



ANALYTICS GUIDE



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➤ From the Dashboard, Click on the Analytics section.

- User can view metrics of their connected social media channels.
- Analytics section gives a clear view of performance.

The screenshot displays the CloudSocial Analytics dashboard. The top navigation bar includes the CloudSocial logo, a 'Subscribe' button, and a user profile icon. Below the navigation bar is a row of social media and analytics icons: Facebook, YouTube, Instagram, LinkedIn, Pinterest, Twitter, GMB, Google Analytics, Sentiment, Team, Email, and NPS. The main content area is titled 'Overview' and features four key performance indicators (KPIs) with corresponding progress bars:

- Lifetime Total Likes:** The total number of people who have liked Page. Progress bar: 5 dots.
- Daily Impressions:** The number of times any content entered a person's screen. Progress bar: 6 dots.
- Daily Video Views:** number of times videos have been viewed >3 seconds. Progress bar: 6 dots.
- Daily Action:** number of clicks on contact info and call-to-action button. Progress bar: 6 dots.

The bottom of the dashboard shows a copyright notice: 'Copyright © 2024 CloudSocial Technologies Pte Ltd' and a chat icon with a notification badge.

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➤ You will get the data in the Analytics section from the highlighted segments.

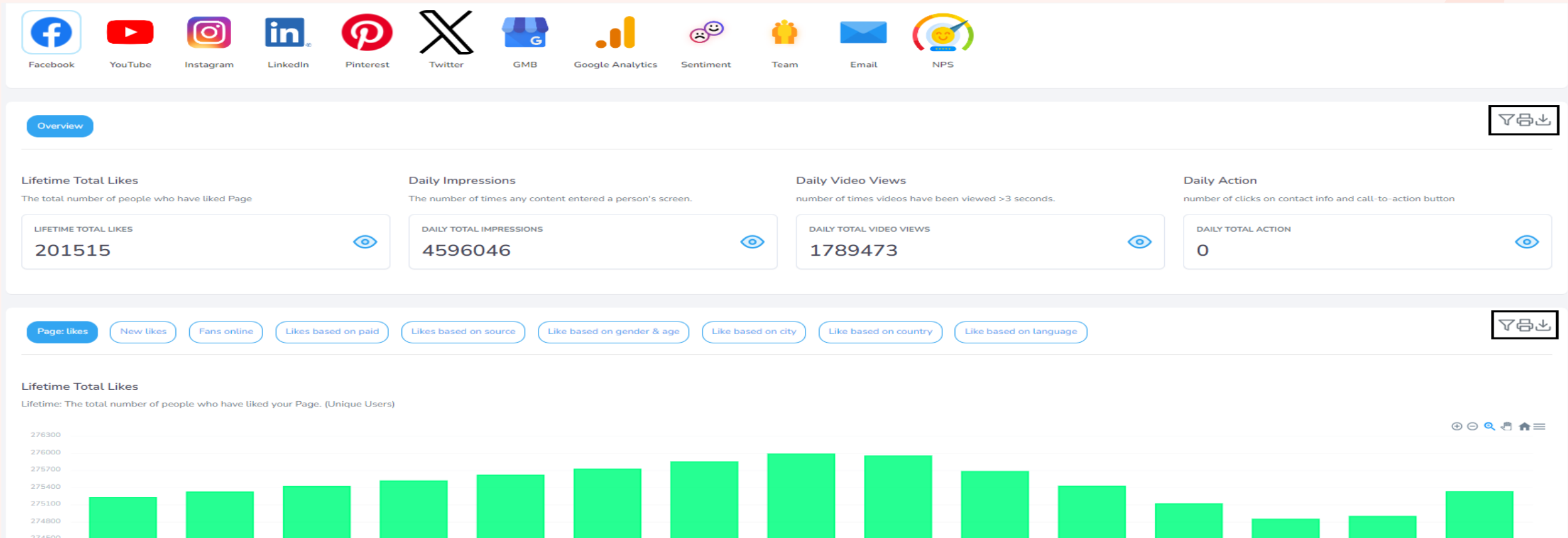
- Facebook
- YouTube
- Instagram
- LinkedIn
- Pinterest
- X
- Google my business (GBM)
- Google analytics
- Sentiments analytics
- Team
- Excel
- NPS

