

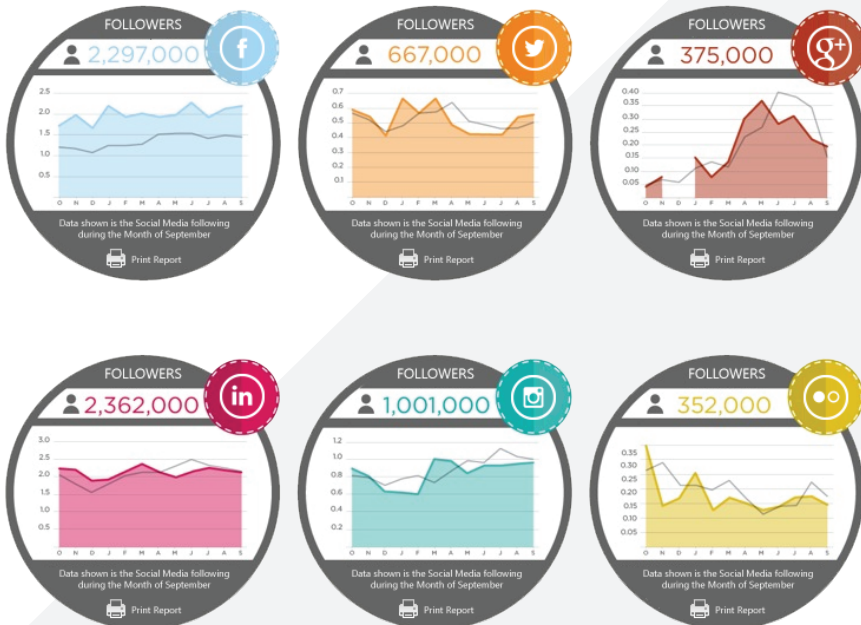
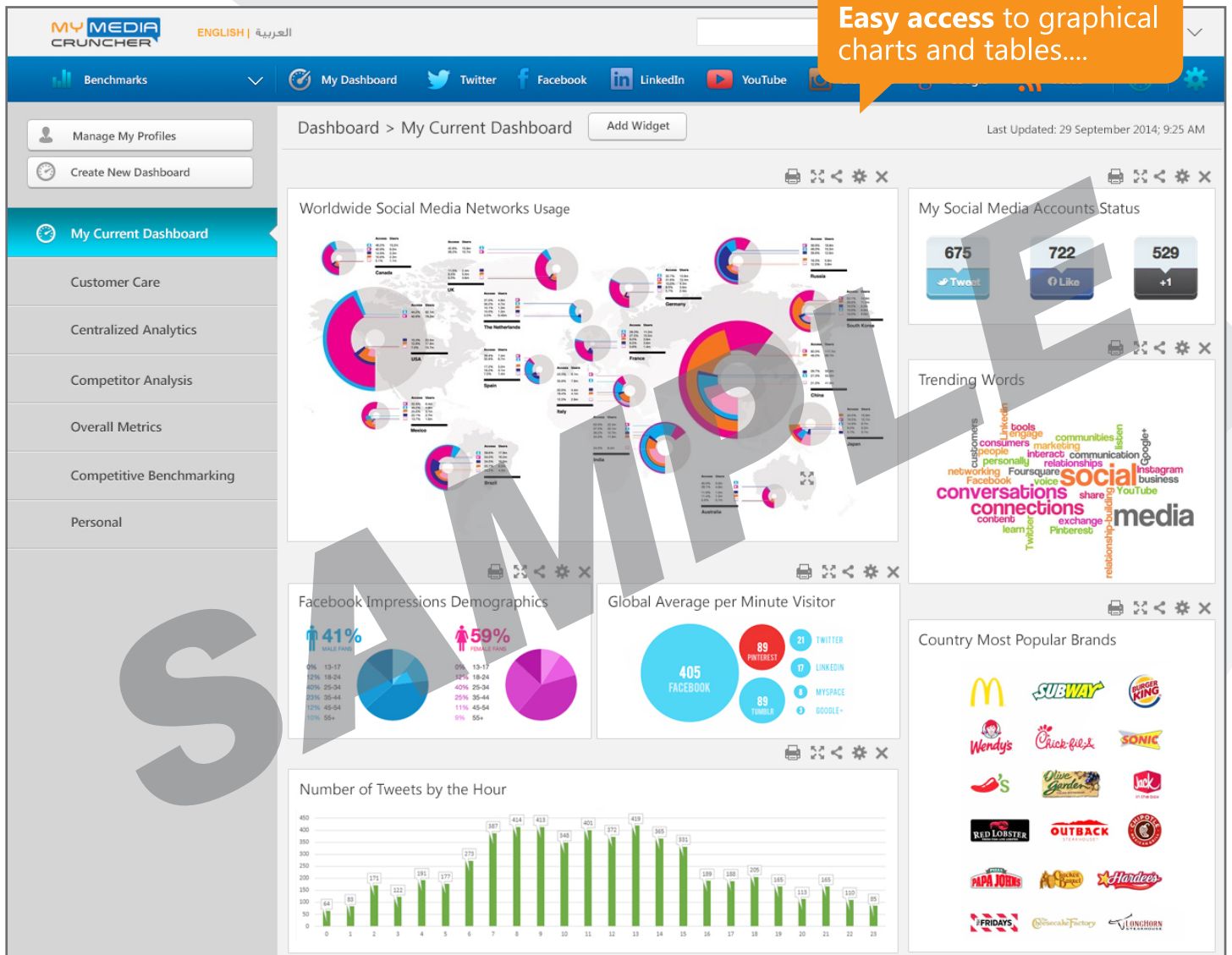


