

## **Social Media Monitoring Startup Crowd Analyzer Secures \$1.1 Million Investment From Gulf VCs**

Dubai-based startup Crowd Analyzer, which operates an Arabic-focused social media monitoring platform, reports it has raised \$1.1 million in a pre-series A round from Gulf-based venture capital firms.

Dubai's Wamda Capital led the round, along with Saudi Arabia's Raed VC, and Kuwait's Arzan Capital and Faith Capital. With the new funds, Crowd Analyzer plans to continue developing their business and expand operations in Saudi Arabia, as well as explore opportunities in other regional markets.

Founded in 2013 by Ahmed Saad and Bahaa Galal, Crowd Analyzer's platform examines publicly available social media data, looking to extract useful insights for clients. The company says its platform incorporates AI technology, proprietary machine learning and natural language processing, which it uses to comb through social media content in different Arabic dialects, while trying to pinpoint relevance and user sentiments.

The company launched its platform commercially in 2016, offering clients services including PR mapping, comparisons to competitors, brand health audits and influencer analysis, among others. Crowd Analyzer reports it has corporate customers in 10 Arab countries, with clients including the Dubai Media Group, International Committee of the Red Cross, Expo 2020, Huawei, Souq.com, DHL and Uber.

"For three years, Crowd Analyzer has delivered actionable intelligence and data enabling world-class companies in the region to harness the power of social media," says Saad, who serves as Crowd Analyzer's CEO.

Prior to this funding round, the company had raised at least one investment for an unknown amount from the Dubai venture fund and accelerator Turn8.

<https://www.forbesmiddleeast.com/social-media-monitoring-startup-crowd-analyzer-secures-1-1-million-investment-from-gulf-vc>