Sendible

GET STARTED WITH

Reporting & Analytics

sendible.com

Reports overview

Getting started with Quick Reports

Email this report immediately or automate delivery to stakeholders with our flexible email scheduling options.

Reposition modules by dragging and dropping into place.

Use the service selector to analyze aggregate data on a single report.

Rename modules by editing the titles.

Send your reports to the printer or save to PDF. You'll be able to choose how your cover page is displayed prior to printing.

Get started quickly by selecting one of our pre-built reports from the left sidebar.

Access any custom reports you've created using the Report Builder from within My Reports.

Customize any of our pre-built Quick Reports by saving them and editing within the Report Builder.

Display up to 12 months of data for Facebook and LinkedIn on one report using the date filter.

Use the Report Builder to design your own, branded reports by dragging and dropping from our library of 250+ modules. Each report can contain up to 30 individual modules.

Embed our charts in your presentations by downloading to PNG, PDF and CSV.

Easily integrate raw reporting data into third party applications by exporting to CSV.

You can also add your own commentary and annotations to charts before downloading.

12:30 PM ☐ 20   ✎ COMPOSE

GAVIN HAMMAR ▾

Sendible   ENGAGE   MONITOR ▾   CONTENT ▾   CONTACTS ▾   MEASURE ▾   SERVICES ▾   ✕   ✈   🖨   SAVE ◂

REPORTS HUB   GENERATE REPORT   ⓢ SENDIBLE ✕   ry 2017   📅 FILTER DATE ◂

Ⓤ Engagement   Facebook Page Report   31 January 2017

📘 Facebook Page
🐦 Twitter   **Facebook Activity Overview**
📷 Instagram
Ⓖ Google+   👁 IMPRESSIONS   📢 REACH   👍 POST ENGAGEMENTS   👍 PAGE CONSUMPTIONS
in LinkedIn   346,374   77,063   1,309   1,629   f
📊 Monitoring
▶ YouTube
📈 Google Analytics

Google Analytics   Audience Growth   🔄

My Reports   81   LIKES BREAKDOWN BY DAY

Report Builder   ■ ORGANIC LIKES   ■ PAID LIKES   ■ UNLIKES

Download Data   10
                       8
                       6
                       4
                       2
                       0
                      -2
                      -4
                      -6
                       31 Feb 02 04 06 08 10 12 14 16 18 20 22 24 26 28 Mar 02

Sendible

Engagement Report

Track performance engagement metrics across all your services.

Audience data reflects the total number of fans and followers across all of your connected services over the selected date range.

Post Engagements includes the total number of likes, shares and comments across all of your connected services over the selected date range. This does not include clicks.

Engagement overview

AUDIENCE
43,361
43,176 Last Period

POST ENGAGEMENTS
562
270 Last Period

POSTS SENT
398
503 Last Period

MENTIONS
96
109 Last Period

+35
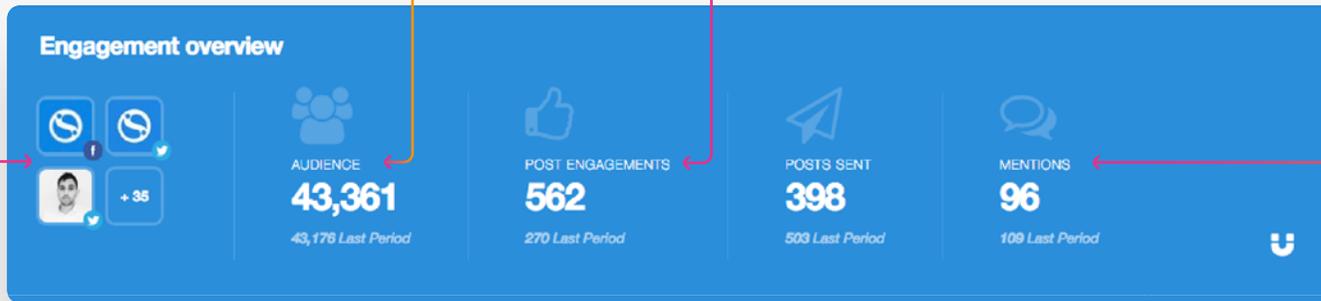
Avatars of the services included in this report.

Mentions includes the total number of mentions your services have received over the selected date range.

⠿ **Audience Growth**

AUDIENCE GROWTH BY DAY

■ AUDIENCE SIZE

Track the audience size of your top services and monitor which ones have gained the most followers over the selected period.

43,400

43,350

43,300

43,250

43,200

43,150

Dec 01   Dec 03   Dec 05   Dec 07   Dec 09   Dec 11   Dec 13   Dec 15   Dec 17   Dec 19
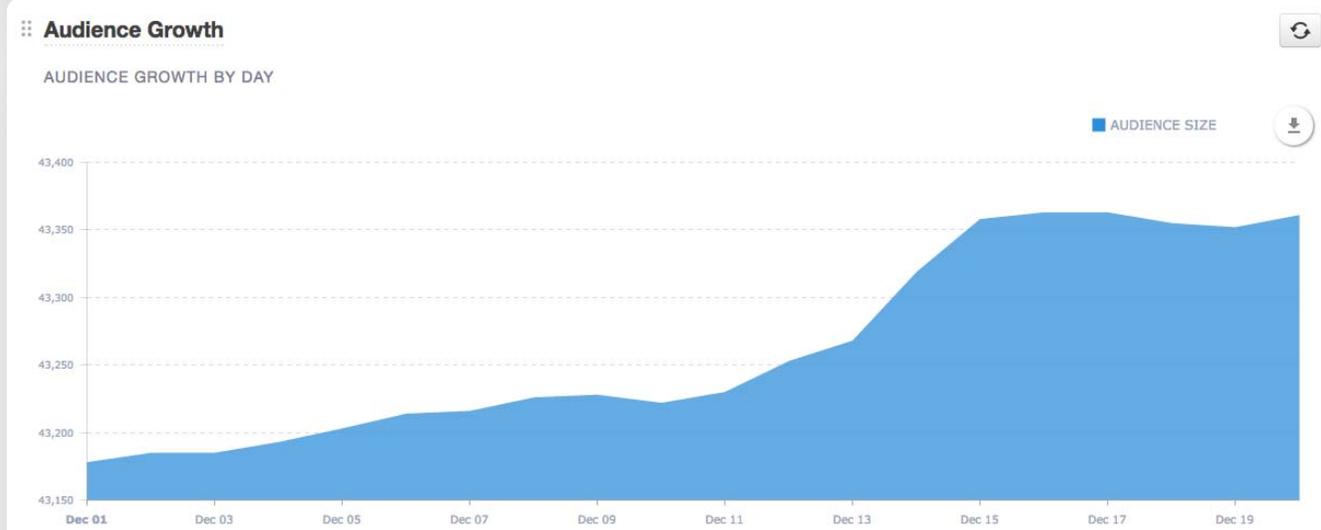
Understand how your audience is growing by analyzing trends on specific services and comparing to the previous period.
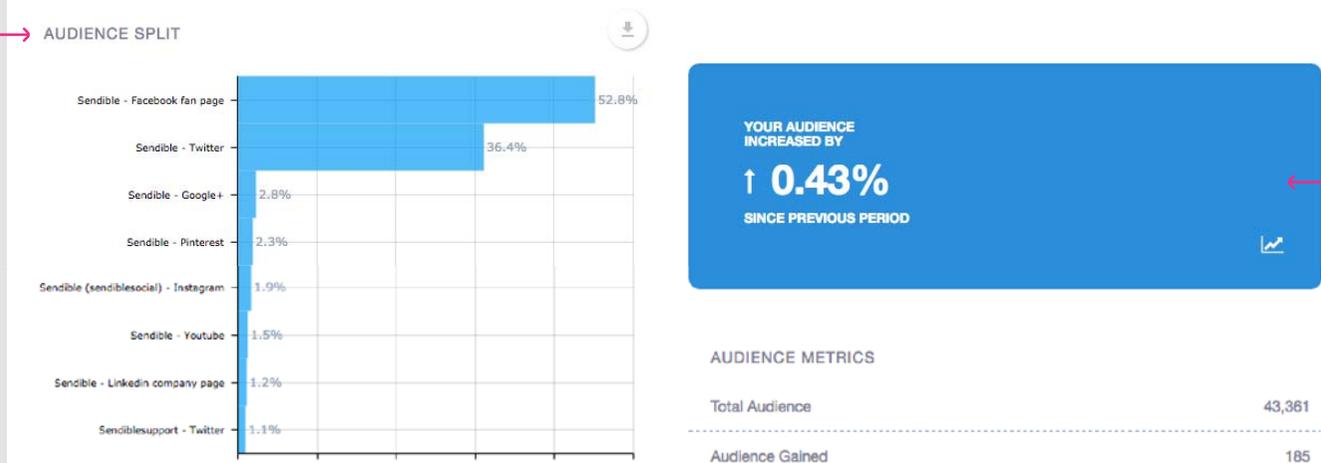
AUDIENCE SPLIT

Sendible - Facebook fan page   52.8%
Sendible - Twitter   36.4%
Sendible - Google+   2.8%
Sendible - Pinterest   2.3%
Sendible (sendiblesocial) - Instagram   1.9%
Sendible - Youtube   1.5%
Sendible - Linkedin company page   1.2%
Sendiblesupport - Twitter   1.1%

YOUR AUDIENCE INCREASED BY

↑ **0.43%**

SINCE PREVIOUS PERIOD

AUDIENCE METRICS

Total Audience   43,361

Audience Gained   185

0   5,000   10,000   15,000   20,000   25,000

Audience Gained   183

BIGGEST GAINERS

Track the audience size
of your top services
and monitor which
ones have gained the
most followers over the
selected period.

Sendiblesupport - Twitter   +8.3%

Gavinhammar - Twitter   +5.94%

Sendible (sendiblesocial) - Instagram   +5.55%

Sendible - Linkedin company page   +0.97%

Sendible - Twitter   +0.48%

BIGGEST LOSERS

Gavin hammar (hamgav) - Instagram   -1.72%

Sendible - Google+   -0.17%

Gain insight into the
posting times that are, on
average, likely to generate
the most engagement from
your audience across all
your connected services.

Content Habits

MESSAGES PER DAY

■ POSTS SENT   ■ RESPONSES RECEIVED

60

50

40

30

20

10

0

Dec 01   Dec 05   Dec 09   Dec 13   Dec 17

BEST TIME TO POST

■ MEDIA

12 AM
3 AM
6 AM
9 AM
12 PM
3 PM
6 PM
9 PM

0   5   10   15   20   25   30

PROBABILITY OF ENGAGEMENT

Understand the level of
engagement your
services are receiving
relative to the number of
posts you've published.

Compare the number of
posts your team has
created compared to the
previous period.
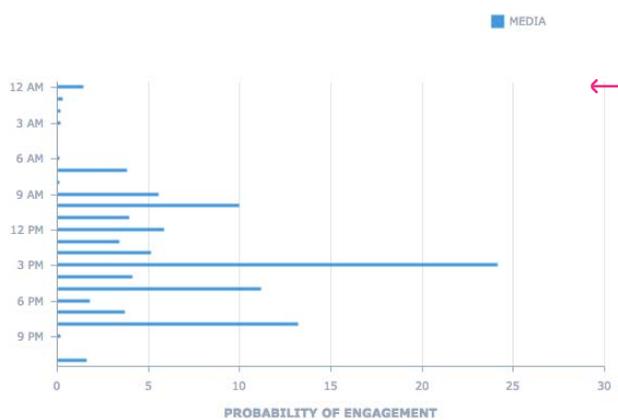
PUBLISHING METRICS

Total Posts Sent	398
Total Posts Sent Last Period	503
Total Responses Received	86
Average Responses Per Post	0.2

**NUMBER OF POSTS YOU SENT
DECREASED BY**

↓ **20.87%**

SINCE PREVIOUS PERIOD

The number of times this
user has posted to your
services.

Engaged Users

USERS WHO ENGAGED THE MOST

✉ POSTS   💬 COMMENTS

Discover which users are
commenting and posting
to your services most
frequently.

The number of times this
user has left a comment
on a post on your
services.

