



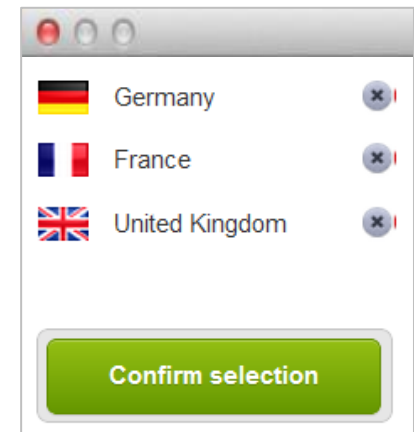
market insights

Guide and Walkthrough



- › Once you log in to the Market Insights a welcome screen will appear.
- › To get started, click on **Choose a Market** and select the desired market that you want to know more about.

- › You can select as many markets as your product plan allows.
- › If you choose a market by accident, you can easily remove it by clicking on the **X** sign located next to it.
- › Once you are satisfied with your selection. Confirm the selected markets by clicking on the **Confirm selection** button.



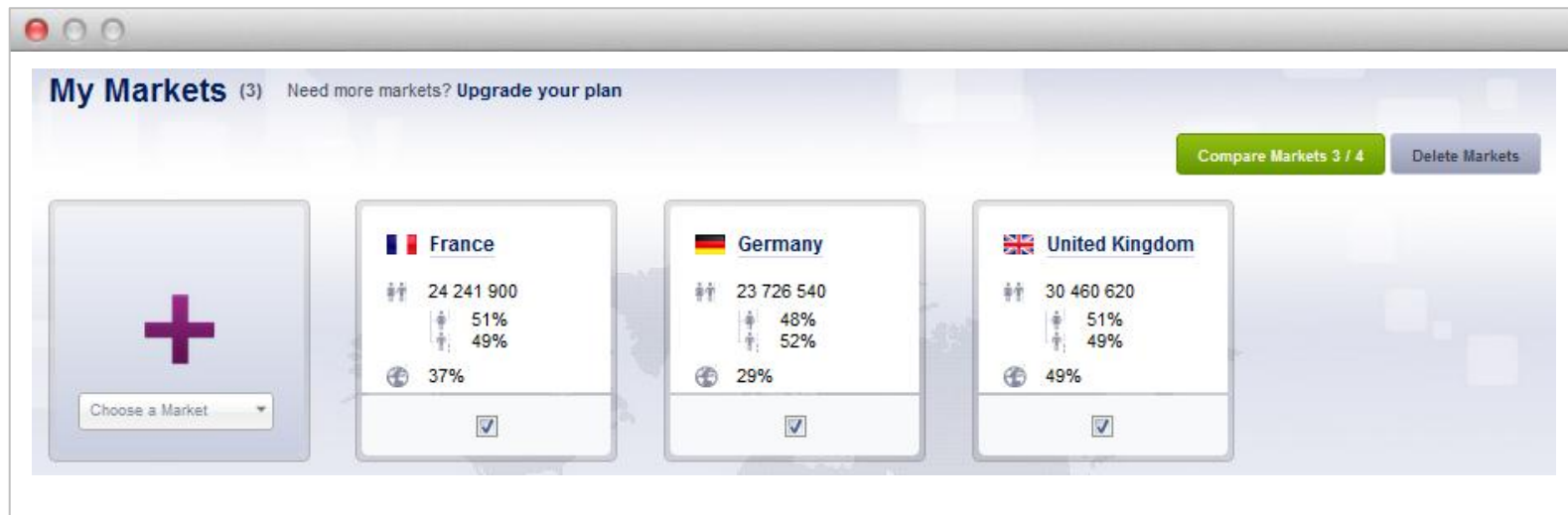
Once you have chosen the markets they will appear in the main dashboard in separate boxes. You will be able to see basic information about the markets such as the **Number of Facebook users**, **Gender Demographics** as well as overall **Facebook Penetration**.



