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ANALYTICS
User Interface Overview

With Analytics you can understand how users respond to the content you create. This is essential to building a powerful social presence. You can assess and measure the success of your social media strategy, evaluate the effectiveness of your campaigns and track how your promotions are pacing among users.

Navigation

The Analytics section of Buddy Media is displayed by selecting Analytics from the top menu. Navigation consists of four key sections in the left rail:

- **Reports** - View important metrics that can be compared across all profiles and properties. This section displays a roll-up report of link clicks from all profiles and properties linked to the various tools within the suite.
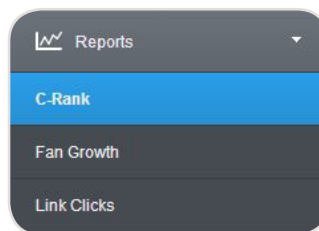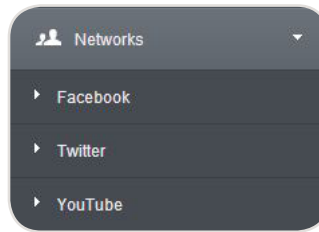

Reports Menu

- **Products** - Data within the products section highlight the metrics that apply to a single product. For example, the ProfileBuddy report will display metrics about custom ProfileBuddy across all profiles.
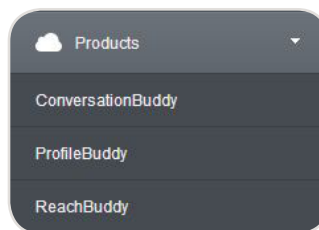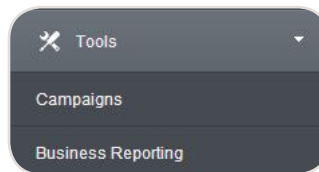

Products Menu

- **Networks** - This area provides drill down reports into a specific profile or set of profiles.

Networks Menu

- **Tools** - Create and track campaigns and goals in this area of the Analytics section.


Tools Menu

Reporting Options

You can create a report that enables you to see aggregated data for a single client or profile or for multiple clients or profiles. You can also add a custom or pre-set date range to your report. The title across the top of each report lets you know which profiles you are viewing as well as the number of profiles included in the data.

Reporting features include:

- **Client Selector** - Select all or a subset of clients to view in your report.
- **Date Selector** - Select a specific date range to narrow the focus of the report being viewed.
- **Profile Selector** - Within profile reports users can drill down to all, one, or many profiles of the same network type.
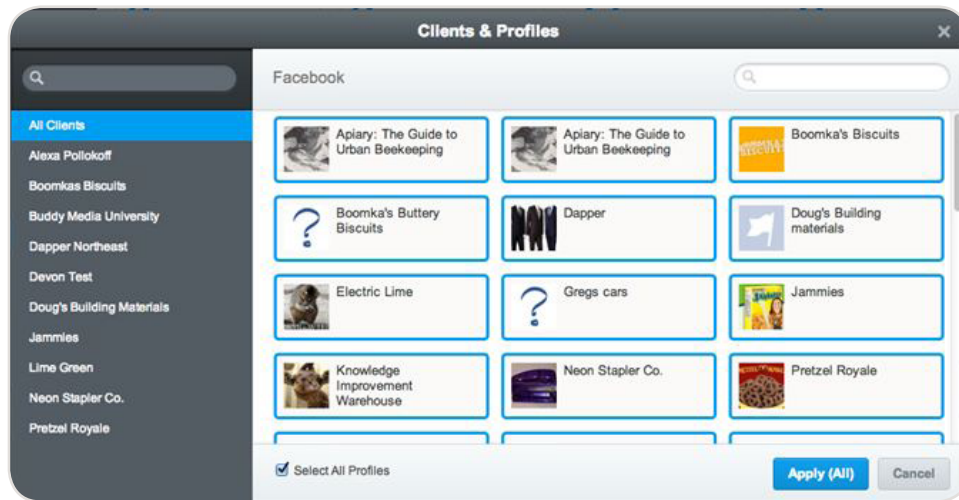
Selector

Interactive Graphs

Graphs are easy to read and include valuable data standardized for all reports. Within all graphs you can:

- Compare metrics or profiles.
- View data in table format.
- Overlay items such as campaigns.