Gavin Hammar
SENDIBLE - TWITTER - LAST ENGAGED: 20 DEC 2:29 PM

@kristihines Thanks so much for including @Sendible here https://t.co/tntFum8HdJ We have some exciting plans in store for 2017!   7   0

Daniel Knowlton
SENDIBLE - TWITTER - LAST ENGAGED: 12 DEC 9:41 PM
@SimoneSheridyn Gotta be @Sendible :) you can check them out here: https://t.co/dOLGzem2aK

5   0

Daniel Radovich
SENDIBLE - TWITTER - LAST ENGAGED: 04 DEC 12:19 AM
I'm very impressed with your companies product and customer service. Keep up the great work.

5   0

Hans Peter Zwetsloot
SENDIBLE - TWITTER - LAST ENGAGED: 18 DEC 10:46 AM
https://t.co/qSmr9B2mkg

5   0

Marc Creighton
SENDIBLE - TWITTER - LAST ENGAGED: 17 DEC 7:26 AM
@Sendible how do I change the 'sent from' email address when sending out an email campaign?

5   0

sendiblesocial
SENDIBLE (SENDIBLESOCIAL) - INSTAGRAM - LAST ENGAGED: 16 DEC 5:01 PM
#christmas #christmastreedecorations #festive #holidayseason #startuplife #sparkles #sparkleseverywhere

0   5

← PREV   NEXT →

Top Posts

MOST ENGAGING POSTS

INTERACTIONS   CLICKS

Sendible
YOUTUBE - 06 DEC 3:02 PM
This webinar focus' on Sendible's newest and most popular features. It's been a busy 2016 here at Sendible, with lots of new and enhanced functionality added to the dashboard. Therefore we would like to show you how to get the best out of our innovative social media management solution, with a key focus on: - Instagram, Medium & Sniply integration - Content creation & discovery - Video management - Innovative automation apps - Franchise and multi-location features - Plus more We demonstrate how these features can save your business time, money and generate more opportunities, gaining real ROI through your social media campaigns. If you're new to Sendible or a seasoned expert, we're sure this webinar will bring you lots of hints and tips to help you gain even more value out of Sendible, with a live demonstration and question and answer session, this is a webinar not to be missed. Register for our 30 day free trial of Sendible at www.Sendible.com/Freetrial https://www.youtube.com/watch?v=0zho1C0UITE

205   –

Sendible (sendiblesocial)
INSTAGRAM - 12 DEC 10:56 AM
Meet another one of our new starters, Rachel Orr who "will be working with customers and staff to ensure both product and services are streamlined and are giving users what they need from #sendible" #newstarter #alwaysrecruiting #socialmediamanagement #businessanalyst #startuplife #meettheteam https://www.instagram.com/p/BN6h6FwgW2Y/

84   –

Sendible (sendiblesocial)
INSTAGRAM - 08 DEC 8:55 PM
Sendible team Christmas party at Benihana! 🍱🌹 #christmasdinner #christmas https://www.instagram.com/p/BNxTUVLA0Lu/

71   –

Sendible (sendiblesocial)
INSTAGRAM - 09 DEC 8:07 PM
Sendible is growing quickly! Meet another one of our new starters, Olly Silver whose "goal is to make Sendible the most popular social media management platform on the planet for #marketers and #agencies". Read more at http://sendible.com/about #meettheteam #startuplife #sendible https://www.instagram.com/p/BNzymR3g0ES/

59   –

Analyze your top-performing content based on Interactions and Clicks.

When available, the number of clicks is displayed for posts containing trackable links.

Interactions includes Likes, Comments and Shares.

Sendible (sendiblesocial)
INSTAGRAM - 15 DEC 9:23 AM

Today, we welcome another new starter, Alexis Camacho, who joins us as a Technical Support Analyst. "I get great satisfaction and pride in supporting our customers and demonstrating how easy and productive our platform can be." Get to know about other members of the team at sendible.com/about. #meetsendible #meettheteam #startuplife #sendible #bringon2017 #socialmediamanagement #alwaysgrowing #marketers #customerscomefirst https://www.instagram.com/p/BOCFotEgWW0/

52 —

← PREV   NEXT →

Top Photos

TOP PHOTOS POSTED
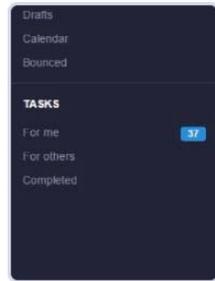
Get a snapshot of your most popular media across all your connected services measured by total likes and comments.

	GAVIN HAMMAR	SENDIBLE	SENDIBLE	SENDIBLE	SENDIBLE

Likes	1	2	1	1	1
Retweets	2	1	1	0	0

← PREV   NEXT →

Sendible

Facebook Page Report

Analyze Facebook data to better understand the performance of your Pages.

The number of people who have seen any content associated with your Page.

The number of people that clicked anywhere within your Posts.

Facebook activity overview

IMPRESSIONS
863,386

REACH
160,115

PAGE ENGAGEMENTS
2,208

PAGE CONSUMPTIONS
2,568

The total number of times any content associated with your Page has been seen.

The number of people that clicked or created a story anywhere on your Page, including liking your Page.

Audience Growth

LIKES BREAKDOWN BY DAY

■ ORGANIC LIKES   ■ PAID LIKES   ■ UNLIKES

Understand what is driving your audience growth over time by analyzing paid versus organic likes and comparing trends to the previous time period.

AUDIENCE GROWTH METRICS

Total Fans	**22,627**
Paid Likes	39
Organic Likes	171
Unlikes	-135
Net likes	75

NUMBER OF NET
LIKES INCREASED BY

↑ **0.33%**

SINCE PREVIOUS PERIOD

Publishing Behavior

POSTS BY DAY

Legend: PLAIN TEXT, LINKS, PHOTOS, VIDEOS

X-axis: Jan, Jan 06, Jan 11, Jan 16, Jan 21, Jan 26, Jan 31
Y-axis: 0 to 6

BEST TIME TO POST

Legend: POSTS

Y-axis: 12 AM, 3 AM, 6 AM, 9 AM, 12 PM, 3 PM, 6 PM, 9 PM
X-axis: 0, 10, 20, 30, 40, 50, 60
PROBABILITY OF ENGAGEMENT
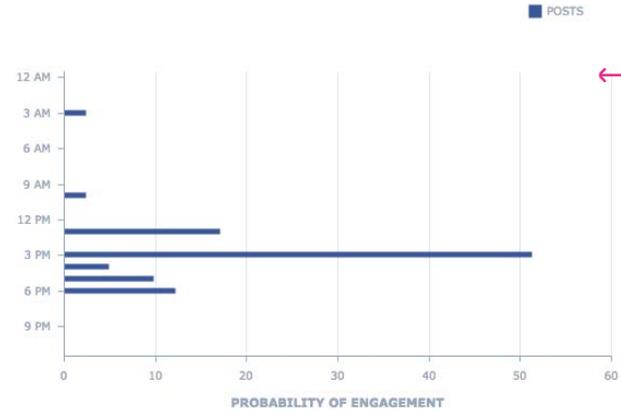
Use the Publishing Metrics summary to understand the types of content your team is posting.

Analyze your team's posting habits to gain insight into hours in the day that are likely to generate the most engagement from your audience.

PUBLISHING METRICS

Plain Text	3
Links	91
Photos	45
Videos	2
Total Posts	**141**

NUMBER OF POSTS YOU SENT DECREASED BY

↓ **34.72%**

SINCE PREVIOUS PERIOD

The number of people who saw this post.

Top Performing Posts

POST		REACTIONS	COMMENTS	SHARES	CLICKS	VIRALITY	REACH
Sendible 31 JAN 2:00 PM	The comparison of "Expectations vs Reality" cleverly brought to you by Neil Patel on Content Marketing Institute #contentmarketing http://contentmarketinginstitute.com/2017/01/content-marketing-expectations-busted/	6	7	0	2	3.19%	251
Sendible 24 JAN 3:52 PM	Spot on predictions for Facebook marketing - makes us curious of when and if they will actually come true. Great read on Social Media Examiner. http://www.socialmediaexaminer.com/19-facebook-marketing-predictions-for-2017-from-the-pros?utm_source=Facebook&utm_medium=FacebookPage&utm_campaign=New	9	5	0	7	2.32%	647

Analyze your top published content based on Reactions, Comments, Shares, Clicks, Virality and Reach.

Virality is the number of unique people who interacted with your post divided by the number of people who saw this post.

Posts

Sendible 16 JAN 3:15 PM	What is Sendible? Sendible is a social media management tool that helps marketing teams and agencies be more productive on social media. Learn more about our solution by watching the video. https://www.facebook.com/Sendible/videos/1015406459737745 5/	26	2	5	83	6.1%	1,426
Sendible 28 JAN 1:05 PM	Happy Chinese New Year! May this year be as energetic and productive as ever. #ChineseNewYear https://www.facebook.com/Sendible/photos/a.10151026301432455.415950.21274802454/10154097334147455/?type=3	4	2	1	10	3.07%	326
Sendible 25 JAN 3:20 PM	Live video is coming to Instagram. Will you be experimenting with it? http://www.socialmediatoday.com/social-networks/instagram-confirms-live-streaming-coming-all-users-week	4	0	0	7	2.37%	379

Use the Prev and Next buttons to view additional results. Posts are listed in order of engagement.

← PREV   NEXT →

Organic Impressions are the number of times your posts were seen in the News Feed or on visits to your page.
These impressions can be Fans or non-Fans.

Page Impressions

■ PAID   ■ VIRAL   ■ ORGANIC

Paid Impressions are the number of impressions of a Sponsored Story or Ad pointing to your Page.

Viral Impressions are a count of the number of impressions of a story published by a friend about your Page. These stories include liking your Page, posting to your Page's Timeline, liking, commenting on or sharing one of your Page Posts.

The number of people who have seen any content associated with your Page.

IMPRESSION METRICS

Organic Impressions	45,165
Paid Impressions	807,095
Viral Impressions	10,285
Total Impressions	**863,386**
Users Reached	**160,115**

TOTAL IMPRESSIONS DECREASED BY

↓ **32.25%**

SINCE PREVIOUS PERIOD

Audience Engagement

Understand how engaged your audience is by analyzing Reactions, Comments and Shares over time.

Monitor peaks in engagement to keep track of content that generates higher reaction rates from your audience.

REACTIONS **COMMENTS** **SHARES**

ACTION METRICS

Reactions	611
Comments	27
Shares	83
Total Engagements	**721**

TOTAL ENGAGEMENTS DECREASED BY

↓ **13.34%**

SINCE PREVIOUS PERIOD

People Engaged is the number of people sharing stories about your Page. These stories include Likes, Comments and Shares.

Demographics

PAGE FANS   PEOPLE REACHED   PEOPLE ENGAGED
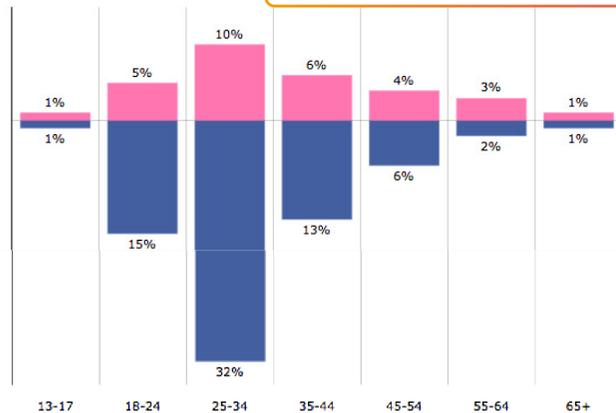
Use the filters to display demographic information for specific audiences.

People Reached is the number of people who have seen any content associated with your Page.

BY AGE

1%	5%	10%	6%	4%	3%	1%
1%						1%
1%	15%	32%	13%	6%	2%	1%
13-17	18-24	25-34	35-44	45-54	55-64	65+

BY GENDER

FEMALE
♀ **29.3%**

MALE
♂ **70.7%**

Men between the ages of **25-34** appear to be a leading force among your fans.
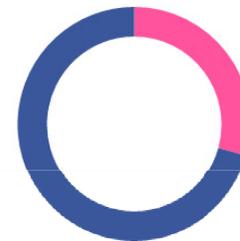
TOP COUNTRIES

🇮🇳	**India**	**6,559**
🇺🇸	United States	2,432
🇮🇩	Indonesia	1,269
🇮🇹	Italy	1,262
🇿🇦	South Africa	1,158
🇲🇾	Malaysia	741
🇪🇬	Egypt	664
🇬🇧	United Kingdom	633

TOP CITIES

New Delhi, Delhi, India	**511**
Bangalore, Karnataka, India	377
Calcutta, West Bengal, India	342
Mumbai, Maharashtra, India	329
Johannesburg, Gauteng, South Africa	261
Istanbul, Istanbul Province, Turkey	245
Cairo, Cairo Governorate, Egypt	237
Jakarta, Indonesia	211
Hyderabad, Telangana, India	187

Discover which Facebook users are commenting and posting to your Page the most.

