
- Emplifi also covers calendar, shared inbox and review collection.

Brandwatch and Emplifi compared in full



1.8
GPA

Sprinklr

Paid

Enterprise social media management and customer experience suite.

- Brandwatch also covers dashboards.
- Sprinklr also covers calendar, shared inbox and workflow automation.

Brandwatch and Sprinklr compared in full



1.6
GPA

Meltwater

Paid

Media monitoring, social listening and PR intelligence platform.

- Meltwater also covers AI search visibility.

Brandwatch and Meltwater compared in full



2.6
GPA

Hootsuite

Free trial · from $99/mo

Social media suite for publishing, inbox, listening and reports.

- Only Hootsuite lists iOS and Android apps.
- Brandwatch also covers dashboards.
- Hootsuite also covers calendar and shared inbox.

Brandwatch and Hootsuite compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

9

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Brandwatch free?

No. Brandwatch is a paid product.

What platforms does Brandwatch work on?

Brandwatch is available on Web.

Does Brandwatch have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Brandwatch is listed for Web.

Does Brandwatch have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Brandwatch is listed for Web.

Is Brandwatch open source?

Brandwatch is not described as open source on its own site, as read on Nov 13, 2026.

Who makes Brandwatch?

Brandwatch is made by a company of the same name.

What are the alternatives to Brandwatch?

The closest alternatives to Brandwatch in our directory are Sprout Social, Emplifi, Sprinklr, Meltwater and Hootsuite.

How does Brandwatch compare with other social media schedulers?

Brandwatch's GPA of 1.8 is higher than 6 of the 90 other social media schedulers we grade, and level with 12.

Could I make my own version of Brandwatch?

You could make the core of Brandwatch for yourself: reports. What you would give up is listed below.

Where this guide comes from

The prices, plans, platforms and features were read from Brandwatch's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Brandwatch's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Brandwatch. Prices change, so check brandwatch.com before you buy.

brandwatch.com/

brandwatch.com/plans/

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at toolgpa.com.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Brandwatch, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/brandwatch

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Brandwatch: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/brandwatch
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Know someone choosing between social media schedulers?

Send them this guide:
toolgpa.com/tools/brandwatch/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded social media schedulers after Brandwatch, each with an Insider's Guide of its own.

Social Media Schedulers Insider's Guide

Every one of the 91 social media schedulers we grade, compared

Buffer Insider's Guide

Social media scheduler priced by the channel, with a free plan

2.8 GPA

Fedica Insider's Guide

Scheduling and follower analytics across 15 social networks

2.6 GPA

Hootsuite Insider's Guide

Social media suite for publishing, inbox, listening and reports

2.6 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Brandwatch's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Brandwatch is a trademark of its owner, and this guide is not made, paid for or approved by Brandwatch. Prices and plans change: check brandwatch.com before you buy.