Loyalty is the combination of **engagement** (whether they participate) to **retention** (do we keep them over time). Engagement and retention do strongly correlate, since the funnel goes from non-fan to friend-of-fan to fan to active fan to loyal fan. If newsfeed visibility isn't good, neither will the subsequent engagement or retention. That's what we troubleshoot for brands. We solve this by identifying the most passionate fans and activating them, showing their activity to look-a likes with the right "personas" combinations of interests.

Engagement: A unique metric created by BlitzMetrics that uses Total Interactions and Total Posts from the last 30 days, fan count, and potential fan count to determine percentage of a Facebook page's users who are engaging and interacting with the Facebook wall.

Interactions: Total combined number of "Likes" and Comments".

Earned Media Value: The annualized value of your audience were you to have purchased this level of exposure via advertising.

Impressions: Raw number of times their content has been displayed on the wall or newsfeed.
- **Organic** The number of Facebook users who visited your Page, or saw your Page or one of its posts in their newsfeed or ticker.
- **Paid** The number of Facebook users who saw a sponsored story or ad pointing to your Page.
- **Viral** The number of Facebook users who saw your Page or one of its posts from a story published by a friend.

SOV (Share of Voice): The number of interactions across all the pages that are in the dashboard (a % number).

PTAT: A Facebook metric defined as: "the number of unique users who have created a "story" about a page in a seven-day period. On Facebook, stories are items that display in the Newsfeed. Users create stories when they:
- like a page
- post on the page wall
- like a post
- comment on a post
- share a post
- answer a question
- RSVP to a page's event
- mention the page in a post
- tag the page in a photo
- check in at a place
- write a recommendation

Market Share: Same idea as SOV, except this is share of fans rather than interactions.

What makes Blitz different from other companies?

Blitz is in the business of making sure you achieve your business goals, as opposed to just selling more software or just producing reports. We believe that data is no good unless you pull the right data and are able to take action upon it. As part of this, we must work closely with the client to build the appropriate model and also train the client to be successful.

Blitz also is used by 6 of the 10 largest Facebook pages, has been operating on Facebook since June 2007, and is widely regarded as the leading expert on Facebook analytics. Most of our clients use Omniture, too, for web-based reporting.

Ultimately, a client chooses Blitz because of the expertise and personalized attention.

Data We Collect

We have been collecting hundreds of billions of observations for you and your competitors, going as far back as the Facebook Graph API allows. This includes public data (posts, likes, photos, status updates, and comments), as well as private data (impressions, negative feedback, ad clicks) we get with your insights token.

We do this on Twitter, YouTube, and a couple dozen other sources, though we're known for our depth in Facebook.

How We Calculate Engagement

Different companies have different formulas. Most count interactions, treating them all with the same weight. Facebook has promoted PTAT (People Talking About This), as a rolling 7 day metric for unique active users, heavily influenced by advertising.

We show these calculations, too. However, we know that a comment carries more impact than a like and that a share is worth more than a comment. So we calculated the amount of impact each type of action has in the newsfeed, driven primarily by impressions. Actions that get more impressions get a higher weighting. We've noticed that relative weightings across brands are similar, so we've gone ahead and applied this to all brands, allowing you to compare against your competitors.