The number of times this user has left a comment on a post on your Page.

The number of times this user has posted to your Page.

Engaged Users

USERS WHO ENGAGED THE MOST

	POSTS	COMMENTS
HouCem Rbeaie — SENDIBLE - FACEBOOK FAN PAGE - LAST ENGAGED: 18 JAN 8:56 AM — good morning Sendible! i'm community manager also a premium sendible user , i had already a big problem about applying an unified photo's dimension that can be usefull for all social media's accounts in one shot.	6	0
Veronika Baranovska — SENDIBLE - FACEBOOK FAN PAGE - LAST ENGAGED: 20 JAN 10:19 AM — Hello there, Veronika here - testing messaging our Facebook page to see if the issue with my Priority Inbox still persists.	4	0
Affiliate Power Station — SENDIBLE - FACEBOOK FAN PAGE - LAST ENGAGED: 31 JAN 2:30 PM — Absolutely Agree	0	2
Getonfast — SENDIBLE - FACEBOOK FAN PAGE - LAST ENGAGED: 25 JAN 12:30 AM — Agreed... Awesome comment thanks a lot :\	0	2
How To Do Social Media Marketing — SENDIBLE - FACEBOOK FAN PAGE - LAST ENGAGED: 24 JAN 4:00 PM — Agreed Awesome comment :p	0	2

← PREV   NEXT →

Sendible

Twitter Report

Analyze your Twitter accounts to understand
your audience and engagement.

Add multiple Twitter services to the same report to analyze performance across brands.

The total number of Likes and Retweets over the selected date range.

Reach is the maximum potential audience size who may have seen your Tweets. This number includes followers of people that retweeted your posts.

Twitter activity overview

	DAILY EXPOSURE	POST ENGAGEMENTS	REACH	
	91,718	136	633,163	62
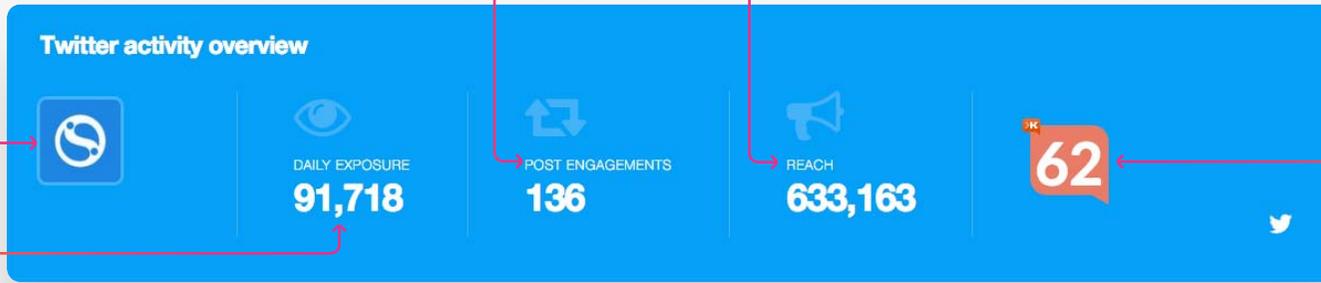
Daily Exposure is the total potential impressions generated per day on average.

Track your Klout Score to understand how your social influence is evolving.

⠿ Audience Growth

AUDIENCE GROWTH BY DAY

■ TOTAL FOLLOWERS

15,680
15,660
15,640
15,620
15,600
15,580
15,560
15,540
15,520
15,500

Jan 22   Jan 29   **Feb**   Feb 12   Feb 19

TOP FOLLOWERS

Recent Followers

		Tweets	Followers
	Twitter Verified 11 Feb 5:38 PM		
	@verified (San Francisco): The blue verified badge on Twitter lets people know that an account of public interest is authentic. Think your account should be verified? Submit a request.	5	2.1M
	Taylor Jordan ⚜ 12 Feb 7:52 AM		
	@TaylorJordan (New Orleans, LA): ✿ ik God got Me ∞ Angel reese♛	1M	1.1M
	Brian Condenanza 12 Feb 9:50 PM		
	@BrianCondenanza: Founder of @FluoShoes, Blancheir Watches & FASHION DOT CD | very into fashion, burgers & coffee | | | Contact: brian@condenanza.com - https://t.co/QpEJIKzkfx	1.2K	1M

← PREV   NEXT →

Understand which activities are helping to drive your audience growth and adjust your strategy accordingly.

Compare audience growth with the previous period to show progress.

FOLLOWER METRICS

Total Followers	**15,643**
Followers Gained	107
Total You Follow	8,272
People You Followed	7

YOUR FOLLOWERS INCREASED BY

↑ **0.69%**

SINCE PREVIOUS PERIOD

Posts

POSTS PER DAY

■ SENT ■ RECEIVED

20

15

10

5

0

Jan 19   Jan 22   Jan 25   Jan 28   Jan 31   Feb   Feb 06   Feb 09   Feb 12   Feb 15   Feb 18   Feb 21   Feb 24

SENT/RECEIVED METRICS

Tweets Sent	206
Mentions Received	315
Direct Messages Received	42
Total Tweets	**563**

NUMBER OF MESSAGES YOU RECEIVED INCREASED BY

↑ **70.0%**

SINCE PREVIOUS PERIOD

Analyze the number of Tweets sent and received against your content strategy to drive growth and conversations.
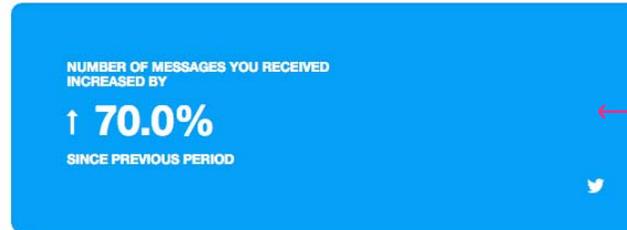
Gain insight into the hours in the day that are, on average, likely to generate the most engagement from your activity on Twitter.

Engagement probability is calculated by analyzing each of your Tweets to determine the hours when your audience is most likely to engage with your content.

Content Habits

MESSAGES PER DAY

■ PLAIN TEXT   ■ PHOTOS   ■ VIDEOS

20

15

10

5

0

Jan 23   Jan 30   Feb   Feb 13   Feb 20

BEST TIME TO POST

■ TWEETS

12 AM
3 AM
6 AM
9 AM
12 PM
3 PM
6 PM
9 PM

0   5   10   15

PROBABILITY OF ENGAGEMENT
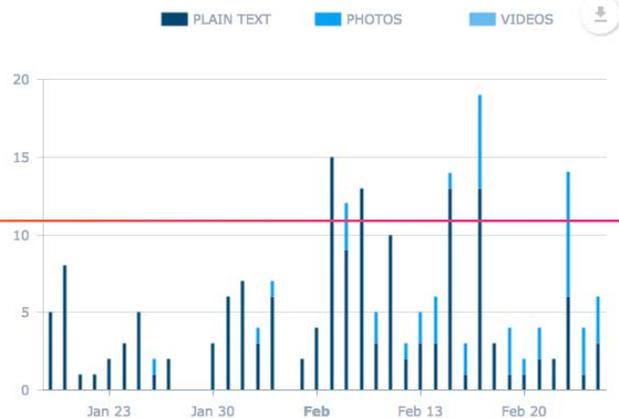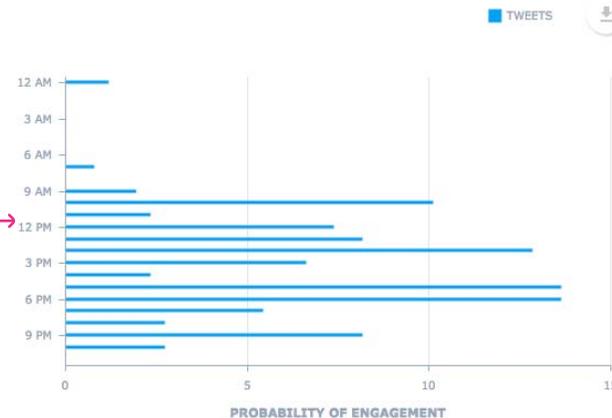
CONTENT HABITS METRICS

Plain Text	158
Photos	43
Videos	0
Total Tweets	**201**

NUMBER OF TWEETS YOU SENT INCREASED BY

↑ **0.52%**

SINCE PREVIOUS PERIOD

Use the Content Habits summary to understand the types of content that are helping to drive growth and engagement on Twitter.

Audience Engagement

AUDIENCE ENGAGEMENT BY DAY

■ MENTIONS   ■ RETWEETS   ■ LIKES   ■ TWEETS SENT
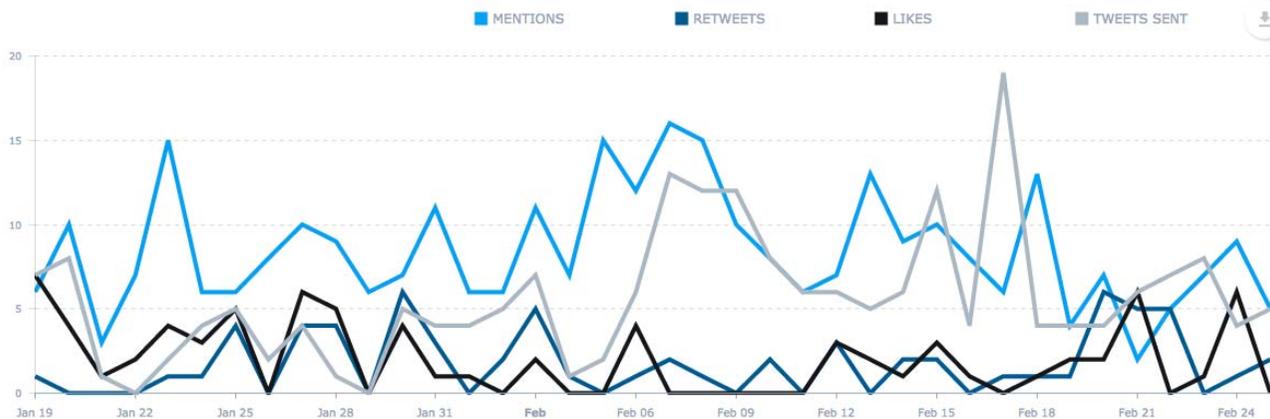
Understand how your audience is engaging with your Twitter service by analyzing Mentions, Retweets and Likes.

ENGAGEMENT METRICS

Mentions	315
Retweets	66
Likes	70
Tweets Sent	206
Total Engagements	**451**

TOTAL ENGAGEMENTS INCREASED BY

↑ **63.41%**

SINCE PREVIOUS PERIOD

Analyze your top Tweets based on the number of Retweets, Likes and overall Reach.

RECENT MENTIONS

Sentiment

Gavin Hammar @GavinHammar 24 Feb 9:54 PM
Really proud to have @sendible listed as one of @inc's fastest growing companies in Europe with over 300% growth! https://t.co/7yl5EridqA

Email Marketing @mailigen 24 Feb 1:28 PM
Join us and @Sendible on March 8 and learn how to make the most of your time. Limited seats, register today!... https://t.co/bJr2pih1BQ

Display your most recent mentions from Twitter and the sentiment of each Tweet.

TOP TWEETS

	Retweets	Likes	Reach
Sendible @Sendible 30 Jan 6:05 PM This is THE best social media channel for engaging with your customers. Here's how to ace it:... https://t.co/RBRxxFBbtH	5	3	15,796
Sendible @Sendible 20 Feb 2:16 PM Our Founder @GavinHammar shares his thoughts on 2017 trends via @IdigicNet https://t.co/kOClq12aQ4	5	3	17,685

Email Marketing @mailigen 24 Feb 1:28 PM

Join us and @Sendible on March 8 and learn how to make the most of your time. Limited seats, register today!… https://t.co/bJr2pih 1BQ

NewcastleWebdesign @NewcWebdesign 22 Feb 4:14 PM

SocialMedia requires a great investment of time energy here's a look at what's possible @NewcWebdesign https://t.co/kb74swntr2 @sendible

Apolline Adiju @apollineadiju 22 Feb 6:00 AM

@Sendible @apollineadiju It is sad that some business owners still overlook the power of social media.

