

# Grid<sup>®</sup> Report for Content Curation

## Fall 2022



### Content Curation Software

Contenders									Leaders
Niche									High Performers

Satisfaction

Market Presence

G2 Grid<sup>®</sup> Scoring

(Content Curation Software continues on next page)

# Content Curation Software (continued)

## Content Curation Software Definition

Content curation software helps businesses discover content from third-party sources and share it with their own audiences for marketing purposes. Curated content can include written content, such as news articles, blog posts, and social media messages, as well as visual content, such as infographics, videos, and more. Marketing teams use content curation software to engage their audiences, attract prospective customers, build credibility, and demonstrate thought leadership.

Content curation software offers features to help marketing teams find relevant content for a particular industry or topic, and then redistribute the content to their own target audience through social media, newsletters, or websites. To assist with distribution, content curation products may integrate with or provide features of [social media management software](#) or [email marketing software](#). Some content curation tools also include functionality for finding and collecting [user-generated content](#). In addition to content curation software, marketing teams may leverage other [content marketing solutions](#) such as [content creation software](#) and [content analytics software](#).

To qualify for inclusion in the Content Curation category, a product must:

- ▶ Provide tools to curate content from sources across the web for marketing purposes
- ▶ Enable users to share curated content through one or more channels, such as social media or email marketing

## Content Curation Grid® Scoring Description

Products shown on the Grid® for Content Curation have received a minimum of 10 reviews/ratings in data gathered by August 30, 2022. Products are ranked by customer satisfaction (based on user reviews) and market presence (based on market share, seller size, and social impact) and placed into four categories on the Grid®:

- ▶ Products in the Leader quadrant are rated highly by G2 users and have substantial Market Presence scores. Leaders include: [ContentStudio](#), [UpContent](#), [BuzzSumo](#), and [AdvisorStream](#)
- ▶ High Performing products have high customer Satisfaction scores and low Market Presence compared to the rest of the category. High Performers include: [Taggbox Widget](#), [StoryStream](#), [Cronycle](#), [Sniply](#), and [Social Jazz](#)
- ▶ Contender products have relatively low customer Satisfaction scores and high Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Contenders include: [Scoop.it](#) and [Feedly](#)
- ▶ Niche products have relatively low Satisfaction scores and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Niche products include: [Curata](#), [DrumUp](#), and [Paper.li](#)

# Grid® Scores for Content Curation Software

The table below shows the Satisfaction and Market Presence scores that determine product placement on the Grid®. To learn more about each of the products, please see the profile section.

## Leaders

	# of Reviews	Satisfaction	Market Presence	G2 Score
<a href="#">ContentStudio</a>	262	93	66	80
<a href="#">UpContent</a>	201	94	62	78
<a href="#">BuzzSumo</a>	17	59	91	75
<a href="#">AdvisorStream</a>	24	73	52	63

## High Performers

<a href="#">Taggbox Widget</a>	13	75	40	57
<a href="#">StoryStream</a>	11	58	48	53
<a href="#">Cronycle</a>	14	64	41	53
<a href="#">Sniply</a>	30	52	38	45
<a href="#">Social Jazz</a>	15	57	7	32

## Contenders

<a href="#">Scoop.it</a>	12	45	69	57
<a href="#">Feedly</a>	19	32	70	51

## Niche

<a href="#">Curata</a>	38	42	49	46
<a href="#">DrumUp</a>	14	29	17	23
<a href="#">Paper.li</a>	13	4	33	19

\* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.



# Grid® Methodology

## Grid® Rating Methodology

The Grid® represents the democratic voice of real software users, rather than the subjective opinion of one analyst. G2 rates products from the Content Curation category algorithmically based on data sourced from product reviews shared by G2 users and data aggregated from online sources and social networks.

Technology buyers can use the Grid® to help them quickly select the best products for their businesses and to find peers with similar experiences. For sellers, media, investors, and analysts, the Grid® provides benchmarks for product comparison and market trend analysis.

## Grid® Scoring Methodology

G2 rates products and sellers based on reviews gathered from our user community, as well as data aggregated from online sources and social networks. We apply a unique algorithm (v3.0) to this data to calculate the Satisfaction and Market Presence scores in real time. The Grid® Report for Content Curation | Fall 2022 is based on scores calculated using the G2 algorithm v3.0 from reviews collected through August 30, 2022. To view the Content Curation Grid® with the most recent data, please visit the [Content Curation](#) page.

### Satisfaction

The Satisfaction rating is affected by the following (in order of importance):

- ▶ Customer satisfaction with end user-focused product attributes based on user reviews
- ▶ Popularity and statistical significance based on the number of reviews received by G2
- ▶ Quality of reviews received (reviews that are more thoroughly completed will be weighted more heavily)
- ▶ Age of reviews (more-recent reviews provide relevant and up-to-date information that is reflective of the current state of a product)
- ▶ Customers' satisfaction with administration-specific product attributes based on user reviews
- ▶ Overall customer satisfaction and Net Promoter Score® (NPS) based on ratings by G2 users

Note: The customer satisfaction score is normalized for each Grid®, meaning the scores are relative.

*(Grid® Methodology continues on next page)*

\*\* Net Promoter, Net Promoter System, Net Promoter Score, NPS and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

# Grid® Methodology (continued)

## Market Presence

The Market Presence score is affected by the following (in order of importance):

- ▶ Market presence is a combination of 15 metrics from G2’s reviews, publicly available information, and third-party sources
- ▶ Both the software sellers and the individual products are measured on various criteria. The criteria are listed in order of importance. Products metric receive greater weight than seller metrics

Criteria	Measured For		Metrics
	Product	Seller	
Number of Employees	✓	✓	Employee Count (based on social networks and public sources)
Reviews	✓		Review Count (weighted by recency)
Web Presence	✓	✓	
Social Presence	✓	✓	
Growth	✓	✓	Employee Growth, Web Presence Growth
Seller Age		✓	
Employee Satisfaction and Engagement		✓	

- ▶ Each input is normalized by category and segment. This means that scores are relative to other products in the category/segment and may change from segment to segment
- ▶ The scores are then scaled from 0-100

## Grid® Categorization Methodology

Making G2 research relevant and easy for people to use as they evaluate and select business software products is one of our most important goals. In support of that goal, organizing products and software companies in a well-defined structure that makes capturing, evaluating, and displaying reviews and other research in an orderly manner is a critical part of the research process.

To manage the process of categorizing the software products and the related reviews in the G2 community, G2 follows a publicly available [categorization methodology](#). All products appearing on the Grid® have passed through G2’s categorization methodology and meet G2’s category standards.

Many terms that appear regularly across G2 and are used to aid in product categorization warrant a definition to facilitate buyer understanding. These terms may be included within reviews from the G2 community or in executive summaries for products included on the Grid®. A [list of standard definitions](#) is available to G2 users to eliminate confusion and ease the buying process.

*(Grid® Methodology continues on next page)*

# Grid® Methodology (continued)

## Rating Changes and Dynamics

The ratings in this report are based on a snapshot of the user reviews and social data collected by G2 up through August 30, 2022. The ratings may change as the products are further developed, the sellers grow, and as additional opinions are shared by users. G2 updates the ratings on its website in real time as additional data is received, and this report will be updated as significant data is received. By improving their products and support and/or by having more satisfied customer voices heard, Contenders may become Leaders and Niche sellers may become High Performers.