measure + analyze

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The most **flexible** and most **powerful** social media analytic solution...

Easy access to graphical charts and tables....



Graphical comparison of your company/ brand's performance against various competitors..

## MARKET COMPETENCY

- \* Instantly compare all your social media channels
- \* Analyze and learn what works and what does not
- \* Make the right decisions through social media information

## SOCIAL ANALYTICS

- \* Track and monitor Facebook, Twitter, YouTube, Google+, LinkedIn and Instagram
- \* Associate with Facebook Insights

## SMART AUTOMATED REPORTING

- \* Customizable dashboards
- \* Smart reporting engine

## FLEXIBLE & CUSTOMIZABLE DASHBOARD

- \* Create flexible and customizable dashboards
- \* Share any custom dashboard with your colleagues

## GENERAL METRICS

- \* Shows growth per network and in total
- \* Compare and measure all your social channels
- \* Find out how appealing you are as a brand on the different networks

## VALUABLE SOCIAL AUDIENCE

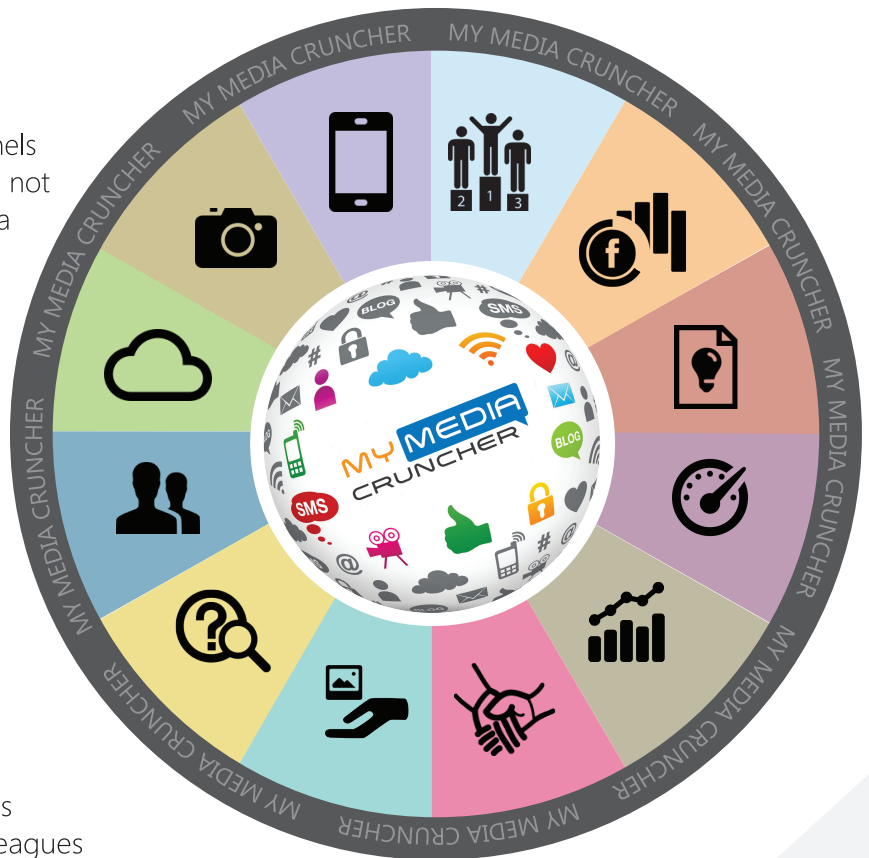
- \* Promote your brand by building beneficial relationship
- \* Get detailed information on valuable social audience
- \* Receive accurate information on their interactions behavior

## MOBILE APP SUPPORT

- \* iOS and Android Report apps version
- \* Check your Analytics data for Facebook while you are on the move
- \* Quick insights into all of your most vital KPI whenever and wherever you are

## PHOTO

- \* Identify the most shared photos in the social media
- \* Monitor the popularity of your brand



## EXPORT & SHARE YOUR OWN DATA

- \* Export custom dashboard and widgets
- \* Use Excel exports to get the raw data of any metric
- \* Download any given metric as JPG, PNG or PDF

## STRUCTURE

- \* Create multiple sub accounts within your main account
- \* Manage all your clients and assign profiles, groups and limitations

## CUSTOMER CARE / SOCIAL SUPPORT EFFORTS

- \* Track and monitor all asked questions on Facebook and Twitter
