

FIRST-IN-KIND, FIRST-IN-CLASS ANALYTICS

To understand the value of your communications, you need to know how many Facebook users have been exposed to your messaging, and how many of those users actively respond to it. Facebook's new Insights API introduces the following metrics to help you do just that.

ENGAGED USERS

Facebook users who interact by Liking, commenting on, or otherwise engaging with a message or Page

PEOPLE TALKING ABOUT THIS

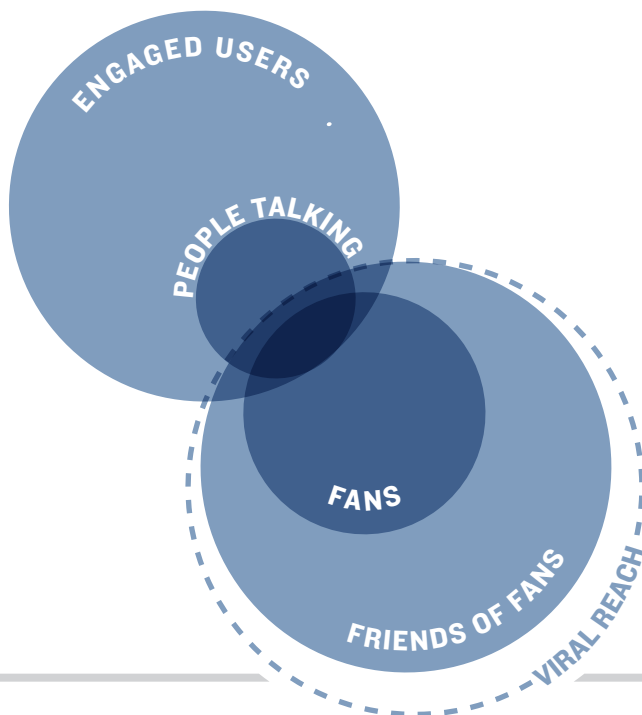
Engaged Users who interact with your Page in a way that causes their interaction – and your brand name and content -- to appear in their friends' news feed, timeline and/or ticker (e.g., by commenting on a wall post)

FRIENDS OF FANS

Unique users who are friends of your Page's fans

VIRAL REACH

The number of users you reached because of People Talking About your brand



We worked closely with Facebook to test its Insights API and are in a unique position to offer the metrics on day one. Our new Pages Reports and Tabs Reports integrate with and extend Facebook Insights to give you aggregate data on your Facebook Pages and all Tabs published through Page Manager. With this data, you can:



EVALUATE engagement comprehensively across your social properties

COMPARE your properties side-by-side, and drill down for more details

BETTER UNDERSTAND your Page's Viral Reach and audience

OPTIMIZE your broadcasts to increase your Viral Reach, engage a broader community, and spread the word about your brand!