



SOCIAL MEDIA ANALYTICS



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SOCIAL MEDIA ANALYTICS

Powerful analytics engine for benchmarking key performance indicators across social media

PRODUCT BENEFITS

- **REAL-TIME SOCIAL MEDIA ANALYTICS** WITH OPTION OF HISTORICAL DATA
- **VALUABLE CROSS-REFERENCES** CREATED BY OUR ANALYSTS
- **HUMAN SENTIMENT ANALYSIS**
- **EASY-TO-UNDERSTAND AND FLEXIBLE DELIVERY FORMATS**
- **ACCURATE AND DECISION-READY INSIGHTS**

"COMMETRIC DELIVERS PRACTICAL INSIGHTS FOR CONTENT MARKETERS; THEIR AUDIENCE ANALYTICS HELPED MY TEAM DEFINE WHAT TYPE OF CONTENT WORKED WITH THE AUDIENCE THAT REALLY MATTERED."

ADAM LEWIS, BBD BOOM

Overview

Social media brings a new dimension to every business as a powerful tool for interaction and collaboration between individuals of diverse background.

Yet it comes with mind-boggling amount of data to be analyzed and turned into actionable insights.

Features

Commetric's data platform processes all formats of social media data. We're data agnostic and partner with the leading aggregators. Our index contains billions of media items to ensure we research the media that matters to you.

Our patented analytics software, combined with the services of our experienced analysts, creates an end-to-end solution that fully address your needs.

Our product not only monitors your brand health or campaign performance but can equip you with further insights on:

- Types of key influencers related to your brand
- The amount of original content created by your influencers and the extent to which it is being picked up (e.g. re-tweeted)
- Analysis of online debate - which issues are relevant to each market and how they are being interpreted by the community
- Category Consumer Attributes - insights about product benefits and consumer concerns, expressed by social media users
- Brand Attributes - highlighting various brand drivers that have an impact on consumer purchase decisions



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Human Expertise

Relevancy screening, manual sentiment and influencer mapping add unique insight into social media activity.

Spam Filtering

Our platform understands human speech and filters out advertising and spam-type posts to present more relevant and reliable data.



Comprehensive Coverage

Our platform offers monitoring and insights of all popular social media channels, as well as News, Forums, Twitter and Blogs.

Global Reach

Our index contains billions of media items.

USE CASES

- **BRAND MONITORING**
- **COMPETITORS AND MARKET RESEARCH**
- **FUTURE CONTENT IDENTIFICATION**
- **CAMPAIGNS EVALUATION**
- **PRODUCT DEVELOPMENT AND IMPROVEMENTS**

AND MANY MORE...

Output Formats

It is not enough to gather and analyse data. It must also be presented in a way that is clear and easy to understand. Commetric has been a leader in data visualisation since we first launched our award-winning Influencer Network Analysis maps. Our technology is flexible enough to offer multiple data formats that best fit into your workflow.

- **Online Dashboards**
- **Executive Reports/Scorecards**
- **Commetric Daily Digest**
- **Infographics**

Services

Our people are passionate about inspiring you to think differently, break down barriers and adopt a completely new approaches to data analytics for better results.

From set-up of dashboards to tailoring customized executive reports, we will challenge your current methods to analyse data, will provide guidance and will bring unparalleled industry expertise and proven methodology to your project.



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It is not only about data: it is about meaning

- **Brand Attributes**

We mine unprompted user opinions on social media across product categories, markets and competitors, to uncover brand attributes for better brand positioning.

- **Portfolio strategy**

We analyse brand and product mentions along with their underlying sentiment to detect current and latent consumer needs, opportunities and trends.

- **Content strategy**

We identify the topics shaping social media discussions and map them to the influencers driving those discussions to discover and amplify content marketing opportunities.

- **Campaign analytics**

We track campaign drivers and diffusion patterns across social media platforms to help you optimise your outreach and channel strategy.



About Commetric

Commetric provides media analytics solutions that help communication and marketing professionals monitor and analyse conversations and content on social and conventional media.

Unlike many online tools, Commetric combines innovative, patented analytical technology with the knowledge of its experienced, multi-lingual analysts to provide deeper, more practical level of insight for customers who demand to know more. Commetric's award-winning solutions are used throughout the world and across industry sectors.

Award-Winning Products

DIGITAL IMPACT
AWARDS 2014
WINNER

amec
AWARDS 2013
International Communication Effectiveness

amec
AWARDS 2014
International Communication Effectiveness

amec
AWARDS 2015
International Communication Effectiveness

In²
SABRE
AWARDS

EUROPEAN
EXCELLENCE
AWARDS

ipra

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AWARDS 2015
SHORTLISTED

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AWARDS 2016
SHORTLISTED



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