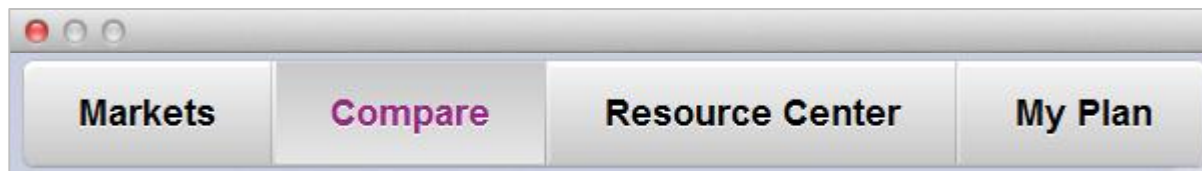
- › You can select a particular market by ticking the box at the bottom.
- › You can easily delete a market by clicking on the **Delete Market** button on the top right side.

Comparing Markets

You can see details of any market and you have the ability to compare up to four markets. Do this by simply selecting two or more markets on the main page by ticking their boxes. Once you have selected at between two and four markets; the **Compare Markets** button becomes active.



Alternatively, you can click the **Compare** button located in the bar menu at the top of the page.





Compare Markets

You can compare up to 4 markets. Just select markets you want to compare and click on the **Compare** button.













Market	Population	Male %	Female %	Global %
France	24 241 900	51%	49%	37%
Germany	23 726 540	48%	52%	29%
United Kingdom	30 457 400	51%	49%	49%

Compare Markets

Choose a Market

Once you click the **Compare** button on the top upper menu, you will enter the **Compare Markets** section. Here you can add up to four markets to compare.

Start the comparison by clicking on **Compare Markets**.

Markets		Gender	13 - 15	16 - 17	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 +	Total
 DE			1 882 240 7.87%	1 788 840 7.55%	6 191 420 26.16%	6 343 320 26.80%	3 729 980 15.76%	2 470 800 10.44%	876 640 3.70%	463 300 1.96%	23 667 960 2.70%
			964 200 8.47%	888 820 7.79%	3 001 760 26.38%	3 069 920 26.98%	1 728 060 15.19%	1 182 360 10.39%	394 240 3.47%	162 480 1.43%	11 377 560 48.07%
			897 880 7.37%	900 120 7.39%	3 166 960 25.99%	3 210 960 26.35%	1 968 660 16.15%	1 282 480 10.36%	475 300 3.90%	291 760 2.39%	12 187 440 51.49%
 GB			1 457 480 4.78%	1 883 980 6.12%	7 144 040 23.44%	7 734 820 25.38%	5 394 020 17.70%	3 755 640 12.32%	1 922 840 6.31%	1 187 900 3.90%	30 480 780 3.48%
			814 140 5.24%	944 440 6.08%	3 522 160 22.68%	3 888 940 24.91%	2 784 360 17.53%	1 995 160 12.85%	1 034 160 6.66%	556 820 3.59%	15 529 600 50.95%
			639 780 4.47%	914 660 6.39%	3 557 320 24.87%	3 704 920 25.90%	2 445 240 17.09%	1 652 680 11.55%	818 140 5.72%	587 200 4.10%	14 304 620 46.93%
 Global			54 555 320 6.23%	71 664 080 8.19%	271 245 620 30.99%	232 261 680 26.54%	121 721 140 13.91%	69 057 840 7.89%	33 965 100 3.88%	21 964 300 2.51%	875 269 680
			27 837 560 6.02%	33 563 040 7.26%	123 191 900 26.64%	103 356 840 22.35%	57 896 620 12.52%	35 447 960 7.66%	18 450 580 3.99%	10 395 420 2.25%	462 514 600 52.84%
			26 616 100 5.37%	37 577 580 7.55%	146 595 840 29.59%	116 341 180 23.48%	61 471 980 12.41%	32 383 820 6.53%	15 167 560 3.06%	10 856 200 2.19%	495 443 120 56.60%

You will be redirected to a comparison table. Here you can see data for your selected countries and the global audience.