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ANALYTICS

Setting Up Your Dashboard

You can manage marketing initiatives across your social networks from one central location within the Buddy Media social marketing suite.

Creating A Dashboard

When you first log into the suite, you will notice a pre-existing dashboard called My Dashboard located next to the Welcome Dashboard. The Welcome Dashboard offers details on Buddy Media's product offerings and can be permanently removed by clicking the **X**. The My Dashboard tab is a blank dashboard for you to develop, customize and use for your analytics and reporting needs.
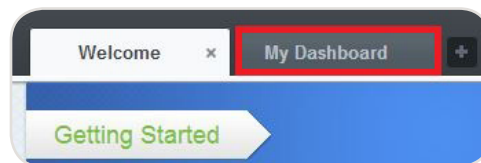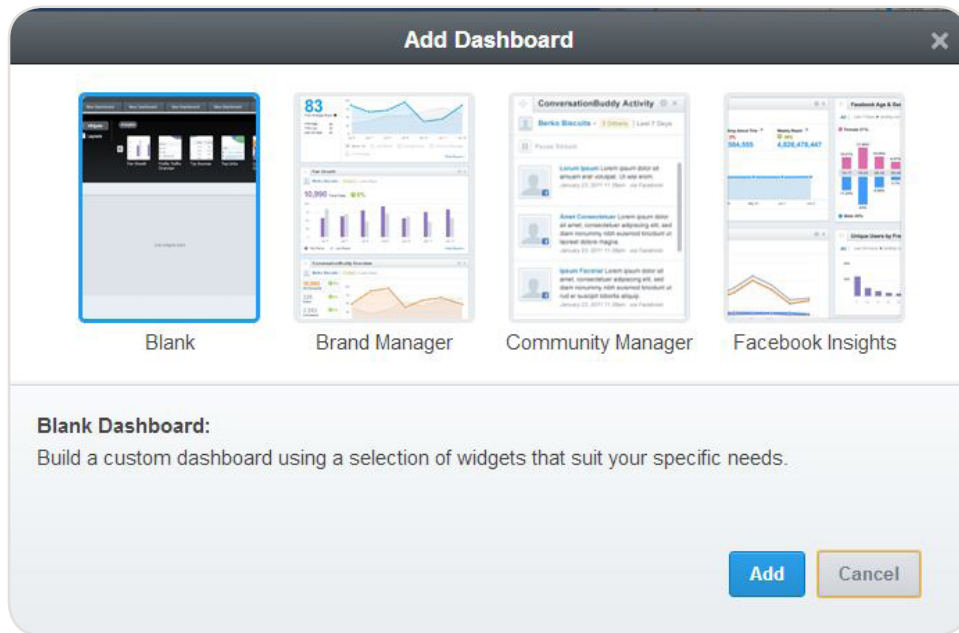

My Dashboard

To create a new dashboard, complete the following steps:

1. At the end of the dashboard tab, select **+**. You can add an unlimited number of dashboards to help organize your projects.

2. Drag and drop the dashboard tab to place it in a different location.

Note - Navigating from left to right, the dashboard listed first becomes the default dashboard and automatically loads upon login.

When prompted, select a blank or pre-built dashboard and click **Add** to insert your new dashboard. The three pre-built dashboard options are pre-populated with widget configurations that are relevant to many users.

- **Brand Manger** – Strategic managers can easily monitor social media success.
- **Community Manager** – Daily users can quickly assess performance stats, engagement, and monitor activity.
- **Facebook Insights** – Users can view Facebook Insights widgets for quick access to consumer insights and engagement.
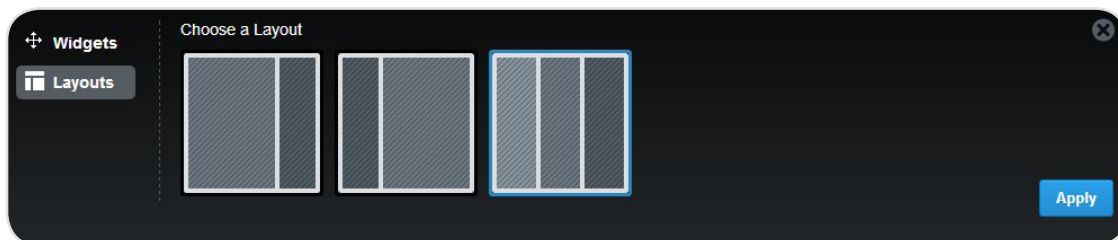
Add Dashboard

