

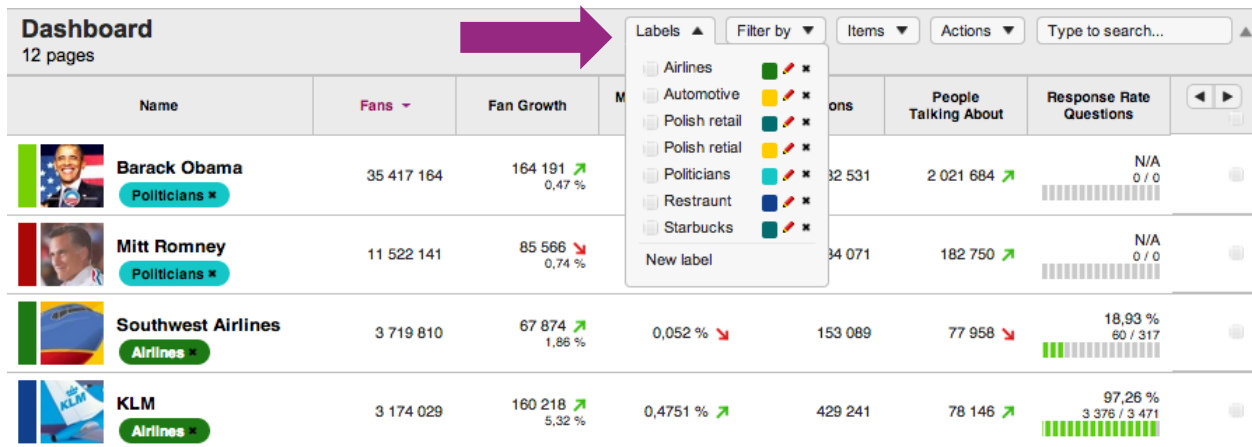
The Importance of Labels in Analytics PRO

With a fully encompassing social media analytics platform, your brand is destined to improve your social media performance. By using a social media analytics tool such as Analytics PRO, your company will be able to determine the times that your social community is most active, the content that is most effective for increasing social engagement, the positive affect of answering user questions and comments and more!





Additionally, one of the most valuable benefits of Analytics PRO is that you can benchmark the performance of your Pages to others in your market or vertical. This insight is beneficial for gathering competitive intelligence, comparing internal performance to other relative Pages and improving your own posting strategy. In order to minimize time and maximize effectiveness for gathering benchmarking analysis, it is highly encouraged to set up labels in your Analytics PRO dashboard.

Setting Up Labels in Analytics PRO

Creating appropriate labels in Analytics PRO only takes a few minutes and is especially useful if you are monitoring a large number of Pages. To create a label just head to the Dashboard and click on the “Labels” drop down menu.



The screenshot shows the Analytics PRO Dashboard with 12 pages. A table lists pages with columns for Name, Fans, Fan Growth, and other metrics. A 'Labels' dropdown menu is open, showing categories like Airlines, Automotive, Polish retail, Politicians, Restraunt, and Starbucks, along with a 'New label' option. A purple arrow points to the 'Labels' menu.

Name	Fans	Fan Growth	People Talking About	Response Rate Questions
 Barack Obama Politicians	35 417 164	164 191 0,47 %			32 531	2 021 684 N/A 0 / 0
 Mitt Romney Politicians	11 522 141	85 566 0,74 %			34 071	182 750 N/A 0 / 0
 Southwest Airlines Airlines	3 719 810	67 874 1,86 %	0,052 %	153 089	77 958	18,93 % 60 / 317
 KLM Airlines	3 174 029	160 218 5,32 %	0,4751 %	429 241	78 146	97,26 % 3 376 / 3 471

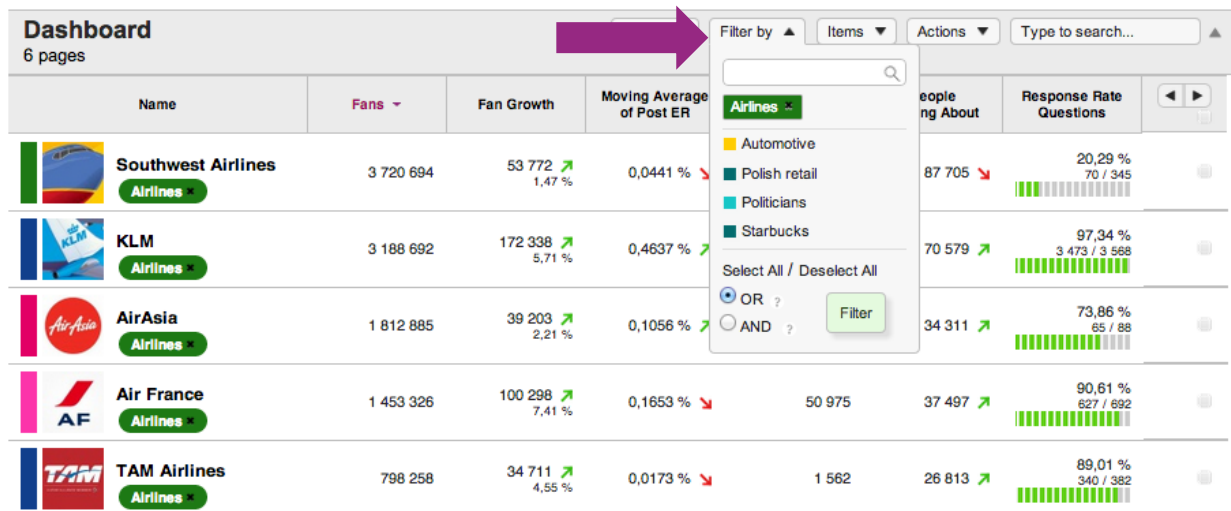
Then click the “New Label” button and customize the name and color of the tag that will be applied. Following this, click on all of the Pages that you would like to apply the label to. Finally, click the “Apply label” button and you are ready to go! If you would like more information on how to create a label then check out the Labels, Charts and Executive Reports section of our [User Guide](#).

