

The image features the company name 'Total Digital' in a large, bold, white sans-serif font. Below it, the tagline 'Your partners in innovation' is written in a smaller, white sans-serif font. The text is centered against a dark background with a subtle pattern of concentric, glowing blue and purple circles that create a sense of depth and digital connectivity.

Total Digital

Your partners in innovation

Social Media Management Platform

Innovation in Social Media Intelligence

Social Media Management Platform

Senalysis is an innovative and powerful social media management platform designed to help businesses manage their social media presence. Their challenge was to create a platform that was powerful and intuitive, providing businesses with the insights and tools they need to succeed on social media.

This was more than just a basic social media analytics tool. We wanted to create a platform that provided real-time insights and offered a comprehensive set of management tools to help businesses streamline their social media workflow. To achieve this, we utilized cutting-edge technologies and put a strong focus on user experience, ensuring the platform was easy to use and navigate.

The platform needed to handle large volumes of data and provide real-time insights. To accomplish this, we utilized advanced analytics and machine learning algorithms to process social media data at scale. This enabled us to provide businesses with actionable insights into their audience and help them make data-driven decisions about their social media strategy.

Simplicity was our guiding principle: users needed a platform that was easy to use and navigate, and that provided all the key insights and management tools in a single, intuitive dashboard.

To accomplish this, we put a strong focus on user experience, conducting extensive user testing and incorporating user feedback throughout the development process. By leveraging platform insights businesses can create more targeted and effective social media campaigns, and make informed decisions about their social media strategy, leading to increased engagement, brand awareness, and strong relationships with their communities.



About us

We are an Award-Winning Design and Development Agency based in Dublin



From websites to mobile apps and bespoke software solutions, we partner with leading local & global brands to craft products and experiences that deliver results.



#WeAreTotalDigital

20

Senior Professionals

20

Years Experience

100s

Successful Projects



We are proud to partner with local and global brands across sectors

What we do

There's more to us than just websites

From strategic planning to ongoing support, we deliver impact with user-focused design and deep technical expertise that spans over two decades,

Digital Strategy

Brand Identity

SEO

Software Design

Software Development

Mobile Apps

Ecommerce

Integrations

Why Total Digital

Design Thinking

- Senior creative leads, experts in UX/UI, Animation & Innovation
- Working with leading brands on projects of national and international importance

Experience

- Multi-award winning agency with 20 Years of industry experience
- Senior team of digital experts with management & consulting experience

Technical Expertise

- Deep technical expertise, with a strong track record across platforms & languages
- Experts at integrating with back-office and third-party systems

Partnership

- Strong ability to partner with clients, their teams & third parties
- Strategic Vs Transactional
- Focus on Continuous Improvement

Recent Awards & Nominations





Total Digital is nestled within The Digital Hub, the largest cluster of tech companies in Ireland.

This is where cutting-edge designers, developers, and visionaries converge to collaborate and push digital boundaries on a daily basis.

Stop by to tell us about your project. Coffee is on us.



Get in touch



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