blitzmetrics™

Simple Social Analytics

Loved By

Nike · nickelodeon · PBS · FOX · Domino's Pizza · Cabela's WORLD'S FOREMOST OUTFITTER® Hunting · Fishing · Outdoor Gear

lanebryant · MTV MUSIC TELEVISION · VIACOM · green dot · Valpak · Quiznos MMMM...TOASTY!

RosettaStone® · [i]NDEPENDENTLENS · webtrends · reputation.com

Red Bull® · AUTISM SPEAKS It's time to listen. · TEXAS ROADHOUSE · Soles 4 Souls · TARGETED VICTORY / OMS · PEACE CORPS

NICHE MODERN · CORNUCOPIA INSTITUTE · Claire's Place Foundation, Inc. · W · GRAMEEN FOUNDATION · OneRiot Search for the pulse.

The Media Loves Us, Too...

WALL STREET JOURNAL · The New York Times · n p r · TechCrunch · CBS NEWS

Inc. Handbook of the American Entrepreneur · Entrepreneur MAGAZINE · Google grants · SocialMedia Examiner · mediabistro.com

All Facebook The Unofficial Facebook Resource · john chow.com The Miscellaneous Ramblings of a Dot Com Mogul · webtrends · ReadyTalk · SMX Search Marketing Expo.

Expand2Web · SES CONFERENCE & EXPO · Socialbrite Social tools for social change · Socialmedia.biz SOCIAL STRATEGIES | SOCIAL NEWS · webmaster RADIO WEBMASTERRADIO.FM

blogworld · PUBCON · OMS OnlineMarketingSummit · web 2.0 EXPO · The Niche Report

APPSUMO · AFFILIATE SUMMIT · Ultra Light Startups · PPCSummit · Expon 2011

| Features	Benefits
All Your Data In One Place	• Excel hell got you down? Now get beautiful, automated reports. • What happened more than 89 days ago? Facebook doesn't keep this data, but we do. • What is the cross-over between all your pages, brands, and locations? How do you get them to work together?
Advanced Analytics	• Unlock your competitors' strategies. Set benchmarks. • How is your content performing by geography, time of day, and how can you improve your reach and engagement? • Who are your most engaged and influential fans?
Integrated Advertising *(sponsored stories)*	• Configure Facebook ads to guarantee your posts show up in the news feed. • Quickly adjust underperforming ads. • A single view of your owned, earned, and paid media.

"Blitz created a custom social dashboard for Nickelodeon. The dashboard analyzes and reports in real time our social reach across the hundreds of accounts and pages. It is a great enterprise-level solution for businesses with a large and diverse social presence."

— **Julie Sun**, MTV Networks

"The Blitz team exceeded our expectations wildly and assisted us in igniting our fan growth to the extent that it is now making a material impact on business."
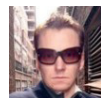
— **Eric Ludwig**, Vice President, Rosetta Stone

"Dennis Yu is a Facebook Marketing genius."

— **Brent D. Payne**, Former SEO Director, Chicago Tribune

Pricing

Dashboard (base level)
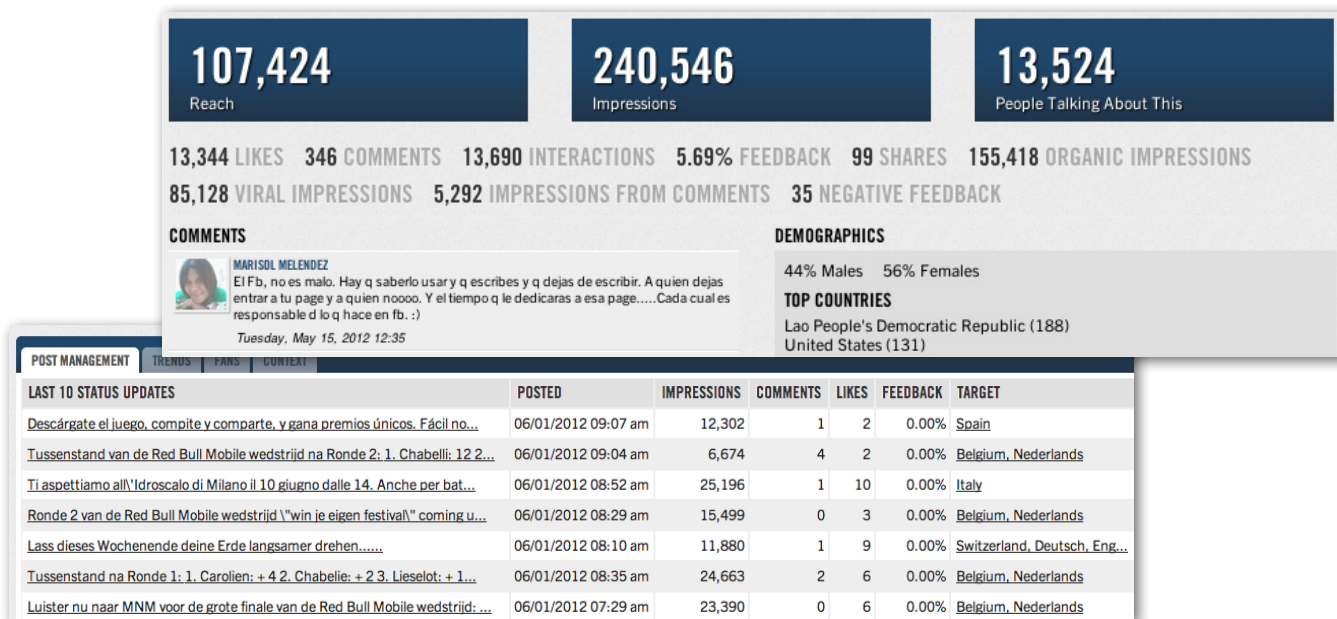
Under 10,000 Fans	**$1/day**
Up to 10,000 Fans	**$30/month**
Up to 100,000 Fans	**$100/month**
Up to a Million Fans	**$500/month**

