



LISTEN



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ADVERTISE

Table of Contents

Add or Delete a Topic Profile	2
Topic Profile Details	3
Topic Profile Menu	7
Add Keywords and Keyword Groups	9
Create a Source Filter	20
Sentiment Subjects	24
Coverage	26
Client Usage Summary	30

ADD OR DELETE A TOPIC PROFILE

Add or Delete a Topic Profile

To add a new Topic Profile within the Salesforce Radian6 Analysis Dashboard, take the following steps

1. In the Salesforce Radian6 Analysis Dashboard, click **Configuration**. The Topic Profile Manager screen opens.



Topic Profile Configuration Menu

2. Click **Add New Topic Profile**.



Add a New Topic Profile

3. Enter the **Topic Profile Name**.

Note - To make organization easier later, this name should include the name of the product or brand you are working with.

4. Click **Done**.

CONFIGURE TOPIC PROFILE DETAILS

Topic Profile Details Overview

When you create a Topic Profile, you will notice the following fields. Some of these are automatically filled in. You will need to configure the other settings.

Topic Profile ID

The **Topic Profile ID** is a unique number automatically assigned to each Topic Profile.

Topic Profile Name

When creating a new Topic Profile, Radian6 prompts you to give it a **Name**. This is a label for identification purposes and will not be included as a search term.

Topic Profile Owner

This field lists the user who owns the Topic Profile. Other users can use the Topic Profile; however, only the owner can make changes. By default, the creator of the Topic Profile can change its configuration.

There can only be one owner of each Topic Profile at a time. However, the owner can transfer ownership to another user by selecting their name from the drop-down menu. The Topic Profile changes will save when the new owner has logged out and back in to Radian6.

▼ Topic Profile Details

Topic Profile ID	215005
Topic Profile Name	#Red Sox
Topic Profile Owner	jamesocial (james.mcintyre@radian6.com)
Visibility	Public
Created Date	03/16/2010
Days of Historical Data	968
Estimated Monthly Volume	44,900
Status	Active
Insights	Insights Manager

Topic Profile Owner

Visibility

This setting enables you to limit who is able to access your Topic Profile. Your options for visibility are:

- **Private** (default) - Only the Topic Profile Owner has access.
- **Public** - Everyone with a Radian6 ID in an environment has access.
- **Project** - Everyone listed as a member of a project and who has a Salesforce Radian6 ID is able to access.

Created Date

This date is the day your Topic Profile was created. It shows the day/month/year of your Topic Profile creation.

Days of Historical Data

Counted from the Created Date, this is how far back you can go to retrieve content. By default, Radian6 provides new Topic Profiles 30 days of historical data. More data is given and stored as the Topic Profile ages; each additional day the Topic Profile is active provides another day of data.

You can purchase additional time, going back to May 2008, by contacting your Radian6 Account Executive.

Estimated Monthly Volume

This is the approximate number of posts that your Topic Profile is expected to pull in on a monthly basis. If you change the configuration of your Topic Profile, your Estimated Monthly Volume (EMV) might also change.

Status

This field shows the status of your Topic Profile.

Languages

By default all languages are included, but you can choose to view results for specific languages by clicking the Filter by Language radio button and selecting the languages you wish. Selecting only certain languages can help lower your Estimated Monthly Volume (EMV).

Only select languages your team can read or translate. Radian6 does not translate posts for you.



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Languages				
Chinese	Danish	Dutch	English	Finnish
French	German	Greek	Hindi	Indonesian
Italian	Japanese	Korean	Malay	Norwegian
Polish	Portuguese	Romanian	Russian	Spanish
Swedish	Thai	Turkish		

Media Types

Choose to include all supported Media Types or to Filter by Media Type.

Twitter	Facebook	MySpace
Comments	Images	Videos
Mainstream News	Buy/Sell	Blogs
Aggregator	Forums	Forum Replies

By default, all media types are included, but you can choose to view results for specific media types by clicking the Filter by Media Type radio button and checking the boxes next to the desired media types.

Selecting for certain media types can help lower Estimated Monthly Volume (EMV) and reduce unwanted content.

Regions

Choose to **Include All** supported regions or to Filter by Region. This filters content by 242 regions. Radian6 uses three criteria to identify regions:

- **Top Level Domain** - For example, .ca in Canada.
- **IP Address** - Indicates where the site/server is hosted. Because many of the sites that we crawl are hosted in the United States, it is best to include content from the United States whenever possible.
- **Information available from the Member Profiles** - Radian6 can use this method to filter by region if the biography of a Twitter or YouTube user is complete (city, province/state and country provided).