The screenshot displays a social media analytics dashboard. At the top, a navigation bar contains icons for Facebook, YouTube, Instagram, LinkedIn, Pinterest, X, GMB, Google Analytics, Sentiment, Team, Email, and NPS. Below this, the 'Overview' section is active, showing four key metrics: Lifetime Total Likes (NA), Daily Impressions (NA), Daily Video Views (NA), and Daily Action (0). Each metric includes a brief description and an eye icon for visibility. Below the metrics, there are several filter buttons for 'Page: Likes', including 'New likes', 'Fans online', 'Likes based on paid', 'Likes based on source', 'Like based on gender & age', 'Like based on city', 'Like based on country', and 'Like based on language'. The bottom section shows 'Lifetime Total Likes' with a sub-description: 'Lifetime: The total number of people who have liked your Page. (Unique Users)'. The number 276300 is visible at the bottom left of the dashboard.

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➤ CloudSocial Advance Analytics allows you to:

- Customize the view of your Analytic report by using the filter button.
- Print the report by clicking the print button.
- Download the report by clicking on the download button.

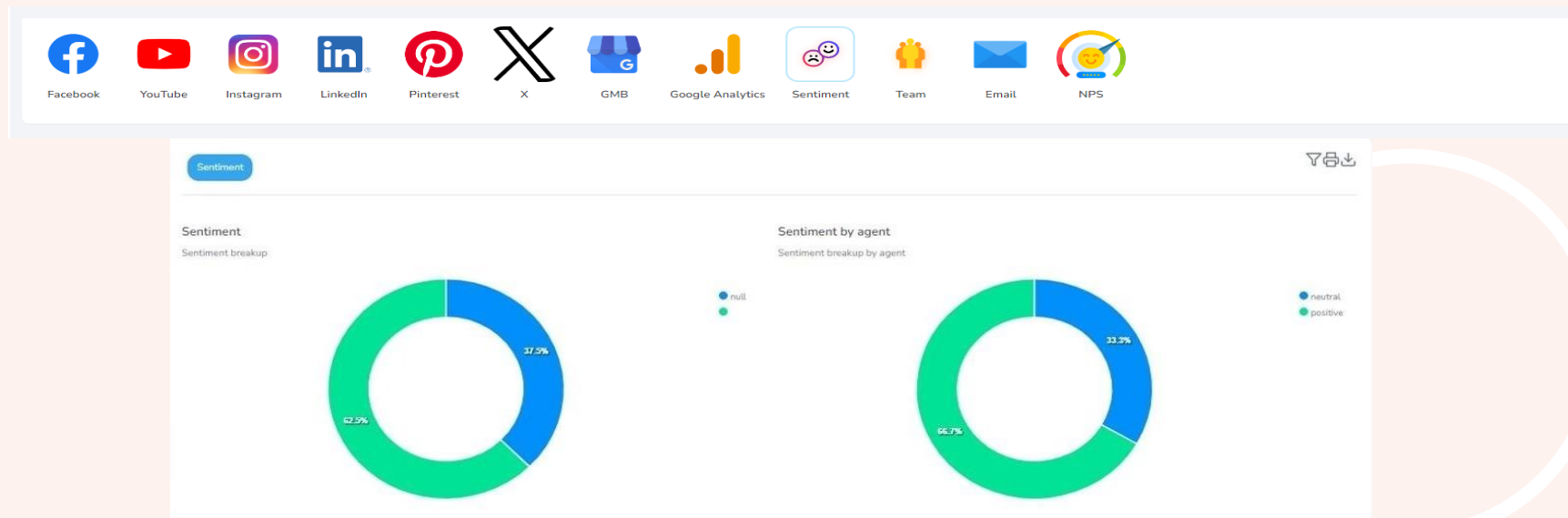


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➤ **Sentiment Analysis** :- There are two type of Sentiment Analysis available in CloudSocial:-