## Trust

Keeping our ratings unbiased is our top priority. We require the use of a LinkedIn account or verified business email address to validate a G2 user's identity and employer. We also validate users by partnering with sellers and organizations to securely authenticate users through select platforms. We do not allow users to review their current or former employers' products, or those of their employers' competitors. Additionally, all reviews are manually checked by our team after our algorithm filters out reviews that don't meet our submission requirements. All reviews must pass our moderation process before they are published.

Our G2 staff does not add any subjective input to the ratings, which are determined algorithmically based on data aggregated from publicly available online sources and social networks. Sellers cannot influence their ratings by spending time or money with us. Only the opinion of real users and data from public sources factor into the ratings.

## Grid® Inclusion Criteria

All products in a G2 category that have at least 10 reviews from real users of the product are included on the Grid®. Inviting other users, such as colleagues and peers, to join G2 and share authentic product reviews will accelerate this process.

If a product is not yet listed on G2 and it fits the market definition above, then users are encouraged to [suggest its addition](#) to our [Content Curation](#) category.

## Product Profiles

Product profiles and detailed charts are included for products with 10 or more reviews.



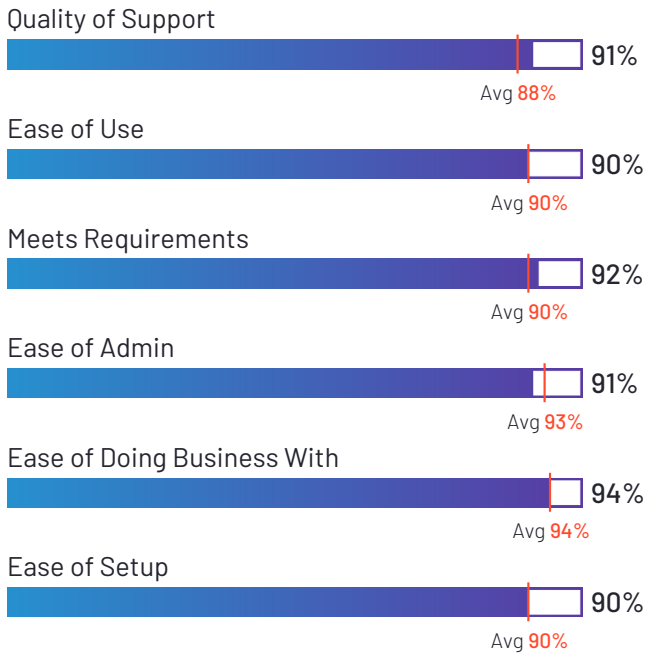
# ContentStudio

4.6 ★★★★★ (322)

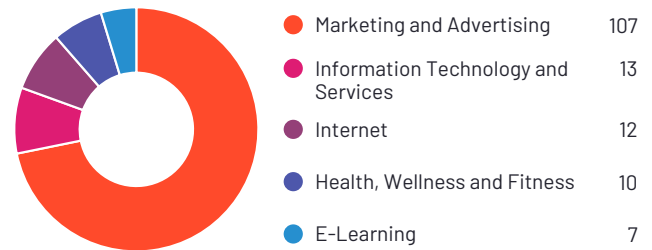


ContentStudio has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 99% of users rated it 4 or 5 stars, 95% of users believe it is headed in the right direction, and users said they would be likely to recommend ContentStudio at a rate of 92%. ContentStudio is also in the Content Distribution, Social Media Analytics, Social Media Management, Social Media Monitoring, and Marketing Calendar categories.

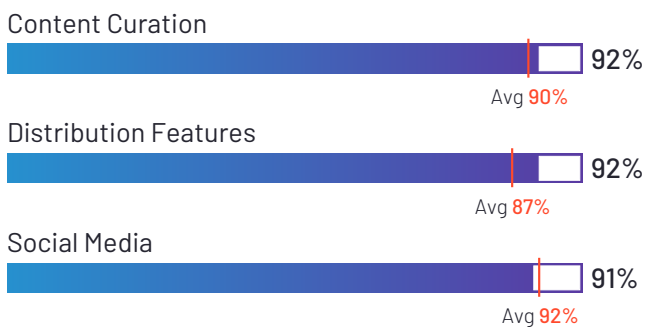
## Satisfaction Ratings



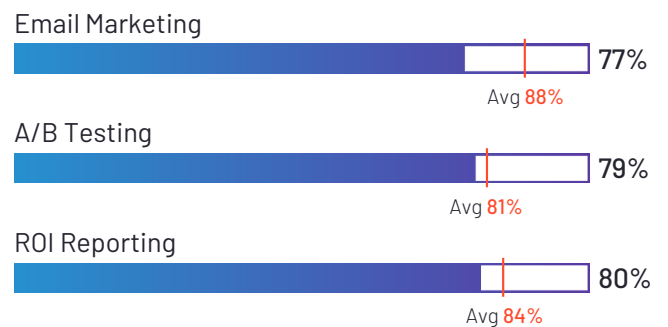
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
ContentStudio Inc



**HQ Location**  
Claymont, Delaware



**Year Founded**  
2017



**Employees (Listed On LinkedIn)**  
27



**Company Website**  
[contentstudio.io](https://contentstudio.io)



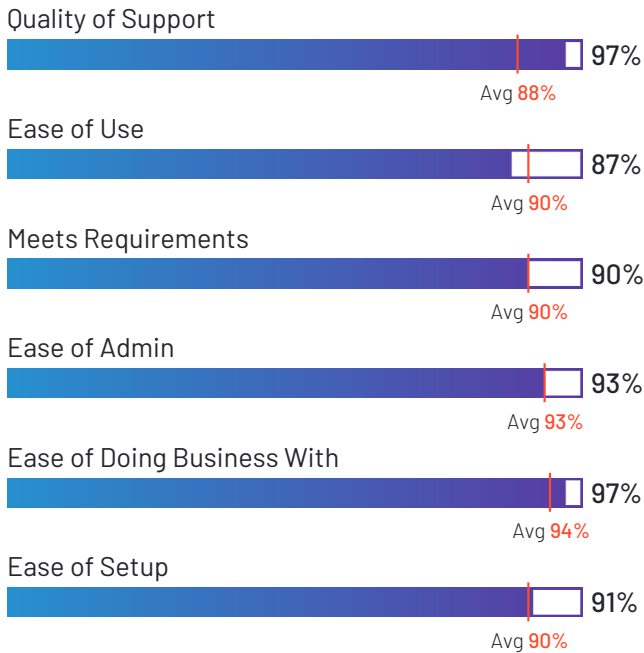
# UpContent

4.4 ★★★★★ (227)

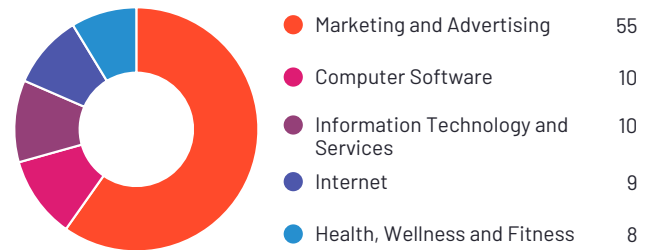


UpContent has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. UpContent received the highest Satisfaction score among products in Content Curation. 94% of users rated it 4 or 5 stars, 88% of users believe it is headed in the right direction, and users said they would be likely to recommend UpContent at a rate of 89%. UpContent is also in the Content Experience Platforms and Content Distribution categories.

