

DATAiNTELLIGENCE

SOCIAL MEDIA MONITORING

Brings **VALUE** by providing insights
into customer behaviour.



WHAT IS?

Social Media Monitoring is an automated report of social media campaigns, centralising data from all platforms where the brand is active. Data sources: Facebook page insights, Instagram account insights, Social Tools, YouTube insights, TiK Tok for Business

WHY WOULD YOU NEED IT?

Automated Social Media Monitoring and report offers a centralized and efficient way to evaluate the performance of the social media campaigns across multiple platforms. It helps in optimizing strategies, understanding audience behavior, measuring ROI and improving the effectiveness of the brand's social media presence.

It is used for:

- * Performance Assessment
- * Insights for strategies
- * Audience Behavior Understanding
- * Identifying popular content
- * Trend analysis
- * Real-time performance tracking

SOCIAL MEDIA MONITORING

CASE STUDY

Context

The financial industry is a very dynamic and demanding category, especially on social media. A lot of content is produced and the frequency / no of posts is high. We needed a solution to make this process of content creation more efficient.

Challenge

In order to improve our communication and stay relevant to our target in this crowded category, we needed a solution that would point out the type of content that would best engage with our audience.

Solution

SM Monitoring offers a snapshot of past and current content performance but also provides insights for future strategies, ensuring continuous growth and effectiveness in a brand's social media endeavours.

Results

Accessing Social Media Monitoring, our client – agency team managed to prioritize creating more of that content, that would receive more engagement from users than other, thereby increasing overall engagement rates.

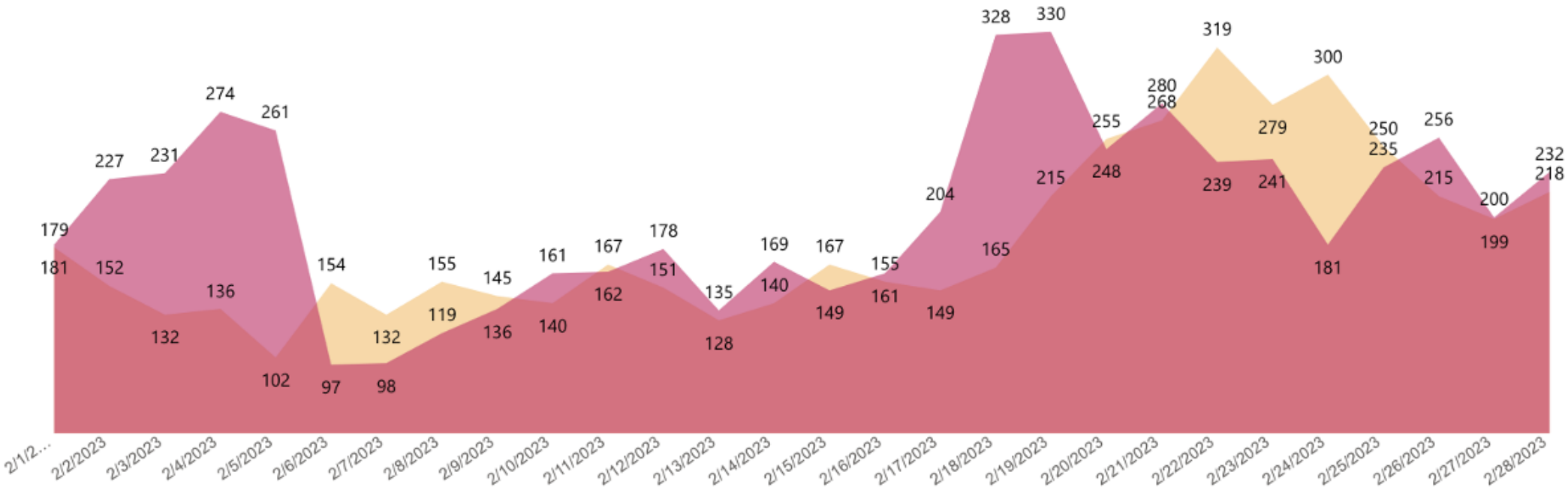
By regularly reviewing and acting upon a social media report, businesses can make informed decisions to improve its KPIs, ensuring they get the most value from their social media efforts.



