



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 & Average reply time • Industry & custom benchmarks • Most engaging image tag • Most engaging image color

Follower count • Follower growth rate • Followee growth rate • Average reply time • Influencers • Industry & custom benchmarks

Follower count • Follower growth rate • Followee growth rate • Industry & custom benchmarks • Call & email clicks • Most engaging image tag • Most engaging image color

Subscriber count • Subscriber growth rate • Industry & custom benchmarks

ENGAGEMENT

Likes, comments, shares • Reach & impressions • Sentiment • Engagement • Engagement changes between promoted & organic Posts • Growth rate • Optimal day & time to post • Industry & custom benchmarks • Social media outliers • Earned Media Value

Favorites • Replies • Retweets • Mentions count • Hashtags (volume, engagement, & spread over time) • Engagement • Engagement moving averages • Optimal day & time to tweet • Industry & custom benchmarks • Social media outliers • Earned Media Value

Likes • Hashtags (volume, engagement) engagement • Engagement sector • Custom benchmarks • Reach & impressions • Social media outliers • Earned Media Value

Likes • Dislikes • Video Views (total views & new views) • Uploads (all time & selected time period) • New uploads • Word cloud



CONTENT

Share of voice • Publishing volume & breakdown by post type • Word cloud • Promoted post detection • Reach & impressions • Live videos • Image tags word cloud • Image colors word cloud • Most used image tags • Most used image colors • Social media outliers

Share of voice • Publishing volume • Breakdown by post type • Word cloud • Social media outliers

Publishing volume • Breakdown by post type, hashtags • Reach & impressions • Number of photo saves • Number of accounts reached • Image tags word cloud • Image colors word cloud • Most used image tags • Most used image colors • Social media outliers

Top videos • Video duration (all time & selected time period) • New uploads • Word cloud

CAMPAIGN

Campaign publishing volume • Campaign likes, comments, shares, & engagement

Campaign publishing volume • Campaign favorites, replies, retweets, & engagement

Campaign publishing volume • Campaign likes, & engagement • Campaign intelligence

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CONTENT DISCOVERY (available in Unmetric Discover)

Social media search engine with boolean logic • Suggested content topics • Filter content by industry & time period • Image analysis (color & object) • Trending topics, colors, & objects

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ALERTS

Alerts around keywords • Instant notifications

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API ACCESS

Yes

Yes

Yes

No

OWNED ANALYTICS INTEGRATION

Page level – Reach/impressions (organic, paid) • Clicks • Likes • Visits • Engagement • People analytics • Post level – Organic & promoted posts, Reach/impressions (organic, paid, fans, non-fans) • Clicks, likes, engagement (on posts, likes, comments, & shares) • Reactions • Geotargeting data • Engagement score

On roadmap

Post date • Profile views • 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 • Caption • Replies • Taps forward • Taps back • Exitss

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BEST PERFORMERS

Pages • Apps • Posts • Timing • Content categories • Campaigns

Accounts • Follower growth • Influencers • Customer service tweets • Publishing volume • Hashtag campaigns

Accounts • Posts, hashtags, & filters

Top channels • Subscriber growth rate • Videos growth rate

REPORTS

Cross-channel, analysis, & comparison reports in PowerPoint & Excel formats for any time period.

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