



what's next

In addition to our large feature releases, we also add other updates and improvements to Brandwatch Analytics every month. Here's what you can look forward to this month.

This month: Simplifying Social

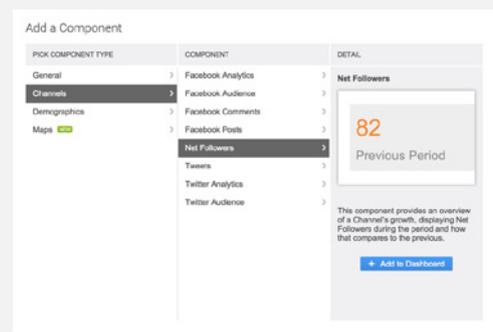
We're making it simpler to put your social intelligence into practice and helping you quickly measure the impact of your social activity. Here's some of what's coming up:

Net Followers Component

This new component for your Twitter Channels Dashboards makes reporting simpler by showing you the net gain or loss of followers for any given time period.

Want a quick social stat to show how your campaign went? Set the date range and see how your follower numbers changed during that time. Or compare your impact with a competitor's during an important event by setting up a competitor Channel.

You'll see a notification within the platform with links to the user guide once this is live.



Hootsuite + Brandwatch just got better

Our integration with Hootsuite allows Hootsuite Enterprise users to pull streams of mentions from your Brandwatch Queries into your Hootsuite Dashboard.

We've just added a ton of improvements to make this experience even better and more useful, with more filtering and assignment options available to make engagement easier.

Now with the integration you can:

- Apply or exclude Categories and Tags to filter your streams to see a specific subset of mentions from your Query
- Filter streams by an Author List to see mentions only from specific people
- View streams from Query Groups as well as individual Queries
- Use Hootsuite's workflow features to assign Brandwatch mentions to other Hootsuite users
- Search within your streams to view mentions containing specific words or phrases
- Plus, we've improved the look and feel, including displaying images within tweets directly in the stream, for a better experience.

These improvements will go live later this month and you'll see them in your Hootsuite dashboard automatically. If you're interested in learning more about our integration with Hootsuite, please speak to your account manager or the support team.

Look out for these updates later this month - you'll see notifications within the platform once each becomes available with more help on how to use them. If you have any questions, please feel free to get in touch with your account manager or the support team.

Remember, you can also see our full bi-weekly release notes at any time in the [Help Center](#).

now you know

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