Editing Your Dashboard

To edit a dashboard, complete the following steps:

1. Click **Layouts**.

2. Select options to edit your new dashboard.

3. Once a layout is selected, click **Apply**.

Note - The way widget information displays changes slightly depending on whether it is placed in a wide or narrow column.

Edit your Dashboard

You can update the layout at any time by clicking Edit Layout on the top of your dashboard.

Edit Layout Button

Change the Name of Your Dashboard

To change the name of your dashboard complete the following steps:

1. At the top of the dashboard, click on the current name.

2. Enter a name for the new dashboard.

3. Press **Enter** to save the dashboard name.
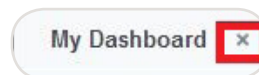

Change the Name

Note - Blank dashboards are empty until widgets are added.

Delete Your Dashboard

To delete a dashboard:

1. To the right of the dashboard tab, click the **X**.

X Button

Note - This action cannot be undone.

Add Widgets to Your Dashboard

To add widgets to your dashboard, complete the following steps:

1. Click the **Widgets** button.

2. Hover over a widget to view a short description of its functionality and the different layout options.

3. Click **+ ADD** while hovering over a widget to place it on the dashboard.

Edit Widget Settings

To edit the widget name and data that widget displays, complete the following steps:

1. In the upper right corner of the widget, click the gear icon. A settings widow displays.

Gear Icon

2. You can update the Widget Name, determine Scope and select the Timeframe.

   - **Update the Widget Name** to make the name unique if adding multiple versions of the same widget with varying content.

   - Set the **Scope** options, such as filtering by Profile(s) and Client(s), which differ for each widget.

   - **Narrow by Profile**: your Facebook Page, Twitter stream, Google+ Page, or All Profiles.

Note - You will only see data for Profiles and streams you have access to.

3. Click **Save** to submit changes.

Settings

Access Detailed Widget Content and Analytics

Select View Report (when available) to display widget content and data. This action automatically directs you to the corresponding page within the Analytics section of the suite.
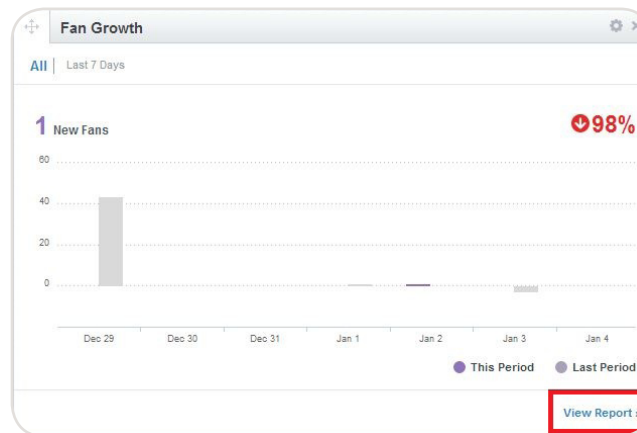
View Report

Widgets Options and Available Metrics

Widget Name	Available Metric	Example Usage
Fan Growth	View and track your fan growth for one or more social profiles.	Understand what content is driving new fan/follower acquisition.
Profile Traffic Overview	Provides an overview of the traffic generated by your social profiles.	See which of your social efforts is driving the most web traffic.
Top Sources	Lists your top performing social profiles based on link clicks.	Understand which social media outlets drive the most link clicks overall.
Top Links	Provides a list of top performing links with a breakdown by source.	Identify which pieces of content were the most compelling for your fans/followers.
Link Destinations Overview	Provides a list of top performing outbound links by destination.	Understand which types of content destinations were most popular with your audience.
Link Clicks	See link click performance from your tweets, posts and tabs.	Find out how much web traffic your efforts have driven overall.
Facebook Stream	Provides an overview of posts and comments.	See an overview of Facebook stream activity and gauge fan engagement.

