

webtrends™

851 SW 6th Ave., Suite 1600
Portland, OR 97204
1.503.294.7025
fax: 1.503.294.7130

Webtrends Sales
1.888.932.8736
sales@webtrends.com

Europe, Middle East, Africa
+44 (0) 1784 415 700
emea@webtrends.com

DATASHEET / SOCIAL MEASUREMENT

Don't Try to Control the Social Media Community. Join it.

You're no longer the sole proprietor of your brands. Your customers and everyone else who talks about your organization on blogs and other social media channels such as Twitter, YouTube and Flickr own a stake.

Webtrends Social Measurement powered by Radian6 helps you become an informed and influential player on the social web. This innovative web service lets you:

- Discover relevant conversations in real time across the entire social web.
- Monitor and track relevant activity regardless of the media format.
- Analyze social media buzz and the influencers who build buzz.
- Coordinate how your organization manages and responds to social media.
- Gain broader customer insight by comparing social media trends to those on your web site and within your other data systems.

LISTEN TO THE SOCIAL WEB

The social web is growing daily. *Webtrends Social Measurement* delivers the most comprehensive coverage available, including:

- More than 100 million blogs and microblogs such as Twitter.
- Tens of thousands of forums, including LinkedIn answers.
- 20,000 mainstream news sources.
- Hundreds of rich media sites, including video and image sharing sites.

Hear the buzz as it happens. Manually set up topics to track and view results within minutes.

Get a worldwide perspective. The buzz about your brands speaks more than one language, and so does *Webtrends Social Measurement*. Monitor keywords, content and sources in nine languages: English, Spanish, French, Italian, German, Japanese, simplified Chinese, Korean and Russian.



MEASURE THE BUZZ.

Webtrends Social Measurement delivers data within minutes after new content appears on the social web, so you can immediately determine the content and campaigns that are making an impact.

Take charge with an easy-to-use interface. A customizable dashboard and tools let you:

- View text, pictures and video from social media sites.
- Visit the content source by clicking on the post.
- Set up analysis widgets simply by flipping them over.
- Segment customers and others based on multiple factors.

Uncover the influencers. *Webtrends Social Measurement* measures subtle clues – such as bookmarks, friends, followers, downloads, favorites, and votes – related to your brand, uncover conversational dynamics and the viral nature of different conversations.

ENGAGE YOUR CUSTOMERS

The social web doesn't stop so your team can agree on how to respond to a customer blog post. *Webtrends Social Measurement* lets you manage how your organization responds in real time.

Get organized. Workflow tools let you categorize social media conversations, route assignments and manage task lists in a shared workspace.

Coordinate your response. Have a private conversation with your team within the on-screen sidebar to collectively determine who will respond to postings.

Route real-time updates. Delivered by email or IM, alerts provide updates to designated members of your team within minutes after relevant content posts online.

DECIDE HOW TO ENGAGE

Data has little value unless it can be used to take action. *Webtrends Social Measurement* helps you use the data you collect to drive meaningful engagement with customers and others who influence your brand.

Slice and dice data. You can segment and sort any conversation any number of ways instantly within the interface to get instant answers to your questions, such as who talked about your brands yesterday.

Gain broad customer insight. *Webtrends Social Measurement* complements Webtrends and other marketing optimization technologies so you can:

- Monitor what your customers are saying on social media channels while simultaneously following their interactions on your web site.
- Integrate keywords that appear prominently within your tag clouds into your pay-per-click campaigns.
- Update web site content based on the social media buzz – and immediately monitor changes in customer interactions and online chatter.