



SYSOMOS ANALYZE

Integrate data across earned, owned, and paid
Automated reporting, alerts, and dashboards
Rich APIs for integration and flexibility

Major Social Media Platforms Are Now Thought of as Advertising Platforms

Exponential user growth has created a crowded content space, and social networks are deliberately deprioritizing brand content in favor of content by friends and news organizations. It has become increasingly difficult for brands to reach followers organically so they're turning to paid posts to boost visibility and engagement.

However, with multiple social accounts, channels, markets, and agencies, it has become difficult and time-consuming for brands and agencies to compile data and analyze campaign performance.

“ Sysomos has helped us drive our business and that of our customers by enabling us to make immediate decisions on optimizing campaign performance across creative, audiences, placement, channels, and spend. It’s imperative that we turn insights into actionable commercial opportunities. ”



Get Complete Visibility and Control Over Your Paid Social Advertising

Sysomos Analyze provides a single-lens view of all your paid and owned social content on Facebook and Instagram, so you can optimize campaigns and maximize ROI in near real-time.

Visibility Across All Earned, Owned, & Paid

Get visibility into your entire social presence (including forums, news sites, Weibo and WeChat), so you can see how your owned and paid efforts are impacting earned media.

Custom Reporting and Alerts

Easily share data across the organization with fully automated and customizable reports and alerting system.

Integrate Data for Added Value

Utilize API to integrate with your existing tools or export data for further analysis.

Integrate Data Across Earned, Owned, and Paid

- Aggregate and benchmark KPI's across accounts, brands, channels, and markets
- Measure social campaigns and uncover media buying insights for optimizing reach, engagement, & purchase intent
- Get clear visibility into your entire social presence to quantify how paid media generates more earned media and drives traffic to owned properties
- Track competitors to stay ahead of the curve



Evaluate social spend across custom metrics

Page Reach	Page Impressions	Reach Penetration	Lifetime Fans	Demographics	Content
13,681,917 ▼ -20.0% (30day)	17,287,946 ▼ -41.6% (30day)	2.43% ▲ 65.5% (30day)	3,340,019 ▼ -0.1% (30day)	33% Male Fans 60% Female Fans	15.8% Positive 8.8% Negative
730,689 ▼ -33.9% (30day)	1,703,450 ▼ -44.8% (30day)	1.94% ▲ 5.4% (30day)	1,711,152 ▼ -0.2% (30day)	29% Male Fans 63% Female Fans	14.5% Positive 3.9% Negative
10,658,962 ▲ 101.4% (30day)	22,674,671 ▲ 86.3% (30day)	6.84% ▼ -16.4% (30day)	481,988 ▲ 0.3% (30day)	31% Male Fans 65% Female Fans	17.3% Positive 7.8% Negative
844,640 ▼ -54.3% (30day)	847,645 ▼ -79.8% (30day)	18.71% ▼ -44.5% (30day)	18,640 ▲ 0.8% (30day)	36% Male Fans 45% Female Fans	5.3% Positive 3.0% Negative
3,032,919 ▼ -28.3% (30day)	7,074,508 ▼ -35.6% (30day)	13.86% ▲ 31.3% (30day)	440,006 ▲ 0.1% (30day)	25% Male Fans 68% Female Fans	20.1% Positive 6.4% Negative
5,587 ▼ -99.5% (30day)	9,244 ▼ -12.1% (30day)	0% - 0.0% (30day)	140,487 ▼ -0.1% (30day)	11% Male Fans 84% Female Fans	27.8% Positive 5.1% Negative

Easily digest data in customizable dashboards and reports

Automated Reports, Alerts, and Dashboards

- Capture over 2,000 metrics in real-time to allow for interactive analysis and reporting on demand
- Create automated reports by job role to provide dashboards for everyone in the organization, customized to their requirements
- Receive near real-time alerts across earned, owned, paid

Rich APIs for Integration and Flexibility

- Integrate our earned, owned, paid data with BI systems (Domo, Tableau, etc)
- Includes brand social content, tags, UGC, and over 2,000 metrics
- Analyze social data alongside your sales data and customer data



Capabilities

- Competitive insights and benchmarking
- Custom KPI's
- Dynamic dashboards and configurable reporting
- Automatic alerts
- Robust API across earned, owned, and paid data
- Mobile applications
- Media buying insights
- Global scalability
- Over 2,000 metrics for analysis
- Real-time campaign analytics
- Visibility across markets, brands, agencies
- CRM integrations
- Manage remote screens and display reports
- Build a command center