You can filter this data by **Gender, Age, Time Range** and **Interest**.

In the **Select Interest** section you can filter the users by **Interests, Preferred Activities, Family Status, Favorite Movies, Music, Sports** or **Events**.

Comparison Summary



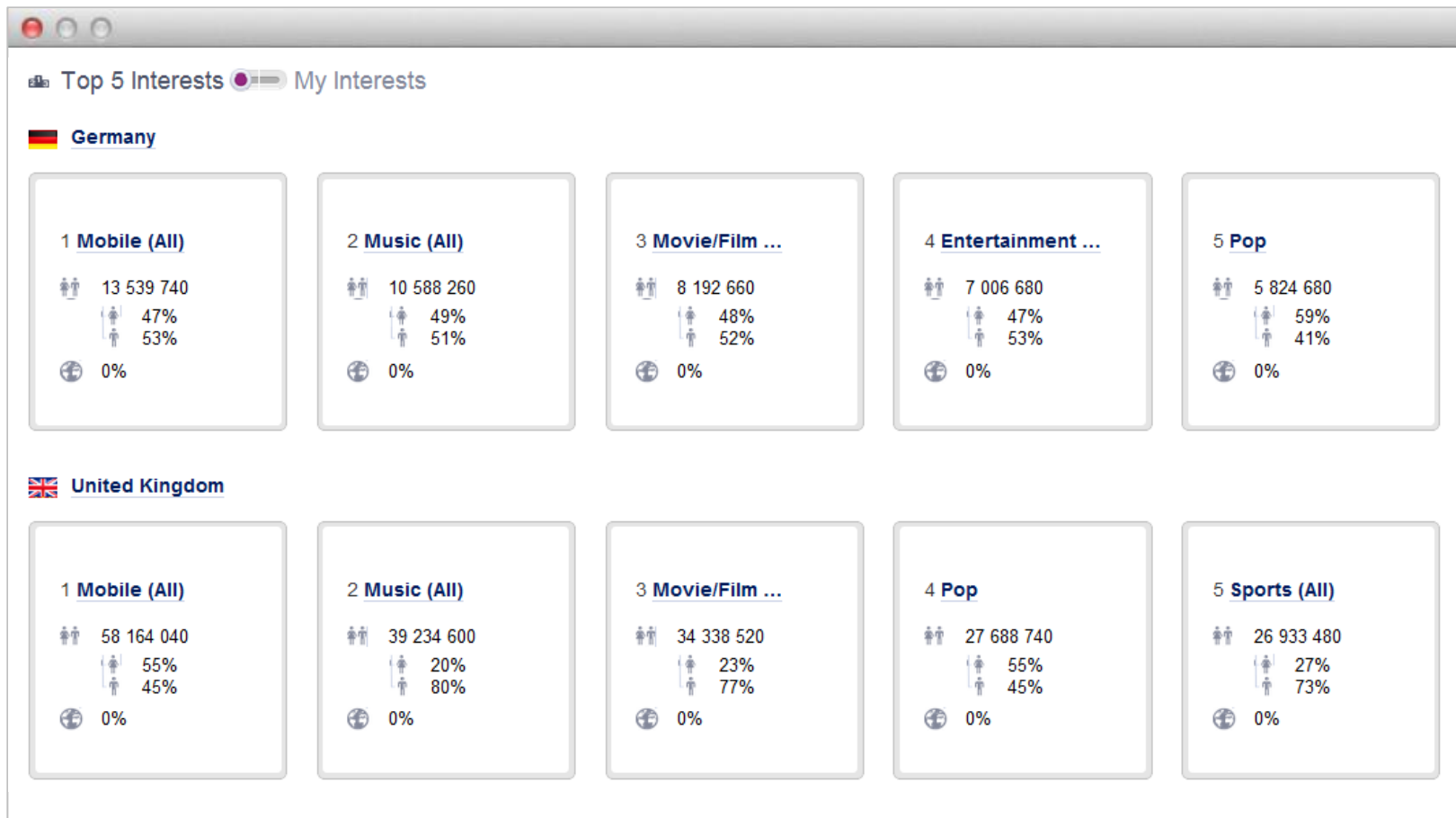
Comparison Summary FR + DE		
France	Germany	Global
24 241 100	23 726 260	871 491 760
51%	48%	50%
49%	52%	50
2.77% less ^	2.71% less ^	13%
Rank 9.	Rank 10.	
Penetration of	Penetration of	
population: 37.43%	population: 29.00%	
online population: 48.20%	online population: 35.16%	
Average	Average	
CPC: \$0.50	CPC: \$0.62	
CPM: \$0.09	CPM: \$0.12	