Sendible @Sendible 28 Jan 10:20 AM

Happy #ChineseNewYear from our team! May it be filled with more successes than you can count. https://t.co/cx2mZtbkqq

| | 4 | 5 | 15,836 |

Sendible @Sendible 27 Jan 1:44 PM

Don't exclude other marketing channels from social media. Great advice @socialmediaweek https://t.co/EBRBZ8aE2b #smm #EmailMarketing

| | 3 | 2 | 22,365 |

Sendible @Sendible 25 Jan 3:22 PM

Looking forward to the event - #video is certainly the current hot topic in the world of digital #marketing

| | 3 | 3 | 15,658 |

← PREV NEXT →

Demographics

A breakdown of your 200 most recent Twitter followers using 4 types of demographic data.

BY KLOUT SCORE

- 0-35   17.46%
- 36-45   22.22%
- 46-55   33.33%
- 56-65   18.25%
- 66+   8.73%
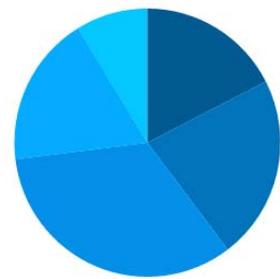
BY GENDER

FEMALE
18.9%

MALE
81.1%

Get to know your newest followers better and use this data to inform your content strategy.
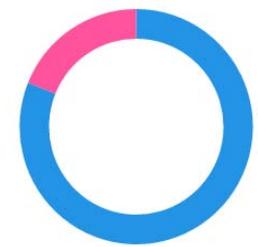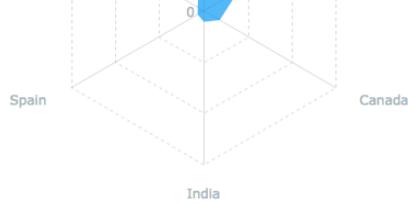
Men with a Klout score of **46-55** appear to be a leading force among your most recent followers.

BY LOCATION

United States

Germany

United Kingdom

60

40

20

TOP COUNTRIES

United States	51.4%
United Kingdom	15.7%
Canada	7.1%
India	4.3%

TOP CITIES

New York	7.4%
London	7.4%
Los Angeles	5.6%
Louisville	3.7%

Spain	2.9%
Germany	2.9%
Italy	2.9%
Netherlands	1.4%
Australia	1.4%
Romania	1.4%

St. Louis	3.7%
San Francisco	3.7%
Boston	3.7%
Toronto	3.7%
Melbourne	1.9%
Cartersville	1.9%

Discover the topics that your followers are most interested in to help drive your content and influencer marketing strategies.

Topics & Influencers

Utilize this chart to determine the most popular topics amongst your followers.

FOLLOWERS' TOPIC DISTRIBUTION

social media marketing
marketing
social media
content marketing
entrepreneurship
branding
advertising
business
online marketing
search engine optimization
small business
digital marketing

600
400
200
0

RECOMMENDED TOPICS

search engine optimization	sendible
ifttt	sendible
marketing communications	sendible
social media marketing	sendible
small & medium enterprises	sendible
content marketing	sendible
digital marketing	sendible
social selling	sendible
ecommerce	sendible
small business	sendible
linkedin	sendible
digital strategy	sendible
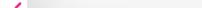
Social media marketing, search engine optimization and **social media** appear to be popular topics of interest among your followers.

Understand which Twitter users are most influential within your key topics and direct your influencer marketing activities towards proactively engaging with them and their followers.

TOP TOPICS & INFLUENCERS

SOCIAL SELLING - SENDIBLE: 79%

Matt Heinz @HeinzMarketing: 98% 105,634 followers
B2B demand generation, pipeline management, sales enablement, content strategy, inside sales effectiveness, marketing technology, driving revenue & results.

Neal Schaffer @NealSchaffer: 96% 174,172 followers
I help businesses generate ROI from social media. Author, Global Social Media Speaker, Social Media Marketing Influencer, Soccer Dad & Japan Travel Expert. 日本語可

MARKETING TIPS - SENDIBLE: 79%

Jeff Bullas @jeffbullas: 98% 516,546 followers
#1 Content Marketing Influencer,Social Media Marketing Strategist & Speaker,Forbes Top 10 Social Media Influencer,#1 Global Business Blog.

Brian Fanzo @iSocialFanz: 91% 107,310 followers
Millennial Keynote Technology Speaker | #SXSW #SMMW17 Speaker | Translator of Geek Speak #LiveVideo Social Strategist | #SMACtalk #FOMOfanz Podcasts #BeYourself

INTERNET MARKETING - SENDIBLE: 77%

Kissmetrics @Kissmetrics: 94% 250,391 followers

Built to optimize marketing. Track, analyze and optimize your digital marketing. (Video: What is Kissmetrics? https://t.co/ZxvglirlC0)

Social Media Today @socialmedia2day: 93% 579,004 followers

#SocialMedia insights, best practices, and tips from best thinkers in #socialmarketing, Signup for our newsletter here:https://t.co/8n8c21YA1O

SOCIAL MARKETING - SENDIBLE: 77%

Warren Whitlock @WarrenWhitlock: 91% 457,830 followers

Influencer in health, business, tech, blockchain, solar, social media marketing. Futurist, Advisor, Author and friend

Social Media Today @socialmedia2day: 91% 579,004 followers

#SocialMedia insights, best practices, and tips from best thinkers in #socialmarketing, Signup for our newsletter here:https://t.co/8n8c21YA1O

MARKETING STRATEGY - SENDIBLE: 77%

Social Media Today @socialmedia2day: 93% 579,004 followers

#SocialMedia insights, best practices, and tips from best thinkers in #socialmarketing, Signup for our newsletter here:https://t.co/8n8c21YA1O

Kim Garst @kimgarst: 93% 518,442 followers

I help entrepreneurs GROW their business w/ social media! Keynote speaker, Forbes Top 10 Social Media Influencer. 🎬Live Video Pro. Loves God, family & hockey!

MULTI LEVEL MARKETING - SENDIBLE: 77%

Erik Christian @SimplyAfterDark: 91% 300,005 followers

Network Marketing Leader. Online Marketing Trainer. Blogger. Helping Others Achieve Their Dreams of Working From Home.

@ Crowdify #WePayYou @michaelqtodd: 89% 220,270 followers

@CrowdifyClub is a Social Network MLM we pay you @ https://t.co/WxBPmoaHqd ✌Recovering lawyer I ❤Bitcoin, Nature, Photography, Pinterest. Cleantech, SMM life

The number of times this user has retweeted one of your Tweets.

Engaged Users

USERS WHO ENGAGED THE MOST

	@ MENTIONS	⇄ RETWEETS
BrightInfo SENDIBLE - TWITTER - LAST ENGAGED: 21 FEB 7:15 PM Next Week! Register to learn "Harnessing marketing personalization to win over customers" @Sendible @BrightInfoBuzz... https://t.co/2ZcNtQy6RT	30	0
Hax SENDIBLE - TWITTER - LAST ENGAGED: 24 FEB 2:23 PM We are proud to announce @Sendible are now an official sponsor for the Video Impact Event; #kent #business #marke... https://t.co/Ti8hnMwDfE	17	0
Maman on the Trail SENDIBLE - TWITTER - LAST ENGAGED: 24 FEB 6:01 PM I use @Sendible so I can #unplug & #getoutdoors. Use my promocode 169133 for 10% off. Sign up at https://t.co/aEBbe0AU5h #socialmedia manager	17	0
Gavin Hammar SENDIBLE - TWITTER - LAST ENGAGED: 24 FEB 9:54 PM @wadefoster we _ your service! Our users have asked for a @sendible zap . It's almost ready. Wd love to coordinate a launch with you guys.	11	0
Marc Creighton SENDIBLE - TWITTER - LAST ENGAGED: 15 FEB 1:28 PM @Sendible What's the least known feature in your application? #BlogIdeas	11	0
GavinHammar SENDIBLE - TWITTER - LAST ENGAGED: 25 FEB 11:32 PM RT @Sendible: Happy #ChineseNewYear from our team! May it be filled with more successes than you can count. https://t.co/cx2mZtbkqq	0	6

← PREV   NEXT →

Discover which users are engaging with you on Twitter most often.

The number of times this user has mentioned your Twitter account in a Tweet.

TWITTER REPORT

Sendible

Instagram Report

Understand the impact your Instagram posts have on your audience and engagement.

Generate a report that includes data from multiple Instagram services. Avatars for each service on this report are displayed here.

Review key metrics for your Instagram services including total Followers, total you're Following and the number of Posts you've published.

Instagram activity overview

FOLLOWERS
1,245

FOLLOWING
962

POSTS
321

Audience Growth

AUDIENCE GROWTH BY DAY

■ TOTAL FOLLOWERS

1,300

1,250

1,200

1,150

1,100

1,050

Jan 28   Jan 31   **Feb**   Feb 06   Feb 09   Feb 12   Feb 15   Feb 18   Feb 21   Feb 24   Feb 27

Understand how your audience is growing over time.

FOLLOWER METRICS

Total Followers	**1,245**
Followers Gained	175
Total You Follow	962
People You Followed	172

YOUR FOLLOWERS INCREASED BY
↑ **16.36%**
SINCE PREVIOUS PERIOD
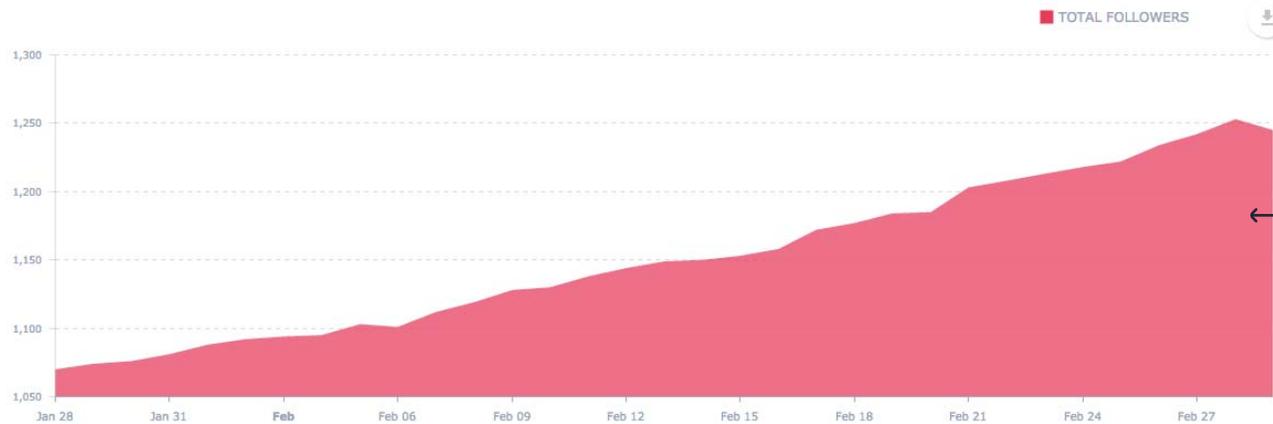
Monitor your audience growth on Instagram over time and relative to the previous period.

Posts

TOP INSTAGRAM POSTS

	Likes	104		Likes	100		Likes	68		Likes	60		Likes	58
	Comments	6		Comments	5		Comments	5		Comments	7		Comments	4

Get a snapshot of your most engaging Instagram photos and videos. measured by total likes and comments.