Source Filters

Choose to Include All posts or use a Source Filter to Filter By Source. Using Filters, you can select websites such as Blogs or Twitter handles to be included or excluded from your search results.

You may filter by:

- **Include All Content From These Sources** - Results will include all posts from the websites added in your Source Filter, regardless of the Keywords, as well as all media posts containing Keywords.
- **Include Keyword Matched Content From These Sources** - Results will include all posts from the Source Filter's selected sites that match the Keywords entered in the Topic Profile.
- **Exclude Content From These Sources** - Excludes specific sites or Twitter handles from a search.

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-  marketingcloud@salesforce.com
-  [@marketingcloud](https://twitter.com/marketingcloud)
-  1-888-672-3426

TOPIC PROFILE USER SETTINGS

Account Details

The Account Details section of the Configuration menu is where you will find the options to:

- Change your **Display Name**.

Note: This new email address will become your new user name for login purposes.

- Set your **Time Zone** (multiple international locations are provided for each time zone).
- Change your **Password**.

The screenshot shows the 'Account Details' configuration page. At the top, there are navigation tabs: 'Topic Profiles', 'Account Details' (selected), 'Client Details', 'Projects', and 'Source'. Below the tabs, the 'Account Details' section contains the following fields:

- Display Name: jamesocial
- Email Address: james.mcintyre@radian6.com
- User Name: jamesocial
- Time Zone: (GMT) Europe/London

At the bottom right of the form, there are two buttons: 'Change Password' and 'Save'.

Account Details

To save the changes you have made, take the following steps:

1. In the **Email Address** field, enter your valid email address.
2. Click **Save**.

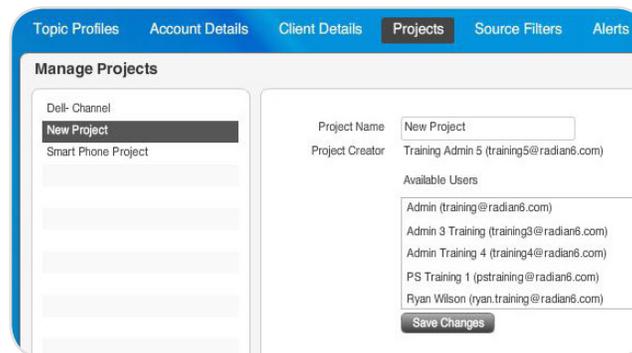
Note - This email address must match the one currently on file to ensure that changes are saved.

Projects

Projects are lists of users who have exclusive access to certain aspects of the Radian6 environment. Topic Profiles, Source Filters, and Macros in the Engagement Console can all have visibility/usability assigned to certain projects, meaning that only the users specified for those projects can access them.

To configure a Project, take the following steps:

1. Navigate to **Projects**.
2. Select the **Add New Project** button at the bottom left.
3. Insert a **Project Name**.
4. Move the required users from the list of **Available Users** on the left to **Selected Users** on the right, using the + button.



Projects

5. Click **Save Changes**.

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- T @marketingcloud
- T 1-888-672-3426

ADD KEYWORDS AND KEYWORD GROUPS

Add Keywords and Keyword Groups Overview

Your choice of Keywords will define your Topic Profile's search. You can group Keywords together for convenience and to save time configuring your widgets.

When you have chosen your Topic Profile Details, you will need to add Keywords to instruct Radian6 on what content to retrieve. Keywords are not case sensitive, but they are exact match. Ensure you enter all spelling variations you think people may use when talking in social media using your Keywords.

The Topic Profile owner can add, edit, delete, copy or move Keywords in the Keywords and Keyword Groups tab of the Topic Profile Manager. If you see these options grayed out, you are not the Topic Profile owner.

The two options available in the Keyword and Keyword Groups tab are:

- **Simple Keyword Entry** - Used for easy searches.
- **Advanced Keyword Entry** - Used to group Keywords together.

Topic Profile Quickstart

You have the option of using the Topic Profile Quickstart to set up your Topic Profile. To use the Topic Profile Quick Start:

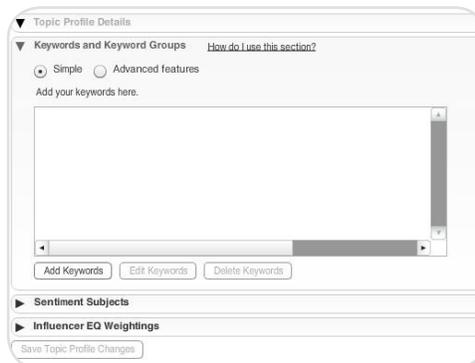
1. Log in at login.radian6.com.
2. Click **Topic Profile Quickstart**. The Quickstart then prompts you to fill in all required Topic Profile information.