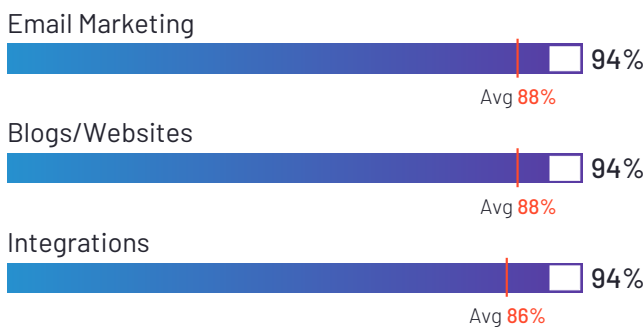
## Satisfaction Ratings



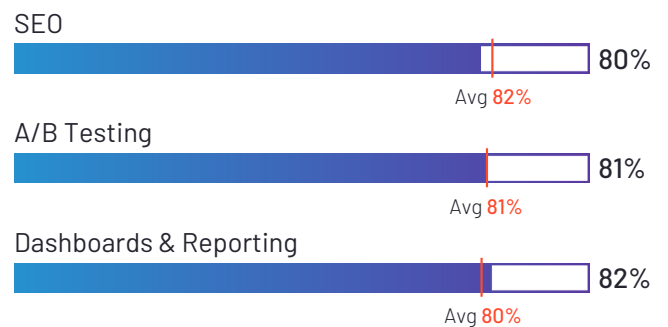
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
UpContent



**HQ Location**  
Pittsburgh, PA



**Year Founded**  
2017



**Employees (Listed On LinkedIn)**  
8



**Company Website**  
[upcontent.com](http://upcontent.com)





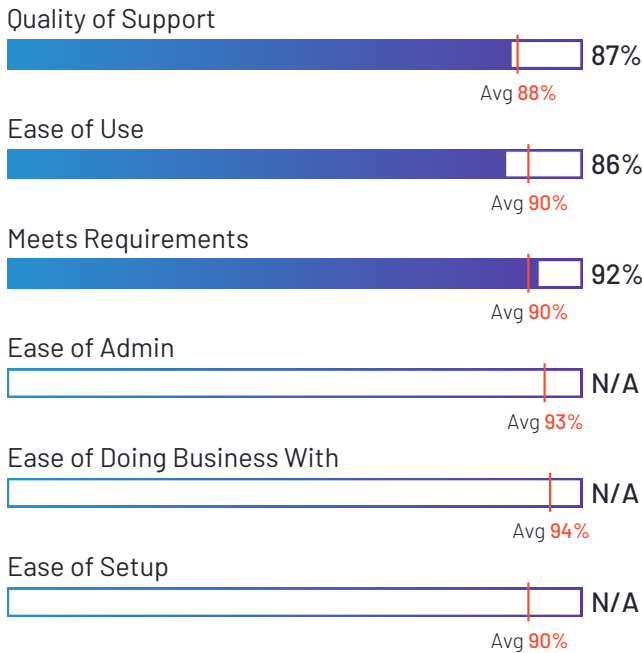
# BuzzSumo

4.5 ★★★★★ (94)



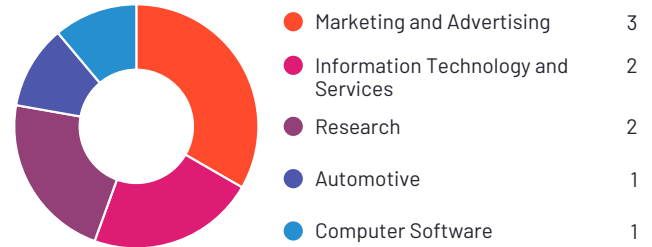
BuzzSumo has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. BuzzSumo has the largest Market Presence among products in Content Curation. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend BuzzSumo at a rate of 89%. BuzzSumo is also in the Media and Influencer Targeting, Social Media Analytics, Social Media Monitoring, and Blogger Outreach categories.

## Satisfaction Ratings

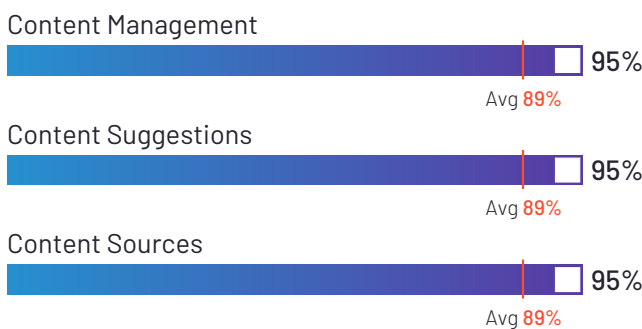


\*N/A is displayed when fewer than five responses were received for the question.

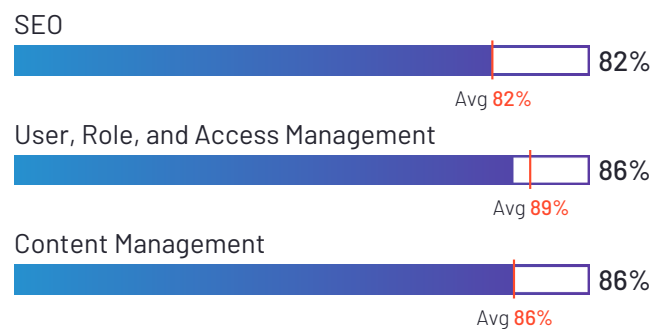
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



Ownership  
Brandwatch



HQ Location  
Brighton, East Sussex



Year Founded  
2007



Employees (Listed  
On LinkedIn)  
1,156



Company Website  
[brandwatch.com](https://brandwatch.com)



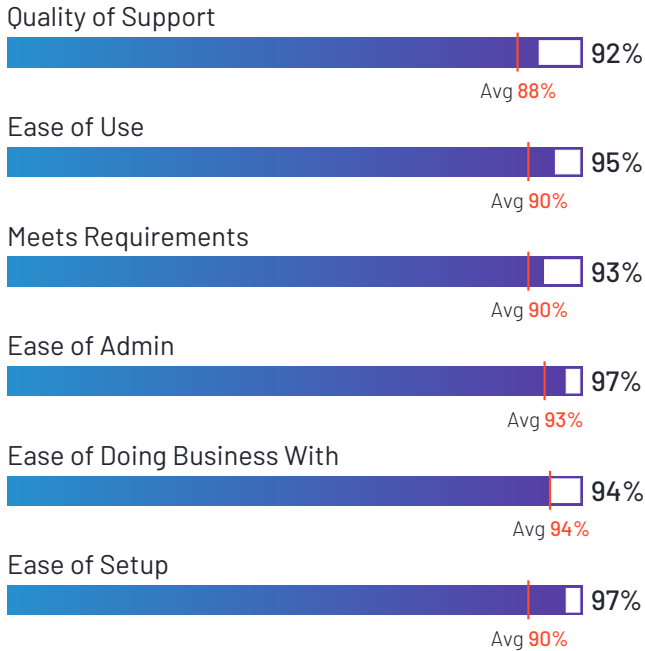
# AdvisorStream

4.8 ★★★★★ (24)

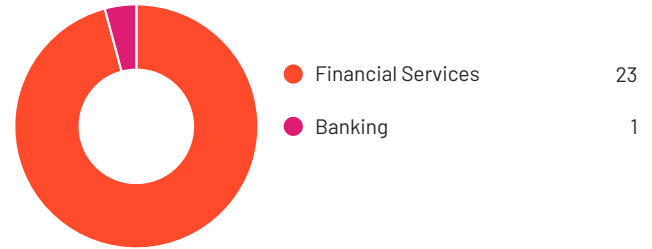


AdvisorStream has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 96% of users rated it 4 or 5 stars, 95% of users believe it is headed in the right direction, and users said they would be likely to recommend AdvisorStream at a rate of 95%.

