KOOSTAMA provides services which enable marketing professionals to maximize the ROI from their Social Media marketing campaigns. Our tools collect and aggregate statistical data across multiple social media channels and provide data visualizations with rich functionality. Our analytics correlate marketing activities against customer behaviour and allows marketing professionals to determine which activities or combinations of activities yield the optimum response from their target audience. The KOOSTAMA service can be accessed entirely through a web interface or data and analytics can be downloaded for consumption in a customer’s own applications. Our service is unique as it not only measures marketing activity but ties these back to customer behaviours through web visit tracking, conversion tracking and evaluation of customers responses to marketing messages through activities such as retweets and likes. Using sophisticated proprietary algorithms, KOOSTAMA analyzes keyword traffic and sentiment to recommend language, scheduling and overall strategy to help companies grow their business through social marketing.

KOOSTAMA INC. is a federally incorporated company offering services to Global businesses. Founders Steve Kruspe and Sean Church have worked in the financial services industry for over 20 years each, always with a focus on using technology and data analysis to automate usability of large data sets. Projects included the launch of Priority Brokerage Inc., using technology for on-line customers to simplify and automate the research and advice giving function of full service investment advisors. This company was purchased by The Charles Schwab Corporation. Church as CEO and Kruspe as CIO subsequently developed Recognia Inc. as one of the largest providers of technical analysis tools to major investment dealers around the world. Recognia utilizes time series data from over 85 stock exchanges across 65,000 securities instruments to determine patterns in price and volume movements so that clients can make actionable trading decisions. Both Church and Kruspe have been involved in other successful leading edge companies helping customers use and understand technology to better manage their business.

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