Likes

● Prev Month ● Current Month

KPI
Likes

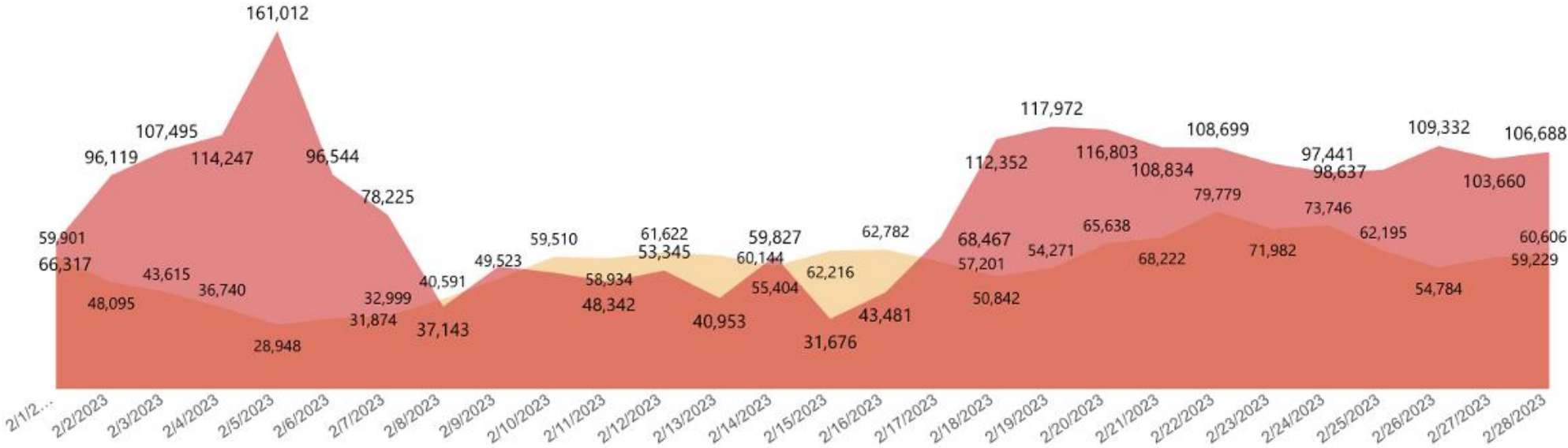


Total Likes 111,363 111040 MoM 0.3% ↑	New Likes 307 501.00 MoM -39% ↓	Unlikes 163 224 MoM -27% ↓	Total Reach 869,183 494051 MoM 76% ↑	Paid Reach 862,344 478912 MoM 80% ↑	Organic Reach 21,076 23747 MoM -11% ↓	Visitors 2,637 3054 MoM -14% ↓
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Total Reach