## Satisfaction Ratings



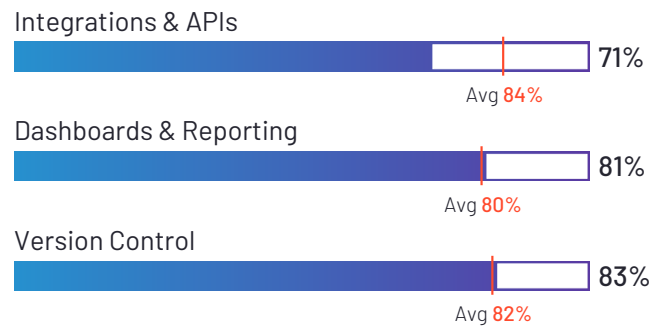
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



Ownership  
AdvisorStream



HQ Location  
New York, New York



Year Founded  
2012



Employees (Listed  
On LinkedIn)  
28



Company Website  
[advisorstream.com](https://advisorstream.com)



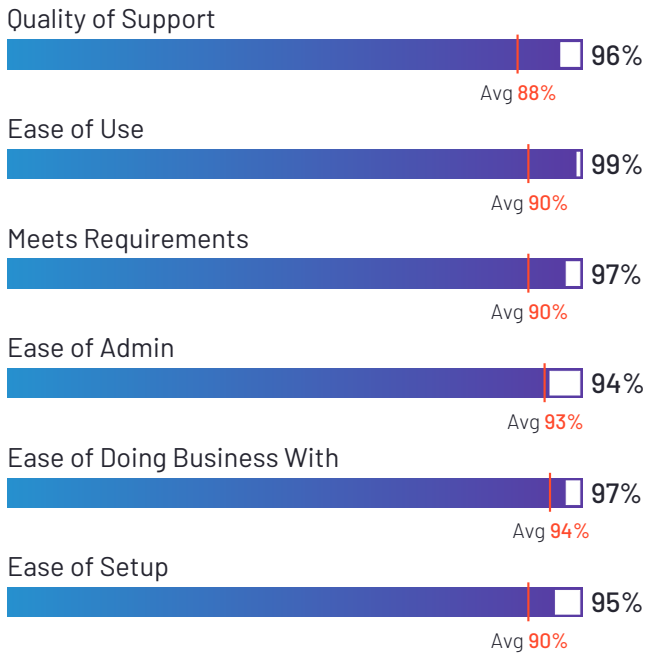
# Taggbox Widget

4.9 ★★★★★ (24)

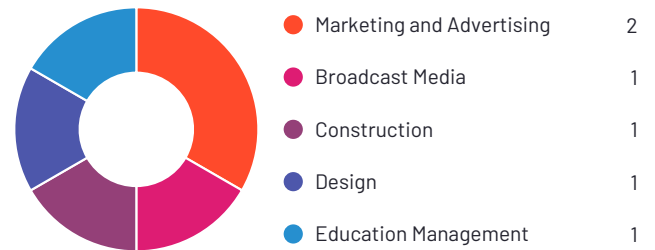


Taggbox Widget has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 78% of users believe it is headed in the right direction, and users said they would be likely to recommend Taggbox Widget at a rate of 97%. Taggbox Widget is also in the User-Generated Content category.

## Satisfaction Ratings



## Top Industries Represented



**Ownership**  
Taggbox



**HQ Location**  
Walnut, California



**Year Founded**  
2016



**Employees (Listed On LinkedIn)**  
43



**Company Website**  
[taggbox.com](https://taggbox.com)

# StoryStream

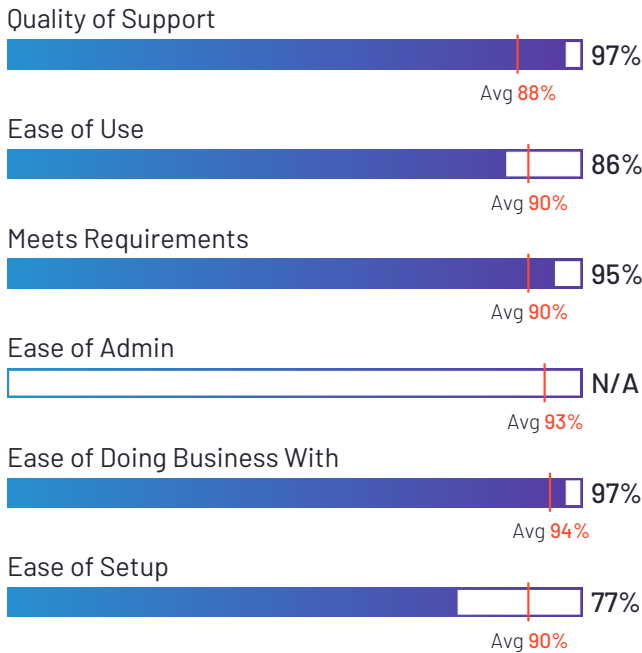


4.3 ★★★★★ (13)

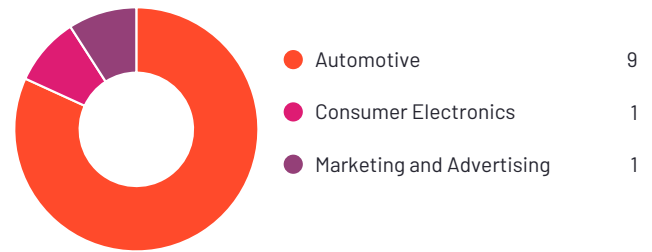


StoryStream has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 88% of users believe it is headed in the right direction, and users said they would be likely to recommend StoryStream at a rate of 87%. StoryStream is also in the Content Distribution, Content Experience Platforms, Content Creation, User-Generated Content, Digital Asset Management, and Social Media Advertising categories.

## Satisfaction Ratings



## Top Industries Represented



\*N/A is displayed when fewer than five responses were received for the question.



**Ownership**  
StoryStream



**HQ Location**  
London, London



**Year Founded**  
2011



**Employees (Listed On LinkedIn)**  
43



**Company Website**  
[storystream.ai](http://storystream.ai)



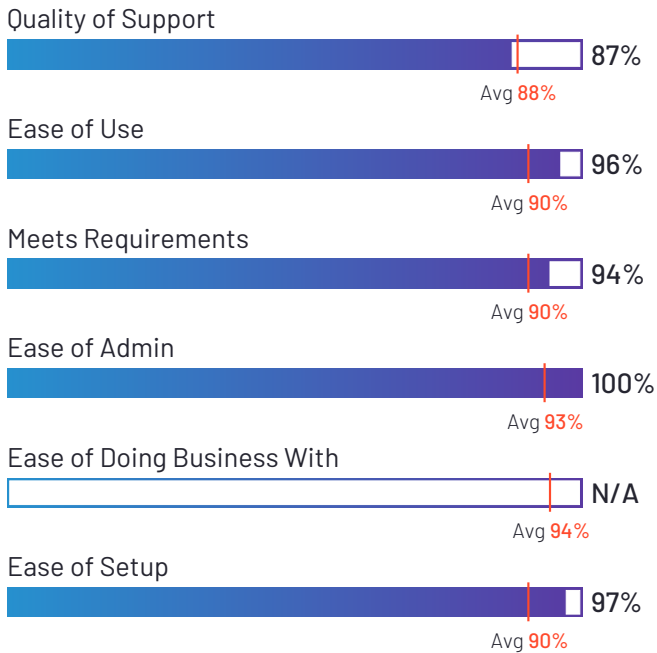
# Cronycle

4.7 ★★★★★ (16)

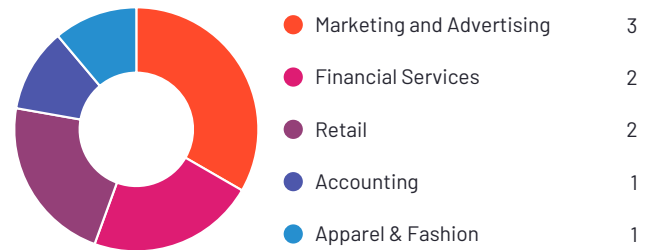


Cronycle has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 93% of users rated it 4 or 5 stars, 80% of users believe it is headed in the right direction, and users said they would be likely to recommend Cronycle at a rate of 94%. Cronycle is also in the Market Intelligence and Knowledge Base categories.

