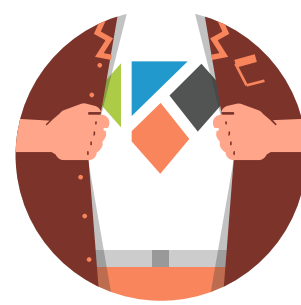




We Measure the Social Web



Monitor & Report



Influencer Marketing



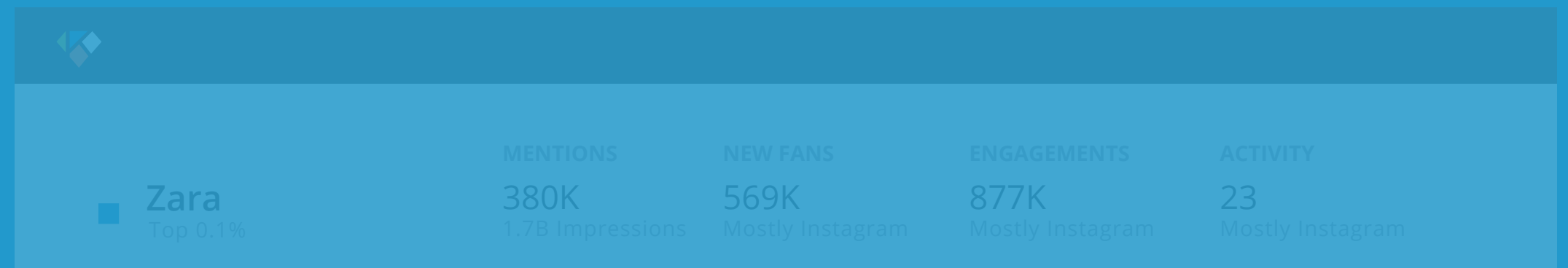
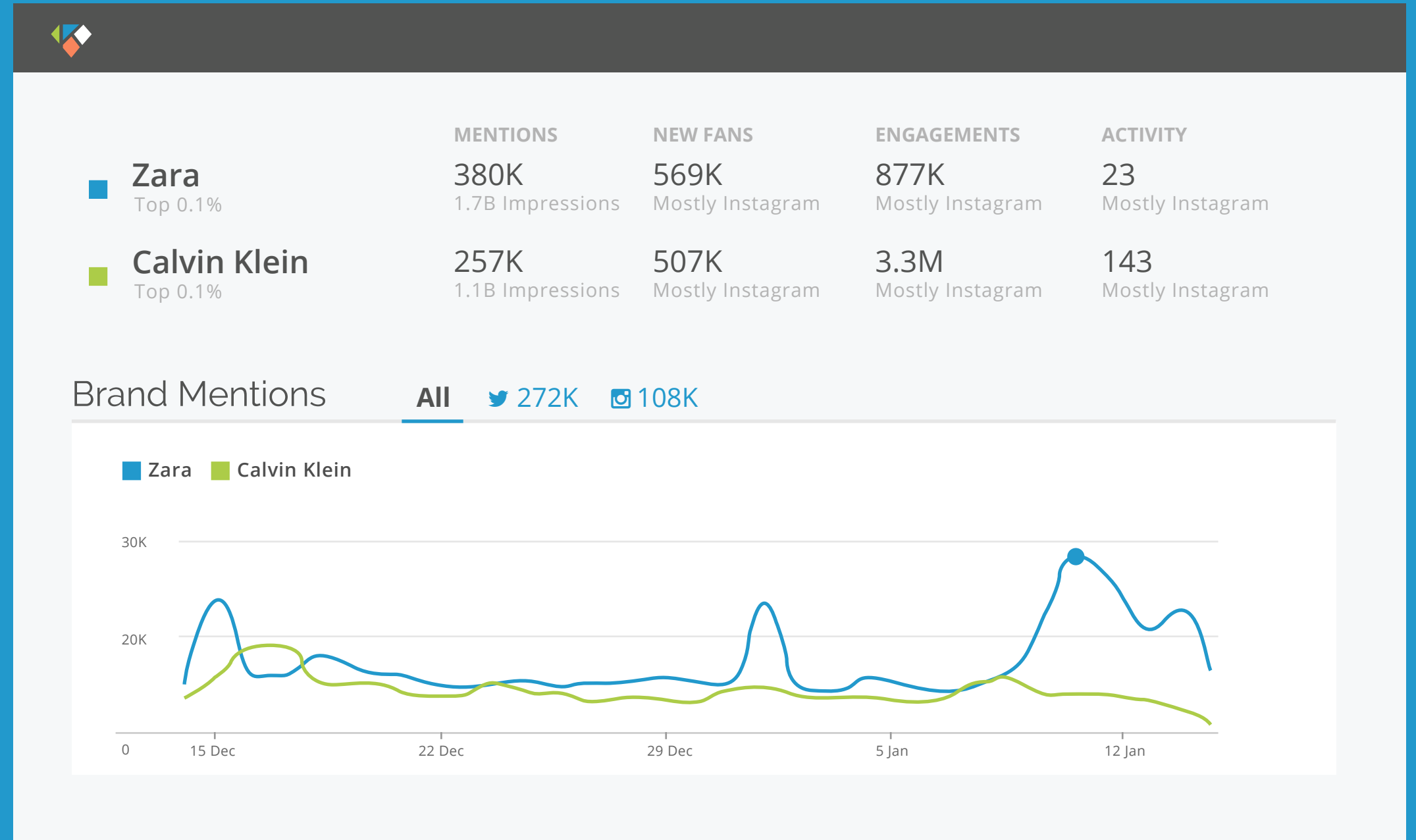
Competitive Intelligence