Widget Name	Available Metric	Example Usage
Campaigns & Goals	View and track the current and expected performance of your campaigns.	Track campaign success in this top-level view of your campaigns and goals.
Twitter Stream	Provides an overview of tweets, retweets, @mentions and replies.	See how much activity your Twitter stream has had and gauge engagement from followers.
Stream	A real-time feed of the recent messages in your stream.	Monitor your Facebook and Twitter streams quickly and easily.
Top Sapplets	Shows a list of top performing sapplets based on primary events.	Understand which content on your Facebook tab is driving the most engagement.
ConversationBuddy Notifications	Provides easy access to various areas of ConversationBuddy.	Take action on approvals and flagged messages with fewer clicks.
Activity Calendar	A monthly view of your previous actions in ConversationBuddy.	See previous and upcoming scheduled post frequency at a glance to identify openings in your conversation calendar.
Facebook Fan Engagement	View Total Fans, Friends of Fans, People Talking About This, or Total Reach.	Explore various Facebook insights at a glance and track the number of users engaging with your brand.
Facebook Age & Gender	Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles.	Learn more about the users visiting your page. Determine specific demographic information based on user settings in the native Facebook environment.
RSS Feed Reader	View the latest entry from any RSS feed.	Stay up to date on your favorite feeds while working in the social marketing suite.
Unique Users by Frequency	View the number of unique people who saw any content related to your page through the Newsfeed, Timeline, and Tabs.	Use with a single page or with any combination of pages for a roll-up view of unique users accessing your content.
ProfileBuddy Overview	View your engagement rate, events, and impressions from ProfileBuddy.	Provides a quick overview of tab performance and events.

Widget Name	Available Metric	Example Usage
ReachBuddy Overview	View your engagement rate, events, and impressions from ReachBuddy.	Provides a quick overview of ReachBuddy performance and events.
YouTube Overview	Provides an overview of views, viewers, comments, and subscribers.	Top level view of events on your YouTube channel.
Channel Activity	A real-time feed of the recently performed channel actions.	Track all events occurring within your channel. Includes users logging in, scheduling posts and publishing to tabs.
C-Rank	Tracks your competitive rank and provides a snapshot of your online social engagement relative to your industry.	View a measurement of how well you are communicating with and engaging your social audience.
ConversionBuddy Overview	Display ConversionBuddy activities with line chart.	Track your ConversionBuddy shares, clicks and conversions.
Quick Publish	Quickly publish to any of your social profiles.	Publish a post to your Twitter, Facebook, LinkedIn or Google+ Pages.
Page Like Sources	Lists the number of times and source of likes for your Page.	Using Like source data helps you understand what sources are driving the most new likes to your Page. Use the data to optimize marketing efforts
External Referrers	Pulls in the top referring external domains sending traffic to your tab.	Tracks all visits to your tab coming from sources outside of Facebook.
Likes Vs Unlikes	Tracks the number of likes vs the number of unlikes for your Page.	Tracks total number of unique users who liked your Page in the timeframe you select.
Facebook Reach	View the organic, paid and viral reach of your page.	Determine the unique sources contributing to overall Facebook engagement as well as number of unique impressions.

Unique Ways to Set Up Your Dashboard

There are an infinite number of ways to set up dashboards. Create unique dashboards to help set benchmarks and assess performance and overall success of your strategy.

Here are a few strategic ideas to harness the power of your dashboards:

Create multiple dashboards:

- Set up three dashboards with the same widgets, layouts and scope but track different timeframes in each. Use this setup to assess overall performance over time.

- When monitoring multiple brands and multiple pages create a unique dashboard for each.

Build one dashboard with multiple versions of a widget with different settings to get side-by-side comparisons:

- Using this dashboard setup, track different time ranges to compare hourly, weekly and monthly performance.

- Additionally, in one dashboard, compare the overall performance of multiple brands or profiles by adding multiple versions of the same widgets and adjusting the settings to pull data from each brand.

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ANALYTICS
Setting Campaigns and Goals Overview

Campaigns are used to track your social marketing performance for specific initiatives or promotions. You can run multiple campaigns at once, and set specific date ranges and Key Performance Indicator (KPI) goals for each.