## Satisfaction Ratings



## Top Industries Represented



\*N/A is displayed when fewer than five responses were received for the question.



**Ownership**  
Cronycle



**HQ Location**  
London



**Year Founded**  
2013



**Employees (Listed On LinkedIn)**  
24



**Company Website**  
[cronycle.com](https://cronycle.com)



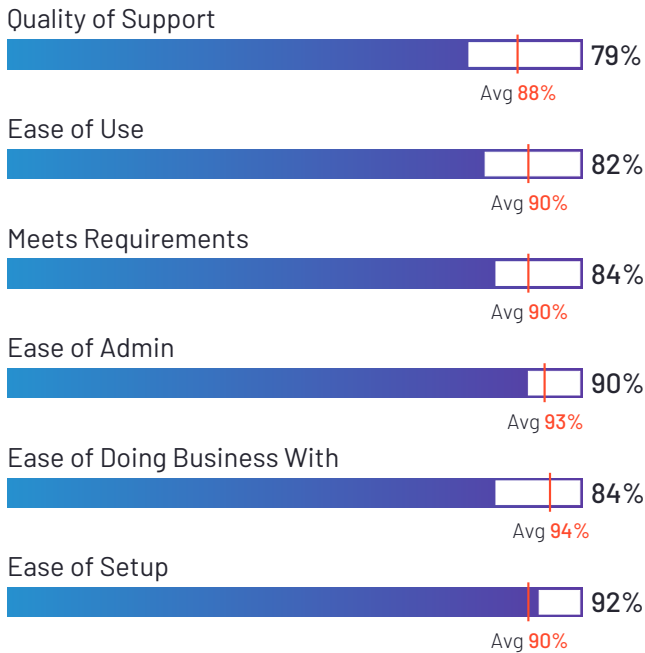
# Sniply

4.2 ★★★★★ (35)

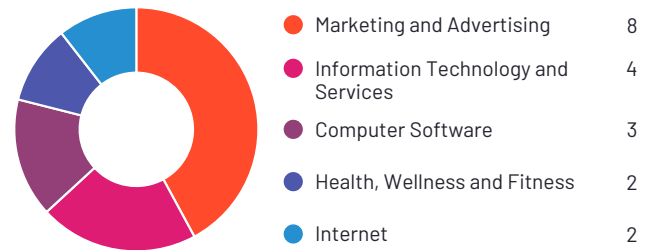


Sniply has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 90% of users rated it 4 or 5 stars, 88% of users believe it is headed in the right direction, and users said they would be likely to recommend Sniply at a rate of 82%. Sniply is also in the URL Shortener, Content Analytics, and Pop-Up Builder categories.

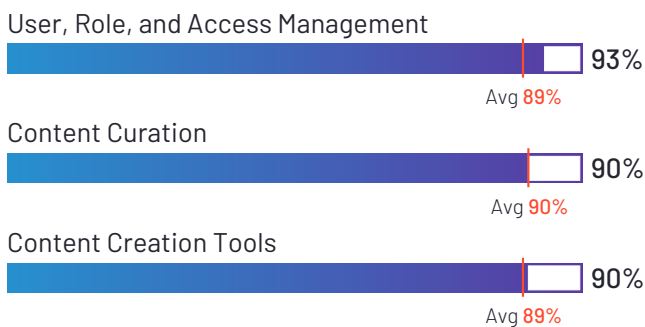
## Satisfaction Ratings



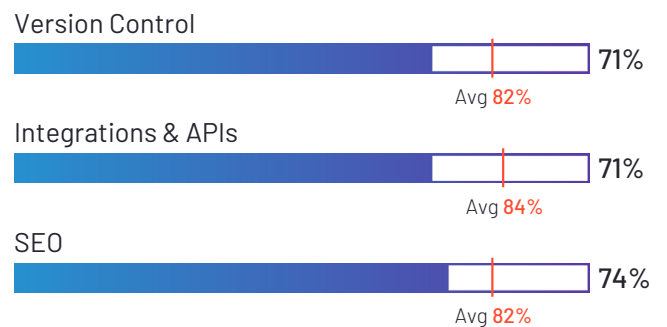
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
Sniply



**HQ Location**  
San Francisco, CA



**Year Founded**  
2014



**Employees (Listed On LinkedIn)**  
1



**Company Website**  
[snip.ly](https://snip.ly)



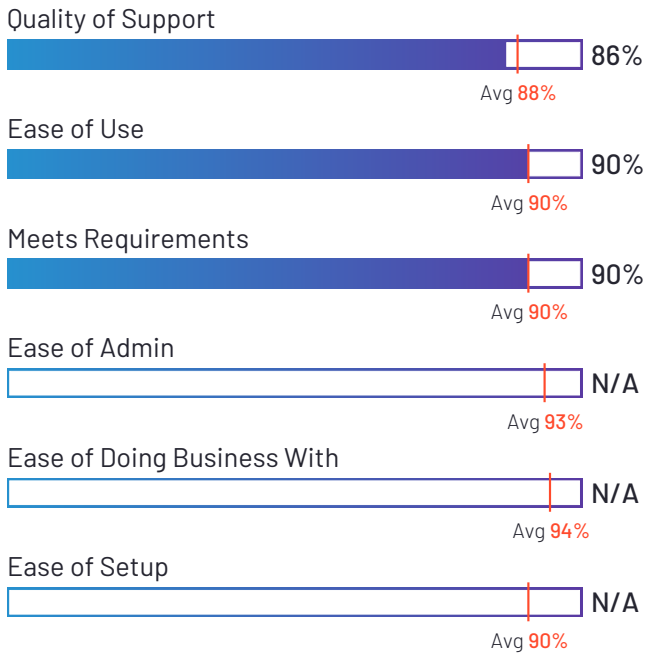
# Social Jazz

4.3 ★★★★★ (15)



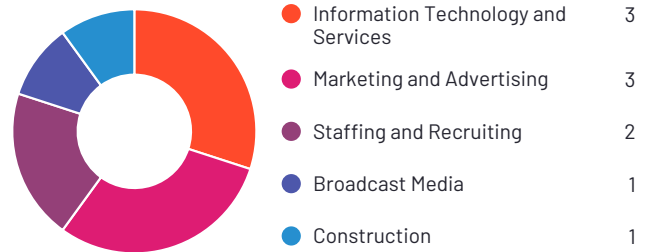
Social Jazz has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 80% of users believe it is headed in the right direction, and users said they would be likely to recommend Social Jazz at a rate of 85%.