Publishing

MESSAGES PER DAY

■ MEDIA POSTED   ■ COMMENTS RECEIVED

Jan 29   Feb   Feb 12   Feb 19   Feb 26

BEST TIME TO POST

■ MEDIA

12 AM
3 AM
6 AM
9 AM
12 PM
3 PM
6 PM
9 PM

0   5   10   15   20   25

PROBABILITY OF ENGAGEMENT
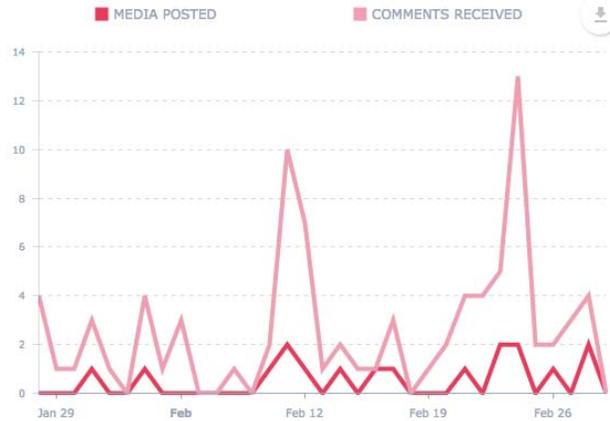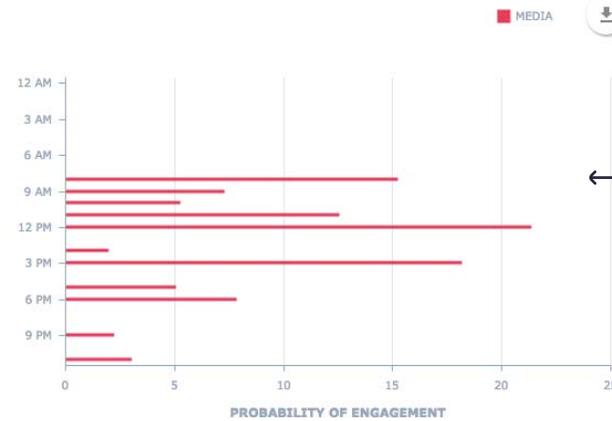
Use the Publishing Metrics summary to understand the level of engagement your Instagram services are receiving relative to the number of posts you've published.

PUBLISHING METRICS

Total Media Sent	17
Total Comments Received	82
Total Comments Received Last Period	48

NUMBER OF MEDIA YOU SENT
INCREASED BY

↑ **5.59%**

SINCE PREVIOUS PERIOD

Discover when your Instagram posts tend to receive the most engagement and utilize this data to understand the best times to post based on your audience behavior.

Audience Engagement

AUDIENCE ENGAGEMENT BY DAY

■ LIKES RECEIVED   ■ COMMENTS RECEIVED   ■ MEDIA POSTED

120

Understand how your audience is engaging with your content to maximize results.

*Monitor improvements by keeping track of overall engagement since the previous period.*
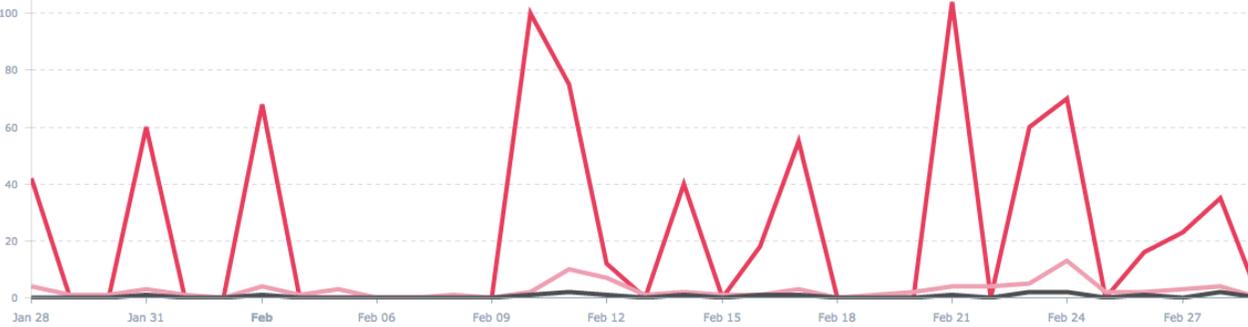
ENGAGEMENT METRICS

Likes Received	736
Comments Received (All Posts)	82
Comments Received (Posts This Period)	72
Posts Sent	17

TOTAL ENGAGEMENTS INCREASED BY

↑ 31.51%

SINCE PREVIOUS PERIOD

Discover which Instagram users are regularly commenting on your posts.

Engaged Users

USERS WHO ENGAGED THE MOST

COMMENTS

hamgav
GAVIN HAMMAR (HAMGAV) - INSTAGRAM - LAST ENGAGED: 27 FEB 11:49 PM
@1557842

12

shealuxury
SENDIBLE (SENDIBLESOCIAL) - INSTAGRAM - LAST ENGAGED: 25 FEB 2:17 AM
Now thats what I'm talking about!

7

rockstarentrepreneur
SENDIBLE (SENDIBLESOCIAL) - INSTAGRAM - LAST ENGAGED: 26 FEB 1:33 AM
Boom! 💥Rock⚡On!

4

socialveronika
GAVIN HAMMAR (HAMGAV) - INSTAGRAM - LAST ENGAGED: 23 FEB 5:31 PM
Love this ! 👍

3

darrynlaz
GAVIN HAMMAR (HAMGAV) - INSTAGRAM - LAST ENGAGED: 25 FEB 4:16 AM
@hamgav ask @martinehammar to make some matcha ice cream. Otherwise @lazstella will make when she's there 😋

2

← PREV   NEXT →

The number of times this user has left a comment on a post on your Instagram services.

INSTAGRAM REPORT

Sendible

Google+ Report

Track your Google+ activity and analyze audience growth and engagement.

G+

A snapshot of your Google+ Followers, Posts and +1's for the selected date range.

Google+ activity overview

FOLLOWERS
1,192

POSTS
29

+1'S
3

G+

Followers

AUDIENCE GROWTH BY DAY

■ TOTAL FOLLOWERS

1,193.2

1,193.0

1,192.8

1,192.6

1,192.4

1,192.2

1,192.0

1,191.8

Feb 14   Feb 16   Feb 18   Feb 20   Feb 22   Feb 24   Feb 26   Feb 28

Understand how your Google+ audience is growing over time.

FOLLOWER METRICS

Total Followers	1,192
Followers Gained	-1

YOUR FOLLOWERS DECREASED BY

↓ **0.08%**

SINCE PREVIOUS PERIOD

G+

Get a snapshot of your most engaging Google+ posts. measured by +1's, Clicks and Comments.

Compare results from your Top Posts with the peaks and valleys in this chart to determine how your content influenced your audience growth.

Top Posts

MOST ENGAGING POSTS

COMMENTS   +1'S   CLICKS

Sendible
GOOGLE+ - 21 FEB 5:35 PM

Take it from good to great ▶#YouTube #Video http://sendible.com/insights/how-to-optimize-your-youtube-channel-and-videos?Campaign_Code=soc_gp_blg&Lead_Source=Organic&utm_source=googleplus&utm_medium=organic&utm_campaign=blog&utm_name=638&afmc=1k

—   1   —

Sendible
GOOGLE+ - 20 FEB 5:52 PM
They went against common knowledge and succeeded
— 1 —

Sendible
GOOGLE+ - 18 FEB 2:55 PM
Missed our webinar on content personalization with BrightInfo? No biggie: http://bit.ly/2lVq4ww #Content Harnessing Marketing Personalization with Sendible & BrightInfo
— 1 13

Sendible
GOOGLE+ - 28 FEB 6:44 PM
The Amazon S3 server is down and our users may experience issues with attachments
— — —

Sendible
GOOGLE+ - 27 FEB 8:05 PM
There's lots to do on social media. Collaborate to achieve success #MapCampaign
— — —

← PREV   NEXT →

Clicks are tracked when posts you publish contain trackable links.

Understand the responsiveness of your audience relative to the number of posts you've published to Google+.
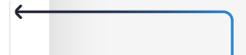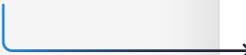
Publishing

MESSAGES PER DAY

■ POSTS SENT   ■ +1's RECEIVED   ■ COMMENTS RECEIVED

BEST TIME TO POST

■ POSTS

PROBABILITY OF ENGAGEMENT

PUBLISHING METRICS

Total Posts Sent	29
Total +1's Received	3
Total Comments Received	0

NUMBER OF POSTS YOU SENT DECREASED BY

↓ **25.64%**

SINCE PREVIOUS PERIOD

G+

Gain insight into the posting times that are, on average, likely to generate the most engagement from your audience on Google+.

The probability of engagement is calculated by analyzing each of your posts to determine the hours when your audience is most likely to engage with your content.

Sendible

LinkedIn Company Report

Track your company's presence on LinkedIn
with insightful data.

in

Impressions help you understand how many times your content has been seen by LinkedIn members over the selected date range.

Engagement is the number of times people have liked, commented on, or shared each of your updates.

Clicks help you understand how many times viewers of your content have been engaged enough to click through to read the full story.

Linkedin activity overview

IMPRESSIONS	ENGAGEMENT	CLICKS
43,220	2,145	152

in

Understand how your audience is growing over time by analyzing paid versus organic audience growth and comparing trends to the previous time period.

Audience Growth

AUDIENCE GROWTH BY DAY

■ TOTAL FOLLOWERS

585		
580		
575		
570		
565		
560		

| Feb | Feb 03 | Feb 05 | Feb 07 | Feb 09 | Feb 11 | Feb 13 | Feb 15 | Feb 17 | Feb 19 | Feb 21 | Feb 23 |
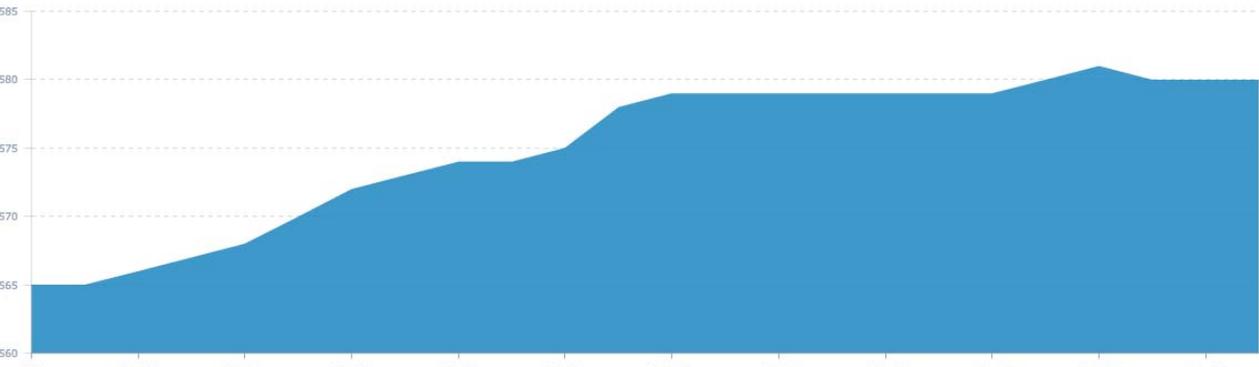
FOLLOWER METRICS

Total Followers	580
Followers Gained	91
Organic Followers Gained	90
Paid Followers Gained	1

YOUR FOLLOWERS INCREASED BY

↑ 18.65%

SINCE PREVIOUS PERIOD

in

⠿ Impressions   ⟳

IMPRESSIONS BY DAY

■ IMPRESSIONS   ⤓

1,400
1,200
1,000
800
600
400
200
0

Feb   Feb 03   Feb 05   Feb 07   Feb 09   Feb 11   Feb 13   Feb 15   Feb 17   Feb 19   Feb 21   Feb 23
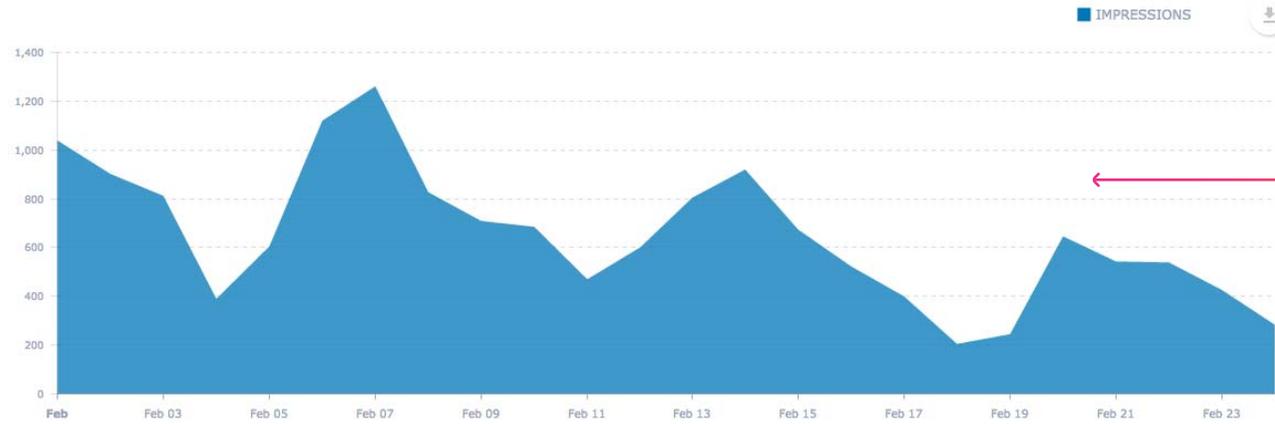
IMPRESSIONS METRICS

Total Impressions	**43,220**
Average Daily Impressions	634

**TOTAL IMPRESSIONS
INCREASED BY**

↑ **53.56%**

SINCE PREVIOUS PERIOD

in

Keep track of the number of times each update is shown to LinkedIn members per day and monitor your success over time.