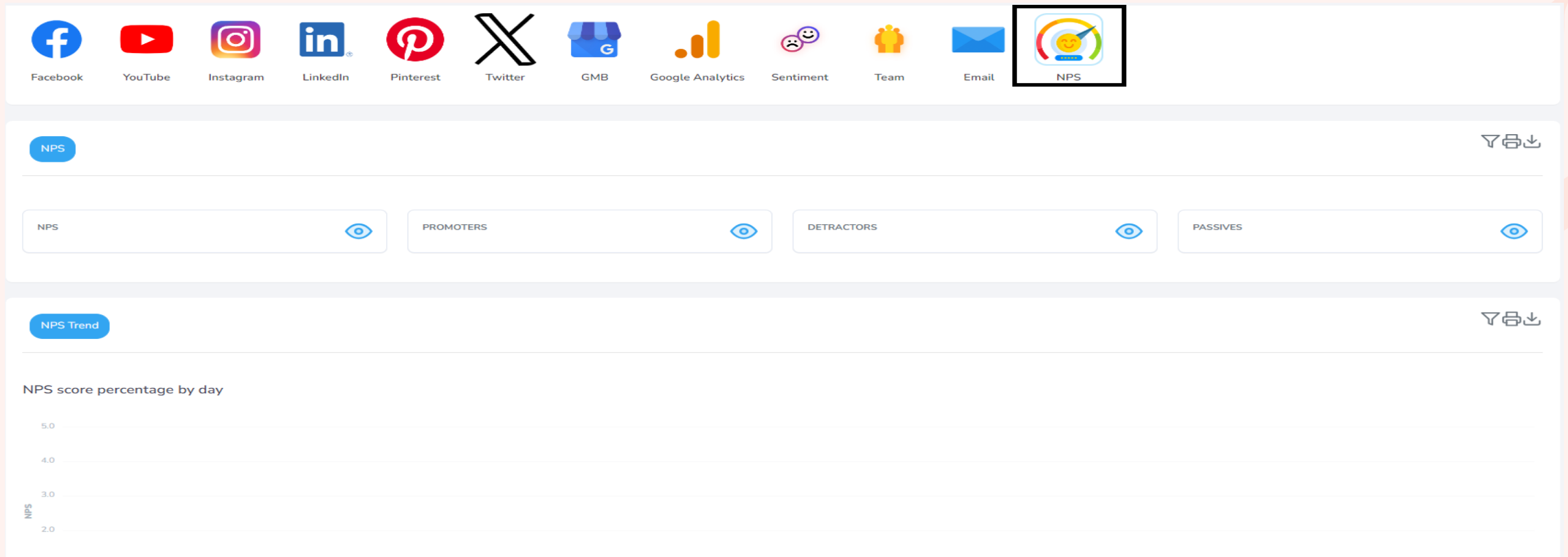
- ❑ Algorithmic Sentiment.
- ❑ Agent Sentiment.

- Algorithmic Sentiment- An inbuilt algorithm that recognize the incoming mention whether it is positive, negative or neutral.
- Agent Sentiment- User can set sentiment on the incoming mention as positive, negative or neutral from Omnibox.



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➤ **Net Promoter Score (NPS):-** It gives a status of customer is satisfaction.



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➤ How NPS score can be calculated:-

- Promoters respond with a score of 9 or 10 and are typically loyal and enthusiastic customers.
- Passives respond with a score of 7 or 8. They are satisfied with your service but not happy enough to be considered promoters.
- Detractors respond with a score of 0 to 6. These are unhappy customers who are unlikely to buy from you again, and may even discourage others from buying from you.



CloudSocial Support
support@cloudsocial.io