## Satisfaction Ratings

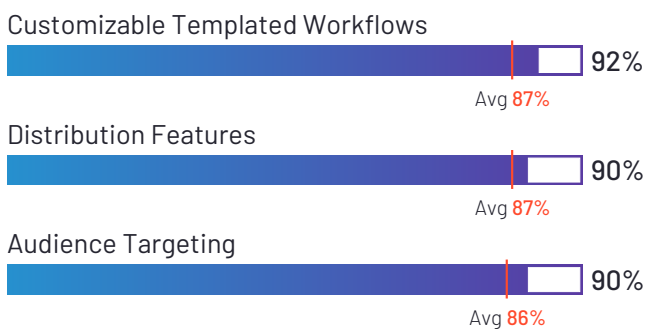


\*N/A is displayed when fewer than five responses were received for the question.

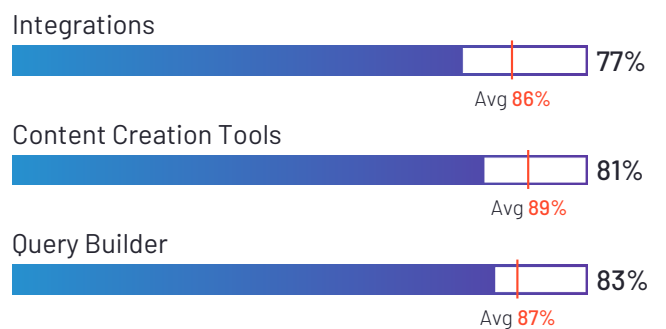
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
Social Jazz, Inc.



**HQ Location**  
Rochester, New York



**Year Founded**  
2021



**Employees (Listed On LinkedIn)**  
2



**Company Website**  
[socialjazz.com](https://socialjazz.com)

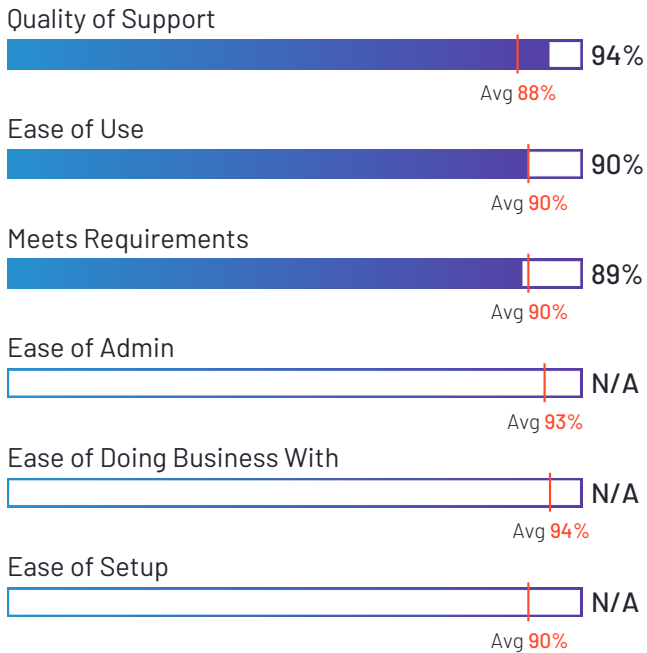


# Scoop.it

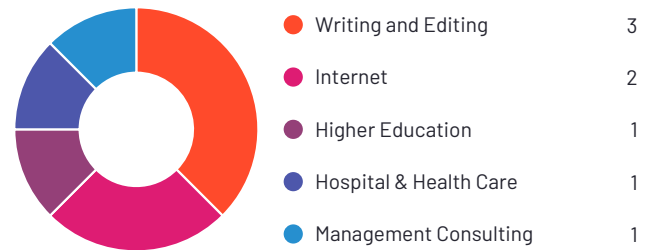
4.7 ★★★★★ (26)

Scoop.it has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Scoop.it at a rate of 94%. Scoop.it is also in the Content Distribution category.

## Satisfaction Ratings



## Top Industries Represented



\*N/A is displayed when fewer than five responses were received for the question.

<p><b>Ownership</b> Scoop.it</p>	<p><b>HQ Location</b> San Francisco, California</p>	<p><b>Year Founded</b> 2011</p>	<p><b>Employees (Listed On LinkedIn)</b> 41</p>	<p><b>Company Website</b> <a href="http://www.scoop.it">www.scoop.it</a></p>
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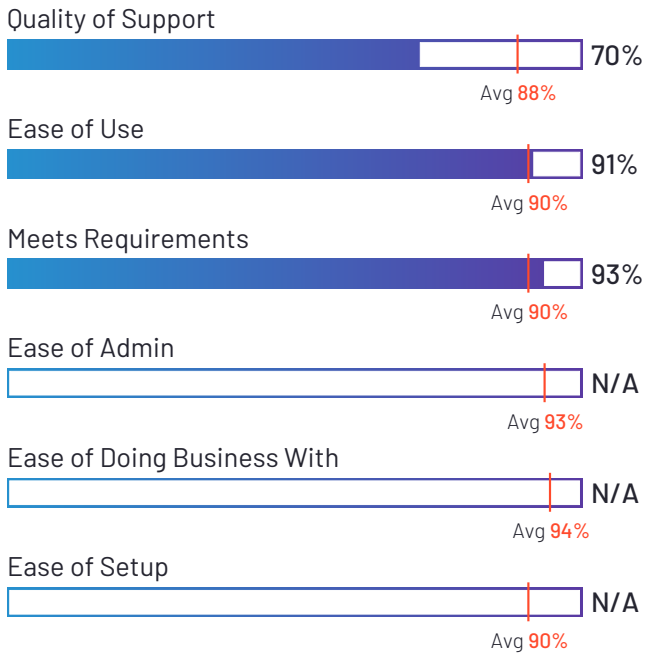


# Feedly

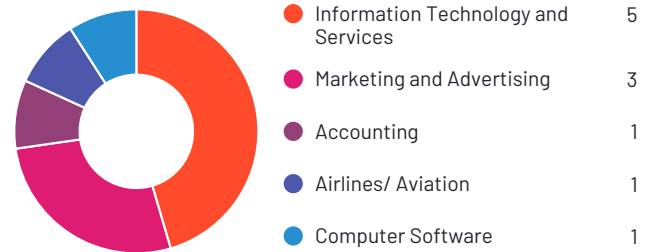
4.3 ★★★★★ (73)

Feedly has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 95% of users rated it 4 or 5 stars, 88% of users believe it is headed in the right direction, and users said they would be likely to recommend Feedly at a rate of 88%. Feedly is also in the Social Media Monitoring and Media Monitoring categories.

## Satisfaction Ratings



## Top Industries Represented



\*N/A is displayed when fewer than five responses were received for the question.



**Ownership**  
Feedly



**HQ Location**  
Palo Alto, CA



**Employees (Listed On LinkedIn)**  
47



**Company Website**  
[feedly.com](https://feedly.com)

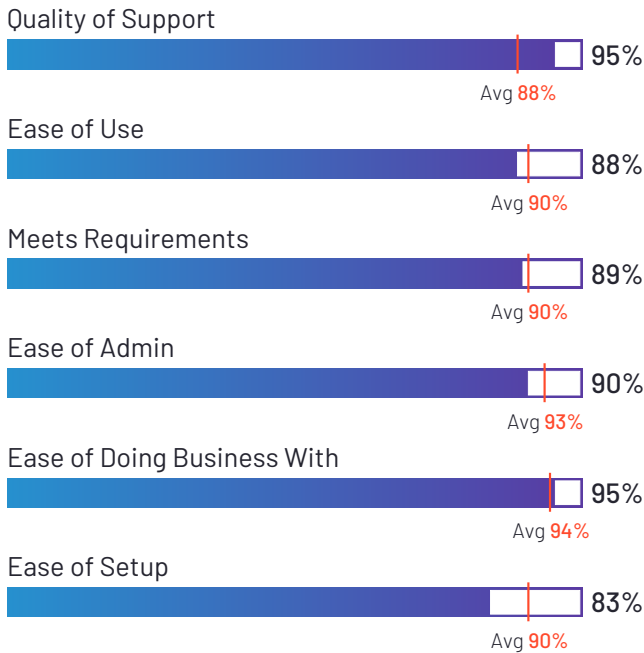


# Curata

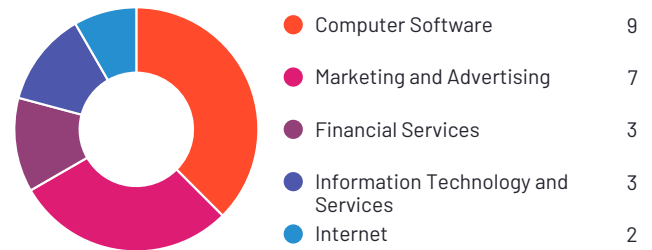
4.5 ★★★★★ (40)