Below this table you will see a **Comparison Summary**. Here you will find basic info such as the **Total Amount of Facebook Users** and their **Gender** distribution.

Beside this is information about **Facebook penetration amongst a country's general population** as well as the **Facebook penetration percentage in compared to its online population**. You will be also be able to see the **world rank of the country** by total number of Facebook users, the **average CPC** (Cost Per Click) and the **average CPM** (Cost Per Mile).
















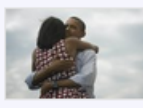
Top 5 Interests

Just below **Comparison Summary** is the **Top 5 Interests** of selected countries. By clicking on the **My Interests** button you can make an easy comparison of particular interests that are relevant to your business.





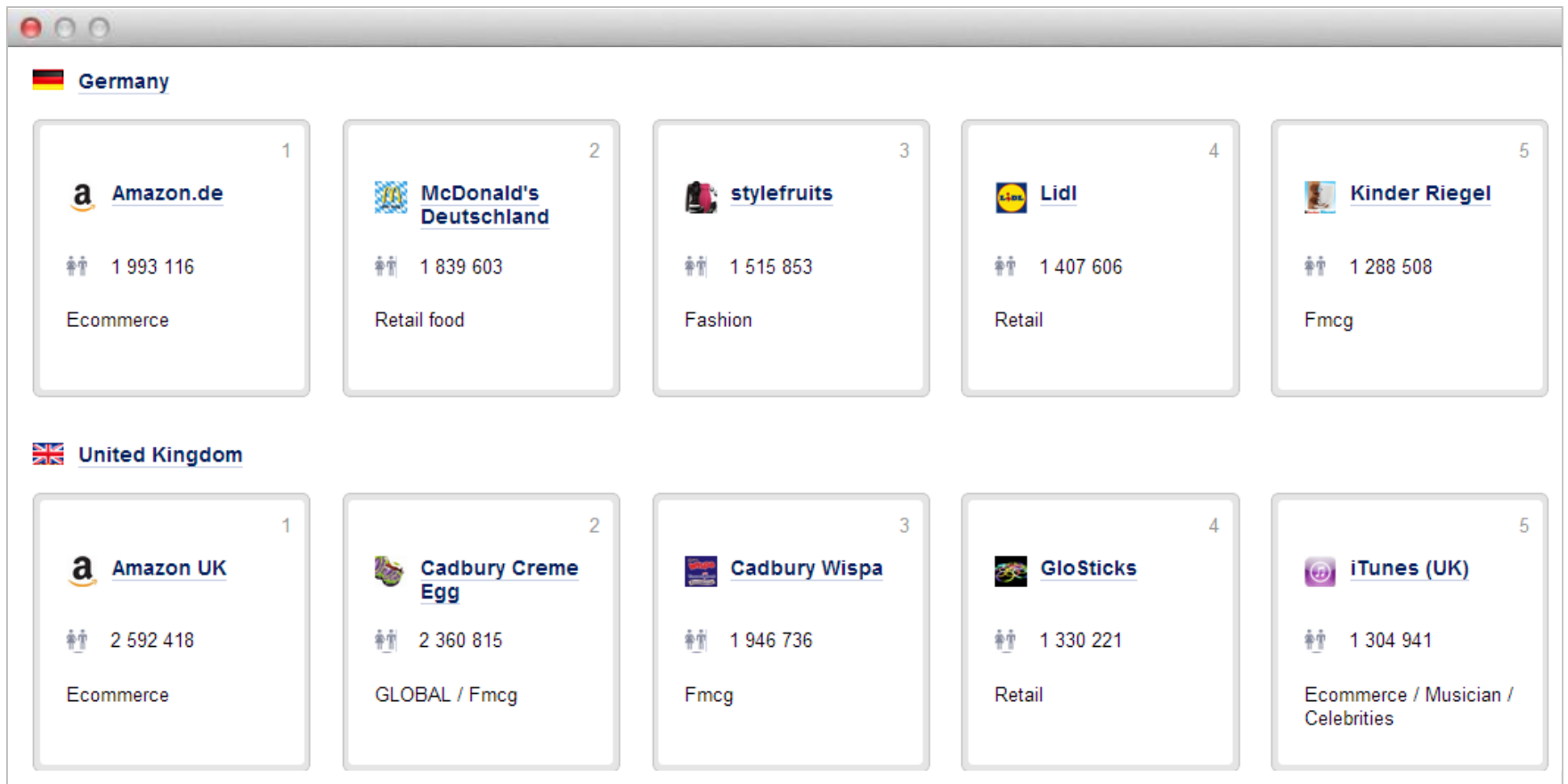
Top Content

In the **Top Content** section you will find the top posts published by Facebook pages within the markets you are monitoring. You can choose to view the most successful posts by **Engagement Rate**, **Comments**, **Shares**, **Likes** or **Total interactions**.

Total Interactions								Likes								Shares								Comments								Engagement Rate							
Rank #	Post Type & Post By		Total Interactions	Likes	Shares	Comments	Engagement Rate	collapse all ^																															
1		 The funeral yesterday of Flight... Posted Photo on RAF Benevolent Fund	1 908	1 533	182	193	5.87%	hide ^																															
