



▶ **Quantum**
Social Media Analytics

Quantum

Quantum allows you to keep track of your social media activity while enabling benchmarking and comparison against your competitor's and industry. With Quantum, you can see your competitor's.



Scalable

Quantum's structure is scalable. You can change your plan's modality without reconfiguring or creating new profiles. This allows you to have a single account with multiple projects, which may correspond to different categories or clients without having to connect them.



Helps you track your campaign success

Consolidate post metrics in campaigns that you create. Track your campaign performance. Find out how and when your audience engages with your content. Discover which content formats turn out to be most engaging. Compare the performance of organic and sponsored posts in the same campaign.



Design for Agencies and Brands

There are different access levels to ensure that the tasks and information are isolated and divided according to the needs of the agency or client, for example: Account Owner, Manager, Analyst.



Data Export

Quantum allows you to download a spreadsheet report for each metric dimension. Use our information to discover insightful correlations and create your own reports tracking custom KPIs.



No setup needed. You'll be up and running in just a few clicks

With just a few clicks, you can define the social media profiles you want to monitor, and your productive experience starts fast and easy.



Several analytical dimensions

The metrics are distributed from several analytical dimensions, covering everything, indicators related to content, indicators related to audience activities and post performance. It also provides quick access to your data and simplifies your daily decisions.



Multi Social Network Analysis

Just one platform and one subscription lets you monitor Facebook fan pages and Twitter accounts for your brand and your competitors' social media profiles, concentrating all analytic information in one place.



Native Metrics

Working with native metrics of each social media property allows you to use those metrics to define and build your own KPIs, according to the campaign and your business needs.



Collaborative

Better organization gives your team's work higher visibility and helps you make decisions more quickly and assertively. Invite your co-workers to analyze the information with you and share your reports with different areas involved in your project or campaign.

Project

*One platform,
multiple projects,
endless possibilities!*

Working with different clients, market categories, or brands is no longer a problem. Create and work with different projects using a single account. Each project can be comprised of a brand, a business unit within your organization, or a category of customers.

Dashboard

*Information on hand
when you need it!*

The Dashboard provides a performance overview of all the social media properties you monitor and even those of your competitor's.

Content Stats

*Analyze, create, and
improve strategies!*

Content Stats provide answers to questions such as:

- ◆ How much content does my social media team or agency produce?
- ◆ Which kind of content is being produced?
- ◆ When is the content published?
- ◆ Which content performed better?
- ◆ Which of my competitor's content is being published?
- ◆ How are people reacting to my competitor's content?

Stream

*Knowing the
information in detail
allows you to sharpen
your strategies!*

It consolidates the metrics on posts and tweets individually, or from a campaign, allowing to you to visualize their performance by letting you:

- ◆ View each post and/or tweet on social media properties that you monitor
- ◆ Know metrics related to each type of post in detail
- ◆ Easily access related comments to that post and/or tweet
- ◆ Know their level of interaction and engagement
- ◆ Know their "lifespan".

It helps you figure out which content had a better repercussion, as well as the costs involved and the ROI of your campaign.

Engagement

It gives you the visibility and insights to let you keep producing the most engaging experience for your audience.

- ◆ Know the engagement rate of your activities and identify as it is distributed within the period you choose.
- ◆ Discover which interactions provided you more engagement: likes, shares, retweets, comments, replays and mentions, and know when they happened
- ◆ Identify times of greater audience interaction and formats which promote greater interaction
- ◆ Get the top location and know how it is distributed to your audience and your competitors
- ◆ Easily understand how far your content travels as your tweet reach is automatically calculated

People

It helps you communicate better by knowing who is interacting with your content, where they are located, and when to interact with the properties you monitor

It provides information about the people who interact with your Fan Page or Twitter profile.

It gives you demographic information of your community, and identifies the key authors and influencers on each social network.

Campaign

Wouldn't it be great if you could create campaigns and assign posts and tweets to them? We make it possible!

Quantum lets you measure your social media campaign's impact, whether organic or sponsored, allowing you to calculate your Social ROI.

Relevant information about audience behavior is presented through actionable metrics focused in quantitative analysis, allowing you to designate which actions need to be taken to meet your goals.