Reporting & Analytics

GAIN HOLISTIC AND DETAILED INSIGHT ON ALL BRAND SOCIAL ACTIVITIES, AND
BENCHMARK PERFORMANCE AGAINST COMPETITORS.

COMPREHENSIVE INSIGHTS

o Share data and analytics across the entire platform

o Publish, engage, measure, listen and buy media from a single integrated platform

o Set flexible rules tied to social performance indicators that impact goals for each unique team or user

o Detect sentiment, intent, spam, influence, engagement, and relevance

o Discover and track custom data attributes, key social campaigns, actionable content, and audience segments to understand data from every angle

o Analyze data at multiple levels, including campaigns, competitive brand groups, and social account groups

o Collect important data behind shortened links, including custom URLs

o Integrate data on published messages with platforms like Google Analytics, CoreMetrics, or Omniture

o Drill down through infinite layers of data points in each report to trace data back to its source

BENCHMARKING

o Rank brand performance against competition on metrics such as likes, mentions, comments, and shares

o Visualize contributions of individual social accounts or teams to overall brand performance with internal benchmarking

o See the channels, media types, and content topics that drive engagement in your space

o Compare social activity based on ratios that adjust for audience size

o See top posts by brand, competitor, and channel

o Compare competitors' response times against your own goals

o Understand competitors' strengths and weaknesses for customer service responsiveness, content performance, audience growth and reach, and engagement metrics

SHARED REPORTING

o Centralize reporting across all channels, branded social media accounts, earned engagements, and paid ad results

o Indicate the best times, days, and content attributes for account engagement

o Use a custom report builder with more than 1000 metrics, custom metric creation, and a library of visualizations

o Create and share global templates for your entire team to standardize reporting across the company

o Track, measure, and optimize team's responsiveness against desired operational goals around all messages and campaigns

o Enable clients and agency partners to login and review reporting results

o Utilize Message Scorecards to quickly evaluate Engagement, Reach, and Activity across various messages

o Export reporting insights into PDF, Excel, or PNG format

CONTACT
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