- One (1) user access covering up to 50 properties on
  Facebook, Twitter, YouTube, Instagram, and Tumblr.
- Competitive intelligence comparing number of fans, depth of engagement, and fan overlap
- 3 User Licenses (10 users for double the price)
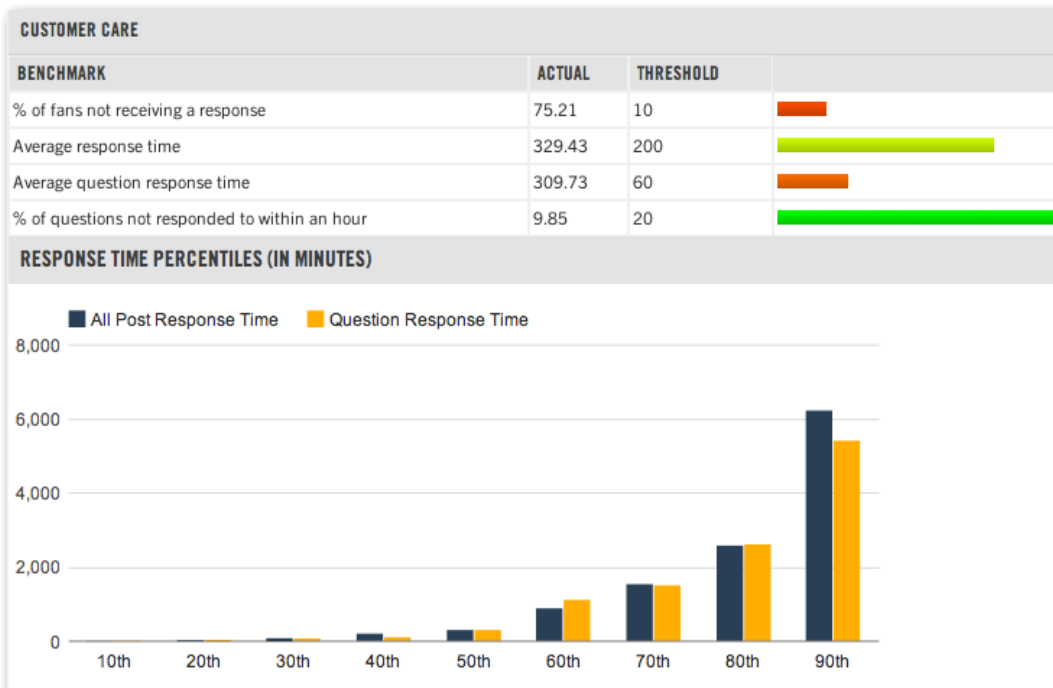- 36 months storage of insights data

NOTE: Pricing valid through April 30, 2013

107,424 Reach

240,546 Impressions

13,524 People Talking About This

13,344 LIKES   **346** COMMENTS   **13,690** INTERACTIONS   **5.69%** FEEDBACK   **99** SHARES   **155,418** ORGANIC IMPRESSIONS

85,128 VIRAL IMPRESSIONS   **5,292** IMPRESSIONS FROM COMMENTS   **35** NEGATIVE FEEDBACK

COMMENTS

MARISOL MELENDEZ
El Fb, no es malo. Hay q saberlo usar y q escribes y q dejas de escribir. A quien dejas entrar a tu page y a quien noooo. Y el tiempo q le dedicaras a esa page.....Cada cual es responsable d lo q hace en fb. :)
Tuesday, May 15, 2012 12:35

