



SOCIAL MEDIA CAMPAIGN AND BRAND ANALYTICS

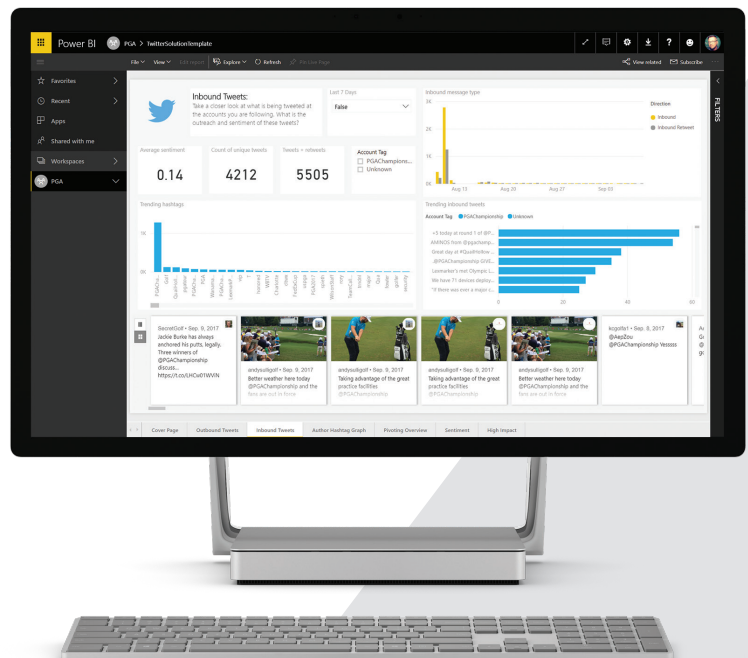
Millions of businesses leverage social media to connect with people globally. Very few unlock the insights that matter.

Discover meaningful insights from your social media campaigns by pulling historical post data and metrics from Facebook pages. Then, dive into the details of what people are tweeting about and the respective impact to your organization.

Facebook page analytics let you measure and boost your organizations page impact by looking at important metrics like engagement reach and impressions. Get to know your audience by analyzing demographic breakdowns and look at how you are gaining and losing fans across time. Machine learning scores Facebook posts according to author sentiment and key phrases. Dive deeper into specific areas like video metrics and understand which posting times lead to the best results.

The Twitter analytics provide you with a complete brand or campaign solution to see what twitter users are saying about your organization, product or service. Pull tweets based on your key word search, scores those tweets according to author sentiment and share the results in a compelling set of Power BI Reports. Everything is installed in your Azure tenant so you can create data mashups using additional data sources or customize the reports to fit your own needs. Our solution includes:

- Pre-built data models for social analytics reporting
- Intuitive wizard based UI
- Facebook page and Twitter search queries analytics
- Sophisticated visualizations such as the network graph created by Microsoft Research
- Near real time analytics on each new Facebook post and Tweet
- Historical trend analysis to see your growth



Engagement: 2 weeks

Investment: \$9000