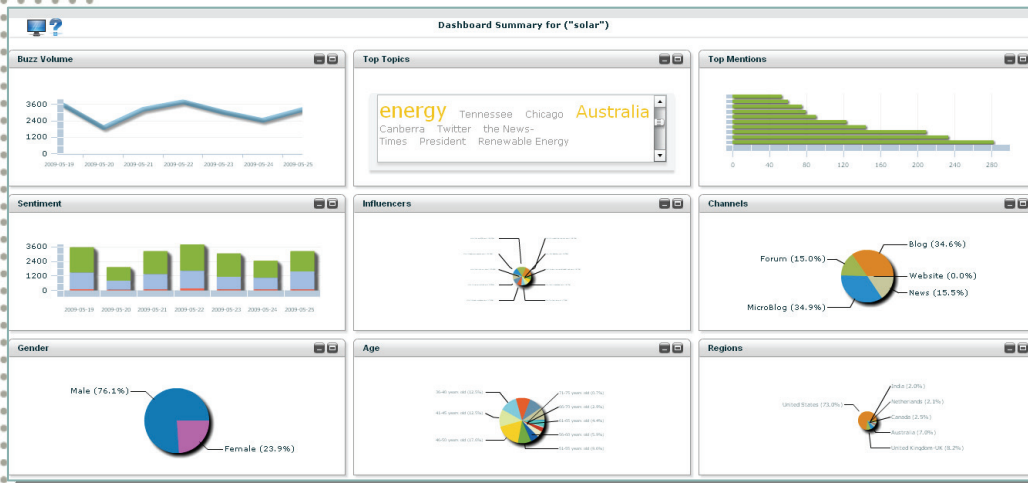


Social Media Metrics

Sharpen your social media intelligence.



Listen to what's being said about your company, spokespeople, clients, and competitors

Social Media Metrics lets you stay on top of posts that are important to your business by monitoring over 20 million blogs, 5 million forum posts, and 30,000 online news sources, social networks and microblogs, including Twitter.

Target the most influential social media sources

Information overload saps efficiency and limits productivity. Focus on what's most important by monitoring the sources most influential to your industry while weeding out the "social media noise." Social Media Metrics' Authority Score helps gauge each site's potential impact and popularity by providing the number of inbound links from other social media sites.

Identify the people discussing your brand

If you don't know who's saying it, then what's being said has limited value. Social Media Metrics breaks down the demographics of the people discussing your brand by gender, age and regional influence.

Engage with your audience and stay alert

Know what's being said promptly after it is written and the tone of the post right away. Manage negative commentary by being aware of a comment before it has the chance to turn into a trend.

Analyze the conversations surrounding your brand

Social Media Metrics' Top Topics Report identifies the most frequently discussed topics surrounding your brand, industry and competitors, revealing conversations that impact your brand that you may not have known about.

Report your findings

Look smart by making it easier for others to understand. Perform real-time term searches and tabulate the information in customizable charts in a variety of formats, including CSV, graphs and pie charts. Ready to present to your team? Use PDF Report Builder to combine graphical information with custom notes to create reports that combine qualitative and quantitative analysis.