Examples include:

- New product launch

- Holiday sales revenue

- Fall sweepstakes

- Black Friday promotions

- Fan growth initiative

- Spring clearance sale

Any promotion or objective that has a specific time frame and has planned user engagement opportunities can be made into a campaign. Goals are part of campaigns. Once you create a campaign, you can define and set specific goals to measure your performance.

Examples include:

- X number of new fans

- X number of tab views

- X number of Poll sapplet primary engagements

- X amount of revenue generated

View Campaigns and Goals

To view campaigns and goals, complete the following steps:

1. From within the social marketing suite, select **Analytics** from the top navigation bar.

2. From the left rail navigation, select **Campaigns**. All active and past campaigns will display. You can use the Hide Past Campaigns check box to hide or show past campaigns.

Hide Past Campaigns

Edit or Delete a Campaign

To edit or delete a campaign, complete the following steps:

1. At the far right of the Campaign listing, click the Pen icon to edit the name and date range.

2. Click the **X** button to delete.

Note - Deleting a campaign is permanent and can not be undone.

Add a Campaign

To create a new campaign, complete the following steps:

1. Select **+Add Campaign**.

2. The Add Campaign screen appears. Insert a **Campaign Name**.

3. Select the Client for which the campaign activity will be occurring.
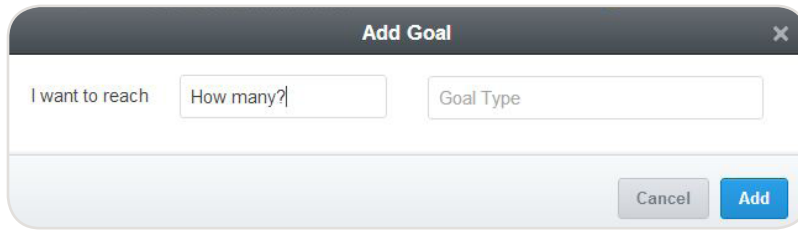
4. Select a Date Range.

Note - Once created, you will be able to edit the campaign name and date range, but not the Client.

You can set your date ranges in the past, present or future. If you select past dates, data will be pulled in retroactively.

Add Goals to a Campaign

Once you have created a campaign you can add goals. To add Goals to your campaign, complete the following steps:

1. Click **+Add Goal**.

2. The Add Goal screen displays. Set the basic goal details: How Many? and Goal Type.

Add Goal

There are five goal KPI categories available:

- **Sapplet Goals** – Primary event actions, link clicks or shares for one or more specific sapplets on a ProfileBuddy tab or ReachBuddy canvas.

- **Canvas Goals** – Total views: total primary event actions, link clicks or shares for any sapplet on a ReachBuddy canvas.

- **Tab Goals** –Total views: total primary event actions, link clicks or shares for any sapplet on a ProfileBuddy tab.

- **Profile Goals** – Fan growth and page impressions (Facebook only).

- **Conversion Goals** – Revenue, opt-ins, submissions, and other custom conversions using the ConversionBuddy scripts implemented on your site.

3. Click **Add**.

4. Select the desired Profile, Tab, Tab Version, Sapplet and/or Canvas.

Note - The available tabs and canvases are determined by the client you selected for the overall campaign.

5. Click **Add**.

Once you have finished adding the Goal, the Campaign Overview page displays. Click **+Add Goal** to add additional goals.
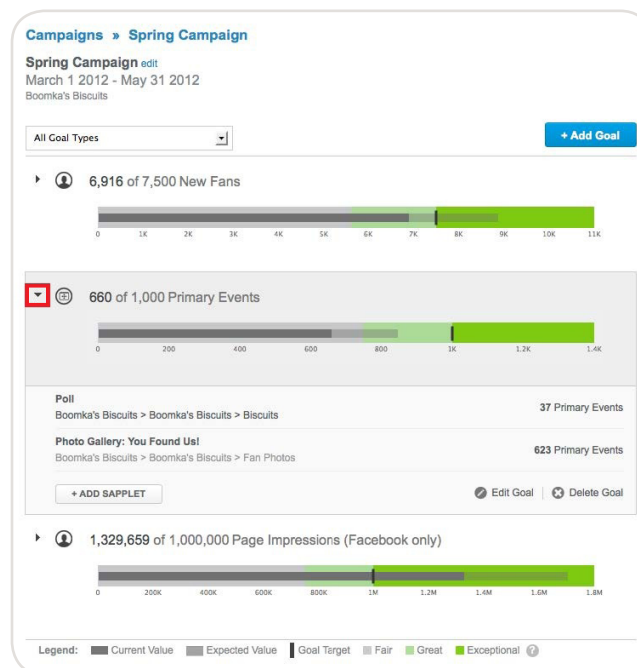
Monitor your Campaigns and Goals