⠿ Publishing   ⟳

MESSAGES PER DAY

■ SENT POSTS   ■ COMMENTS RECEIVED   ⤓

4.5
4.0
3.5
3.0
2.5
2.0
1.5
1.0
0.5
0.0

Feb   Feb 05   Feb 09   Feb 13   Feb 17   Feb 21

BEST TIME TO POST

■ POSTS   ⤓

12 AM
3 AM
6 AM
9 AM
12 PM
3 PM
6 PM
9 PM

0   5   10   15   20   25   30

PROBABILITY OF ENGAGEMENT

PUBLISHING METRICS

Total Posts Sent	59
Total Comments Received	4
Total Comments Received Last Period	5

**NUMBER OF POSTS YOU SENT
INCREASED BY**

↑ **293.33%**

SINCE PREVIOUS PERIOD

Understand the responsiveness of your audience relative to the number of posts you've published to your Company Page.

*Gain insight into the posting times that are, on average, likely to generate the most engagement from your audience on LinkedIn.*

Audience Engagement

AUDIENCE ENGAGEMENT BY MONTH

■ COMMENTS   ■ CLICKS   ■ SHARES   ■ LIKES

	Nov '16	Dec '16	Jan '17	Feb '17
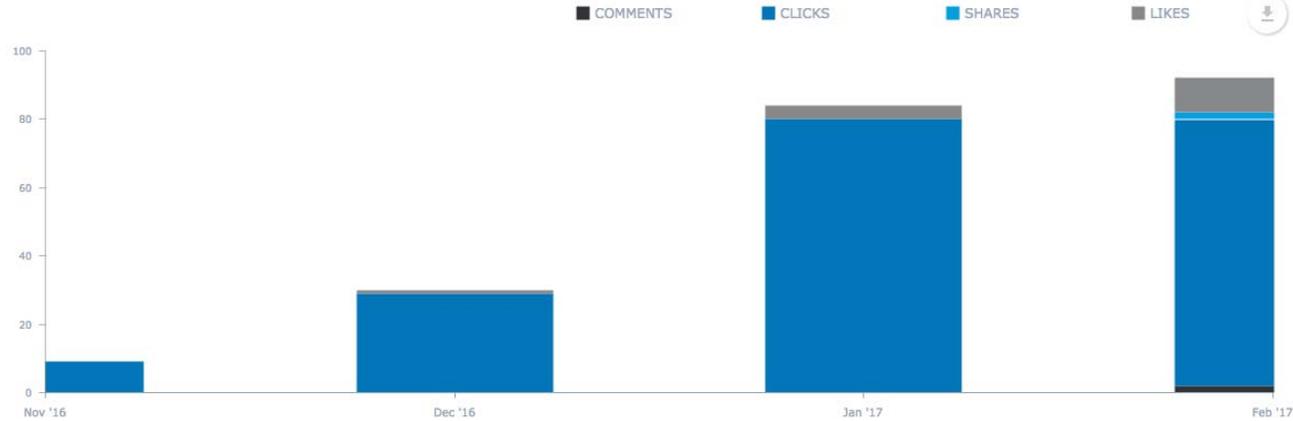
ENGAGEMENT METRICS - NOV 2016

Likes	0
Comments	0
Shares	0
Clicks	9
Total Engagements	**9**

TOTAL ENGAGEMENTS DECREASED BY

↓ **90.32%**

COMPARED TO JUL 2016 - OCT 2016

in

Understand how engaged your audience is by analyzing Likes, Comments, Shares and Clicks over time.

Clicks are tracked when posts you publish contain trackable links.

Top Posts

MOST ENGAGING POSTS

COMMENTS   LIKES   CLICKS

Sendible
LINKEDIN COMPANY PAGE - 14 FEB 2:42 PM
It's Valentine's Day remember to spread some love on social media today ❤️http://image-store.slidesharecdn.com/63a39d50-92f0-4fbb-b646-e15544f27ad6-original.png

| – | 4 | – |

Sendible
LINKEDIN COMPANY PAGE - 13 FEB 10:44 AM
How to Create a Robust Social Media Marketing Plan in 2017 A recent survey by Harvard Business Review found that only 12% of companies who are utilizing social media felt that they were using it effectively. One of the reasons why companies http://www.socialmediatoday.com/social-networks/how-create-robust-social-media-marketing-plan-2017

| 1 | 3 | – |

Sendible
LINKEDIN COMPANY PAGE - 13 FEB 5:50 PM
25 Interview Questions For Your Next Social Media Manager Great social media managers turn engagement into action. Ask these interview questions to easily separate professionals from regular social media users. http://sendible.com/insights/25-interview-questions-for-social-media-managers?Campaign_Code=soc_ln_blg&Lead_Source=Organic&utm_source=linkedin&utm_medium=organic&utm_campaign=blog&utm_name=551&afmc=1k

| – | 3 | – |

Sendible
LINKEDIN COMPANY PAGE - 13 FEB 1:31 PM

Analyze your top published content to your Company Page based on Comments, Likes and Clicks.

The number of comments made on a Post, including those made by your Company Page.

← PREV   NEXT →

Demographics

A breakdown of who's following your Company Page using 4 types of demographic data.

BY FUNCTION

Marketing	20.4%
Media & Communications	18.9%
Entrepreneurship	12.6%
Sales	10.6%
Consulting	8.5%
Business Development	7.9%
Information Technology	7.4%
Human Resources	5.1%
Operations	4.4%
Arts and Design	4.2%

BY SENIORITY

Senior	32.1%
Entry-level	21%
Manager	16%
Owner	12%
Chief X Officer (CxO)	7.6%
Director	6.2%
Vice President (VP)	2.8%
Partner	1.6%
Training	0.5%
Unpaid	0.3%
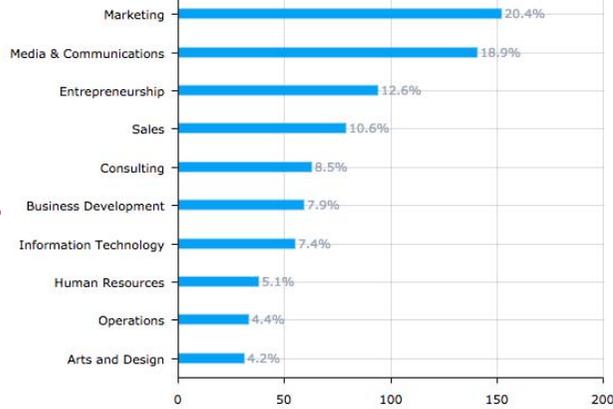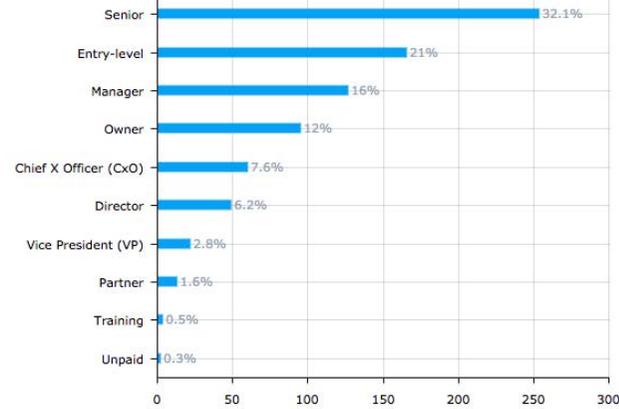
People in **Senior** positions who work in **Marketing** appear to be a leading force among your followers.   in

Get to know your Company Page followers better and use this data to inform your content strategy.

BY COUNTRY

🇺🇸	United States	177
🇬🇧	United Kingdom	155
🇮🇳	India	26
🇨🇦	Canada	17
🇦🇺	Australia	15
🇮🇹	Italy	14
🇿🇦	South Africa	11
🇫🇷	France	10

BY COMPANY SIZE

11-50 employees	171
1-10 employees	132
51-200 employees	87
1001-5000 employees	40
10,001+ employees	36
Self-employed	34
201-500 employees	34
501-1000 employees	29

GET STARTED WITH

Monitoring Report

Gain insight into what is being said about particular keywords, track sentiment & discover influencers.

Use the keyword picker to include data for multiple keywords to help build a more complete picture.

Review key metrics for the keywords you're monitoring such as total Mentions and Sentiment.

Mention activity overview

💬 **Donald trump**
💬 **Hilary clinton**

MENTIONS
4,061

POSITIVE
56.5%

NEGATIVE
43.5%

Mention Trends

MENTIONS BY DAY

■ DONALD TRUMP   ■ HILARY CLINTON

1,400	
1,200	
1,000	
800	
600	
400	
200	
0	

Feb 24   Feb 25   Feb 26   Feb 27   Feb 28   Mar 01   Mar 02

Spot trends by monitoring Mentions generated for your selected keywords each day.

Track changes in the number of Mentions of your keywords along with Positive and Negative sentiment over your selected period.

TOTAL MENTIONS DECREASED BY
↓ **40.87%**
IN THE LAST 3 DAYS

POSITIVE MENTIONS INCREASED BY
↑ **1.3%**
IN THE LAST 3 DAYS

NEGATIVE MENTIONS DECREASED BY
↓ **1.68%**
IN THE LAST 3 DAYS

MONITORING METRICS

MENTIONS & SENTIMENT BY KEYWORD

Total Mentions	4,061	**Keyword**	💬	🙂	🙁
Positive Mentions	680 (56.53%)	Donald trump	4,287	58.37%	41.63%
Negative Mentions	523 (43.47%)	Hilary clinton	878	48.02%	51.98%

⋮⋮ Mention Sources ⟳

DAILY MENTIONS BY SOURCE

| ■ FACEBOOK | 0 | ■ TWITTER | 35 | ■ WORDPRESS | 0 | ■ FLICKR | 0 | ■ YAHOO ANSWERS | 5 | ■ GOOGLE+ | 2 | ⬇ |
| ■ NEWS | 0 | ■ BLOGS | 0 | ■ GOOGLE NEWS | 0 |

Analyze the number of Mentions generated by each source for each day within the selected date range.

Facebook appears to be a leading source of mentions making up **74.6%** with the general sentiment being **Positive**.

Easily keep track of which sources are generating the most Mentions of your keywords.

Discover where the sentiment is most negative or positive and understand where to focus your attention.

