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1. Bechmarks
2. Workflow
3. Insights

Traditional Media

Ipsos

KANTAR

nielsen

Digital Media

quantcast

compete

comScore

Social Media

6 Key Steps of Benchmarking

1. Define KPIs
2. Understand current performance
3. Create a plan
4. Study others
5. Learn from data
6. Take action

CREATE

ENGAGING CONTENT

LISTEN

TO USERS

PUBLISH

CONTENT

IDEATE

TOWARDS CREATING
ENGAGING CONTENT

CREATE

ENGAGING CONTENT

LISTEN

TO USERS

ANALYZE

ANY BRAND'S
SOCIAL MEDIA EFFORT

unmetric

COMPARE

YOUR BRAND WITH
THE COMPETITION

PUBLISH

CONTENT

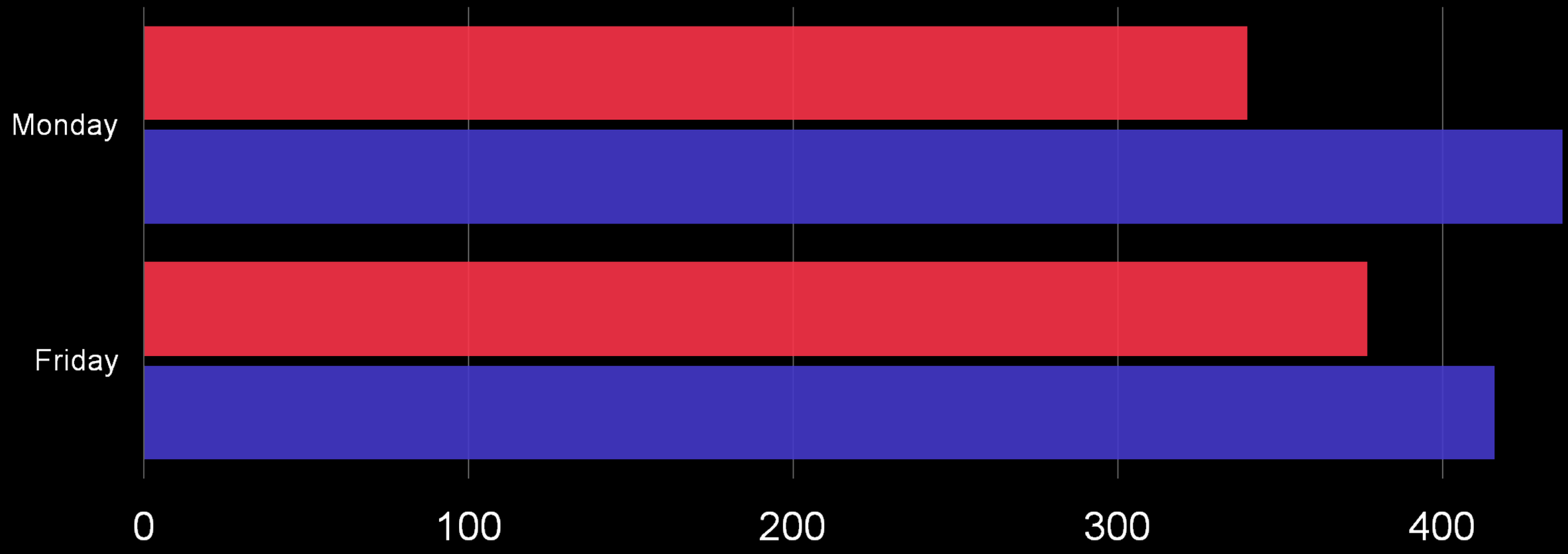
AUDIENCE STRENGTH	ENGAGEMENT STRENGTH	CUSTOMER STRENGTH
Growth rate	Conversations	Fan posts
Total followers	PTAT	Reply time
Demographics	Post Volume	Post engagement

POST VOLUME FEB 26 - MAR 25

Gap Greece: 26
Lidi Hellas: 53
Marks & Spencer Greece: 53

Gap Greece: 412/1000
Lidi Hellas: 56/1000
Marks & Spencer Greece: 130/1000

TIMING



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AUDIENCE STRENGTH	ENGAGEMENT STRENGTH	CUSTOMER STRENGTH
Followers	Favorites	Mentions
Fan growth	Mentions	Reply time
Followees	Interactions	Percentage replied
Followee growth	Retweets	Sentiments