By capitalizing on this invaluable information your company will surely see a drastic improvement in social media effectiveness. With analytical data reporting on every stage of your social media performance and the performance of your competitors, it should be apparent how to optimize content to positively affect social efforts. Moreover, understanding the appropriate labels and filters to comprehend social media management signifies the difference between good and great social media measurement practices.

The Benefits of Labels in Analytics PRO

Organize Your Dashboard

Investing a small amount of time into labeling Pages in your Dashboard will result in hours of saved time down the line. This is especially important if you are monitoring a lot of Pages in your Dashboard. Instead of spending wasted time scrolling through all Pages you are monitoring, apply a filter to see just the Pages that are relevant for a particular search. For instance, if I only want to look at Airline companies that I am monitoring in my Dashboard; then I would click on the “Filter By” drop down menu, choose the Airline tag and then click “Filter.”



As you can see this saves tremendous amounts of time because only the Pages with the “Airlines” tag will appear in your Dashboard.

Charts in Analytics PRO

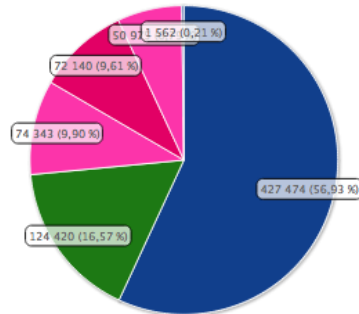
Organizing your Dashboard is just the beginning. By applying the proper labels, you can properly use the Charts section of Analytics PRO for visual comparative analysis of up to ten Pages at one time. To apply the proper tags to the charts section, either follow the above directions in your Dashboard or enter the Charts section and click the “Filter By” drop down menu in the top right corner. For more information, check out the Labels, Charts and Executive Reports section of our [User Guide](#).

After selecting a label, you can see visual KPI reporting for up to ten Pages with that particular label during a time range of your choice. The charts section provides various visual graphs on metrics that fall under the categories Fans, Content, Engagement and Socially Devoted (metrics on Response Rates and Response Times). With these great comparative graphs, you can instantly see exactly how your Page is performing compared to multiple competitors for the metrics that matter most. Below is an example of the percentage and number of interactions that each Page received during the selected time range.

Total Share of Interactions ?



Total Share of Interactions
from Mar 11, 2013 to Apr 11, 2013



- KLM
- Southwest Airlines
- Volaris
- AirAsia
- Air France
- TAM Airlines

Executive Reports in Analytics PRO

One of the strongest reporting features of Analytics PRO is the Executive Reports. With Executive Reports you can either compare a single Page to five other labeled Pages or you can compare two Pages to five other labeled Pages. You can choose to generate either a weekly or monthly report, and within minutes a beautiful visual report PDF will be generated or sent to your email. On the top right, you can see the label drop down box, which will result in a fully benchmarked report.

Executive Report

1 AirAsia vs. Air France Airlines

2 **Time**

Week April 2013 Month

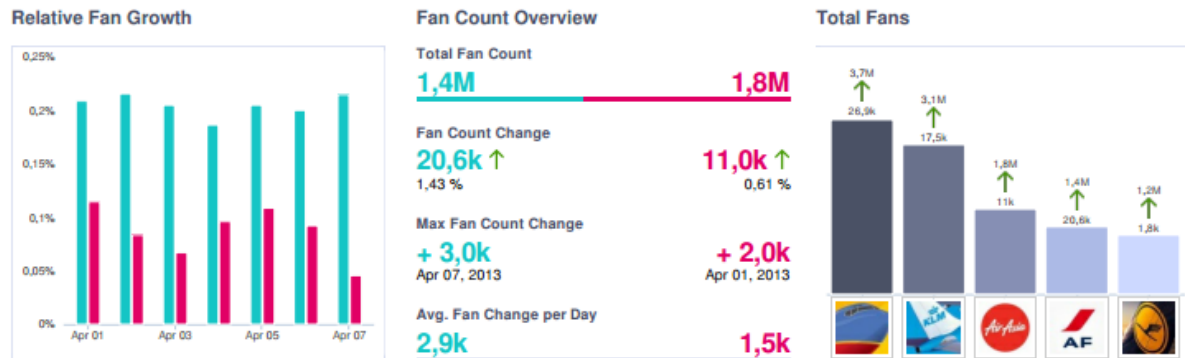
Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

Include Metric Report Overview ?

Send to E-mail ?

3

Executive Reports are an excellent resource to provide a quick visual overview of how your Page is performing and are especially useful for sending to colleagues that are not interacting with social media on a daily basis. Executive reports provide visual graphs on metrics that fall under the categories Fans, Posting, Engagement and Response Rates.



The above graph is an example of just one of the great visual reports. The “Relative Fan Growth” and “Fan Count Overview” graphs show a side-by-side comparison of the two Facebook Pages being analyzed. The third graph shows an overview of the top five performing Airline (Pages in your Dashboard that have this label) Pages in terms of the number of Fans. As you can see, Executive Reports allows you to quickly benchmark your performance to another competitor and see a general overview of how other competitors are performing. If you would like more information on Executive Reports then please check out the Labels, Charts and Executive Reports section of our [User Guide](#).

Conclusion

By setting up labels in Analytics PRO, you will have an organized dashboard prepared to quickly filter out the most relative Pages for a particular post. Additionally, with properly tagged Pages, you can use the Charts and Executive Reports sections to the full potential. So don't wait another moment! Sign into Analytics PRO and start labeling!