		 The funeral yesterday of Flight Lieutenant William Walker - Battle of Britain pilot and poet. http://www.facebook.com/photo.php?fbid=10151306397445799&set=a.416262545798...																																					
2		 Click LIKE and you could WIN a £800... Posted Photo on Appliances Online	28 311	23 632	515	4 164	5.46%	hide ^																															
		 Click LIKE and you could WIN a £600 Whirlpool Washer and Dryer. Enter here: http://bit.ly/WhirlWin and tell us which is your favourite couple? (Will & Kate? Fish & Chips? Gin & Tonic? Others?) http://www.facebook.com/photo.php?fbid=10151152839242585&set=a.111094722584...																																					
3		 LIKE this post if you announced your... Posted Photo on Mothercare UK	5 996	5 851	0	145	5.30%	hide ^																															
		 LIKE this post if you announced your pregnancy on Facebook. http://www.facebook.com/photo.php?fbid=10151162009964125&set=a.487991694124...																																					
4		 Das Bild geht gerade um die Welt: Nach... Posted Photo on Pixum	1 855	1 628	171	56	5.11%	hide ^																															
		 Das Bild geht gerade um die Welt: Nach dem Sieg twitterte der wiedergewählte US-Präsident Barack Obama dieses Foto mit dem Hinweis "Four more years". Und erneut sind es die Bilder, die im Kopf der Menschen bleiben :)! http://www.facebook.com/photo.php?fbid=10151300106644878&set=a.306750539877...																																					