# Monitoring and Reporting



# Monitor Social Performance

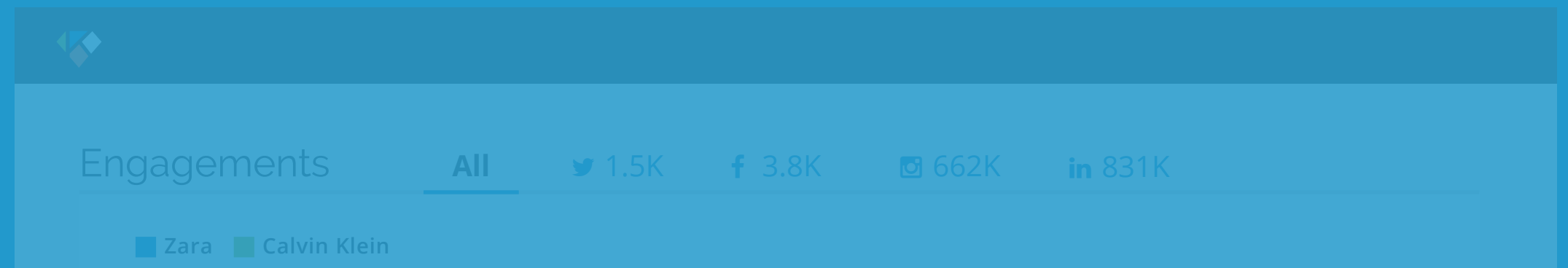
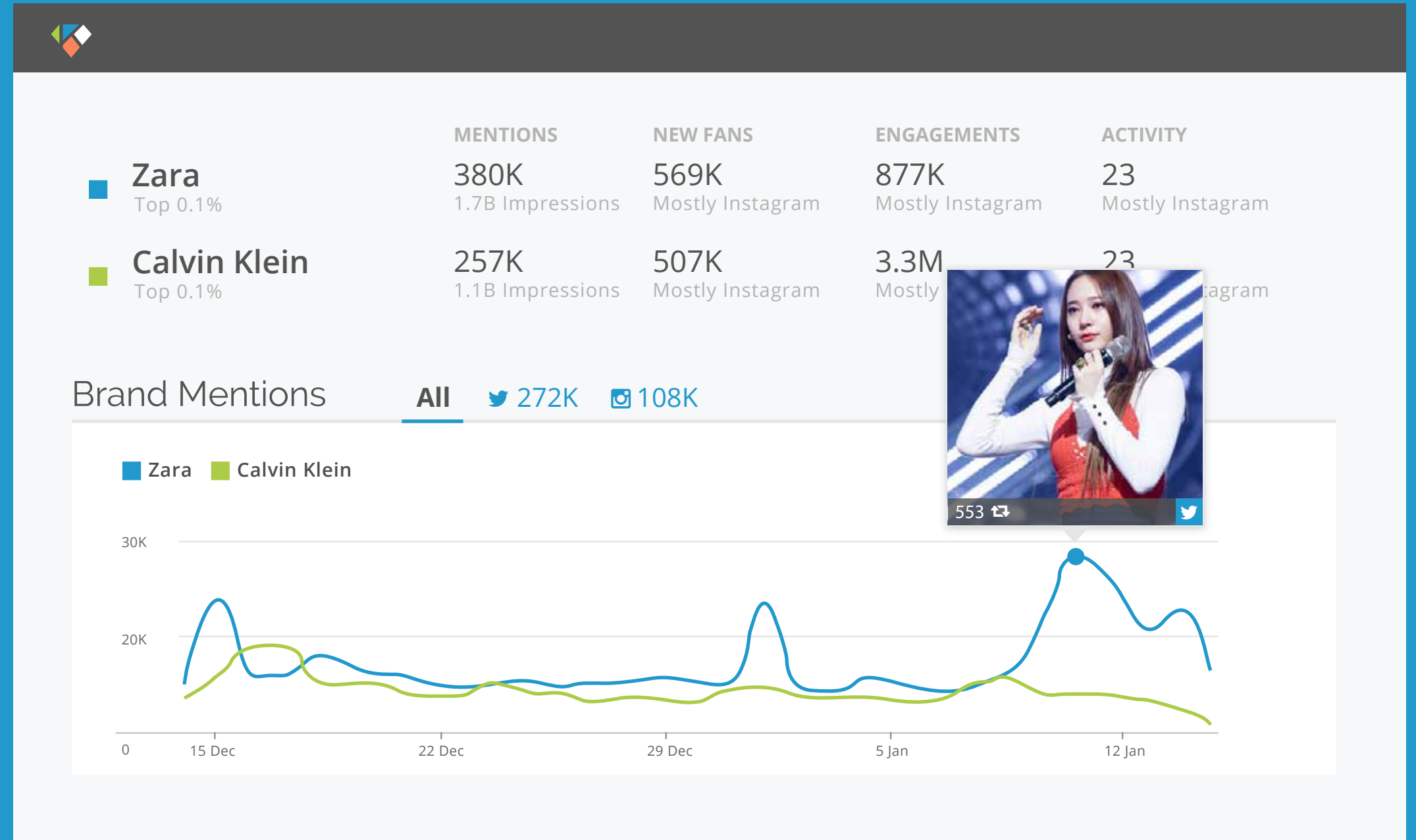
Monitor conversations around your brand, competitors and keywords across Twitter and Instagram. Measure KPIs, understand who's driving conversations, what's working in your content strategy, build reports and make smarter strategic decisions.