Topic Profile Quickstart Menu

Add a Simple Keyword Search

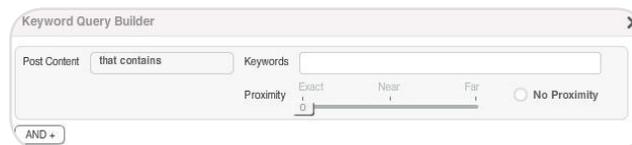
The Simple method of Keyword entry is the default method for any new Topic Profile. It is quick and easy to use. It is useful for a simple search on a product or brand in a single business area. Keywords will appear in the Simple Keyword field in alphabetical order. You can use the Advanced Keyword Entry for greater functionality, enabling more complex searches.



Simple Keyword Option

To add a Simple Keyword search:

1. Click **Add Keywords**.
2. In the Keyword Query Builder, enter a Keyword or Keywords of interest.



Keyword Query Builder

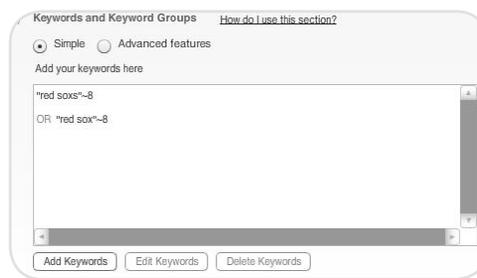
3. Click **Done**.

OR Function

The OR Function specifies that Radian6 must return posts containing any of the Keywords you have entered. This is often used to return multiple variations of a brand or product name.

To use OR, take the following steps:

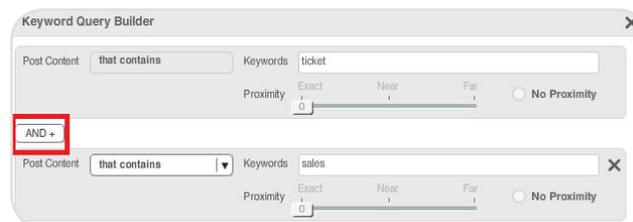
1. Click **Add Keywords**.
2. In the **Keyword Query Builder**, insert a Keyword or Keywords.
3. Click **Done**.
4. Repeat steps one through three for additional Keywords. The OR function is automatically entered between each additional Keyword you enter.



OR Function

AND Function

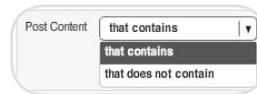
The AND Function enables you to specify that all Keywords you have entered must be contained within a post.



AND Function

To use the AND function, take the following steps:

1. In the Keyword Query Builder, insert the first Keyword or Keywords.
2. Click **AND+**.
3. Using the drop-down, select that contains or that does not contain.



That Contains and That Does Not Contain

4. Insert the second Keyword or Keywords.
5. Click **Done**.

Note - Using the that does not contain option enables you to filter out unwanted content that you suspect may be returned by your Keywords.

Proximity Filters

Proximity Filters enable you to specify how closely together multiple words must occur in a post to qualify as relevant content. In the example below Ticket and Sale must be within 5 words of each other.

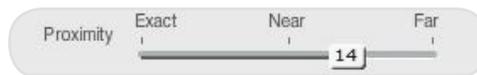


Proximity Filter ~5

Proximity is only available in the Simple Keyword Entry method and in the CONTAINS field in the Advanced Keyword Entry method.

To add Proximity, take the following steps:

1. In either the Simple Keyword method or CONTAINS field, click **Add Keywords**.
2. In the Keyword Query Builder, type multiple words into the field (minimum of 2).
3. Drag the Proximity Slider to the desired number.

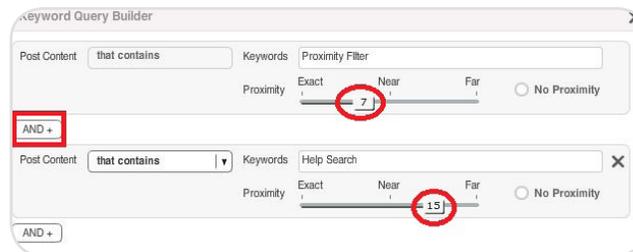


Proximity Slider

4. Click **Done**.

Note - In your list of terms, the tilde sign (~) denotes the proximity that has been set between your Keywords.

