![Brandwatch logo]

Brandwatch

Introducing/
Channels

What is it?

Brandwatch Channels lets you track your owned social media channels alongside those of competitors, giving real insight into your communities and the impact of your social media activities.

It allows for powerful owned media analysis alongside Brandwatch's best-in-class earned media tracking, all in one platform.

Features/

Channels allows you to track any Facebook page or Twitter profile, without the need for admin rights. We'll also be adding more Channels in the future.

Channels goes beyond just tracking the number of 'Likes' and retweets; it gives you in-depth insight into your community and content. Highlights include:

- **Flexible top line metrics and insights:** Chart key metrics and insights such as posts/tweets, comments and replies, retweets, Likes and 'People talking about this' over time, and segment by user and content type
- **Content evaluation:** Understand the impact of your social media content, with post, comment and tweet level analysis
- **Influencer and topic analysis:** Identify the fans, followers, tweets, posts and comments with the most impact and understand the topics and sentiment of conversation

You can compare all this side-by-side to competitor pages and profiles, as well as use all of Brandwatch's usual analysis features to get actionable insights from your data.

Benefits/

The feature is particularly beneficial to community, campaign and brand managers, and agencies who want to:

- Identify which types of content perform best in order to **optimise content output** and apply learnings to future campaigns
- Compare to competitors' channels in order to **understand opportunities, strengths and weaknesses** in your social marketing strategy
- **Grow your community and drive advocacy** by identifying the most engaged and active fans to nurture, and track growth over time
- **Increase brand growth and visibility** by better understanding the relationship between your social media output and your earned media
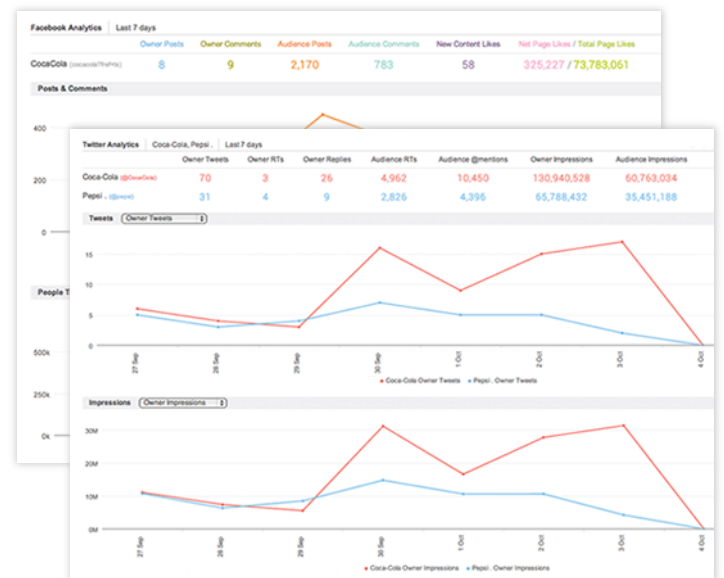
Find out more/

Channels is available to all Brandwatch clients as as part of our standard subscription pricing.

To find out more about Channels, and the many other powerful features within the Brandwatch platform, please contact us or request a demo

About Brandwatch/

Brandwatch is a leading provider of social media monitoring and analytics solutions.

More than 700 global brands and agencies use Brandwatch, relying on a broad range of social coverage and highly reliable, spam-free data to monitor online conversations. As a result, organizations can glean insights around their brand interests, conduct market research, predict market trends, and more actively engage influencers, customers and prospects.

www.brandwatch.com