# Monitor Social Performance

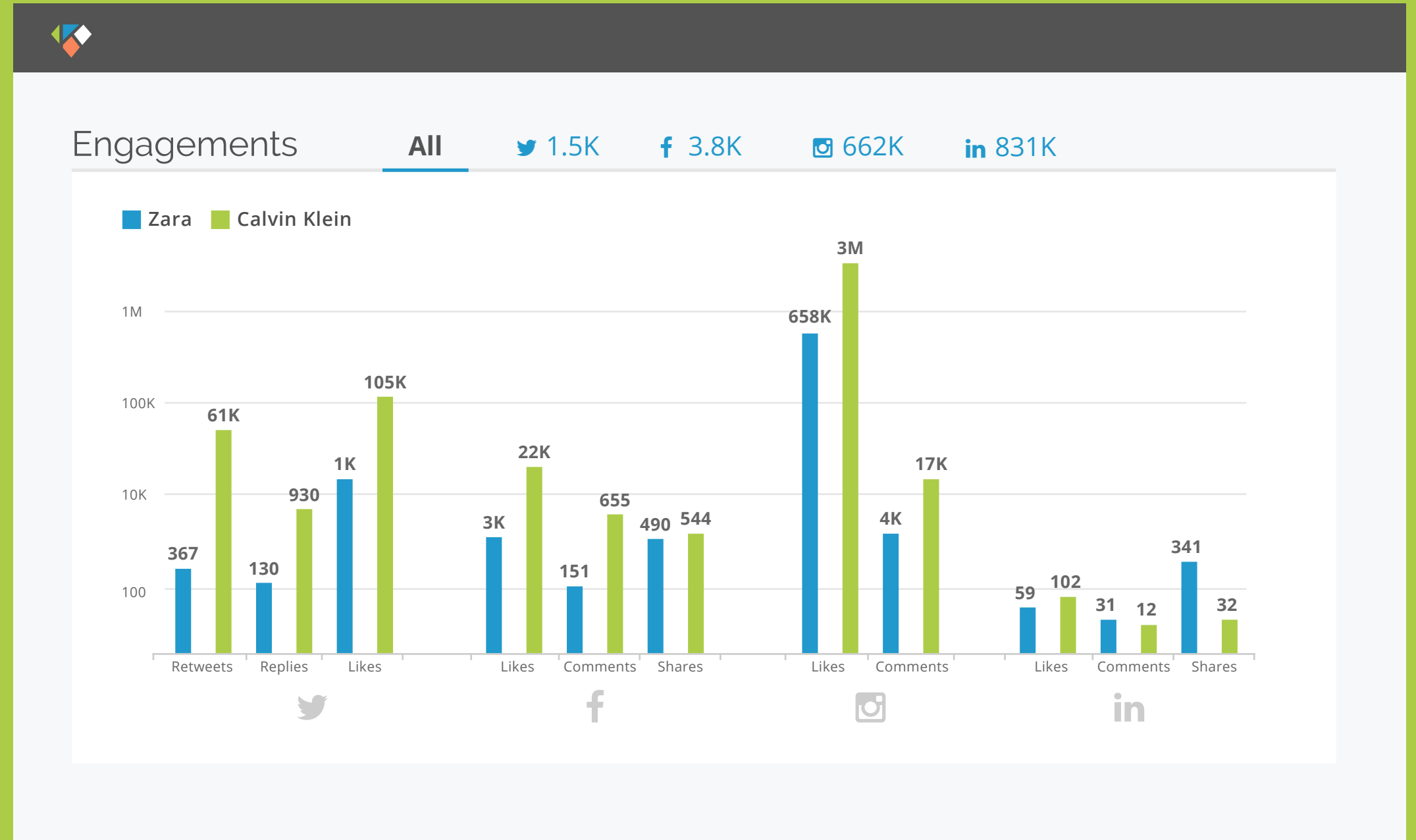
Monitor conversations around your brand, competitors and keywords across Twitter and Instagram. Measure KPIs, understand who's driving conversations, what's working in your content strategy, build reports and make smarter strategic decisions.