TOP SOURCES

⬇

FACEBOOK
f **74.6%**

TWITTER
🐦 **18.4%**

WORDPRESS
Ⓦ **1.7%**

FLICKR
▪▪ **1.5%**

OTHER
💬 **3.8%**

MENTIONS BY SOURCE

Source	💬	🙂	🙁
Facebook	3,853 (74.6%)	56.39%	43.61%
Twitter	950 (18.39%)	48.34%	51.66%
Wordpress	88 (1.7%)	72.22%	27.78%
Flickr	79 (1.53%)	98.39%	1.61%
Yahoo answers	60 (1.16%)	51.61%	48.39%
Google+	57 (1.1%)	33.33%	66.67%
News	36 (0.7%)	37.5%	62.5%
Other	42 (0.81%)	—	—

Top Sources

SOURCES WITH THE MOST MENTIONS

| | MENTIONS | SENTIMENT |

answers.yahoo.com
DONALD TRUMP - LAST MENTIONED: 02 MAR 12:42 AM
Open Question: Why has Donald Trump been criticized more by the media in one month as president than Obama was in 8 years?
Y https://answers.yahoo.com/question/index?qid=20170225023015AATZf7e
60

samlit78
HILARY CLINTON - LAST MENTIONED: 01 MAR 11:30 PM
Hilary Clinton ¿detrás de la muerte de Gadafi ,el Hacker de los mails .Creadora del Estado Islámico y Alqaeda.? https://t.co/dCUWTdeGlK
http://twitter.com/samlit78/statuses/834923444043149313
31

Fibonacci Blue
DONALD TRUMP - LAST MENTIONED: 28 FEB 5:46 AM
Women's march against Donald Trump
http://www.flickr.com/photos/fibonacciblue/32714252760/
24

Conservative We Stand
DONALD TRUMP - LAST MENTIONED: 01 MAR 11:17 PM
Follow us for more at Donald Trump POTUS 45
f http://www.facebook.com/1468188936820987/posts/1666962933610252
21

Alexander Thomas Saltalamacchia
DONALD TRUMP - LAST MENTIONED: 01 MAR 8:22 AM
Dancing Donald Trump
f http://www.facebook.com/MANDATORY/posts/258804007903476
16

Consciously Enlightened
DONALD TRUMP - LAST MENTIONED: 01 MAR 11:01 PM
THE RUSSIAN LOVE AFFAIR WITH DONALD TRUMP SOURS AS THE US AND RUSSIA MOVE TOWARD WAR!!! http://freemendontaskpermissiontobe ararms.com/the-russian-love-affair-with-donald-trump-sours-as-the-us-and-russia-move-toward-war/
f http://www.facebook.com/ConsciouslyEnlightened/posts/1901025406777298
16

← PREV   NEXT →

Learn which users are mentioning your selected keywords the most and their general sentiment.

Review the most recent Mentions and keep an eye on the sentiment of each post.

If you wish to update the sentiment reported, you can change it from within the Monitoring area of the dashboard.

Recent Mentions

RECENT MENTIONS

SENTIMENT

victor_suarez
DONALD TRUMP - 02 MAR 12:50 AM
RT @MorenaMichigan: apoya con tu firma la denuncia contra las órdenes de Donald Trump que se entregara el 15 de marzo ante la CIDH: AMLO ht...
http://twitter.com/victor_suarez/statuses/837102850064855041

the_rilla
DONALD TRUMP - 02 MAR 12:50 AM
RT @GQMagazine: Donald Trump can't believe how easily you suckers fell for that https://t.co/2HHWb8wc13 https://t.co/zw7ktEhMcT
http://twitter.com/the_rilla/statuses/837102847162470400

RealRakhmetov
DONALD TRUMP - 02 MAR 12:50 AM

RT @PeterJosyph: As the GOP owns Donald Trump & all the damage he's doing, the LIU Board owns Dr. Cline's sabotage of the Liberal Arts & th...

http://twitter.com/RealRakhmetov/statuses/837102844473978880

TheNicknameless
DONALD TRUMP - 02 MAR 12:50 AM

RT @CNNSitRoom: .@ChrisMurphyCT: Donald Trump once again "lied" to journalists in order to get good coverage https://t.co/WymdnOcJwl https:...

http://twitter.com/TheNicknameless/statuses/837102835510689797

answers.yahoo.com
DONALD TRUMP - 02 MAR 12:32 AM

Open Question: The real question is will you be voting for Donald Trump and Vladimir Putin for 2016?

https://answers.yahoo.com/question/index?qid=20170302003200AA34nWv

jb235sandcastle
HILARY CLINTON - 02 MAR 12:22 AM

why Demo so involved with Russia and POTUS? Hilary Clinton had deel with Russia and Demos never lost a breath of air = deep as a puddle

http://twitter.com/jb235sandcastle/statuses/837095782671069185

← PREV   NEXT →

Sendible

YouTube Report

Track your audience growth on YouTube &
understand which videos are most engaging.

An overview of Youtube activity for the selected period.
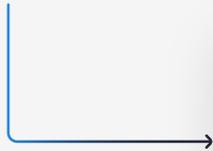
Youtube activity overview

VIDEOS
177

SUBSCRIBERS
657

VIEWS
1,469

Audience Growth

SUBSCRIBER GROWTH BY DAY

■ TOTAL SUBSCRIBERS

660

655

650

645

640

635

Jan 01   Jan 04   Jan 07   Jan 10   Jan 13   Jan 16   Jan 19   Jan 22   Jan 25   Jan 28   Jan 31

Easily report on how your subscriber base is growing over time.
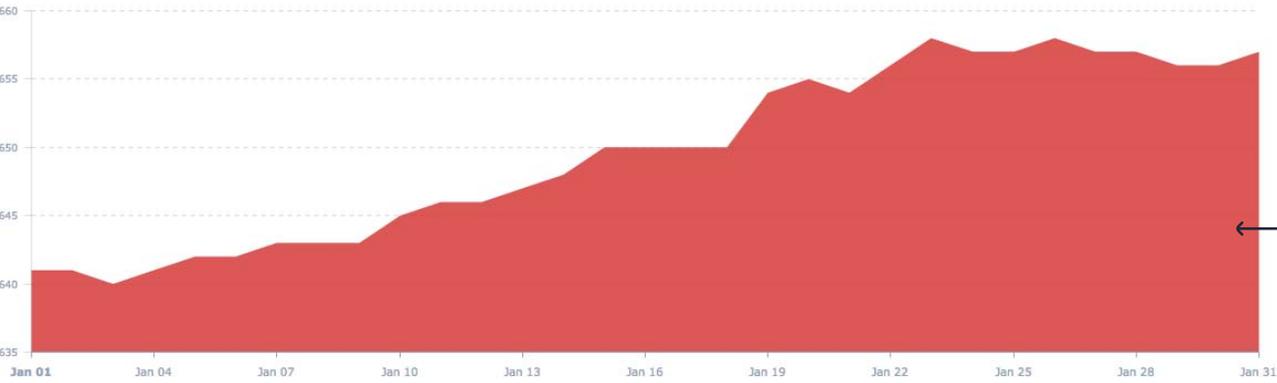
FOLLOWER METRICS

Total Subscribers	**657**
Subscribers Gained	16

YOUR SUBSCRIBERS
INCREASED BY

↑ **2.5%**

SINCE PREVIOUS PERIOD
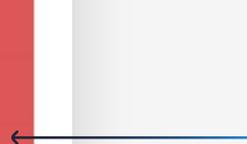
Content Habits

AUDIENCE BEHAVIOR

■ TOTAL VIDEOS ■ MINUTES WATCHED
■ AVERAGE VIEW DURATION
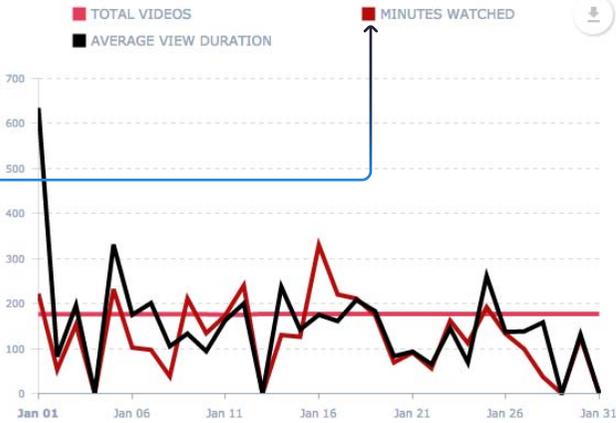
Minutes Watched is calculated by adding up the time that people have spent watching your videos. This shows how many minutes have collectively been watched on your channel.

BEST TIME TO POST

■ VIDEOS

PROBABILITY OF ENGAGEMENT
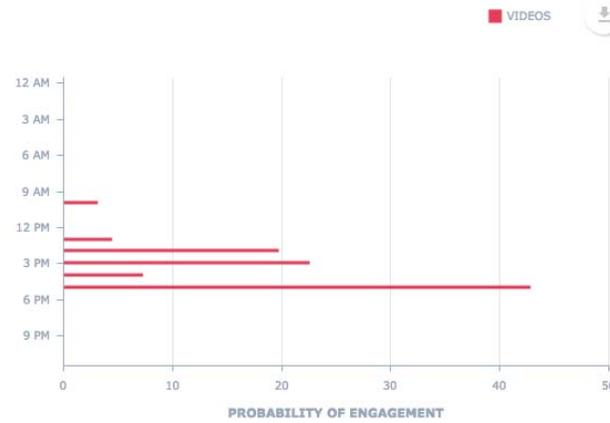
PUBLISHING METRICS

New Videos Posted	**1**
Total Minutes Watched	3,699
Average View Duration	4,065

Average View Duration helps you determine if people are watching your videos all the way to the end or leaving before the end. Use this metric to work out the ideal length for videos you create in the future.

TOTAL MINUTES WATCHED INCREASED BY

↑ **0.57%**

SINCE PREVIOUS PERIOD

Keep track of how many people have clicked a link that began playing your video.

Whether a person only watches one second of your video before turning it off, or watches the entire video, both count as a view.

Video Views

VIEWS PER DAY

■ TOTAL VIEWS

Total Views	1,469
Views Gained	582

**YOUR VIEWS
INCREASED BY**

↑ **65.61%**

SINCE PREVIOUS PERIOD

⠿ Audience Engagement

AUDIENCE ENGAGEMENT BY DAY

- ■ LIKES RECEIVED
- ■ DISLIKES RECEIVED
- ■ VIDEO SHARES
- ■ COMMENTS RECEIVED
- ■ VIDEOS POSTED

Understand how engaged your YouTube audience is by analyzing Likes, Dislikes, Comments and Clicks over time, relative to the number of videos you've posted.
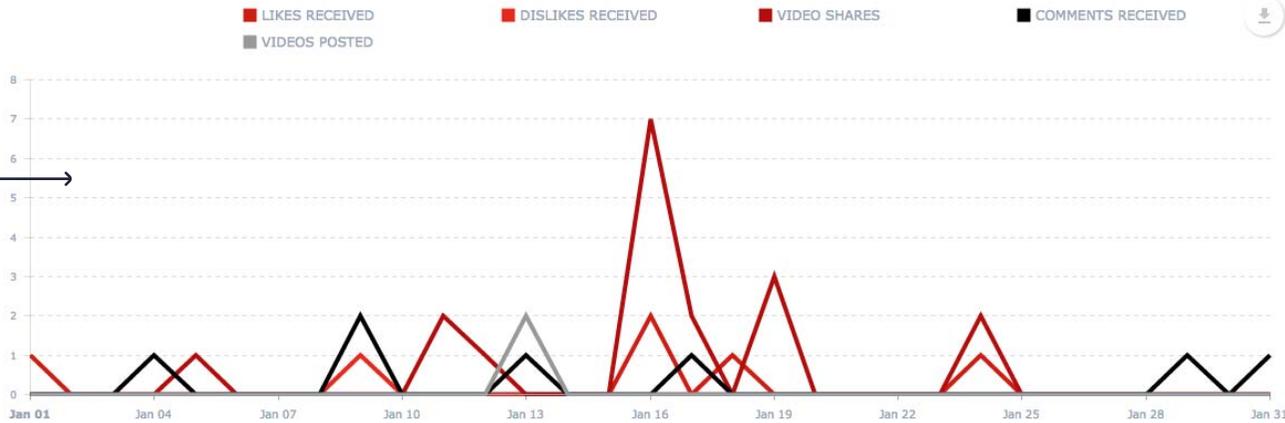
ENGAGEMENT METRICS

Likes Received	4
Dislikes Received	1
Comments Received	7
Video Shares	18
Videos Posted	1

**TOTAL ENGAGEMENTS
INCREASED BY**

↑ **70.59%**

SINCE PREVIOUS PERIOD

Report on your most popular videos that were posted over the selected date range based on Views and Likes.

