

Meetoscar.eu explains what companies can do with social networking analyses

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At meetoscar.eu, marketing managers can find out about social networking analysis and how it can be used to increase their company's sales and profits. The website is an initiative by Enqio, a Belgian company that is active in data analysis which leads to gaining new insights and making good business decisions.

Enqio is developing the website into a knowledge centre about social networking and possible applications for marketing managers. Enqio has been providing analyses, which serve as a basis for viral marketing applications, to various telecom companies in Europe since 2004.

The site informs and inspires, according to Enqio. Other sources concentrate on mathematical models and are too commercial or fragmented, they explain. Enqio sees possibilities in viral marketing based on social networking analyses that marketing professionals and companies can use to distinguish themselves.

Social networking analyses give businesses a better insight into the profile, behaviour, impact and interaction of their existing and potential customers, so they can adapt their marketing campaigns and strategies accordingly. Enqio believe this can help telecoms companies, banks, insurance companies and the media retain their customers more successfully and more efficiently, and sell more or attract new customers from competitors.

More info at www.meetoscar.eu

Note to the editor: Please do not hesitate to contact Bart Inslegers if you would like any further information from Enqio. You will find his contact details below.

About Enqio - "Expect more"

Enqio helps get more value out of an organization. Employing software developed for in-depth analyses, the company distils useful insights from large amounts of company data. These insights allow management to calculate risks in a timely fashion and make informed, corporate decisions. Enqio therefore ensures a sustainable increase in turnover and profit. Enqio is an international company focused primarily on the telecom, financial, public and media sectors. Its customers include ArcelorMittal, ASR Verzekeringen, De Post, Dexia, Electrabel/GDF Suez, ING, KBC, Luxembourg Stock Exchange, Mensura, Mercator Verzekeringen, Microsoft, Mobistar, Nuon, Orange/France Telecom, P&T Luxembourg, Rogers Wireless, Telenet, Test-Aankoop, Toyota, Turkcell, UCB and Zain.

More info on www.enqio.eu

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