- \* Derive valuable information on response time and distribution
- \* Quantify interactions related to user posts

## WORD CLOUD

- \* Receive instant counts and the most relevant results for any social media search.
- \* Advanced filters that allow you to analyze the conversations that matter the most
- \* Know your audience

# Social Analytics



## FACEBOOK ANALYTICS

- \* Performance overview of Facebook pages
- \* Compare Facebook pages with one another
- \* Maximize your Facebook marketing activities by obtaining valuable competitor data



## TWITTER ANALYTICS

- \* Obtain precious Twitter data of competitors and best-practice examples
- \* Get your overall Twitter performance and answer all current questions
- \* Compare your efforts with other Twitter profiles for all important KPIs



## YOUTUBE ANALYTICS

- \* Find out the social media performance of any existing YouTube channel
- \* Find the answers for all channel related questions like growth, interactions and more
- \* Compare YouTube channels with competitors and best-practice examples



## GOOGLE+ ANALYTICS

- \* Know the KPIs that works best on Google+ pages
- \* Get an overall understanding of Google Plus page to know its performance
- \* Analyze the audience, interactions, posting behavior and activity on Google+ pages



## LINKEDIN ANALYTICS

- \* Get an in-depth overview of the performance of LinkedIn company pages
- \* Determine the content that works best at which time of the day
- \* Compare the data of any LinkedIn company page with yours and best-practice examples



## INSTAGRAM ANALYTICS

- \* Receive a general overview of any Instagram profile
- \* Compare all metrics of competitor data with your performance
- \* Instantly get to know which filters, photos and videos are most effective



## BLOG ANALYTICS

- \* Compare and analyze blogs on websites with RSS feeds
- \* Instantly learn what content works best by creating the most social interactions
- \* Get access to a powerful set of Alexa metrics for in-depth performance analyses