



# THE RECIPE FOR SOCIAL MEDIA SUCCESS

**Analytics PRO is the #1 tool for tracking, comparing, and improving social media performance.** Follow the metrics that matter, find out what your competitors are doing, and turbocharge performance using actionable insights. With a clear online dashboard, compelling graphical reports, and the ability to export data, Analytics PRO is among the most widely used tools for social media reporting, analysis and growth.

## TRACK, COMPARE AND IMPROVE

Analytics PRO offers sophisticated metrics and meaningful insights for Twitter, Facebook and YouTube. Our Socialbakers' platform makes it easy to receive competitor insights and benchmark your social media performance to your industry or region. Additionally, you can identify key influencers, monitor social engagement and track growth to optimize your social media presence, increase engagement rates and generate beautiful graphical reports.

- ✓ **One Platform** – Analytics PRO is the first product that enables you to monitor and analyze Facebook, Twitter and YouTube with a single platform.
- ✓ **Track Anything** – Monitor any Facebook page, Twitter profile or YouTube channel, even if you are not the admin. This allows for competitive insight to excel your social media performance and provides you a great competitive advantage.
- ✓ **Set Up in Minutes** – Out of the box functionality paired with an intuitive user interface that is easy for anyone to use. No previous experience is necessary.
- ✓ **Report What Matters** – Self-generating and customizable reports on the metrics that matter. You can easily export all information into a single file or export each graph individually.

“Socialbakers has fundamentally changed the way that LVMH plans, implements and optimizes our social media and social marketing campaigns. Its technology saves us tremendous amounts of time and resources because it quickly and easily helps us understand how to increase online engagement, increase conversions and build loyalty with the most influential users”

**Thomas Romieu**

Group Digital Director at LVMH

Contact Social Media Experts  
[experts@socialbakers.com](mailto:experts@socialbakers.com)



Whether you're trying to increase the number of retweets your brand gets on Twitter, attempting to maximize your fan engagement on Facebook or improve the view-rate of your YouTube videos, Analytics PRO will help you achieve your goal. Receive actionable insights on how to improve your social media presence based on your internal performance and the performance of your competitors.

## ANALYTICS PRO: CLOSER LOOK AT FEATURES

- > **Dashboard** – This displays the list of pages, profiles or channels you are monitoring. You have the ability to add as many as are included in your package. It is important to monitor both your pages and the pages of your competitors to receive valuable insights on how your page's performance compares to others in your industry.
- > **Content and Activity monitor** – One of the most important roles of a social media manager is content optimization. If competitors are posting more engaging content, attempt to emulate their posts to increase your engagement rates and visibility. With Activity Monitor you can see when a competitor launches a new tab or adds engaging content to one of their pages.
- > **Comparison** – Easy side-by-side comparison between your brand and competitor brands on Twitter, Facebook and YouTube. See what your competitors are doing on social media and learn where they're succeeding and where they're not. Easily identify the most engaging content on multiple pages and never miss any important competitor updates.
- > **Benchmarking** – Not only can you compare your page to specific competitor's pages, but you can compare your performance to your entire industry.

“Socialbakers has developed a cutting edge platform that does just that. Analytics PRO allows brands to compare their social media efforts to other competitors in their industry. This gives our clients a competitive edge for their business resulting in increased customer acquisition rates, augmented customer relationships, and higher levels of brand awareness.”

**Josh Harcus**

Director of Business Development  
at SayItSocial

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- > **Fans** – Detailed information about the increase or decrease in fans, follower or subscribers. Provides total growth information, daily changes, and reports the days with significant increases or decreases in numbers.
- > **Posts** – In depth analysis of individual posts and general analysis of posts during a selected time frame. You can see the frequency of posted content, content produced by your fans or followers, and the distribution of the types of content posted.
- > **Engagement** - In depth analysis of content across multiple platforms. Helps you measure how engaged the audience is with your published content and identify the most engaging Tweets, Facebook posts and YouTube videos. This allows you to experiment with different messages and new types of content to determine what resonates best with your audience.
- > **Key Influencers** – The key to expanding social media reach is to identify your key influencers. These are the people who communicate with your brand the most often. Analytics PRO lists these key influencers and identifies the content they find the most compelling.
- > **Response Time** – In depth analysis of your communication with your audience. This metric measures how frequently and often your brand responds to your audience.
- > **Reporting** – Analytics PRO allows you to generate customizable graphical reports. Determine which data you need for your business objective, select it, and click “export.” It's that simple. Whether you need data for internal reports or to show clients, Analytics PRO makes clear reporting a breeze.

“Socialbakers has developed an application that makes it easy for us to get sophisticated metrics on our performance through Facebook. I think any company with a social media initiative needs to look at Socialbakers if they have not already.”

**Felix Schmidt**

Global Digital Marketing Manager for  
Henkel AG & Co. KGaA

Please don't hesitate to contact us for more details about our online products and to find out how we can help you drive your social media performance.

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