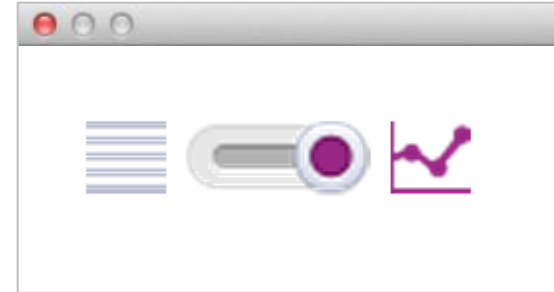
Top Brands

By simply dragging the bar  Top Brands  Top Content you can switch from the **Top Content** section to the **Top Brands** section. Here you will find the most successful brands in your selected markets by the number of fans.

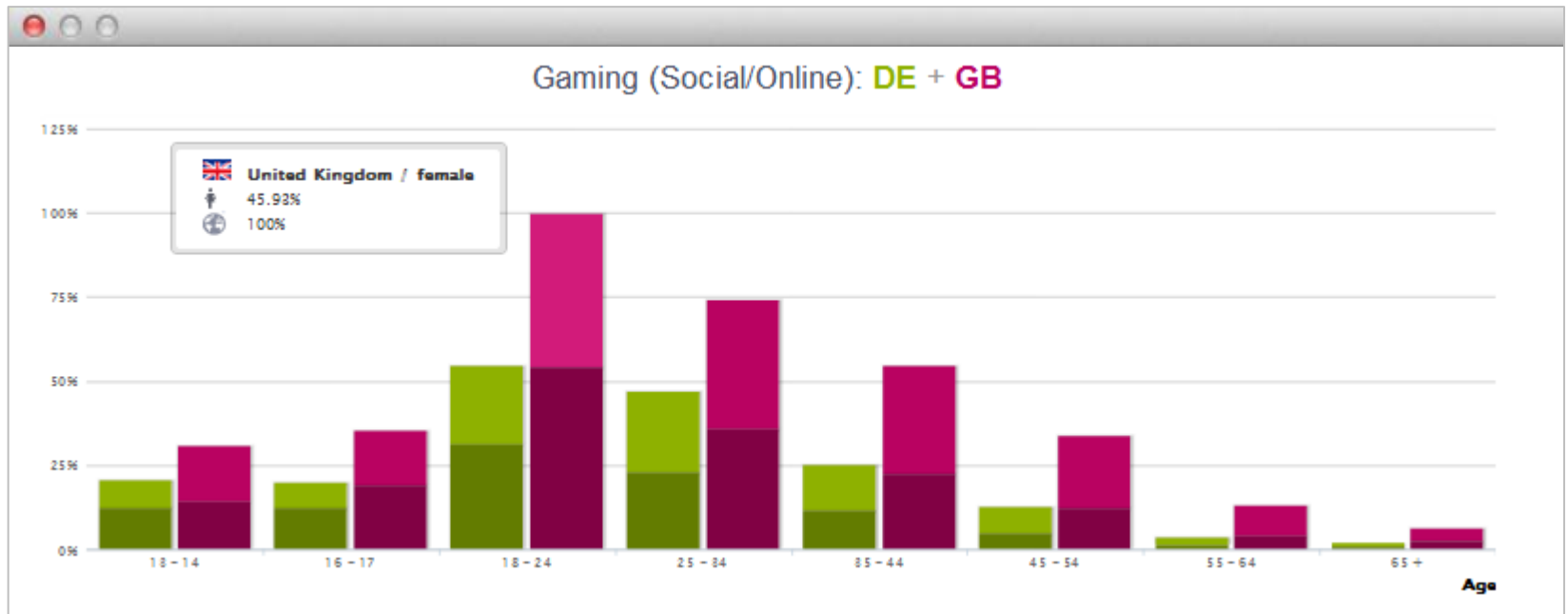


Comparison Visualization

If you prefer visual charts, then switch the table symbol to the graph symbol on the top right corner of the comparison page.



You will be now able to see all the Comparison Data in Cool Looking Charts!