● Prev Month ● Curent Month

KPI
Total Reach

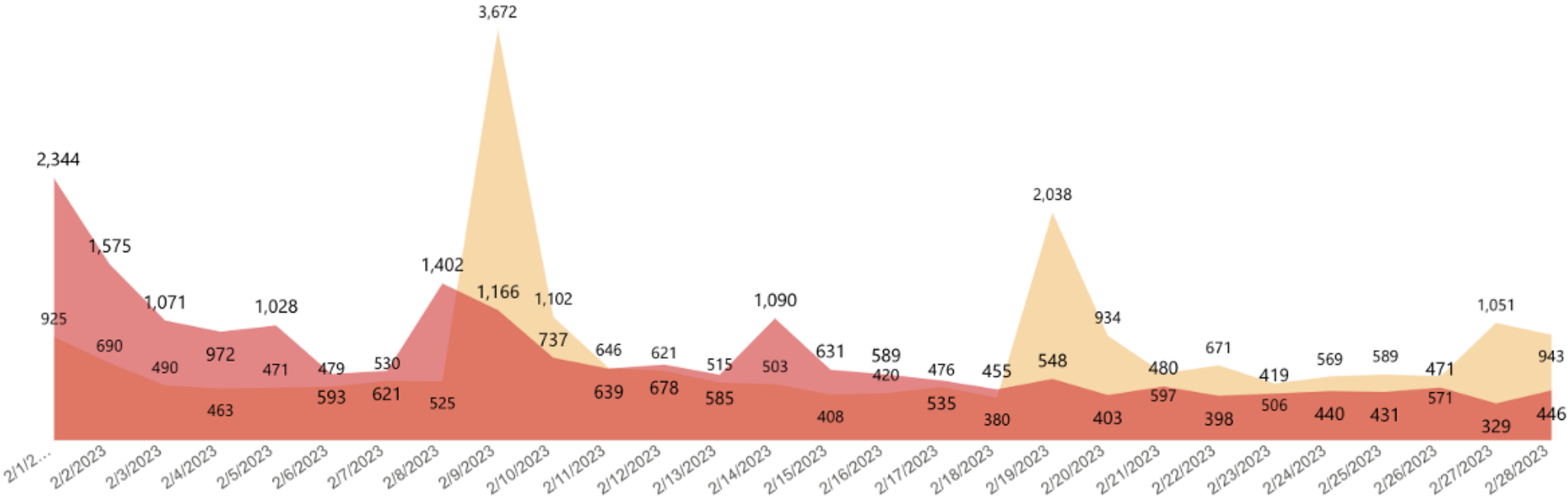


Total Likes	New Likes	Unlikes	Total Reach	Paid Reach	Organic Reach	Visitors
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111040 MoM 0.3% ↑	501.00 MoM -39% ↓	224 MoM -27% ↓	494051 MoM 76% ↑	478912 MoM 80% ↑	23747 MoM -11% ↓	3054 MoM -14% ↓

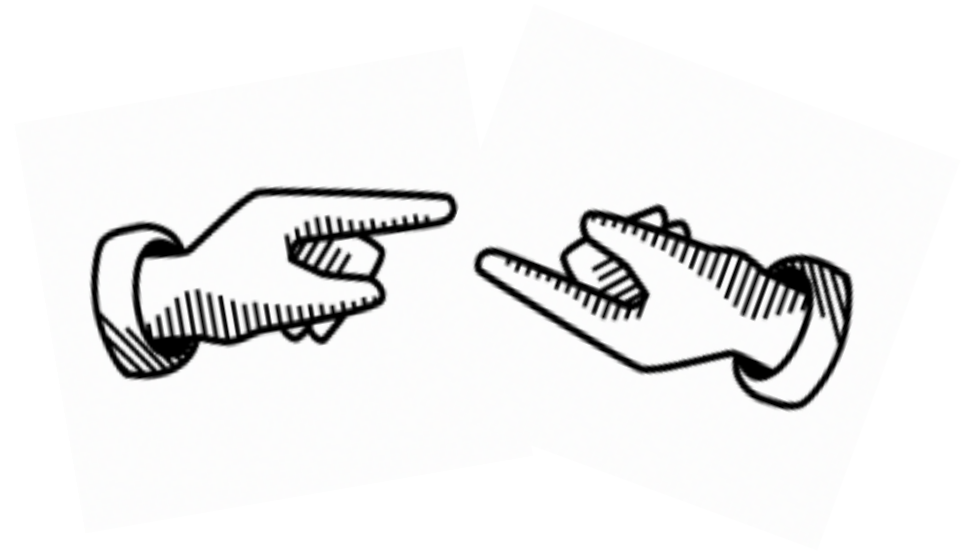
Organic Reach

● Prev Month ● Curent Month

KPI
Organic Reach



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