Example



Example Keyword Build - Proximity

- Keywords **Proximity** and **Filter** within **7 words** of each other (using Proximity).
- Keywords **Help** and **Search** within 15 words of each other (using Proximity).
- These two sets of Keywords must be found in the same post, but can be found anywhere within the same post (using **AND**.)

Add an Advanced Keyword Search

Using the Advanced Keyword Search option gives you much more flexibility when it comes to organizing Keywords by topics and groups. You are also able to monitor competitors or industry terms other than your own brand. Keywords will appear in the Advanced Keyword field in alphabetical order.

Our recommended best practice is to include less than ten Keyword Groups for each Topic Profile. This is to ensure your Topic Profile loads quickly.

To use the Advanced Keyword Search, complete the following steps:

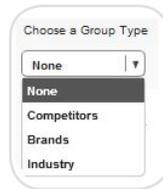
1. Click the **Add** button in the lower left-hand corner of the window.
2. Enter a Keyword Group Name.

Note: This is a label for identification purposes only, not a search term.

New Keyword Group

Note - Keywords and Keyword Group names have a maximum of 256 characters (Keyword Groups will not save correctly if you exceed this limit).

- From the drop-down menu near the top of the window, add a Group Type label.



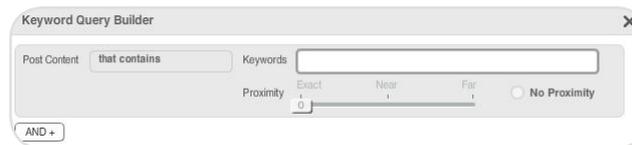
Group Type

- Insert Keywords in the CONTAINS Keywords field by clicking the **Add** button.



Add CONTAINS

- In the Keyword Query Builder, insert a Keyword of interest.



Insert Keywords

Note - The advanced features enable you to add a secondary set of search terms within the AND CONTAINS field to the terms that have been entered in the CONTAINS field. Common uses for the two CONTAINS fields are brands and industry terms, or products and associated uses.

- Insert Keywords in the AND CONTAINS Keywords field by clicking the **Add** button.



AND CONTAINS Field

- In the Query Builder, insert a Keyword or Keywords of interest.

Note - To exclude unwanted content, you can add problematic words to the DOES NOT CONTAIN field. Terms entered into this box will filter out content for that particular Keyword Group only, not the entire Topic Profile

8. Insert Keywords in the DOES NOT CONTAIN Keywords field by clicking the **Add** button.

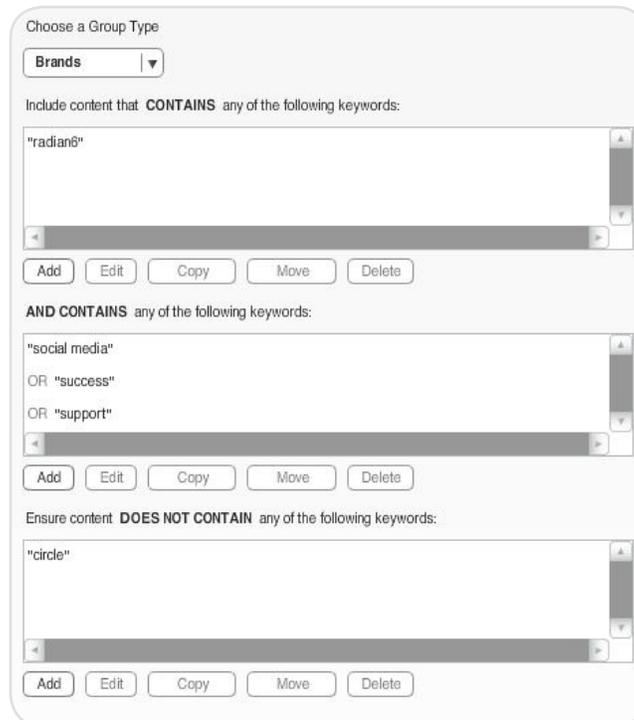


DOES NOT CONTAIN Field

9. In the Query Builder, insert Keyword or Keywords of interest.
10. Add additional Keyword Groups if desired.
11. Save Topic Profile changes.

Example

In the example below, the brand **Radian6** has been paired with **success**, **social media** and **support**, therefore content that contains any of these combinations will be returned in a search. The Keyword circle has been added as a DOES NOT CONTAIN Keyword, removing this Keyword from the results.