⠿ Top Videos

MOST ENGAGING VIDEOS

VIEWS   LIKES

Sendible
YOUTUBE - 16 JAN 2:38 PM

Sendible is a powerful social media management tool allowing SMEs, corporate marketing teams and marketing agencies to promote, analyse and track their brands across all social media platforms, email and SMS messaging. Our tool provides a one-stop-shop for your social media marketing needs, helping you to build brand awareness by integrating social media platforms including Twitter, Facebook, LinkedIn, Google+, Instagram and Pinterest and many more into a single dashboard. Every message sent through Sendible is tracked, analysed and measured, allowing you to easily measure the ROI of your social media marketing campaigns. Discover our tool: http://bit.ly/Trial-Sendible Social media news and articles: http://bit.ly/Sendible-Insights LinkedIn:

389   6

Sendible
YOUTUBE - 13 JAN 10:11 AM

This video covers how you can set up a Keyword and Brand Monitoring service on Sendible to listen to what people are saying about a specific company or topic. Article: https://support.sendible.com/hc/en-us/articles/208052286-How-Do-I-Set-Up-A-Keyword-And-Brand-Monitor- Relevant links: https://support.sendible.com/hc/en-us/articles/208052196-Where-Do-Keyword-And-Brand-Monitoring-Results-Come-Through-To- https://support.sendible.com/hc/en-us/articles/210072693-How-long-is-Keyword-and-Brand-Monitoring-data-stored-for- https://www.youtube.com/watch?v=CFXyf8mmZwI

63 —

Sendible
YOUTUBE - 11 JAN 5:43 PM

Relevant links: This video covers how you can check through the services already added under your Sendible user account. Article: https://support.sendible.com/hc/en-us/articles/208052726-How-Do-I-Check-The-Services-I-ve-Already-Set-Up- https://www.youtube.com/watch?v=0pO4vsUch54

29 —

← PREV   NEXT →

YOUTUBE REPORT

Sendible

Google Analytics Report

Analyze the impact social media has on traffic to your website with Google Analytics.

An overview of website traffic for the selected period.

Social media posting activity is charted alongside visits to your website to help you understand how your social media activity is driving traffic to your website.
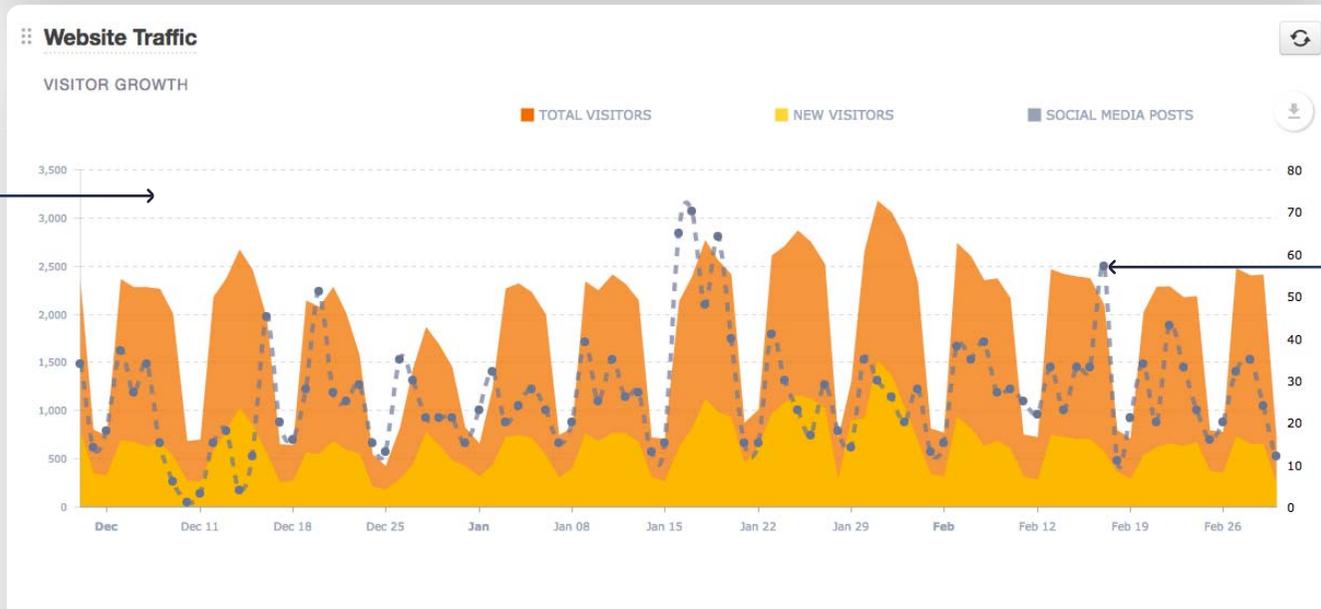
Understand how your social posting activity impacts visits to your website over the date period selected.

Website activity overview

Marketing Site

PAGE VIEWS
497,789

VISITS
240,651

BOUNCE RATE
47%

Website Traffic

VISITOR GROWTH

■ TOTAL VISITORS   ■ NEW VISITORS   ■ SOCIAL MEDIA POSTS

	3,500													80
	3,000													70
	2,500													60
	2,000													50
	1,500													40
	1,000													30
	500													20
														10
	0													0

Dec   Dec 11   Dec 18   Dec 25   Jan   Jan 08   Jan 15   Jan 22   Jan 29   Feb   Feb 12   Feb 19   Feb 26

WEBSITE VISITOR METRICS

Total Visitors	**166,652**
New Visitors (23.82%)	57,320
Returning Visitors (76.18%)	183,331
Total Page Views	497,790
Total Sessions	240,651

NUMBER OF SESSIONS
DECREASED BY

↓ **3.51%**

SINCE PREVIOUS PERIOD

Traffic Sources

BY CHANNEL

BY SOCIAL NETWORK

Learn where to focus your efforts by analyzing which channels are generating traffic to your website.
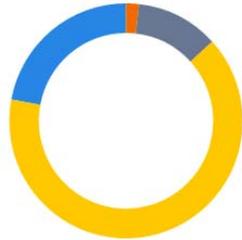
SOCIAL
📢 1.8%

REFERRAL
🔗 11.3%

DIRECT
👆 63.8%

ORGANIC SEARCH
🔍 21.8%
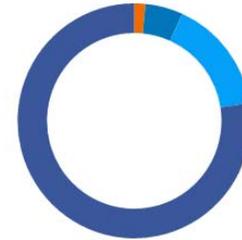
FACEBOOK
f 77.4%

TWITTER
🐦 15.8%

LINKEDIN
in 5.2%

WORDPRESS
Ⓦ 1.6%

Discover which social networks are sending the most traffic your way and leverage this data to inform your content strategy.

TRAFFIC FROM SOCIAL INCREASED BY	TRAFFIC FROM OTHER WEBSITES DECREASED BY	TRAFFIC FROM SEARCH INCREASED BY
↑ 24.35%	↓ 13.65%	↑ 4.14%
SINCE PREVIOUS PERIOD 📢	SINCE PREVIOUS PERIOD 🔗	SINCE PREVIOUS PERIOD 🔍

TOP REFERRALS		TOP KEYWORDS	
google	**50,057** (20.81%)	**sendible**	**932** (0.39%)
app.sendible.com/	4,608 (1.92%)	https://app.sendible.com	161 (0.07%)
sendsocialmedia.com/	2,525 (1.05%)	https://future.sendible.com/#measure	128 (0.05%)
facebook.com/	2,166 (0.9%)	https://future.sendible.com/#engage	119 (0.05%)
newsletter	1,505 (0.63%)	sendable	95 (0.04%)
bing	1,297 (0.54%)	sendible down	39 (0.02%)
yahoo	1,135 (0.47%)	https://sendible.com/features	38 (0.02%)
sendible.com/pricing/	1,017 (0.42%)	https://app.sendible.com/#	35 (0.01%)

Keep track of how engaged new visitors are to your website by monitoring the percentage that leave your website from the landing page without browsing any further.

Website Engagement

BOUNCE RATE

■ BOUNCE RATE

60

55

Dec   Dec 11   Dec 18   Dec 25   **Jan**   Jan 08   Jan 15   Jan 22   Jan 29   **Feb**   Feb 12   Feb 19   Feb 26

AUDIENCE ENGAGEMENT METRICS

Bounce Rate	**47.63%**
Average Session Duration	3.2 mins
Pages Per Session	2.1
Returning Visitors	76.2%

BOUNCE RATE
DECREASED BY
↓ **1.97%**
SINCE PREVIOUS PERIOD

MOST PAGE VIEWS

/	**413,805** (83.1%)
/pricing	23,739 (4.8%)
/features	8,878 (1.8%)
/working/	3,972 (0.8%)
/features/social-media-dashboard/white-label-software	3,036 (0.6%)
/features/social-media-dashboard	2,974 (0.6%)
/features/social-media-publishing	2,682 (0.5%)
/case-studies	1,936 (0.4%)

AVERAGE SESSION DURATION
DECREASED BY
↓ **5.16%**
SINCE PREVIOUS PERIOD

Understand which pages are generating the most views. Utilize these insights to inform your SEO strategy.

A breakdown of the types of visitors with the most sessions on your website using 4 types of demographic data.

Visitor Demographics

TOP COUNTRIES

United States	**126,455** (52.5%)
United Kingdom	42,385 (17.6%)
Canada	8,093 (3.4%)
Australia	5,817 (2.4%)
Germany	4,616 (1.9%)
India	3,942 (1.6%)
Philippines	3,654 (1.5%)
Netherlands	3,364 (1.4%)

TOP CITIES

London	**22,899** (9.5%)
(not set)	9,193 (3.8%)
Oakdale	4,258 (1.8%)
New York	3,280 (1.4%)
Dublin	2,921 (1.2%)
Eagan	2,920 (1.2%)
Los Angeles	2,683 (1.1%)
Renton	2,608 (1.1%)

Visitors from **United States** using **Chrome** on **Windows** appear to be a leading force among your website visitors.

TOP BROWSERS

Chrome	180,173 (74.9%)
Safari	23,088 (9.6%)
Firefox	21,272 (8.8%)
Internet Explorer	7,947 (3.3%)
Edge	6,029 (2.5%)
Opera	541 (0.2%)
Android Webview	410 (0.2%)
Coc Coc	284 (0.1%)

TOP OPERATING SYSTEMS

Windows	153,933 (64.0%)
Macintosh	70,839 (29.4%)
iOS	8,688 (3.6%)
Android	4,071 (1.7%)
Chrome OS	1,436 (0.6%)
Linux	1,431 (0.6%)
(not set)	198 (0.1%)
BlackBerry	24 (0.0%)

Designing custom reports with Report Builder

Choose from 250+ modules to add to your report.
Up to 30 modules can be included on each report.

Collaborate with team members and clients by sharing your reports with other users. Shared reports cannot be deleted by others but they will be able to add/remove modules.

Select one of your previously saved reports or reports that have been shared with you.

Configure PDF reports to be emailed automatically to stakeholders.

Open your report in full-screen mode for presentations and easy editing.

Open the live link to the report to share with clients for real time access.

Customize the appearance of each report's Cover Page by uploading your logo and providing text that introduces the report to stakeholders.

Make a copy of the selected report.

Choose from one of 4 layouts when creating new reports.

Reposition modules by dragging and dropping into place.

Easily preview the Cover Page and copy to other reports.

Rename modules by editing the titles.

ADD MODULES

General Reports | Channels | Monitoring | Links | Campaigns | Google Analytics

< Twitter   Filter modules

- Best day to Tweet
  Chart displaying the best day to Tweet measured be probability of engagement.
- Best time to Tweet
  Chart displaying the best times to Tweet measured be probability of engagement.
- Channel Header
  Channel header information
- DMs
  DMs over time.
- Follower Demographics
  Display the demographics and influence of your Twitter followers.
- Followers
  Followers over time.

Close

12:42 PM

Sendible

ENGAGE | MONITOR ▾ | CONTENT ▾ | CONTACTS ▾ | MEASURE ▾ | SERVICES ▾

GAVIN HAMMAR — Corporate

COMPOSE

REPORTS HUB

Choose report TWITTER - SENDIBLE ▾   + ADD MODULE   NEW REPORT

- Engagement
- Facebook Page
- Twitter
- Instagram
- Google+
- LinkedIn
- Monitoring
- YouTube
- Google Analytics

My Reports 82
Report Builder
Download Data

Twitter

18 February 2017 - 2 March 2017   ▦ FILTER DATE

Cover Page

Hide Cover Page ⌃

Gavin Hammar
info@sendible.com
Sendible
http://localhost:8080 a

UPLOAD LOGO

⸬ Twitter Activity Overview

Twitter activity overview

DAILY EXPOSURE
72,572

POST ENGAGEMENTS
51

REACH
195,203

62

⸬ Audience Growth

AUDIENCE GROWTH BY DAY

TOTAL FOLLOWERS

TOP FOLLOWERS

Recent Followers

Tweets | Followers

Rick King 22 Feb 6:52 PM
@RickKing16 (Colorado): Technology Consultant, Gr

15,665

15,660

---

1 COLUMN

2 CO

1-2 COLUMNS

1-2-1 C

Sendible

sendible.com