



Coremetrics Social™ — Measure Social ROI, Understand Brand Engagement

Treat social media as another marketing channel – measure ROI and engagement accordingly.

Social Media Analytics

Your prospects and customers are developing a whole new online relationship with your brand, and it's not happening on your web site. Social networking sites such as Facebook, Twitter and YouTube are highly popular destinations on the web. Marketers are jumping on board, but without the right analytics solution and best practices, you could be leaving your social media spend up to chance.

Measure Social Media as a Marketing Channel

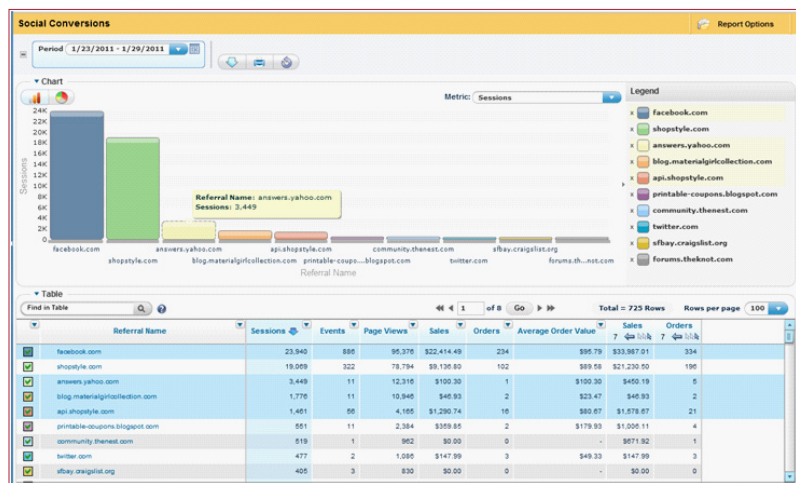
The desired end result of any marketing campaign is a conversion – whatever that means for your site and industry. It could be sales, applications, qualified leads, page-views, registrations, or any other metric important to your business. Regardless of the type of conversions you're seeking, it's important to measure all your marketing programs, including social media, with this in mind. If you aren't tracking the ROI of your social media efforts, there's no way to justify your investments, and the tradeoffs of spending money on social media versus other marketing channels, or even one social media site versus another.

With Coremetrics Social, you can measure both same session and attributed conversions. Are your social media efforts more effective at visitor acquisition, influence, or same-session conversions? With the Coremetrics platform's industry-leading attribution management system you can understand both the value and type of traffic supplied by social sites – and tailor messaging, offers and investments

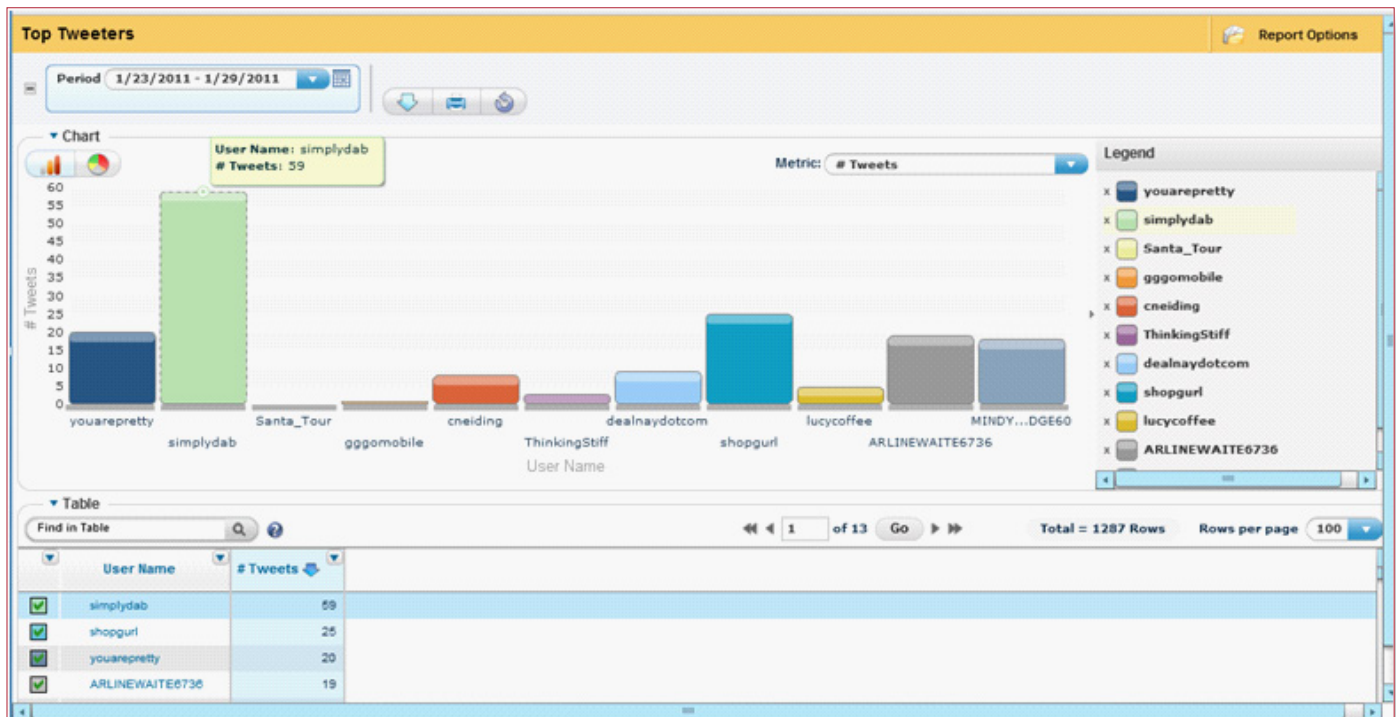
accordingly. And with Coremetrics Social as part of the Coremetrics Continuous Optimization Platform™, you can understand social's effectiveness in the context of all your marketing activities rather than in a silo.

Brand Monitoring and Engagement – What are People Saying About Us Online?

In addition to pure ROI numbers, it's always important to know what people are saying about your brand online. Using feeds from Facebook and Twitter, you can quickly and simply plug into the social conversation – almost no configuration required. Finding and engaging with brand champions on Facebook and Twitter is a great way to boost engagement and loyalty among your most vocal customers.



Coremetrics Social provides both same-session and attributed conversion metrics to create lift for the business.



Track and converse with top brand tweeters to increase engagement and loyalty.

Track Social Ads, Facebook Apps, and Custom Tabs with Coremetrics Impression Attribution

An optional add-on to Coremetrics Social, Coremetrics Impression Attribution™ can be used on advertising purchases, Facebook apps, and custom tabs to measure social media based on impressions rather than direct click-through. It's the best way to understand which campaigns are really working for you—and which ones aren't.

To learn more about Coremetrics Social or to schedule a demo, please contact your account representative. Call 1.866.493.2673 or visit coremetrics.com



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