Custom Modeling

Some clients have particular needs. In media, for example, Earned Media Value (EMV) is important. For Viacom, NBC, and FOX, we use a default CPM value of $5 to determine what it would have cost to buy that amount of exposure. You can adjust the CPM to the value of your particular inventory in your verticals and geographies.
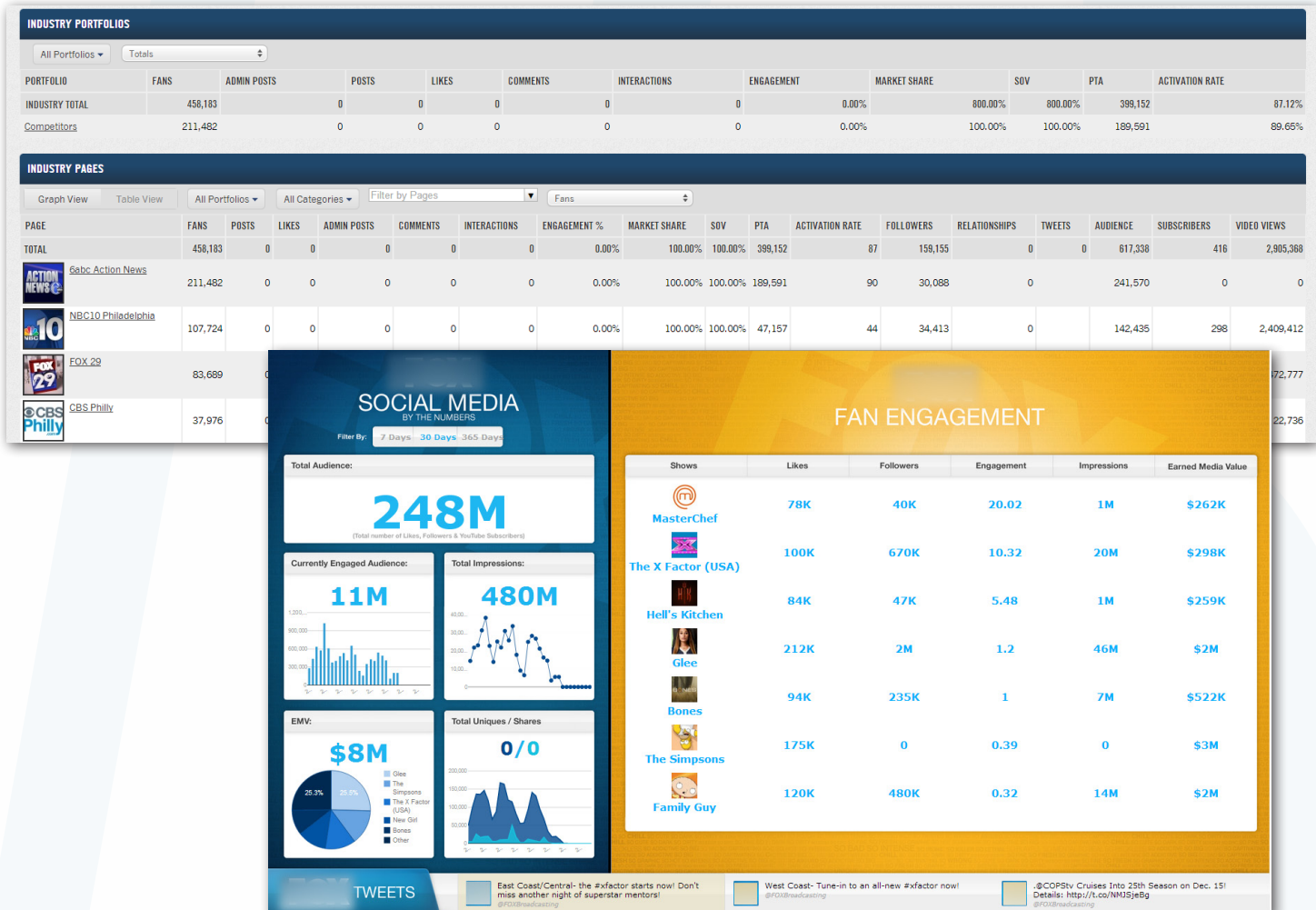
We can also assign values to interactions. In our analysis together, we might, for example, determine that a tweet is worth 50 cents, a retweet worth 70 cents, and that YouTube impressions are worth a $1.20 CPM. We will use your custom values for each action to calculate the value of your digital presence.

blitzmetrics™
Social Intelligence for Brands

159,286,440 Gross Audience

31,091,900 Unique Audience

$2,776,298 Potential Media Value ($5 CPM)

INDUSTRY PORTFOLIOS

All Portfolios ▾ Totals ▾

PORTFOLIO	FANS	ADMIN POSTS	POSTS	LIKES	COMMENTS	INTERACTIONS	ENGAGEMENT	MARKET SHARE	SOV	PTA	ACTIVATION RATE
INDUSTRY TOTAL	458,183	0	0	0	0	0	0.00%	800.00%	800.00%	399,152	87.12%
Competitors	211,482	0	0	0	0	0	0.00%	100.00%	100.00%	189,591	89.65%

