



# Unmetric's List of Metrics and Features

The power of Unmetric lies in Xia, our AI, and all the metrics she tracks. Here are all the data points you can use to calculate and benchmark the performance of your brand.



## PAGE

Fan Count • Fan Growth Rate • Brand Participation and Average Reply Time • Industry, Geographic & Custom Benchmarks

Follower Count • Follower Growth Rate • Followee Growth Rate • Average Reply Time • Influencers (Retweets, Mentions) • Industry • Geographic & Custom Benchmarks

Follower Count • Follower Growth Rate • Followee Growth Rate • Industry, Geographic & Custom Benchmarks

Subscriber Count • Subscriber Growth Rate • Industry, Geographic & Custom Benchmarks

Follower Count • Follower Growth Rate • Influencers Industry • Geographic & Custom Benchmarks

Follower Count • Follower Growth Rate • Industry, Geographic & Custom Benchmarks

## ENGAGEMENT

Likes, Comments, Shares • Reach & Impressions • Sentiment • Video Views • Engagement • Engagement changes between Promoted & Organic Posts • Growth Rate • Rank Optimal Day & Time to Post • Industry, Geographic & Custom Benchmarks

Favorites • Replies • Retweets • Mentions • Hashtags (Volume, Engagement and Spread over time) • Engagement • Engagement Moving Averages • Optimal Day and Time to Tweet • Sector, Geographic & Custom Benchmarks

Likes • Hashtags (Volume, Engagement) • Engagement • Engagement Sector • Geographic & Custom Benchmarks

Likes • Dislikes • Video Views (Total Views & New Views) • Uploads (All Time & Selected Time Period) • New Uploads • Word Cloud

Boards • Pins • Saves • Comments • Sector, Geographic & Custom Benchmarks

Likes • Comments • Status Updates • Update Type • Engagement • Career Updates • Showcase Pages • Sector, Geographic & Custom Benchmarks



## CONTENT

Share of Voice • Publishing Volume and Breakdown by Post Type • Word Cloud • Promoted Post Detection • Reach & Impressions • Video Views • Live Videos

Share of Voice • Publishing Volume • Breakdown by Post Type • Word Cloud

Publishing Volume • Breakdown by Post Type, Hashtags

Top Videos • Video Duration (All time & Selected time period) • New Uploads and Word Cloud

Publishing Volume

Publishing Volume & Breakdown by Post Type

## CAMPAIGN

Campaign Publishing Volume • Campaign Likes, Comments, Shares & Engagement

Campaign Publishing Volume • Campaign Favorites, Replies, Retweets & Engagement

Campaign Publishing Volume • Campaign Likes, Video Views & Engagement

-

-

-

## CONTENT DISCOVERY

Social Media Search Engine – Boolean Logic • Suggested Content Topics • Filter content by Industry, Time Period and much more

Social Media Search Engine – Boolean Logic • Suggested Content Topics • Filter content by Industry, Time Period and much more

Social Media SearchEngine – Boolean Logic • Suggested Content Topics • Filter content by Industry and Time Period

-

Social Media Search Engine – Boolean Logic • Suggested Content Topics • Filter content by Industry and Time Period

-

## ALERTS

Highlights by Group & Industry • Alerts around Keywords • Instant Notifications

Highlights by Group & Industry • Alerts around Keywords • Instant Notifications

Highlights by Group & Industry • Alerts around Keywords

Highlights by Group & Industry • Instant Notifications

Highlights by Group & Industry

Highlights by Group & Industry

## API ACCESS

Yes

Yes

Yes

No

Partial Access

Yes



## OWNED ANALYTICS INTEGRATION

Page Level – Reach/Impressions

(Organic, Viral, Paid) • Clicks • Likes

• Visits • Engagement • People

Analytics • Post Level – Reach

Impressions (Organic, Viral, Paid,

Fans, Non-Fans) • Clicks, Likes,

Engagement (On Post, On Likes, On

Comments, On Shares) • Facebook

Reactions • Geotargeting Data •

Engagement Score

On Roadmap

Post Date • Profile Views • –  
–  
–  
Reach • Impressions • Website  
Clicks • Email Contacts •  
Phone Call Clicks • Text  
Message Clicks • Get Direction  
Clicks • Audience Location •  
Audience Demographics •  
Online Followers • Captions •  
Post URL • Post Type • Likes  
• Reach • Impressions • Video  
Views • Story Date • Story Type  
• Caption • Impressions •  
Replies • Taps Forward • Taps  
Back • Exits

## BEST PERFORMERS

Pages • Apps • Posts • Timing •

Content Categories • Campaigns

Accounts • Follower Growth •  
Influencers • Customer Service  
Tweets • Publishing Volume •  
Hashtags Campaigns

Accounts • Posts Hashtags  
and Filters

Top Channels •  
Subscriber Growth  
Rate • Videos Growth  
Rate

Accounts • Boards and  
Influencers

Accounts Status  
Updates • Career  
Updates • Showcase  
Pages

## REPORTS

Cross-Channel, Analyze and  
Comparison Reports including  
Audience, Engagement, Campaign  
Intelligence in Power Point and Excel  
Formats

Cross-Channel, Analyze  
and Comparison Reports  
including Audience,  
Engagement, Campaign  
Intelligence in Power Point  
and Excel Formats

Cross-Channel, Analyze and  
Comparison Reports in Power  
Point and Excel Formats for  
any time period

Export raw data for any  
time period

Export raw data for  
any time period

Cross-Channel,  
Analyze, and  
Comparison Reports in  
Power Point and Excel  
Formats for any time  
period