Example Keyword Build - Advanced Search

The example above will produce results as follows:

- **radian6** AND **support**
- **radian6** AND **social media**
- **radian6** AND **success**
- **NONE** of the above results will contain the term circle.

Note - If you want to eliminate content from specific URLs or Twitter handles, use a Source Filter instead of DOES NOT CONTAIN Keywords.

Add an Additional Keyword Group

To add another Keyword Group, take the following steps:

1. Under the Choose/Create Keyword Group list, click Add.
2. Name your Keyword Group.
3. Configure your Keyword Group with CONTAINS, AND CONTAINS and DOES NOT CONTAIN Keywords.
4. Click **Save Topic Profile Changes**.

Copy Keywords

If you wish to apply the same Keywords from any of the CONTAINS, AND CONTAINS or DOES NOT CONTAIN fields to other Keyword Groups:

1. Select the terms you wish to copy.
2. Click the **Copy** button.
3. From the drop-down, select the Keyword Groups to copy to.

Special Characters

In addition to all regular characters (for example: a,e,d) and characters with accents (for example: é,ÿ,), Radian6 also recognizes a number of special characters.

Matching occurs as follows:

- Entering **radian6\$** will only return results for **radian6\$**, whereas entering **radian6** without the dollar sign will find **radian6**, **@radian6**, **#radian6**, etc.

Character	Definition
+	Plus sign
©	Copyright
®	Registered trademark
™	Trademark
\$	Dollar sign
¢	Cent sign
#	Number or Hash tag
@	At
&	Ampersand
-	Hyphen
—	Underscore
%	Percent
'	All four versions of the apostrophe
(Open or left parenthesis
)	Close or right parenthesis
{	Open or left curly brace
}	Close or right curly brace
[Open or left square bracket
]	Close or right square bracket
£	British pound sterling
€	Euro
¥	Yen, Yuan
=	Equal sign



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Character	Definition
₡	Costa Rican currency
₪	Israel shekels
₩	Korean won
₭	Laos kips
₮	Mongolian tugriks
ƒ	Netherlands florins
₺	Polish złotych
₴	Ukraine hryvnya
₫	Vietnam dong
฿	Thai baht
₱	Philippine peso

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CREATE A SOURCE FILTER

Source Filter Configuration

Creating a Source Filter is an efficient way to optimize your Topic Profile. Source Filters manage which authors' posts are returned by your Topic Profile.

To create a Source Filter:

1. At the top of the Dashboard, click Configuration.
2. Select the **Source Filters** tab.



Source Filter Configuration

3. In the Source Filter Manager screen, click the **Add New Source Filter** button.
4. Assign a Name to the Source Filter.
5. Set the visibility to public, private or choose a project.
 - **Private Source Filters** are only visible to you, the creator.
 - **Public Source Filters** are visible to, and usable by, all users in your account.
 - **Project Source Filters** are visible to only members of a project team.
6. To add a source, type the **URL** (e.g. www.urlname.com) or **RSS feed** into the text box labeled Sources.

Twitter

For Twitter handles, enter the following format:

- http://twitter.com/statuses/user_timeline/****.rss (where **** = Twitter handle).

Facebook

For Facebook Pages:

- http://www.facebook.com/feeds/page.php?id=*****&format=atom10 (where ***** = Facebook Pages ID).

For Facebook Profiles

- http://www.facebook.com/profile.php?id=***** (where ***** = Facebook Profile ID).

Note - Facebook Pages and Profiles can only be excluded using a Source Filter.

YouTube

For youtube.com channels, enter the following format:

- <http://gdata.youtube.com/feeds/base/users/author/uploads>. Replace the word author with the name of the page. For example <http://gdata.youtube.com/feeds/base/users/radian6/uploads>

7. Click the **Add New Source** button.

Note - There is no limit to the number of items you can add to a Source Filter. For blogs, aggregators, image sites, mainstream news, forums, Myspace or Buy/Sell, you can enter the main URL or specific RSS feed URLs, depending on what is available and which sections of the site you are interested in.

Adding a Source Filter

When you create a Source Filter, it is not automatically applied to your Topic Profile. You must assign your Source Filter to your Topic Profile in the Topic Profile Details tab.

To apply a Source Filter, take the following steps:

1. Click the **Filter by Source** radio button.
2. From the list on the left, select the desired filter.
3. Using the (+) button, move the filter over to the desired field.

Note - You can select multiple filters at once.

See the table below for a description of how each of the Source Filters functions, with or without Keywords entered in the Topic Profile.