DEMOGRAPHICS

44% Males   56% Females

TOP COUNTRIES
Lao People's Democratic Republic (188)
United States (131)

POST MANAGEMENT	TRENDS	FANS	CONTEXT				
LAST 10 STATUS UPDATES			**POSTED**	**IMPRESSIONS**	**COMMENTS**	**LIKES**	**FEEDBACK**	**TARGET**

LAST 10 STATUS UPDATES	POSTED	IMPRESSIONS	COMMENTS	LIKES	FEEDBACK	TARGET
Descárgate el juego, compite y comparte, y gana premios únicos. Fácil no...	06/01/2012 09:07 am	12,302	1	2	0.00%	Spain
Tussenstand van de Red Bull Mobile wedstrijd na Ronde 2: 1. Chabelli: 12 2...	06/01/2012 09:04 am	6,674	4	2	0.00%	Belgium, Nederlands
Ti aspettiamo all\'Idroscalo di Milano il 10 giugno dalle 14. Anche per bat...	06/01/2012 08:52 am	25,196	1	10	0.00%	Italy
Ronde 2 van de Red Bull Mobile wedstrijd \"win je eigen festival\" coming u...	06/01/2012 08:29 am	15,499	0	3	0.00%	Belgium, Nederlands
Lass dieses Wochenende deine Erde langsamer drehen......	06/01/2012 08:10 am	11,880	1	9	0.00%	Switzerland, Deutsch, Eng...
Tussenstand na Ronde 1: 1. Carolien: + 4 2. Chabelie: + 2 3. Lieselot: + 1...	06/01/2012 08:35 am	24,663	2	6	0.00%	Belgium, Nederlands
Luister nu naar MNM voor de grote finale van de Red Bull Mobile wedstrijd: ...	06/01/2012 07:29 am	23,390	0	6	0.00%	Belgium, Nederlands

"I am a small business owner and I am particularly sensitive to customer service issues with other companies and their representatives with whom I come in contact. Dealing with you has been an extraordinary experience to say the least. Any company who is represented by hands on people like you deserves success, because it is earned through genuine concern for your customers' needs, thoughtful insight into how to intelligently approach a particular problem and plain old hard work. That is what I call a winning combination!"

— **Butch Howard**, *Access World Logistics Corporation*

Screenshots - Marketing ROI

CUSTOMER CARE

BENCHMARK	ACTUAL	THRESHOLD	
% of fans not receiving a response	75.21	10	
Average response time	329.43	200	
Average question response time	309.73	60	
% of questions not responded to within an hour	9.85	20	

RESPONSE TIME PERCENTILES (IN MINUTES)

1.1 Customer Care Metrics

Unless they have a small fan base, most brands are guilty of neglecting their fan base. Our dashboard allows Client to measure its response time and the percentage of fans getting responses, allowing action to be taken and improvements to be measured.

CUSTOM
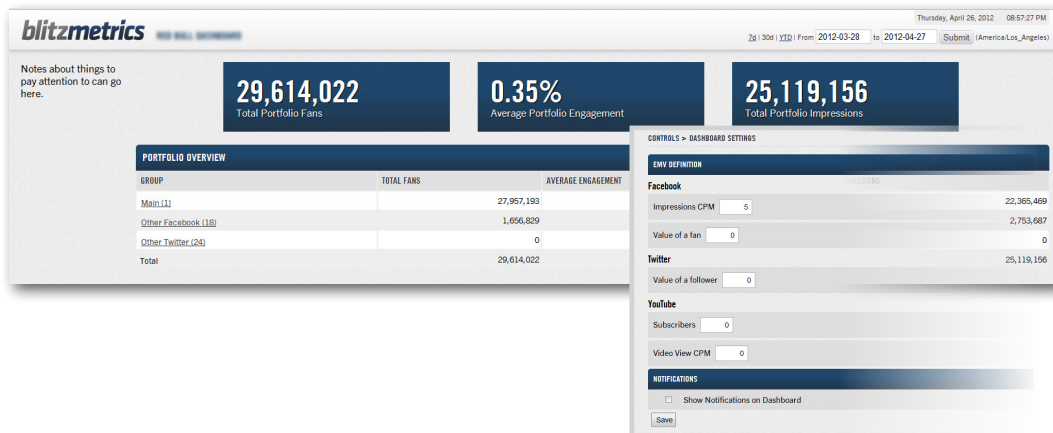
1.2 Earned Media Value

What is the value of your unpaid efforts? For example, if you wanted to specify $2 CPM, 50 cents value of fan, 30 cents twitter follower, $1.15 subscriber, $6 video CPM.