There are two areas within the social marketing suite to view and track the progress of your Campaigns and Goals.

Within Analytics

The first option is to navigate to the specific campaign within Analytics:

1. Click on the Campaign Name to view the full progress report.

2. To view each overall Goal and current progress, click the arrow to the left of each Goal to expand. The full detail view shows each individual action contributing to the overall goal performance.
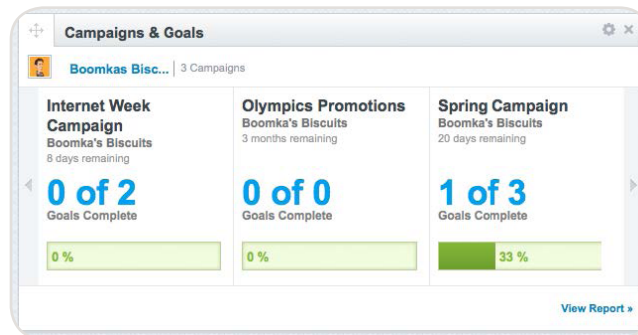

Full Progress Report
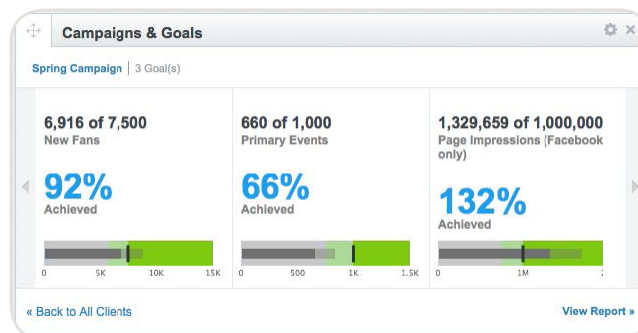
Within the Dashboard

The second option is to use the Campaigns and Goals dashboard widget to view progress directly from your dashboard. The top-level view will show all campaigns and the number of goals completed.

1. Click on any campaign to see the specific details of each goal.

Campaign Goals

2. Select **View Report** to be taken to the full report within Analytics.

View Report

Understanding Your Goal Performance

The graph displayed with each goal is a Bullet Graph. The graph displays the current value and the targeted goal value. It also projects an expected value based on your performance. Each goal's graph enables you to view current progress and identify under-performing goals that need attention.

The background color illustrates qualitative performance ranges (fair, great, or exceptional). The ranges will change as you progress towards your goal. For example, projected performance that slightly exceeds your goal will be in the great range. If you are on target to far exceed your goal you will be in the exceptional range.

Bullet Graph

Background Color

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ANALYTICS

Business Reporting Overview

Using Business Reporting for Analytics you can easily see how your social presences are performing and compare results. You can subscribe to an email that automatically sends you the reports you have set up. On the fourth day of the month at 12am EST, you will receive reports for the previous month.

Business Reporting lets you create benchmarks for Twitter replies, profile-level metrics, YouTube views, as well as comments and views across other networks.