Curata has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 92% of users rated it 4 or 5 stars, 89% of users believe it is headed in the right direction, and users said they would be likely to recommend Curata at a rate of 91%. Curata is also in the Content Analytics category.

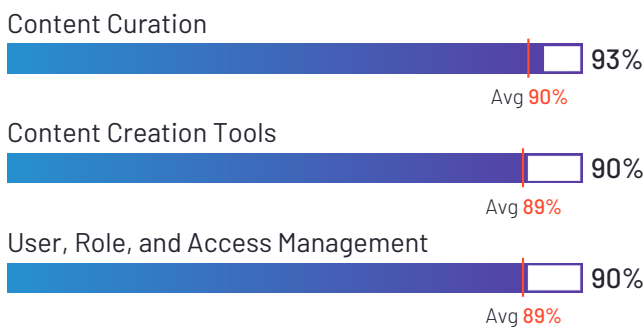
## Satisfaction Ratings



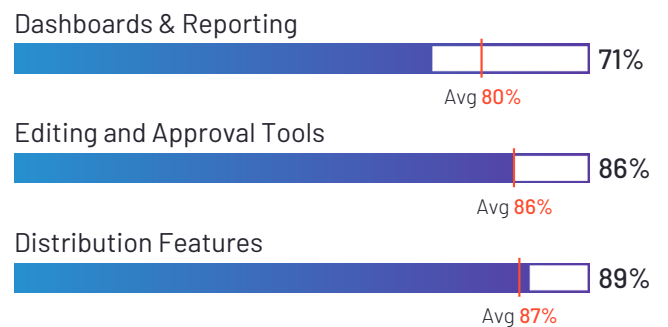
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
Curata, Inc.



**HQ Location**  
Boston, MA



**Year Founded**  
2007



**Employees (Listed On LinkedIn)**  
21



**Company Website**  
[www.curata.com](http://www.curata.com)

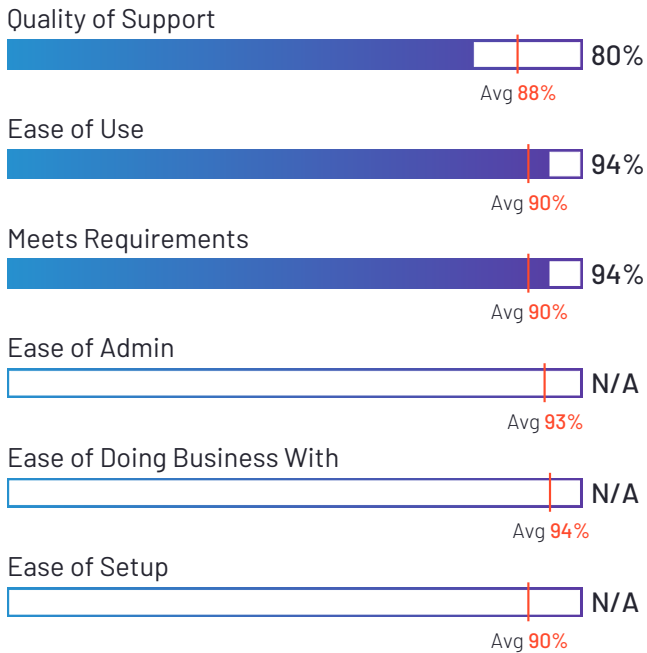


# DrumUp

4.4 ★★★★★ (14)

DrumUp has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 93% of users rated it 4 or 5 stars, 83% of users believe it is headed in the right direction, and users said they would be likely to recommend DrumUp at a rate of 88%. DrumUp is also in the Employee Advocacy category.

## Satisfaction Ratings

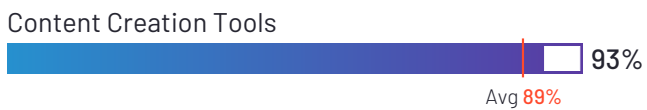


\*N/A is displayed when fewer than five responses were received for the question.

## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
DrumUp



**HQ Location**  
Portland, OR



**Year Founded**  
2015



**Employees (Listed On LinkedIn)**  
1



**Company Website**  
[drumup.io](https://drumup.io)

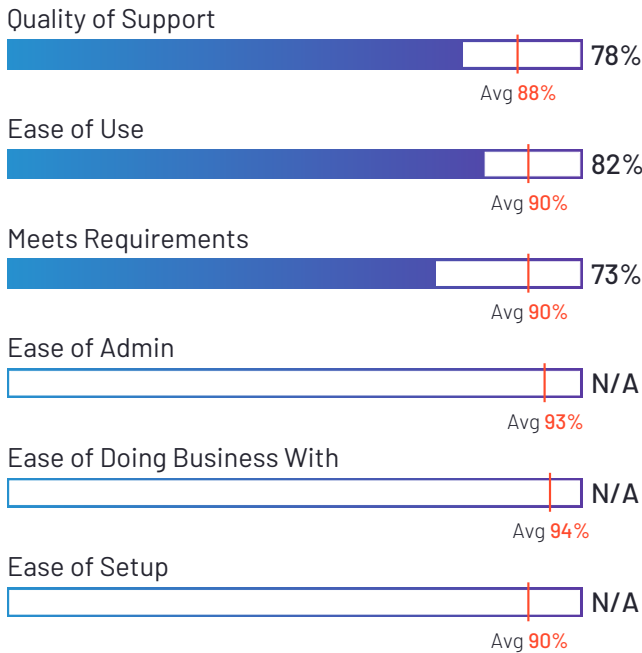


# Paper.li

3.4 ★★★★★ (13)

Paper.li has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 54% of users rated it 4 or 5 stars, 62% of users believe it is headed in the right direction, and users said they would be likely to recommend Paper.li at a rate of 68%. Paper.li is also in the Content Distribution category.

## Satisfaction Ratings



## Top Industries Represented

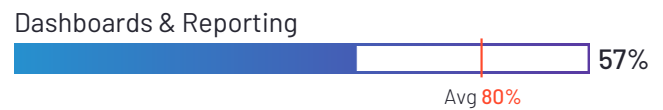


\*N/A is displayed when fewer than five responses were received for the question.

## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
Finity



**HQ Location**  
Lausanne, Switzerland



**Employees (Listed On LinkedIn)**  
5



**Company Website**  
[finitly.ai](https://finitly.ai)

# Satisfaction Ratings for Content Curation

G2 reviewers rated software sellers' ability to satisfy their needs as shown in the table below.