Easily understand what content and which conversations are resonating at any point in time.



# Build a Smarter Strategy

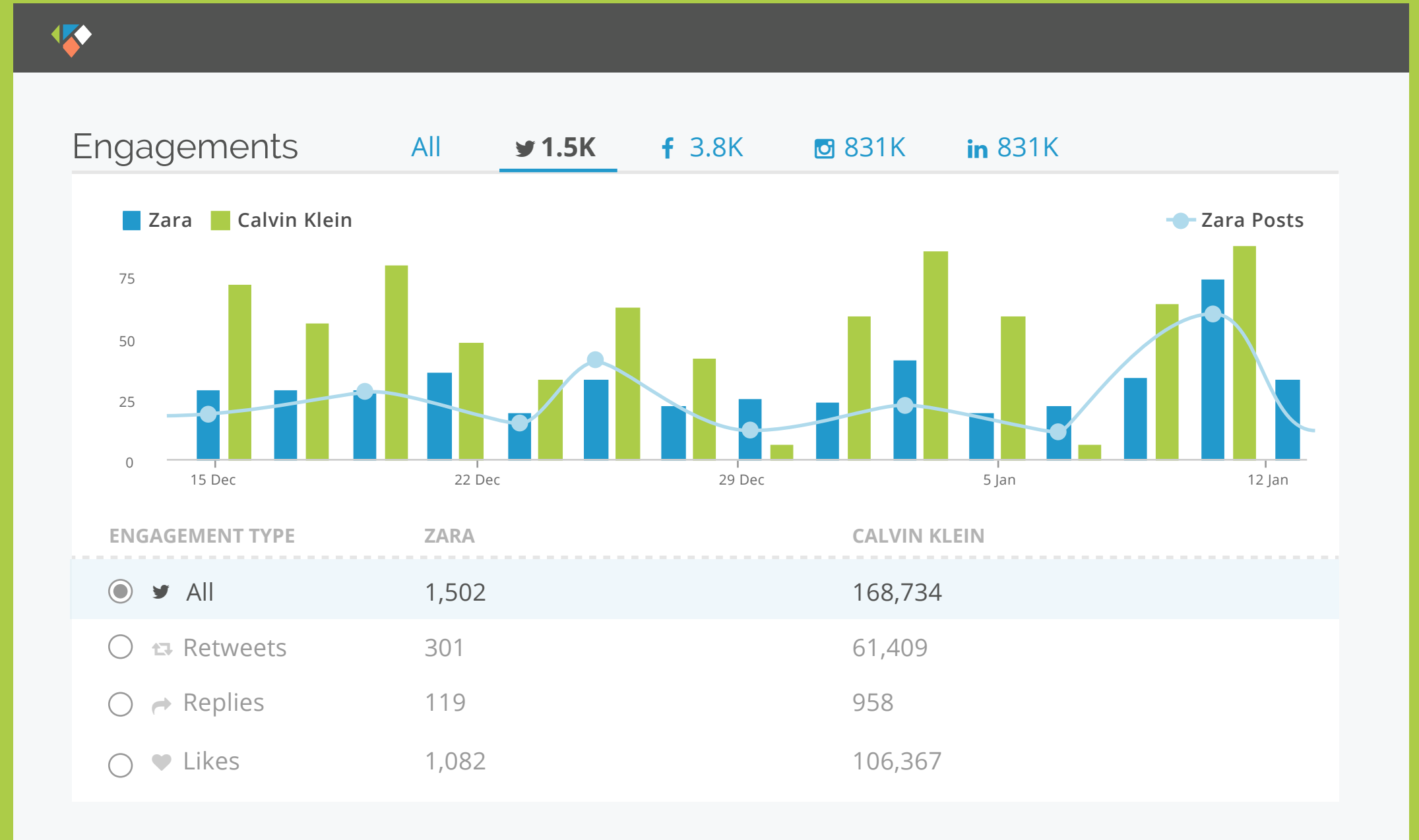
Get the social intelligence you need to understand social ROI and benchmark your own success with that of your competition. Use engagement insights to make data-driven decisions on where to focus your efforts and build relevant KPIs to aim for.