INDUSTRY PAGES

Graph View Table View All Portfolios ▾ All Categories ▾ Filter by Pages ▾ Fans ▾

PAGE	FANS	POSTS	LIKES	ADMIN POSTS	COMMENTS	INTERACTIONS	ENGAGEMENT %	MARKET SHARE	SOV	PTA	ACTIVATION RATE	FOLLOWERS	RELATIONSHIPS	TWEETS	AUDIENCE	SUBSCRIBERS	VIDEO VIEWS
TOTAL	458,183	0	0	0	0	0	0.00%	100.00%	100.00%	399,152	87	159,155	0	0	617,338	416	2,905,368
6abc Action News	211,482	0	0	0	0	0	0.00%	100.00%	100.00%	189,591	90	30,088	0		241,570	0	0
NBC10 Philadelphia	107,724	0	0	0	0	0	0.00%	100.00%	100.00%	47,157	44	34,413	0		142,435	298	2,409,412
FOX 29	83,689																72,777
CBS Philly	37,976																22,736

SOCIAL MEDIA BY THE NUMBERS

Filter By: 7 Days 30 Days 365 Days

Total Audience:
248M
(Total number of Likes, Followers & YouTube Subscribers)

Currently Engaged Audience:
11M

Total Impressions:
480M

EMV:
$8M
Glee, The Simpsons, The X Factor (USA), New Girl, Bones, Other

Total Uniques / Shares
0/0

FAN ENGAGEMENT

Shows	Likes	Followers	Engagement	Impressions	Earned Media Value
MasterChef	78K	40K	20.02	1M	$262K
The X Factor (USA)	100K	670K	10.32	20M	$298K
Hell's Kitchen	84K	47K	5.48	1M	$259K
Glee	212K	2M	1.2	46M	$2M
Bones	94K	235K	1	7M	$522K
The Simpsons	175K	0	0.39	0	$3M
Family Guy	120K	480K	0.32	14M	$2M

TWEETS

East Coast/Central- the #xfactor starts now! Don't miss another night of superstar mentors! @FOXBroadcasting

West Coast- Tune-in to an all-new #xfactor now! @FOXBroadcasting

.@COPStv Cruises Into 25th Season on Dec. 15! Details: http://t.co/NMJSjeBg @FOXBroadcasting

Companies that sell products ultimately care about product revenue, so they are driven to collect emails and produce conversion-oriented content. A media company, however, has a different objective of increasing the size of their community, increasing engagement (more traffic), and turning this into advertising revenue. The global media companies also have portfolios of publications and media properties and are looking to create synergy between them.

Thus, media companies are looking to grow the community and find ways to stimulate the right audiences with the right content. They want to make sure that content is being seen, which is necessary for engagement. They want to equip their ad sales team with tools that show advertisers how their publications carry the widest reach against the right audience. Armed with the right reporting, personalized for a client in one click, they can generate more revenue.

Why does the model not reflect shares?

Shares are to a user profile, so we're not allowed to get that in the graph API at a user-level.
We can only grab page-related data at the user-level, which does partially intersect with the newsfeed.
We can get total shares via the insights API, which does require a token from the page administrator.

When analyzing global brands that share a FB Page (but with different localized management), is it possible to sort only the local brand's information for the model?

Facebook doesn't yet provide us the ability to tell which of many page admins did the post. But, we can pull out posts that are geo or language targeted, which is a decent proxy, and we can get the country/language of users who interacted with the page.

Is the score calculated by giving different values to each type of interaction?

Yes, we assign weightings based on impact in the newsfeed. For example, we know that comments get 7 times more exposure than likes in the newsfeed, so they are weighted proportionately. In our dashboards, we also report on total interactions, which give each action a weighting of one.

Does the platform keep historical data?

We keep all detail data permanently. We do not archive, delete or roll off this data, despite the cost of storage, since we strongly believe in being able to compare results over time and track relationships over time.

Does each brand/customer represent a new set of measurements, or which are the standards?

The top brands all have some level of customization based on how they measure brand strategy and customer loyalty. That said, some of the mechanics around basic reporting are the same — size of audience, quantity of interactions, and top fans.

Do you have a model that accounts for more than Facebook (Twitter, G+, etc)?

We can measure over 30 different networks. The standard dashboards cover only Facebook, YouTube, and Twitter. We can add in others by request.