In-depth insight
into your Twitter buzz

Introducing/
Twitter Insights

What is it?

Twitter Insights gives you deeper insight into the Twitter chat that matters to you, providing in-depth analysis of the topics, stories and tweeters driving conversation about your brand.

It enables greater understanding of your brand's Twitter community, allowing you to optimise content, drive advocacy and plan an effective strategy.

Features/

Twitter Insights finds the Twitter conversation within your wider mentions from across the web and analyses it to give you greater insight. Highlights include:

- **Top stories:** Understand which stories on other sites are being shared the most on Twitter to evaluate what is driving conversation

- **Conversation analysis:** See which hashtags and emoticons are most frequently used alongside tweets about your brand, in order to optimise the effectiveness of your own tweets and understand your audience

- **Fans and influencer discovery:** Find your fans and influencers so you can understand both who's tweeting about your brand and who's most mentioned by others in association with your brand

- **Reach and influence analysis:** Understand which tweets and tweeters have had the furthest reach and influence and which content is performing best

Benefits/

Twitter Insights is particularly beneficial for market researchers and campaign managers who are looking to:

- Measure and understand the reach and effectiveness of social, PR and campaign content, in order to **optimise content** and **increase visibility**

- Understand the tone and topics of conversation within a brand's Twitter audience, to aid **effective strategy** and **content planning**

- Identify influencers and the most vocal fans in order to nurture relationships and **drive advocacy**

- Find opportunities to be **'ahead of the pack'** and utilise emerging trends by highlighting top content, hashtags and people involved in the conversation

Find out more/

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

To find out more about Twitter Insights, 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