



List of Data Points

(Last Updated: 18th May, 2020)



PUBLIC PAGE

Fan Count • Fans Gained • Fans Growth Rate • Publishing Volume • Content Analysis • Engagement Received • Post Types • Likes, Comments, Shares by Post • Day-wise Distribution • Most Engaging Days • Reactions Overview • Wordcloud



PUBLIC PROFILE

Fan Count • Fans Gained • Fan Growth Rate • Publishing Volume • Content Analysis • Engagement Received • Post Types • Likes, Retweets by Tweets • Day-wise Distribution • Day-wise Engagement



BUSINESS PROFILE

Fan Count • Fans Gained • Fan Growth Rate • Content Analysis • Engagement Received • Post Types • Likes, Comments by Post • Day-wise Distribution • Most Engaging Days • Organic vs Promoted • Promoted Engagement • Dominating Colors



CHANNEL

Video Count • Subscribers Count • Page Video Views • Subscribers Growth • Subscribers Growth Rate • Publishing Volume • Overall Video Views Growth & Growth Rate • Total Videos Published • Total Comments Growth & Growth Rate



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OWNED ANALYTICS (PAGE LEVEL)

Total Reach, Paid Reach, Unpaid Reach • Page Fans - Age Gender • Most Engaging Males & Females • Page Engaged User Rate • Page Engaged Users Periodwise and Daily

N/A

Daily Content Impressions • Daily Content Reach • Stories Insights: Impressions, Reach, Replies, Exits • Taps Forward & Back • Completion Rate

N/A

OWNED ANALYTICS (PAGE POST LEVEL)

Video Views • Organic vs Inorganic Reach of Posts • Page Posts Interaction Rate • Page Posts Reach & Impressions •

N/A

Story Data for Reach • Impressions • Exits • Replies • Taps Forward • Taps Backward • Completion Rate

N/A



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ALL POSTS

Tabular format of Post Date, Post Data • Engagement, Likes, Comments, Shares • Order By Filter • Post Types Pie Chart • Post Frequency Chart



ALL POSTS

Tabular format of Post Date, Post Data • Engagement, Likes, Retweets • Order By Filter • Post Types Pie Chart • Post Frequency Chart



ALL POSTS

Tabular format of Post Date, Post Data • Engagement, Likes, Comments • Order By Filter • Post Types Pie Chart • Post Frequency Chart



ALL POSTS

Tabular format of Post Date, Post Data • Engagement, Likes, Dislikes, Comments • Order By Filter • Post Frequency Chart



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COMPARISON REPORTS: OVERVIEW

Compare Fans & Fans Growth in a selected period of all brands in 1 click

Share of Voice

Number of Posts • Likes •
Comments • Shares •
Engagement • Inclick
Engagement

Number of Tweets • Likes •
Retweets • Engagement •
Inclick Engagement

Number of Posts • Likes •
Comments • Engagement •
Inclick Engagement

Number of Videos • Likes •
Comments • Dislikes •
Comments • Engagement

COMPARISON REPORTS: POSTS PUBLISHED

Compare number of posts published across different channels in 1 click



List of Data Points

(Last Updated: 25th May, 2020)



Rest of the Web

Mentions & Campaigns

Volume of Mentions • Source Split • Sentiment Analysis • Content Analysis • Wordcloud •
Engagement Numbers (Likes, Comments, Shares, Retweets) • Location (Coming Soon) •
Language (Coming Soon)

Coming Soon