

The Most Mentioned B2B Brands Online

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Date : June 19, 2015

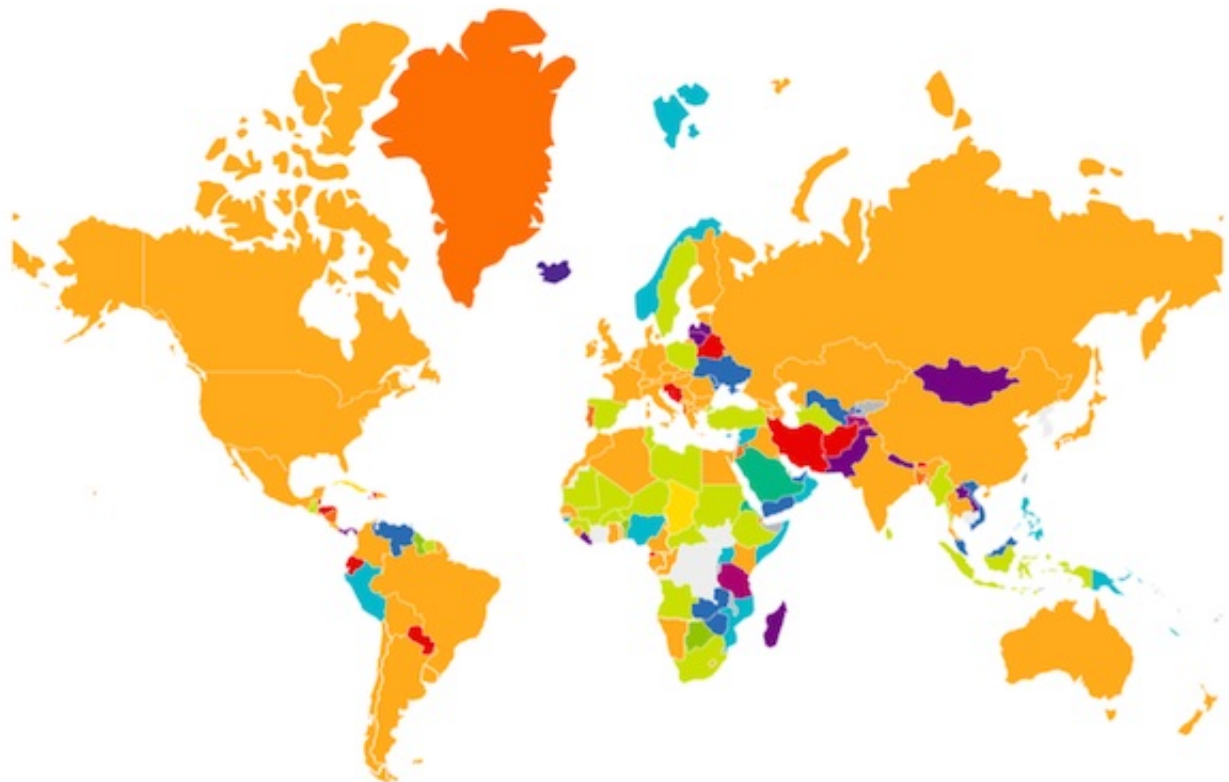


IBM is the most mentioned B2B brand online globally, [according to](#) a recent report from [Brandwatch](#).

[The report](#) was based on an analysis of over 5 million online conversations about 200 top global B2B companies. The researchers looked at mentions on social networks as well as on news sites, forums, and blogs.

IBM is the most mentioned B2B brand online in most places. However, it is not the top mentioned company in every country. For example, oil-rich countries, such as Saudi Arabia, Qatar, and the United Arab Emirates, talk most about energy brands, such as ExxonMobil, BP, and Chevron.