Source Filter	With No Keywords	With Keywords
No Source Filters	No Content Returned	Returns all content on the Internet matching Keywords
Only Include all content from these sources	Returns all content for the sources specified in the Include all content from these sources	Returns all content for the sources specified in the Include all content from these sources and appends all content found on the Internet matching the Keywords
Include all content from these sources and Include Keyword-matched content from these sources	Returns all content for the sources specified in the Include all content from these sources	Returns all content for the sources specified in the Include all content from these sources and appends all content found in the Include Keyword-matched content from these sources matching the Keywords
Include all content from these sources and Exclude content from these sources	Returns all content for the sources specified in the Include all content from these sources	Returns all content for the sources specified in the Include all content from these sources and appends all content found on the Internet matching the Keywords, but excludes all content for Exclude content from these sources that match the Keywords

Source Filter	With No Keywords	With Keywords
Include all content from these sources, Include Keyword-matched content from these sources, and Exclude content from these sources	Returns all content for the sources specified in the Include all content from these sources	Ignores the sources added in the Include Keyword-matched content from these sources and returns all content for the sources specified in the Include all content from these sources and all content on the Internet matching Keywords, but excludes all content found for the Exclude content from these sources filters matching the Keywords
Only Include Keyword-matched content from these sources	No Content Returned	Returns all content within the Include Keyword-matched content from these sources matching the Keywords
Include Keyword-matched content from these sources and Exclude content from these sources	No Content Returned	Ignores the sources added in the Include Keyword-matched content from these sources and returns all content on the Internet matching Keywords, but excludes all content from sources specified in the Exclude content from these sources filter
Only Exclude content from these sources	No Content Returned	Returns all content on the Internet matching Keywords, but excludes all content from sources specified in the Exclude content from these sources filter

Note - Not all combinations of Source Filter fields are compatible. For example, you would not apply a filter to Include Keyword-Matched Content from [only] these sources AND another filter to Exclude content from these sources, since the first one is already excluding all sources except those specified in the filter.

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CONFIGURING SENTIMENT SUBJECTS

Sentiment Subjects Overview

Sentiment refers to the tone of conversation in a post. Salesforce Radian6's Automated Sentiment Analysis examines all sentences in a post and identifies phrases containing sentiment words such as hate, love, sucks, awesome, stupid, etc.

The system then determines the tone of the conversation for the Sentiment Subjects. It gives a probability that the sentence is positive, negative, or neutral.

Sentiment Range

A range of thumbs-up/thumbs-down icons, as shown below, indicates the results of sentiment analysis:

- Positive
- Somewhat Positive
- Neutral
- Somewhat Negative
- Negative

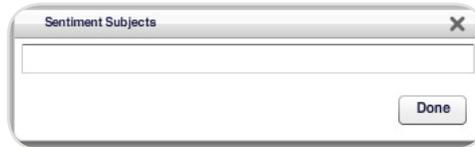


Sentiment Range

Note: You can override the assigned sentiment analysis presented in posts by clicking a different thumb indicator.

Adding a Sentiment Subject

Limit Sentiment Subjects to one or two subjects or ideas. Do not give too many criteria for the algorithm to base its assessment on. We recommend you include your brand as a Sentiment Subject and omit your competitors.



Adding a Sentiment Subject

Guidelines for Sentiment Subjects

- Use your brand.
- Use proper names, such as names for a brand, product, person or event.
- Use different spelling variations.
- Do not use sentiment terminology, such as love, hate, best or worst.



Sentiment Subject Added

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- E marketingcloud@salesforce.com
- T @marketingcloud
- T 1-888-672-3426



TOPIC PROFILE COVERAGE

Blogs

Radian6 crawls tens of millions of blogs. Data collected includes:

- Number of comments
- Unique commenters
- Engagement
- Likes and votes
- Inbound links

Aggregators

Aggregators are blogs or news sites that gather content from other websites, often surrounding certain topics, and re-post it verbatim.

Videos and Images

Videos and Images contain content from YouTube, Flickr and other rich media. Keywords match on titles, tags, and descriptions.