To create a Business Report, complete the following steps:

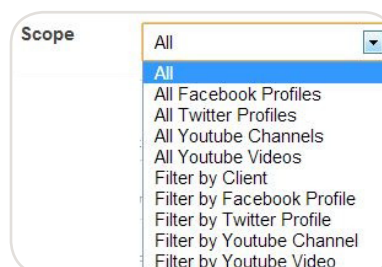1. In the Tools section, select **Business Reporting**.
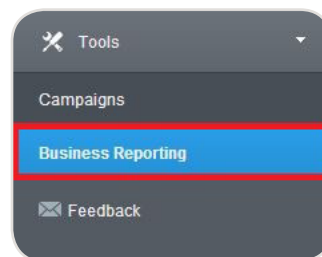
Business Reporting

2. Click **Add New Report**.

3. Insert a name for your report.

Report Name

4. Select the Scope drop-down menu to narrow the profiles for which you would like to collect metrics. You can choose global options such as all Facebook or Twitter profiles, or pick and choose specific profiles.

Scope Menu

4.   From the Select Data list, select the metrics you want to include, then click the arrow to add them to Report Metrics.

5.   Select the arrows to the right to prioritize the list of Report Metrics.

6.   Click **Add** to display the results.

Your report will automatically pull metrics for the current month, however you can choose other timelines. To select a custom time period, use the date drop-down menu in the upper right hand corner. This option makes it easy to compare month over month or year over year results.

Custom Date Range

Edit an Existing Business Report

To edit a Business Report, complete the following steps:

1.   From the Business Reporting screen, click the desired Report Name.

2.   Click **Settings**.
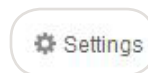
Settings

3.   The Edit Business Report window displays. Make desired changes. You can click the **Remove** button to remove Report Metrics.

4.   Click **Edit**.

Edit Button

Export a Business Report

To export your report for further analysis or customization, complete the following steps:

1. At the top of the Business Reporting screen, click **Export**.

2. Select **CSV (Aggregate Totals) or CSV (Monthly Totals)** to download a CSV file.

Export Menu

Subscribe to a Business Report

You can subscribe to an email that automatically sends you recurring reports. To subscribe to a business report, complete the following steps:

1. From the Business Reporting screen, click the desired report to which you wish to subscribe.

2. In the upper right hand corner, click **Subscribe**.

3. Select **Subscribe to monthly Email Updates of this report**.

4. Click **Save**.
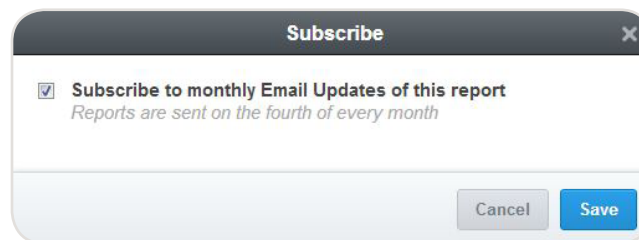
Subscribe

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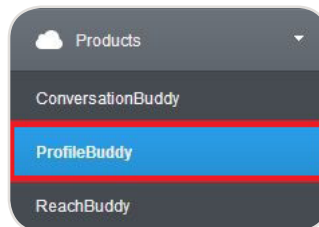T @marketingcloud   T 1-888-672-3426

ANALYTICS

Exporting Data from the Form Builder Sapplet

1. Log into your channel in the Buddy Media social marketing suite.

2. From the top navigation, select **Analytics**.

Analytics Button

3. Under Products, select **ProfileBuddy**.

ProfileBuddy

4. From the All Clients section, click the desired Profile.

5. Select the tab from which to export the Form Builder data.

Tab Selection

6. Select the Tab Version containing the Form Builder sapplet from which to export data.

Global Global Example

7. Select **Form Builder** from the list of sapplets.

Sapplet List

8. Click **Export**.

9. Download submission data for the entire lifespan of the Form Builder sapplet by selecting **All Time**. To select data entered into the Form Builder during a specific time frame, choose **Selected Range**.

Export Options

http://www.salesforcemarketingcloud.com/ **23**
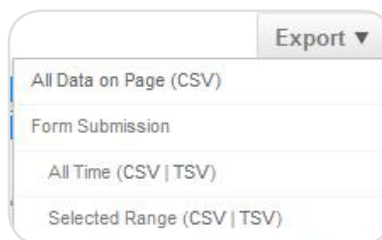
10. Download Form Submissions in either CSV (Comma Separated Values) or TSV (Tab Separated Values) File formats.

Note - CSV files are used most often, while TSV files are best when the data contains foreign characters.

11. Save the file. You can then open the results in Excel.

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