STANDARD

1.3 Export Your Data

Download reports via Excel.

STANDARD

Screenshots - Brand Power

GROSS AUDIENCE	GROWTH	ENGAGEMENT	EMV
12,955,055 ▲ 19.38%		0.96%	$22,023,593.50
		0.96%	$22,023,593.50

Number posts on the page by an administrator of the page.

2.1 Owned, Earned and Paid

Using Facebook metrics for viral, organic and paid impressions, our platform can put a value to a brand's owned, earned and paid media.
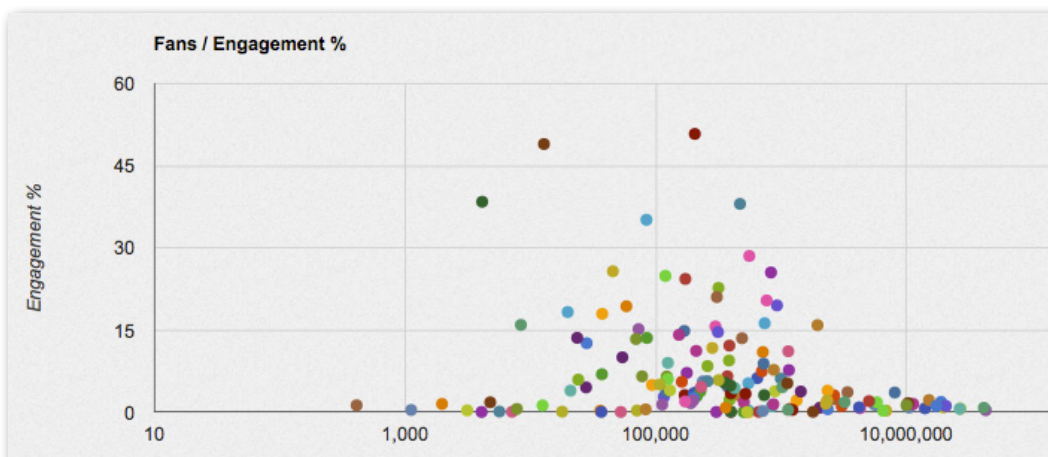
STANDARD

PORTFOLIO OVERVIEW

Graph View   Table View

GROUP	GROSS AUDIENCE	GROWTH	FB ENGAGEMENT	EMV	IMPRESSIONS
Nickelodeon (22)	19,306,803	▲ 9.42%	3.12%	$852,796.43	170,559,539
Nicktoons (6)	1,806,003	▲ 6.88%	0.07%	$14,022.00	2,804,358
TeenNick (4)	7,969,596	▲ 4.01%	0.15%	$128,382.00	25,676,370
SpongeBob Squarepants (8)	52,660,996	▲ 3.90%	1.86%	$917,222.00	183,443,987
Nick Jr. (11)	1,665,772	▲ 5.37%	3.06%	$60,615.00	12,122,725
Web Properties (8)	1,521,425	▲ 10.58%	2.08%	$66,269.05	13,253,687
Nick Rewind (24)	25,901,275	▲ 5.85%	0.31%	$321,775.00	64,355,108
Needs Admin (2)	20,110,396	0.00%	1.86%	$0.00	0

2.2 Tie Alerts with Automatic Campaign Execution

Monitor what matters to you. Let the tool sift through the data for you. In this case, the trigger metric could be fan growth, engagement rate, or new lead generated.
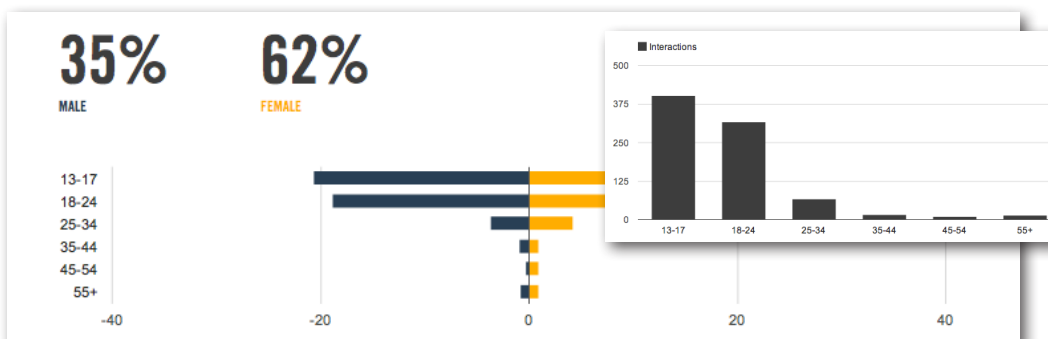
CUSTOM