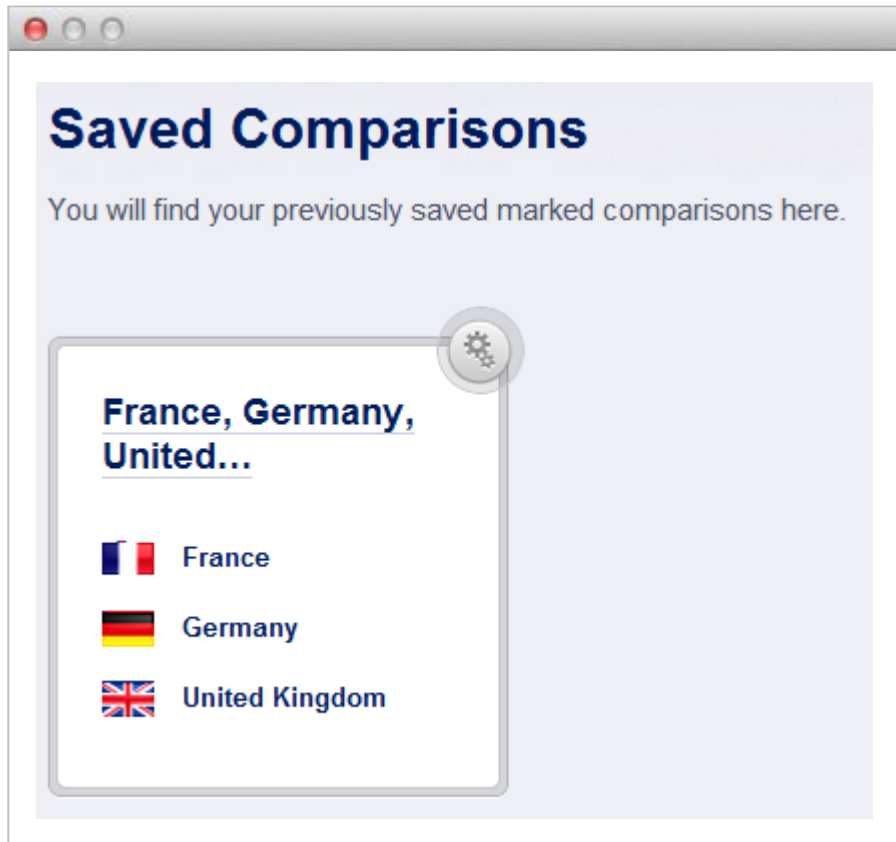
Comparison Visualization

You can also see a visual **Comparison Summary** (except CPC and CPM data) and the **Top 5 Interests** of selected countries.



Adding and Saving Comparison

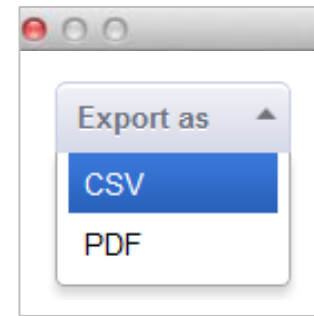
You can easily add an additional market to the comparison. Do this simply by clicking on **Plus Sign** on the upper right side of the comparison table. Compare up to four markets at one time!



By clicking on the **Save Comparison** button, located next to the plus sign, you can save the compared countries. You will find your saved countries in the **Comparison** section. To access this section, click **Compare** in the top bar menu.

If you click on the settings sign at the upper right corner of the saved comparison you will be able to edit it. You can also delete the comparison or rename it in this section.

If you want to export the **Comparison Data** from Market Insights to use externally, you can easily do it by clicking on the **Export as** menu on the upper right side. Choose between two formats – either a CSV or PDF document.



We hope that you enjoy our **Market Insights** application!

If you have any further questions, please do not hesitate to contact us.

You can reach our support team at **support@socialbakers.com**.

Contact Social Media Experts
experts@socialbakers.com

Get more information at
analytics.socialbakers.com