MOST MENTIONED B2B BRANDS BROKEN DOWN BY COUNTRY

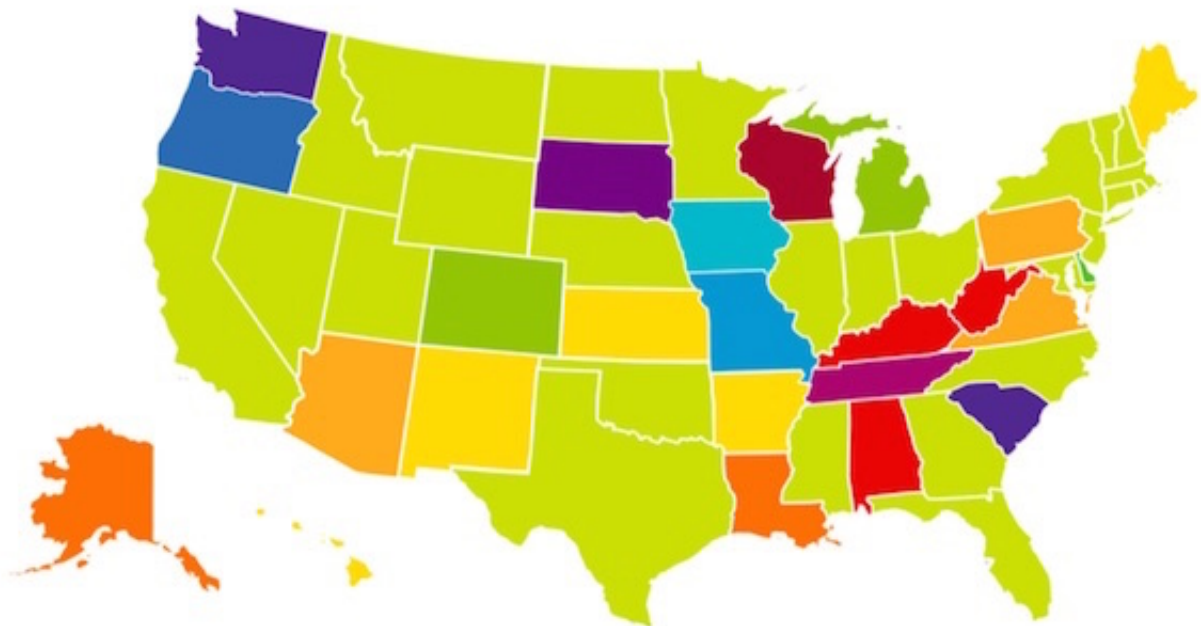


Source: Brandwatch, 2015

● CISCO ● ORACLE ● IBM ● MONSANTO ● INTEL ● ROLLS ROYCE ● BOEING ● CHEVRON ● BP
● LOCKHEED MARTIN ● EXXON MOBIL ● ELI LILLY AND COMPANY ● GLAXO SMITH KLINE ● VMWARE

In the United States, IBM is the clear leader, dominating B2B chatter online in 26 states; however, other companies, such as Oracle, Rolls Royce, and Cisco, come out on top in a few states.

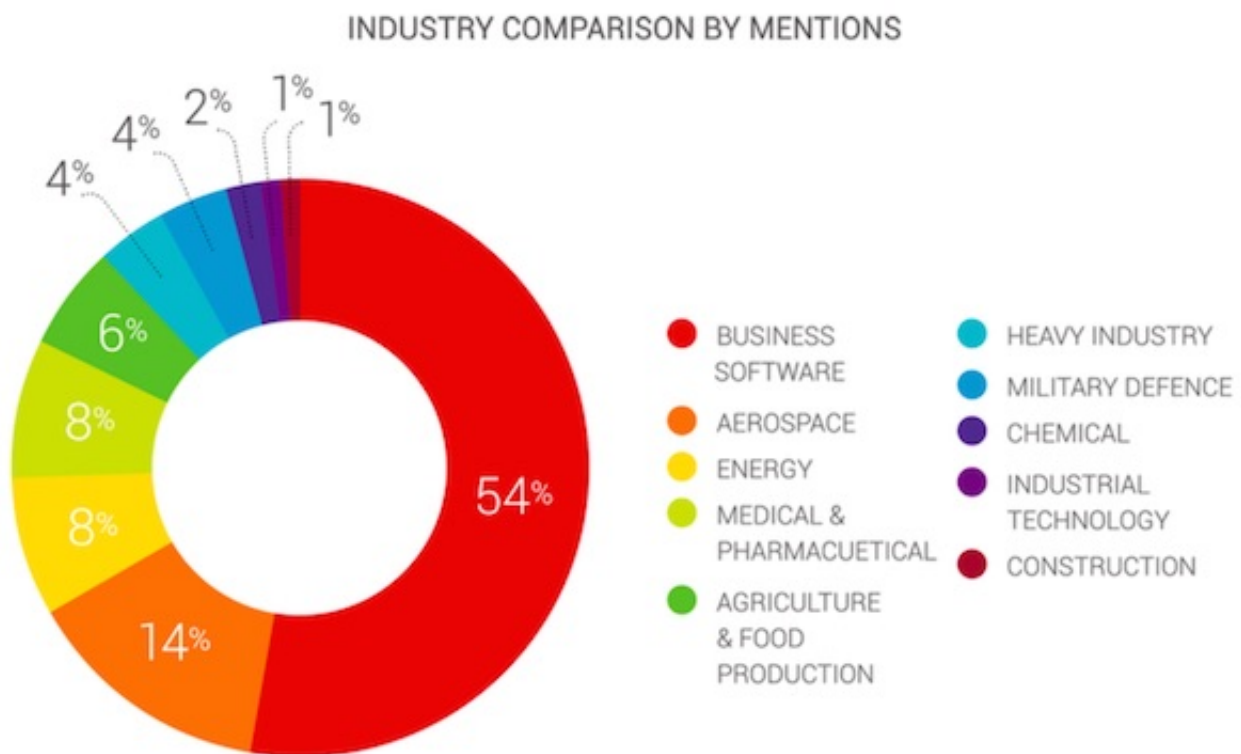
MOST MENTIONED B2B BRANDS BROKEN DOWN BY US STATE



Source: Brandwatch, 2015

● CISCO ● BP ● ORACLE ● MONSANTO ● IBM ● ROLLS ROYCE ● DU PONT ● GLAXO SMITH KLINE
● JOHN DEER ● US FOODS ● INTEL ● BOEING ● ALOCA ● JOHNSON CONTROLS

Business software companies get the most mentions online, followed by aerospace firms.



Source: Brandwatch, 2015

About the research: [The report](#) was based on an analysis of over 5 million online conversations about 200 top global B2B companies. The researchers looked at mentions on top social networks as well as on news sites, forums, and blogs.