2.3 Fan Engagement Metrics

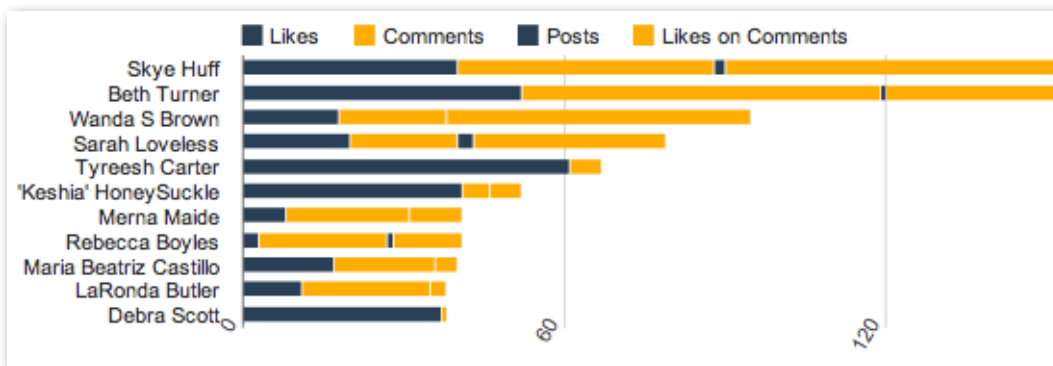What content is activating the most engagement and who is most engaged?

STANDARD

Fans / Engagement %

2.4 Demographics

Your engaged audience is not the same as your fan base — find out why.

**STANDARD**

35% MALE   62% FEMALE

2.5 Top Fans

A brand's most engaged fans can often be their most influential. Identify them for special treatment.

We have a formalized audit process, and we can set up "Face Off" and portfolio analysis. It's one thing to measure the number of fans, posts, comments, and tweets, but altogether a different matter to assess influence and engagement. The voice of a single influential user could be worth more than 10,000 nameless users.
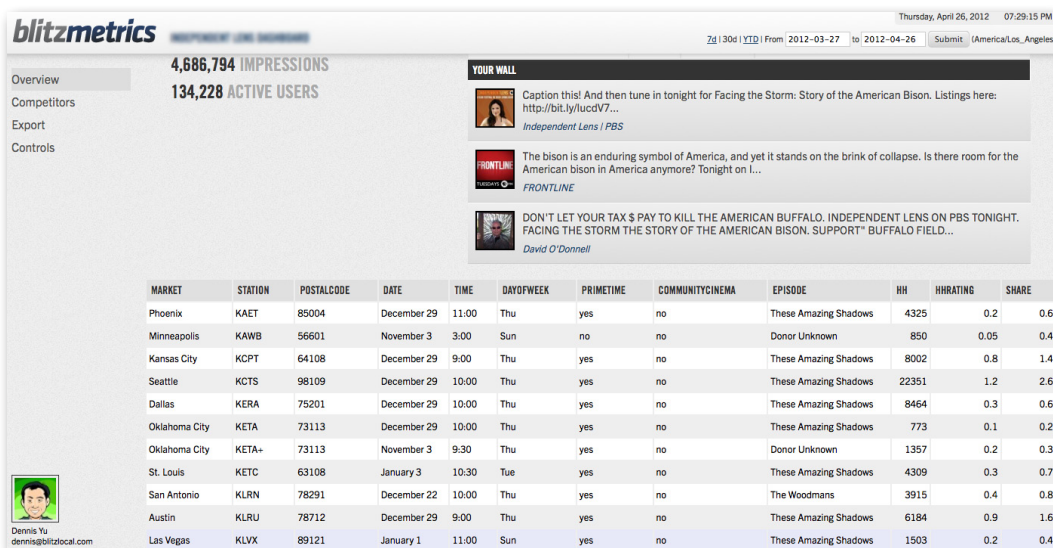
STANDARD
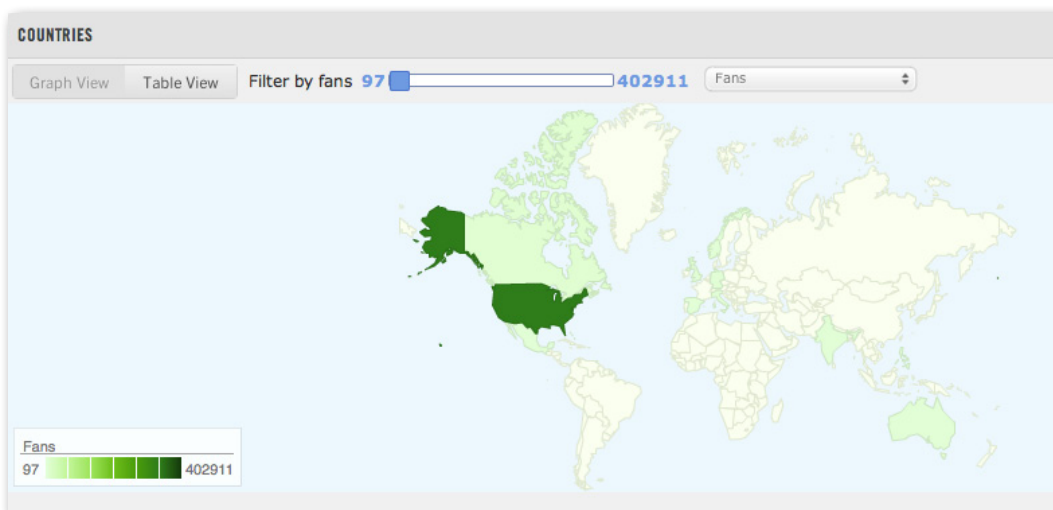
2.6 Country Level Data