Radian6 covers hundreds of video sources. Data collected includes:

- Number of views
- Number of comments
- Unique commenters
- Engagement
- Likes and votes
- Inbound links

The following table is a sample of the 450+ rich media sites we cover, in addition to YouTube and Flickr:

Sample Sites		
AOL Video (www.video.aol.com)	Bebo (www.bebo.com)	BrightCove (www.brightcove.tv)
Buzznet (www.buzznet.com)	Crackle (www.crackle.com)	Daily Motion (www.dailymotion.com)
Google Video (video.google.com)	GT Channel (www.gtchannel.com)	Live Video (www.livevideo.com)
MetaCafe (www.metacafe.com)	MSN Video (video.msn.com)	MySpace Video (vids.myspace.com)
Revver (www.revver.com)	RoadFly (www.roadfly.com)	Sharkle (www.sharkle.com)
Spike (iFilm) (www.spike.com)	StreetFire (www.streetfire.net)	Uncut Video (uncutvideo.aol.com)
Veoh (www.veoh.com)	Vidilife (www.vidilife.com)	Vimeo (www.vimeo.com)

Mainstream News

Radian6 covers tens of thousands of online Mainstream News sources.

Twitter

Salesforce Radian6 has purchased the full **Twitter Firehose**. All Twitter content is delivered to the Salesforce Radian6 platform within seconds of posting, and is available to you within minutes.

Keywords match on the Twitter handle or the content of each tweet. Several metrics are gathered in real-time including:

- Number of followers
- Number following
- Total updates

Twitter direct messages (DMs) can be viewed and sent from the Engagement Console when using account integration.

Forums and Forum Replies

Radian6 uses third-party providers, such as Boardreader, to gather forum data. Forum content can be Keyword-matched on the title, tags, or body of the post, and Radian6 provides additional metrics:

- Thread size
- Unique commenters
- Engagement
- Likes and votes

Forum Replies are the same as Forum Posts except that engagement is not determined for replies.

Comments

Most Comments on Blogs, Mainstream News sites, Video sites, and others are provided separately. Radian6 only returns comments that are Keyword-matched. Comments must match Keywords in either the title or content.

Facebook

Radian6 collects public Facebook content, which includes:

- **Wall posts** by the administrator of Facebook fan or community pages.
- **Wall posts** from individuals with completely unrestricted profiles.

Note - If a user has privacy settings enabled, such as friends-only visibility, or the administrator of a page chooses to set restrictions on visibility, data will not be available. Restrictions can include age, product type or region.

Radian6 matches Keywords in the name of the user, an individual or page administrator or post content.

Facebook **Likes**, included in the Likes and Votes metric, refers to the external Like plug-in that you see on many blog posts, videos, and news articles that link back to Facebook; not to the Like option on comments or pages within Facebook.



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Myspace

Myspace content is collected via RSS feeds and is Keyword-matched by title or post content. No additional metrics are collected.

Buy/Sell

Content from Craigslist and various other Buy/Sell websites are Keyword-matched by post titles and content in their RSS feeds. This classification filters out unwanted content.

LinkedIn

Radian6 supports LinkedIn Questions and Answers as blog content.

Have questions? Contact us:

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CLIENT USAGE SUMMARY

Client Usage Summary Overview

The Salesforce Radian6 Analysis Dashboard enables you to create new Topic Profiles as well as edit or add Keywords and Keyword Groups to your Topic Profiles. **Super Users** can add/delete Users and assign or modify User Permissions. These self-serve actions affect your Salesforce Radian6 account. With the addition of Client Usage Summary information in the Configuration section of the platform, you will see how many Topic Profiles and Users you have compared to what you have purchased.

The Client Usage Summary information displays the status of your usage for the following items:

- Number of active Topic Profiles.
- Number of active Users.
- Total Estimated Monthly Volume (EMV) of mentions.

Note - Total EMV applies to active Topic Profiles only. Trial Topic Profiles are excluded until activated.

Client Usage Summary Details

The Client Usage Summary information in the **Configuration** screen of the Salesforce Radian6 Analysis Dashboard outlines usage compared to your actual products purchased (Topic Profiles, EMV, Users). The Client Usage Summary Details are available in the Topic Profiles and Client Details tabs.

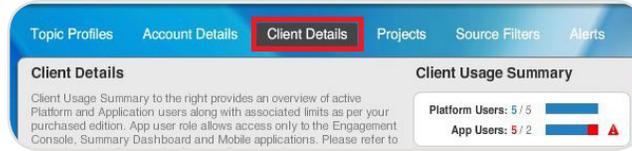


Topic Profile Menu

The Client Usage Summary displays status information for your Topic Profiles and Estimated Monthly Volume in the Topic Profile Manager screen.

The Client Usage Summary also displays status information for your Platform Users and App Users in the Client Details screen.

Note - Only Super Users will be able to view information on User Limits, while all Users can view information on Topic Profile and EMV limits.



Client Details Menu

Scenario 1: Within Topic Profile, Estimated Monthly Volume, Platform Users and App User Limits

The Client Usage Summary displays a blue bar when you are within your usage based on what you have purchased.