KLM

RYANAIR
THE LOW FARES AIRLINE

Emirates

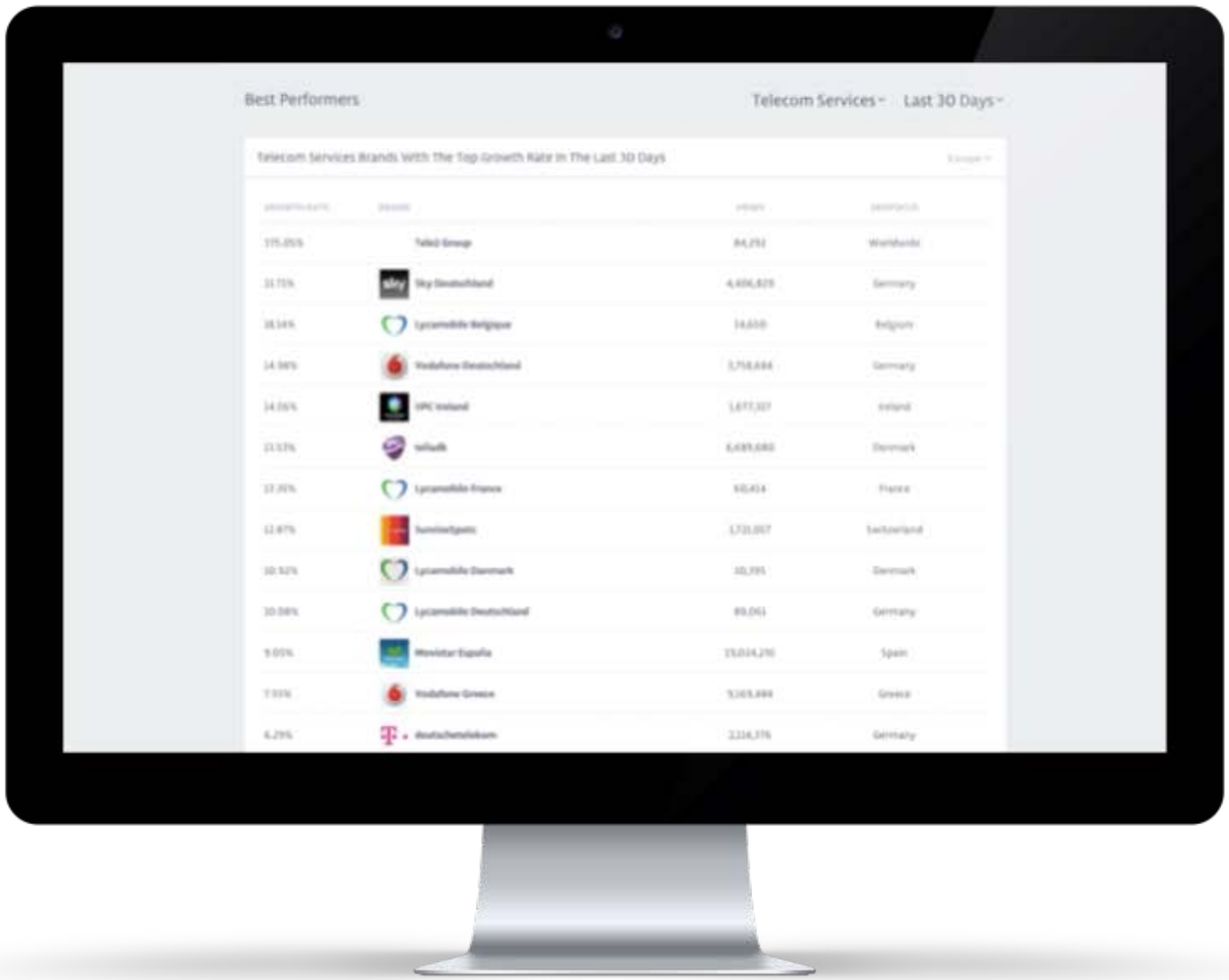
virgin atlantic

AIRFRANCE

KLM

Best airline in:
response rates, response times, fans followed, and…
overall engagement