Sometimes the country with the most fans isn't also the one with the most active fans. We go beyond the 19 country limit in your Facebook analytics. Get data presence in all countries.
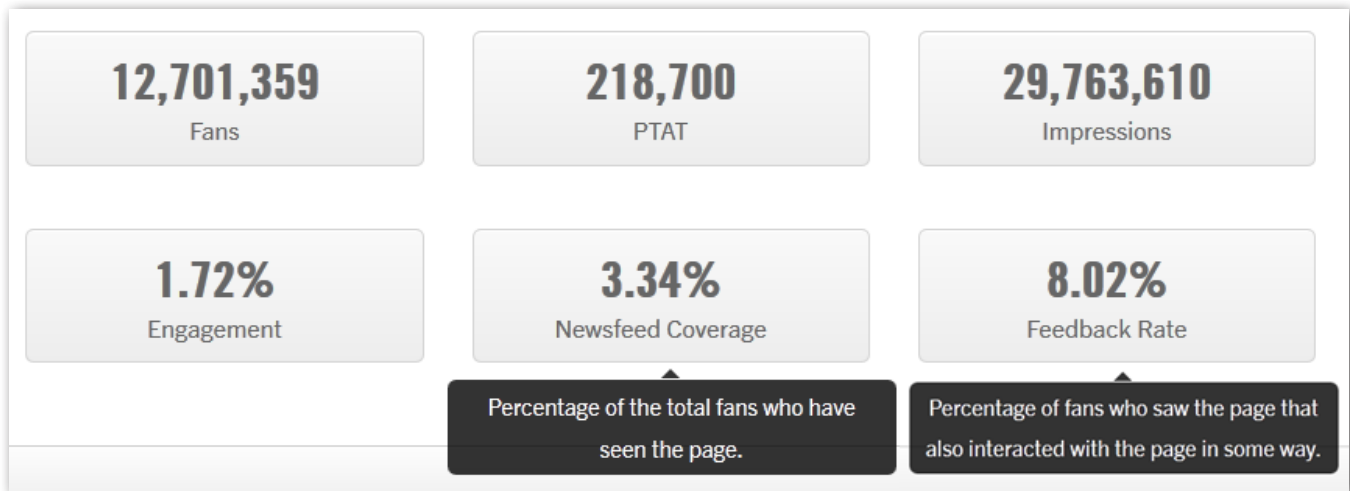
CUSTOM

2.7 Incorporate Nielsen and Bluefin Data

Find out how your digital strategy drives more TV viewership and can aid your ad sales team.

CUSTOM

Newsfeed Coverage and Feedback Rate

STANDARD

12,701,359	218,700	29,763,610
Fans	PTAT	Impressions
1.72%	3.34%	8.02%
Engagement	Newsfeed Coverage	Feedback Rate

Percentage of the total fans who have seen the page.

Percentage of fans who saw the page that also interacted with the page in some way.

There are two metrics at the top of your dashboard page, as well as competitors: fans and PTAT. Everyone knows what a fan is, but PTAT (People Talking About This) is a bit more mysterious. It's worth your time to understand why Facebook has chosen this as their single most important way to measure engagement.

Here's the formula:
Fans x Newsfeed Coverage x Feedback Rate = Engagement.

If your engagement is low, it can be because your messages just aren't showing up in the news feed or because those who see it aren't interacting with your content.

Usually the culprit is the former, but often content optimization can significantly help improve the feedback rate. This, in turn, increases newsfeed coverage, as Facebook's algorithm is more likely to show engaging content, while burying content that doesn't get likes, comments, and shares. Alex Schultz, a Facebook executive, calls this "interestingness squared, boringness squared" to show how important engagement rate is to competing in the news feed.

