

ThoughtFolks Digital Completes Acquisition of Real-Time Social Media Analyzer Engine from Private Equity Firm

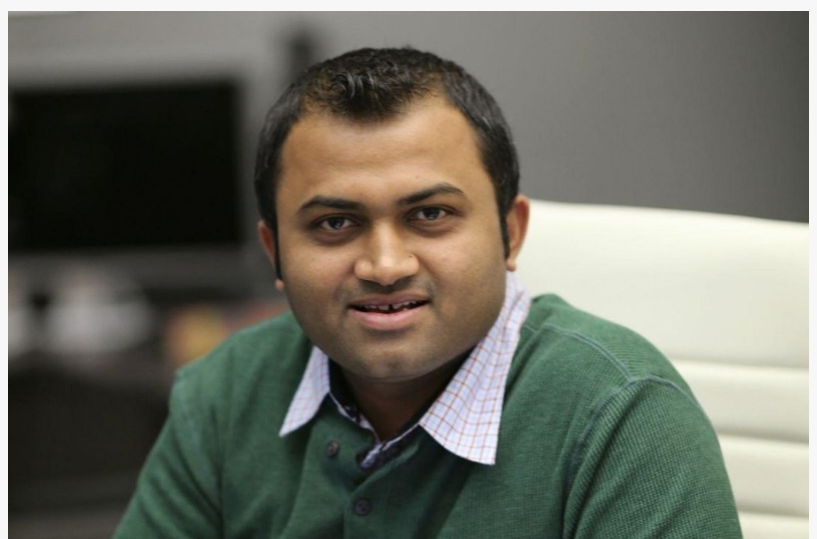
DALLAS, TEXAS, USA, May 25, 2017 /EINPresswire.com/ -- [ThoughtFolks Digital](#), a global leader in Social Media, Digital Marketing, Growth Hacking and next generation marketing services, today announced completion of acquisition of Socialrankz, a leading real-time social media monitoring and listening engine from VentureBoyz LLC. This acquisition was an all-cash deal, for an undisclosed amount.

Socailrankz helps monitor social media channels for enterprise brands and helps marketers optimize their digital marketing strategy. Socialrankz was founded in 2013 and was acquired by Ventureboyz LLC in October 2015. ThoughtFolks board initiated the discussion to acquire Socialrankz in April 2017 and completed the acquisition on May 19, 2017. This acquisition combines Socialrankz's real-time monitoring algorithm with ThoughtFolks group's social listening and targeting abilities.

Commenting on the acquisition, Raghavendra Hunasgi, Founder, [ThoughtFolks Digital](#) said, "There is a definitive need for sophisticated and advanced social & digital listening, monitoring, and targeting engine. Our current ML and AI capabilities integrated with Socialrankz algorithm will deliver immense value to our customers. The complete integration of the product is expected to complete by June 8, 2017. With this acquisition, we are uniquely positioned to offer end-to-end social digital marketing and online PR solutions to our clients."

"There is an urgency to improve the targeting and effectiveness of digital campaigns in a cost effective and real-time manner. This acquisition is part of ThoughtFolks' strategy to bring the next generation of Digital and Social Media solutions to the Enterprise customers" said Srinivas Arasada, President – Enterprise Accounts, ThoughtFolks Digital.

Marc Borrelli, Co-Founder and Michael Laudino, Founder, Ventureboyz said "It is a great experience working with ThoughtFolks team and I am sure they will take the product to the next level. Integrating Machine Learning and Artificial Intelligence to the Socialrankz is what industry needs today".



Raghavendra Hunasgi - Founder of ThoughtFolks Digital



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The transaction and all the necessary paper work was completed on May 23, 2017.

About ThoughtFolks Digital

ThoughtFolks Digital is a global leader in Social Media, Digital Marketing, Growth Hacking, and next generation marketing services. We enable clients across the globe to maximize their social media and digital marketing spends. We help them transform and thrive in the digital world.

For more information, please visit: <http://thoughtfolks.com>

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