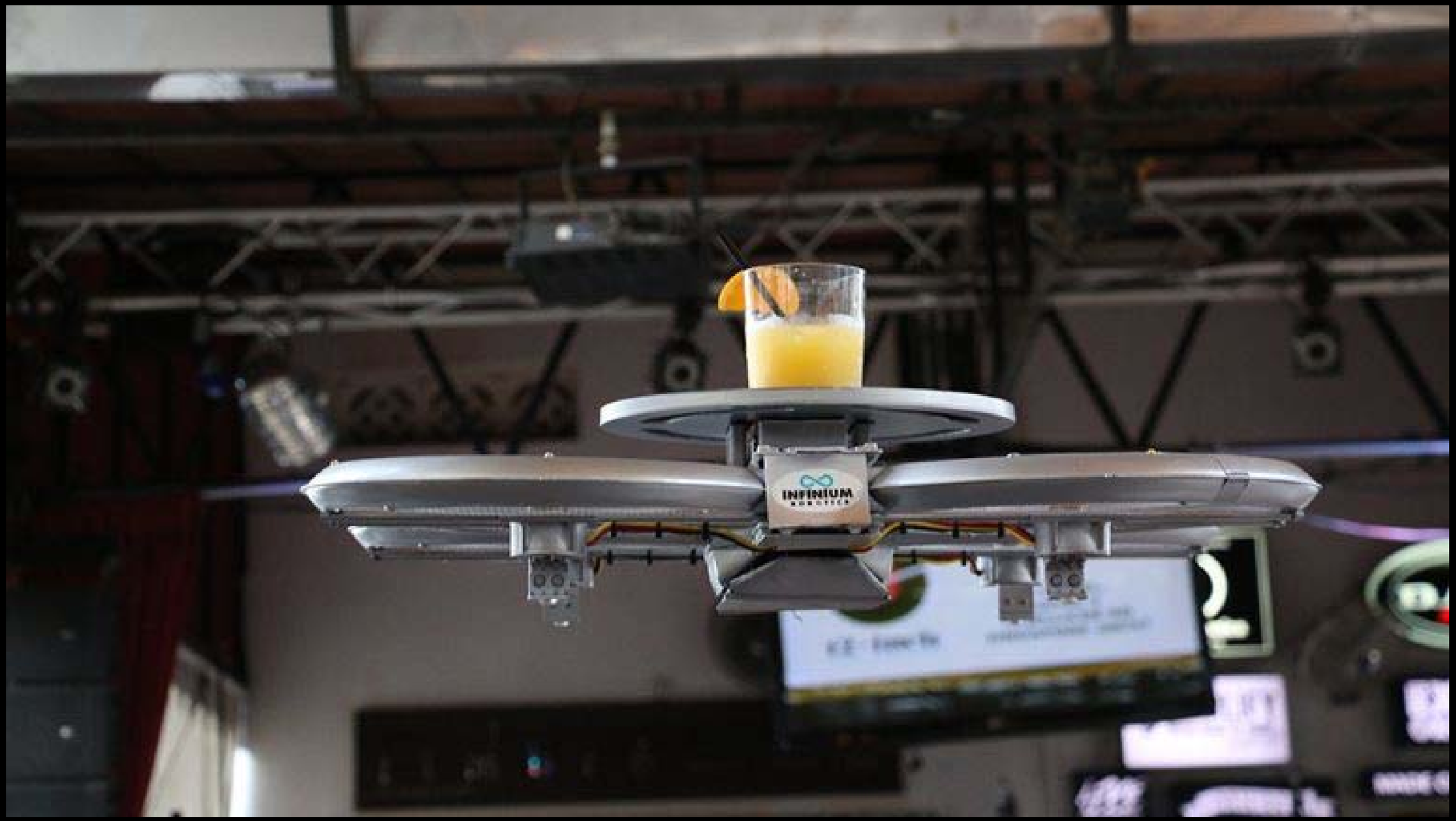
AUDIENCE STRENGTH	ENGAGEMENT STRENGTH
Views	Likes
Viewer growth	Dislikes
Subscriptions	Uploads
Subscription growth	Length of views


Best Performers
Telecom Services
Last 30 Days
Telecom Services Brands With The Top Growth Rate In The Last 30 Days

AUDIENCE STRENGTH	ENGAGEMENT STRENGTH
Followers	Engagement
Followees	Likes
Follower growth	Comments
Followee growth	Tagged users

Crema

Normal


INFINIUM

Thank You

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