The algorithm formerly known as EdgeRank is based on multiple factors, but suffice to say that your page is competing in the news feed for attention. You have to be more interesting than the friends of your fans — a high bar!

Your dashboard identifies which content is the most engaging, so that you can post more similar content. You can also spy on competitors, like we talked about before.
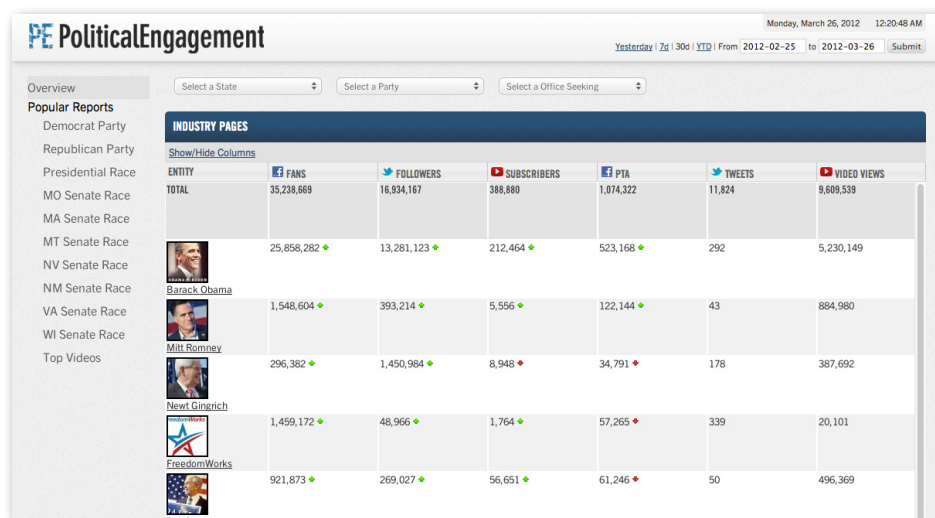
You can also look at each post to see how it performed in Newsfeed Coverage and Feedback Rate.
If the Newsfeed Coverage is low, then you might want to run some micro-targeted ads to pump up that particular post. If the Feedback Rate is low, then consider content optimization techniques (posting with a photo, asking questions, posting when fans are most active, responding to comments, and shortening your post to under 120 characters).

NOTE: You cannot see this data on competitors, since it requires an insights token. But you can see their PTAT and how many interactions they are driving. This still gives you an apples-to-apples comparison.

Results That Speak for Themselves

- **74% improvement in ROI** for a national Quick Serve Restaurant Franchise — 5,300 locations, 3,500 keywords. 37% increase in leads and 33% more franchise applications within 60 days.

- **561% ROAS** on online merchandise sales for an Entertainment Company — over 400% ROAS on Pay-Per-View sales.

- **Reduced cost per order from $37 to $10.91** for a national Casual Dining Restaurant — and increased unique visitors to the site by 309% via efforts in SEO, paid search, and social media.

- **270% increase in leads** generated at the same budget for a Medical Services Company — and increased their Google Quality Score from a 1 to an 8.

189,019,732	2,765,141	$311,885,638
Gross Audience	People Talking About This	Earned Media Value

PE PoliticalEngagement

Monday, March 26, 2012   12:20:48 AM

Yesterday | 7d | 30d | YTD | From 2012-02-25 to 2012-03-26 Submit

Overview
Popular Reports
- Democrat Party
- Republican Party
- Presidential Race
- MO Senate Race
- MA Senate Race
- MT Senate Race
- NV Senate Race
- NM Senate Race
- VA Senate Race
- WI Senate Race
- Top Videos

INDUSTRY PAGES

Show/Hide Columns

ENTITY	FANS	FOLLOWERS	SUBSCRIBERS	PTA	TWEETS	VIDEO VIEWS
TOTAL	35,238,669	16,934,167	388,880	1,074,322	11,824	9,609,539
Barack Obama	25,858,282	13,281,123	212,464	523,168	292	5,230,149
Mitt Romney	1,548,604	393,214	5,556	122,144	43	884,980
Newt Gingrich	296,382	1,450,984	8,948	34,791	178	387,692
FreedomWorks	1,459,172	48,966	1,764	57,265	339	20,101
Ron Paul	921,873	269,027	56,651	61,246	50	496,369

$714,088		
개별 시청자		

피드백	실제	한계값
관리자 하루 게시물	3.8	1
참여율	0%	5%
질문 게시물 퍼센트	28.95%	30%

담벼락

노키아 루미아710 사용자 입니다. 얼마전에 올레 듯 하다가 곧◆...
서정민

"We've been using Blitz to strategically grow our fan base. What we like most is their micro-targeting approach to drive the right fans and engagement, especially via Sponsored Stories to amplify our content. Our click-through rates are as high as half a percent and our page engagement levels are significantly higher than our competitors."
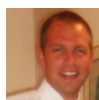
— **Tyler Durham**, *Digital Marketing Specialist, Texas Roadhouse*

Testimonials

"We couldn't have picked a brighter or more competent partner to help us drive our lead generation program. Blitz did a fabulous job."