## Build a Smarter Strategy

Get the social intelligence you need to understand social ROI and benchmark your own success with that of your competition. Use engagement insights to make data-driven decisions on where to focus your efforts and build relevant KPIs to aim for.

Dive into any channel to get granular insights on engagement and success, and make informed decisions on where to focus your efforts.



### Demographics

DOMINANT GENDER

TOP AGE GROUP

TOP COUNTRY

TOP SKILL

# Understand Your Audience

Get comprehensive demographics on any audience, be it your own or your competitors'. Build personas to reflect the target audience you want to reach, understand and report on the landscape, and make smarter decisions.



## Demographics

	DOMINANT GENDER	TOP AGE GROUP	TOP COUNTRY	TOP SKILL
<b>Zara</b> Top 0.1%	Women 83%	18-24 54%	USA 23%	Fashion 15%
<b>Calvin Klein</b> Top 0.1%	Women 68%	18-24 52%	USA 29%	Fashion 14%

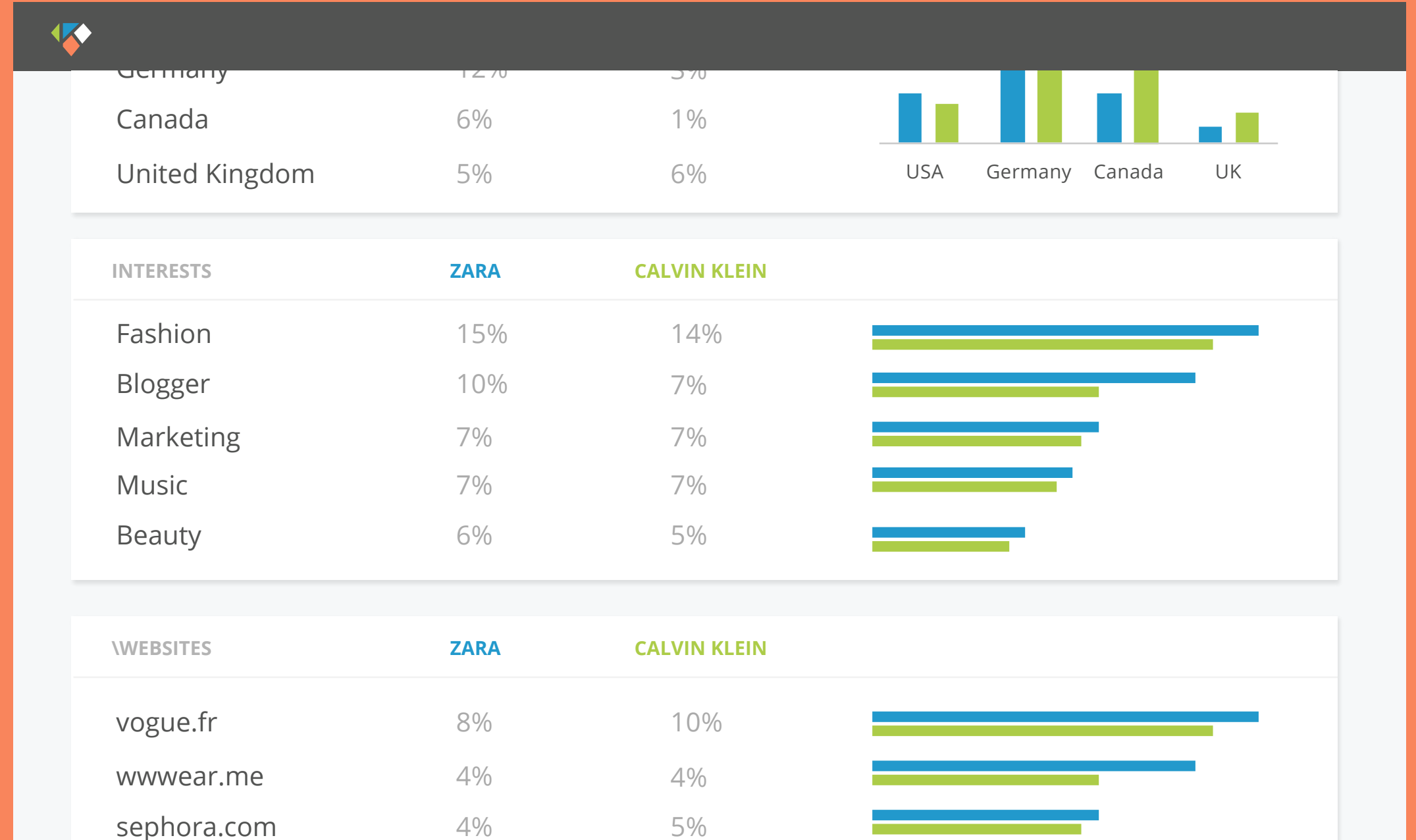
INFLUENCE	ZARA	CALVIN KLEIN
Novice	16%	15%
Casual	57%	30%
Power Users	24%	47%
Celebs	3%	8%