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likelihood to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business With	Quality of Support	Ease of Setup	Ease of Use	Net Promoter Score (NPS) (Range from -100 to +100)
<b>ContentStudio</b>	92%	95%	92%	91%	94%	91%	90%	90%	77
<b>UpContent</b>	89%	88%	90%	93%	97%	97%	91%	87%	63
<b>BuzzSumo</b>	89%	100%	92%	N/A	N/A	87%	N/A	86%	76
<b>AdvisorStream</b>	95%	95%	93%	97%	94%	92%	97%	95%	87
<b>Taggbox Widget</b>	97%	78%	97%	94%	97%	96%	95%	99%	92
<b>StoryStream</b>	87%	88%	95%	N/A	97%	97%	77%	86%	63
<b>Cronycle</b>	94%	80%	94%	100%	N/A	87%	97%	96%	85
<b>Sniply</b>	82%	88%	84%	90%	84%	79%	92%	82%	33
<b>Social Jazz</b>	85%	80%	90%	N/A	N/A	86%	N/A	90%	40
<b>Scoop.it</b>	94%	100%	89%	N/A	N/A	94%	N/A	90%	75
<b>Feedly</b>	88%	88%	93%	N/A	N/A	70%	N/A	91%	63
<b>Curata</b>	91%	89%	89%	90%	95%	95%	83%	88%	71
<b>DrumUp</b>	88%	83%	94%	N/A	N/A	80%	N/A	94%	64
<b>Paper.li</b>	68%	62%	73%	N/A	N/A	78%	N/A	82%	-15
<b>Average</b>	89%	87%	90%	93%	94%	88%	90%	90%	62

\*N/A is displayed when fewer than five responses were received for the question.

\*\*Net Promoter Score ranges from -100 to +100

# Feature Comparison for Content Curation

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

## Content Creation

	Content Creation Tools	Content Curation
ContentStudio	90%	92%
UpContent		90%
BuzzSumo	91%	91%
AdvisorStream	88%	93%
Taggbox Widget	N/A	N/A
StoryStream	N/A	N/A
Cronycle	N/A	N/A
Sniply	90%	90%
Social Jazz	81%	84%
Scoop.it	N/A	N/A
Feedly	N/A	N/A
Curata	90%	93%
DrumUp	93%	92%
Paper.li	N/A	82%
Average	89%	90%

(Feature Comparison for Content Curation continues on next page)

\*N/A is displayed when fewer than five responses were received for the question.

\*\*A blank box indicates that a seller has selected that they do not offer that feature.

# Feature Comparison for Content Curation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

## Optimization

	Dashboards & Reporting
ContentStudio	87%
UpContent	82%
BuzzSumo	92%
AdvisorStream	81%
Taggbox Widget	N/A
StoryStream	N/A
Cronycle	N/A
Sniply	80%
Social Jazz	86%
Scoop.it	N/A
Feedly	
Curata	71%
DrumUp	N/A
Paper.li	57%
Average	80%

*(Feature Comparison for Content Curation continues on next page)*

\*N/A is displayed when fewer than five responses were received for the question.

\*\*A blank box indicates that a seller has selected that they do not offer that feature.

# Feature Comparison for Content Curation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

## Optimization

	Distribution Features	Integrations & APIs	User, Role, and Access Management
ContentStudio	92%	89%	91%
UpContent	89%	92%	90%
BuzzSumo		91%	86%
AdvisorStream	91%	71%	89%
Taggbox Widget	N/A	N/A	N/A
StoryStream	N/A	N/A	N/A
Cronycle	N/A	N/A	N/A
Sniply	75%	71%	93%
Social Jazz	90%	86%	86%
Scoop.it	N/A	N/A	N/A
Feedly	N/A	N/A	N/A
Curata	89%	90%	90%
DrumUp	N/A	N/A	N/A
Paper.li	80%	N/A	N/A
Average	87%	84%	89%

\*N/A is displayed when fewer than five responses were received for the question.

\*\*A blank box indicates that a seller has selected that they do not offer that feature.



# Additional Data for Content Curation

The table below includes a breakdown of the customer segments for each product, as represented by G2 reviewers.

## Customers by Size

	Small Business (50 or fewer emp.)	Mid-Market (51-1000 emp.)	Enterprise ( >1000 emp.)
ContentStudio	95%	4%	2%
UpContent	85%	10%	4%
BuzzSumo	41%	41%	18%
AdvisorStream	83%	8%	8%
Taggbox Widget	69%	31%	0%
StoryStream	27%	36%	36%
Cronycle	64%	21%	14%
Sniply	80%	17%	3%
Social Jazz	67%	20%	13%
Scoop.it	91%	0%	9%
Feedly	63%	32%	5%
Curata	26%	58%	16%
DrumUp	79%	21%	0%
Paper.li	92%	8%	0%
Average	69%	22%	9%

(Additional Data for Content Curation continues on next page)

\*N/A is displayed when data is not publicly available.

# Additional Data for Content Curation (continued)

The table below highlights implementation and deployment data as indicated in real user reviews on G2.

## Implementation

	Implementation Time	Implementation Method			
	Avg. Months to Go Live	In-House Team	Seller Services Team	Third-Party Consultant	Don't know
ContentStudio	0.9	95%	2%	0%	2%
UpContent	1.7	86%	4%	5%	4%
BuzzSumo	N/A	N/A	N/A	N/A	N/A
AdvisorStream	0.6	100%	0%	0%	0%
Taggbox Widget	0.3	43%	0%	43%	14%
StoryStream	1.4	N/A	N/A	N/A	N/A
Cronycle	N/A	83%	17%	0%	0%
Sniply	1.7	100%	0%	0%	0%
Social Jazz	N/A	N/A	N/A	N/A	N/A
Scoop.it	N/A	N/A	N/A	N/A	N/A
Feedly	N/A	N/A	N/A	N/A	N/A
Curata	1.3	87%	13%	0%	0%
DrumUp	N/A	N/A	N/A	N/A	N/A
Paper.li	N/A	N/A	N/A	N/A	N/A

(Additional Data for Content Curation continues on next page)

\*N/A is displayed when data is not publicly available.

# Additional Data for Content Curation (continued)

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each product's impact and influence in the category.

## Market Presence

	Seller Name	Year Founded	Revenue (\$MM)	Employees on LinkedIn (Seller)	LinkedIn Followers	Twitter Followers (Seller)	Glassdoor Rating
<b>ContentStudio</b>	ContentStudio Inc	2017	N/A	27	5,477	21,997	N/A
<b>UpContent</b>	UpContent	2017	N/A	8	715	4,084	0.0
<b>BuzzSumo</b>	Brandwatch	2007	N/A	1,156	40,959	36,321	4.1
<b>AdvisorStream</b>	AdvisorStream	2012	N/A	28	2,243	1,799	0.0
<b>Taggbox Widget</b>	Taggbox	2016	N/A	43	2,123	0	N/A
<b>StoryStream</b>	StoryStream	2011	N/A	43	1,541	1,117	N/A
<b>Cronycle</b>	Cronycle	2013	N/A	24	3,277	11,207	4.0
<b>Sniply</b>	Sniply	2014	N/A	1	696	39,672	4.0
<b>Social Jazz</b>	Social Jazz, Inc.	2021	N/A	2	140	12	N/A
<b>Scoop.it</b>	Scoop.it	2011	N/A	41	13,045	98,513	5.0
<b>Feedly</b>	Feedly		N/A	47	7,037	115,086	5.0
<b>Curata</b>	Curata, Inc.	2007	N/A	21	2,707	4,446	4.8
<b>DrumUp</b>	DrumUp	2015	N/A	1	2,643	6,927	5.0
<b>Paper.li</b>	Finity		N/A	5	573	225	N/A

\*N/A is displayed when data is not publicly available.