— **Chris Lynde**, *SVP Directing Marketing Services, Equifax*

"Simply put Blitz is the future of local search. Its genius is in its simplicity."

— **Marcus Frind**, *CEO, Plenty of Fish*

"The value of learning about mobile Facebook ads from speaking with Dennis was worth more than the price of attending the conference."

— **Franco Puetz**, *Social Ad Manager for Veterans United Home Loans*

"One of the most brilliant ideas to come along to serve Boomers — and beyond — in a long while ."

— **Gillian Muessig**, *SEOmoz*

"Blitz is a really impressive, clean and easy way to track, analyze and make online marketing strategy plans."

— **Anna Marie**, *producer for Food Forward*

"Wow! This is incredible info."

— **Jason Miller**, *Social Media and Content Manager at Marketo*

"Blitz has really been a one-stop shop for me. They are amazing at marketing, but they are phenomenal at web development as well. Every time I send a request for a change or update, it always seems to happen within 24 hours or less! Their customer service is impeccable as well. My past experience with other marketing and web companies was quite the opposite. I'm a huge Blitz fan for life!"
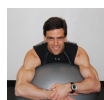
— **PJ Glassey**, *CEO, XGym*

Your Team

Dennis Yu
Architect
dennis@blitzmetrics.com

Dennis Yu has helped brands grow and measure their Facebook presence. He has spoken at Search Marketing Expo, Search Engine Strategies, Web 2.0, The American Marketing Association, PubCon, Conversational Commerce Conference, Pacific Conferences, HostingCon, Affiliate Summit, Affiliate Convention, UltraLight Startups, MIVA Merchant, and other venues. Yu has also counseled the Federal Trade Commission on privacy issues for social networks. Dennis has held leadership positions at Yahoo! and American Airlines. His educational background is Finance and Economics from Southern Methodist University and London School of Economics.

Mely Wilcox
Chief Financial Officer
mely@blitzmetrics.com

Mely Wilcox earned a JD in Criminal Law from Benemérita Universidad Autónoma de Puebla and became a Criminal Law Attorney in 1997. In 2004 she earned both US citizenship and a degree in construction project management from the Dunwoody institute in Minneapolis MN. She worked as a commercial Construction Project Manager at Kraus-Anderson Construction for several years before helping co-found BlitzMetrics. She is the mother of two boys, an avid runner, and enjoys learning new languages (her most recent challenge is Japanese).

Matt Prater
Senior Manager of Facebook Marketing
matthew.prater@blitzmetrics.com

Matt Prater spends his professional life managing Facebook marketing and working closely with brands such as The National Football League, Nike, MTV, and AT&T. His area of expertise includes ad campaign management and project development. He graduated from the University of Colorado, Boulder with degrees in Economics and Political Science. Outside of work, Matt is an avid tennis player and enjoys rock climbing, cycling, and travel.

Brynn Smith
Creative Director
brynn.smith@blitzmetrics.com

Brynn Smith has a passion for making complex problems easy to understand and graphically pleasing. At Blitz, she works to maximize the design of their marketing materials so they reach farther and stronger. Brynn has a BS in graphic design and is a collegiate All-American runner. In her spare time she spends her days living an active outdoor lifestyle with her husband, son and two dogs.
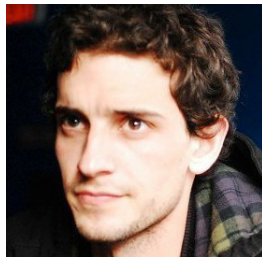
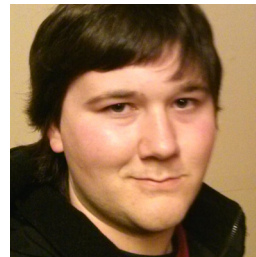**Travis King**
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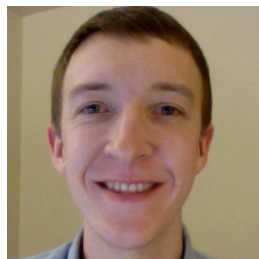cody.blair@blitzmetrics.com

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