	ZARA	CALVIN KLEIN
Germany	12%	3%
Canada	6%	1%
United Kingdom	5%	6%

# Understand Your Audience

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# What Are People Saying About You?

Understand who's talking about you, what they are saying, and what's being amplified. Dive into the same conversation view for your competitors in just a click of a button.

vogue.fr	8%	10%	
wwwear.me	4%	4%	
sephora.com	4%	5%	

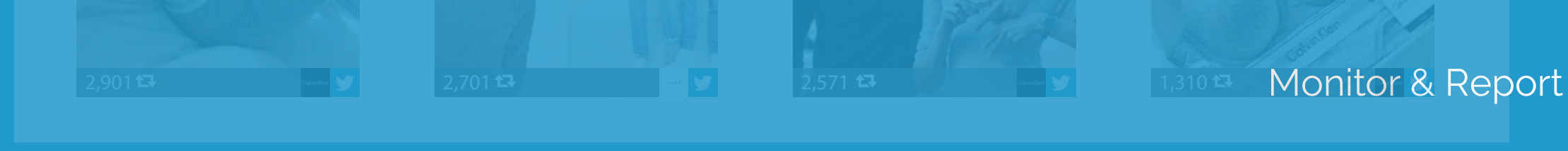
Top Content **Earned** Owned

Image Description	Retweet Count
Rihanna performing on stage	8,170
Group of men in Calvin Klein underwear with text 'AND THIS IS WHAT HAPPENED'	6,938
Kendall Jenner with text 'kendall in #mycalvins'	907
Calvin Klein advertisement featuring a man and a woman	3,202
Close-up of Calvin Klein underwear	2,901
Calvin Klein advertisement featuring a man and a woman in casual wear	2,701
Calvin Klein advertisement featuring a man and a woman smiling	2,571
Calvin Klein underwear in a box	1,310

Top Content **Earned** Owend On All Networks ▾

# Optimize Your Content Strategy


Easily understand which of the content you created performed best across Twitter, Instagram, and Facebook. Measure and analyze your own content as well as content of competitors and market leaders. Learn from the best and iterate to be No. 1.




klear

Top Content
Earned
Owend


On All Networks ▾




79,007 208




70,032 1,091




69,541 1,043




70,102 233




69,077 124



64,912 88



59,844 444



51,245 541

klear

## Your Weekly Social Report Have Arrived

On All Networks ▾

# Print & Present PDF Reprints

Easily generate beautiful PDF reports on your brand or competitors.