Client Usage Summary Details - Within Topic Profile and Estimated Monthly Volume Limits



Client Usage Summary Details - Within Platform and App User Limits

Scenario 2: Exceeding Topic Profile Limit

The Client Usage Summary displays a red bar if you are exceeding your purchased Topic Profile usage.



Client Usage Summary Details - Exceeding Topic Profile Limit

The Client Usage Summary also displays a message explaining the impact of exceeding your Topic Profile limit.



Client Usage Summary Details - Exceeding Topic Profile Limit Message

Scenario 3: Exceeding Estimated Monthly Volume

The Client Usage Summary displays an orange bar if you are exceeding your purchased Estimated Monthly Volume (EMV) usage.



Client Usage Summary Details - Exceeding Estimated Monthly Volume

The Client Usage Summary also displays a message explaining the impact of exceeding your EMV limit.



Client Usage Summary Details - Exceeding Estimated Monthly Volume Message

Scenario 4: Exceeding Platform Users

The Client Usage Summary displays a red bar if you are exceeding your purchased Platform Users.



Client Usage Summary Details - Exceeding Platform Users

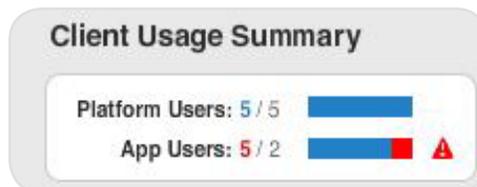
The Client Usage Summary also displays a message explaining the impact of exceeding your Platform User limit.



Client Usage Summary Details - Exceeding Platform Users Message

Scenario 5: Exceeding App Users

The Client Usage Summary displays a red bar if you are exceeding your purchased App Users.



Client Usage Summary Details - Exceeding App Users

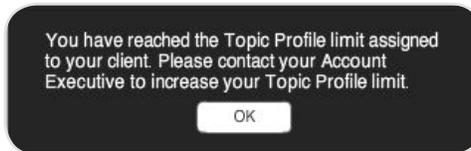
The Client Usage Summary also displays a message explaining the impact of exceeding your App User limit.



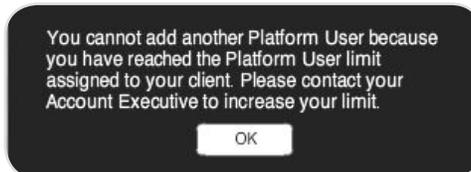
Client Usage Summary Details - Exceeding App Users Message

Scenario 6: Reaching your Topic Profile and User Limits

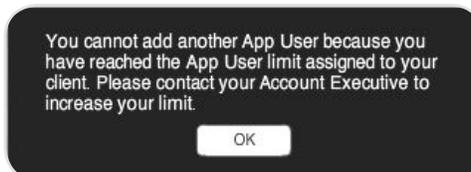
The Salesforce Radian6 Analysis Dashboard will enforce limits based on your purchased Topic Profiles, Platform Users and App Users.



Topic Profile Limit



Platform Users



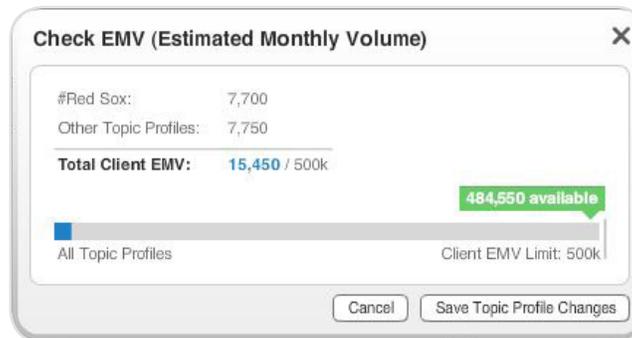
App Users

Check EMV (Estimated Monthly Volume)

When creating or altering a Topic Profile, a Check EMV button will show you how many mentions your Topic Profile is generating and how that impacts your overall EMV consumption.

To check your EMV when creating a new Topic Profile, complete the following steps:

1. Add your Keywords and Keyword Groups to your Topic Profile.
2. Click the **Check EMV** button: the Total Client EMV box displays.



Total Client EMV

3. Click **Save Topic Profile Changes**.

Note - For Agency customers with Trial Topic Profiles, when you click the Check EMV button, the Check EMV box does not display the impact on your overall EMV consumption because only billable Topic Profiles and their associated EMV are counted against the total EMV usage.

Have questions? Contact us:

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