

ANALYZE PUBLIC INFORMATION STREAMS
TO EXTRACT CRITICAL INFORMATION AND
MAKE BETTER BUSINESS DECISIONS

ABOUT US

Founded in 2011, Ubermetrics refines and filters public information from online and offline sources to help companies optimize business decisions and performance. We've spent the past years developing technology to harness the power of massive amounts of public data and information so our users can quickly react to the needs of their customers, new opportunities, and fast-changing market dynamics.

Our scalable technology platform handles multiple languages and processes data from more than 400 million sources in real-time. That's why companies like BMW, Deloitte, DHL, Microsoft, Randstad, Danone, Burson-Marsteller and Scholz & Friends rely on Ubermetrics to inform their most critical decisions for use cases in the areas of Marketing, PR, Sales, Strategy, and Supply Chain Management.

FOUNDERS



Patrick Bunk
CEO



Daniel Kummer
CTO



Bernd Molzahn
Head of Sales

OUR HISTORY

2011

Seed investment: High-Tech-Gründerfond
Socialmemewas launched as a BETA version (finalized in 2012)

2012

Winner of WECONOMY 2012
Winner of the Capital Cloud Award "Best in Class" 2012

2013

Series A investment: High-Tech Gründerfond & K-New-Media 04/2013

2015

Winner of the German search marketing price SEMY "Best Social Media Tool 2015"
Winner of the German Stevie® Awards "Technology Startup 2015"

FACTS AND FIGURES

Company name:	Ubermetrics Technologies GmbH
Headquarters:	Berlin
Year of foundation:	2011
Industry:	Software-technology
Products:	Ubermetrics Delta, Ubermetrics Listening Center
Customers:	More than 1.000 users
Reference customers:	Microsoft, BMW, Danone, Deloitte, Burson-Marsteller, Scholz & Friends, Zalando, Vodafone
Team:	35 employees

Contact

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