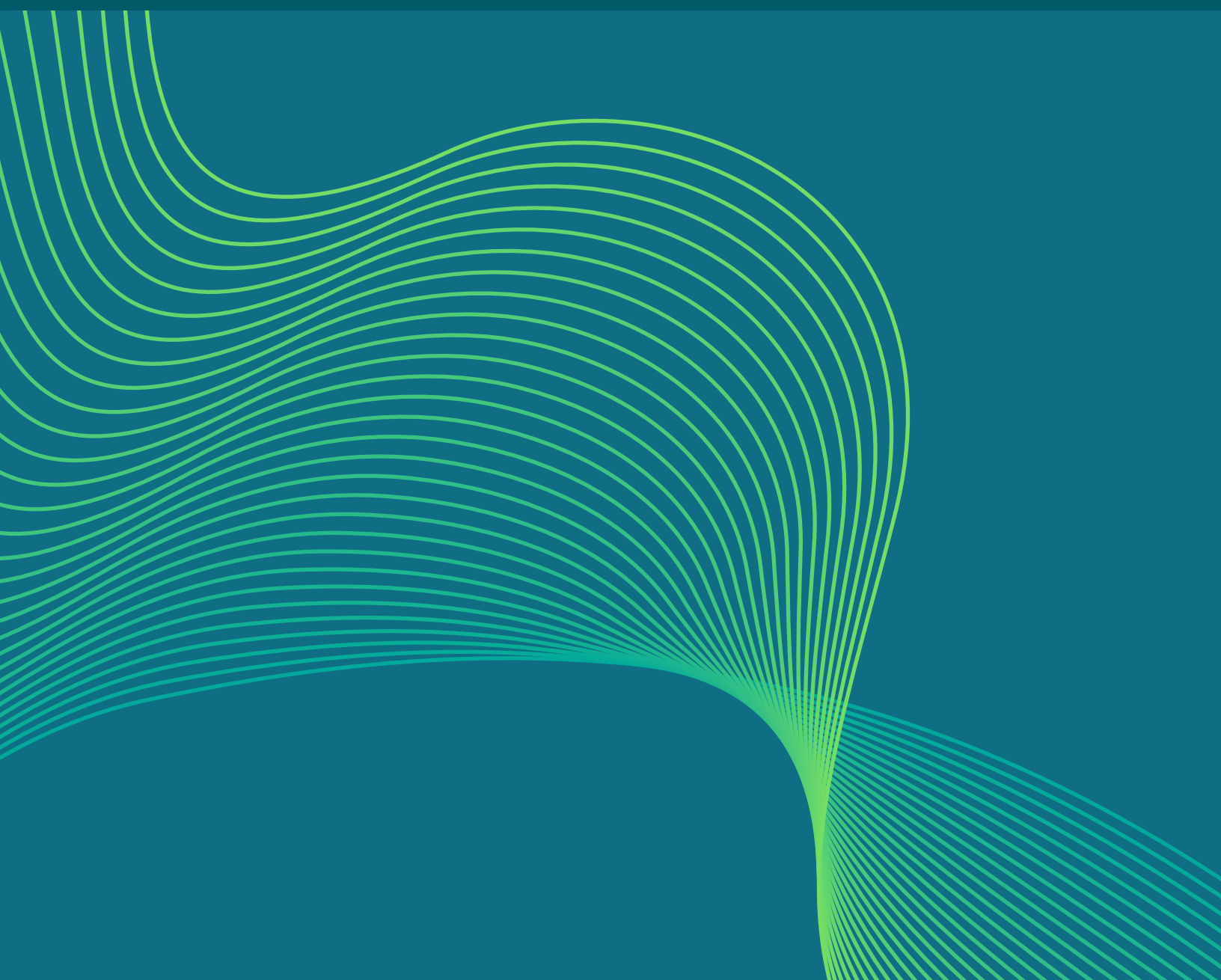


GET STARTED WITH

# Reporting & Analytics




# Reports Overview


---

## Your Reports

 Report Builder

## Internal Reports

 Engagement Report

 Team Report


 Task Performance Report

## Cross-Channel Reports

 Group Report


 Sent Messages Report

 Tag Report


 Google Analytics Report


## Twitter Reports

 Twitter Profiles Report

 Twitter Trends Report

 Twitter Comparison Report


 Twitter Keyword Report

 Twitter Bot Engagement


## Facebook Reports

 Facebook Pages Report

 Facebook Competitor Report


 Facebook Bot Engagement

## Instagram Reports

 Instagram Profiles Report

 Instagram Competitor Report

## LinkedIn Reports

 LinkedIn Company Pages Report

## Advocacy Reports

 Advocacy by Bambu



GETTING STARTED WITH THE

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# Report Builder

---

Create custom reports specific to your business needs  
and showcase the metrics that matter most.



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Click "Build Report" to start creating custom reports!

Need to access or edit saved reports? Custom reports live under Your Reports.

Use the Text widget to annotate your custom report—explain what the data means, include insights into what may have caused spikes or dips, or share any other details.

Reports Home

Your Reports +

**Build Report**

Custom Twitter Report

Internal Reports +

Cross-Channel +

Twitter +

Facebook +

Instagram +

LinkedIn Pages +

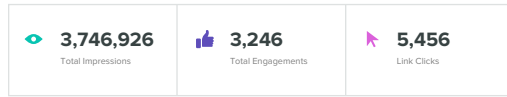
Customize Branding

### Custom Report Title

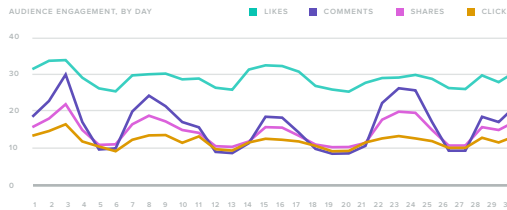
Description of your custom report.

Quickly send the report to your boss or schedule a future delivery to clients with a variety of export options.

#### Facebook Activity Overview



#### LinkedIn Engagement



| ENGAGEMENT METRICS       | TOTALS       |
|--------------------------|--------------|
| Likes                    | 994          |
| Comments                 | 256          |
| Shares                   | 427          |
| Other                    | 22           |
| <b>Total Engagements</b> | <b>1,699</b> |
| Engagements per Follower | 48           |
| Engagements per Share    | 23           |

The number of engagements increased by **▲ 0.8%** Since Last Month

The number of engagements per share decreased by **▼ 4.5%** Since Last Month

H1 H3 H4 H4 Bold Italic  
Here is a description about this section...

DATE RANGE  
Last Month | This Month | Last Week | This Week

05/01/2017 → 05/31/2017

CHOOSE PROFILES

- Twitter
- Facebook
- Instagram
- LinkedIn

Export

ADD WIDGETS

- Twitter
  - Facebook
  - Facebook Activity Overview
  - Audience Growth
  - Publishing Behavior
  - Top Posts
  - Page Impressions
  - Video Performance
  - Audience Engagement
  - Demographics
  - Facebook Stats by Page
  - Instagram
  - LinkedIn
  - Group
  - More
- Save
- Cancel

Easily combine insights from Sprout reports across networks and profiles to create a unique, cross-channel report.

Does your boss only care about audience growth? Is your client interested in top performing content? Choose report sections from the widget picker to showcase the data that is most important to your business.

Reorder to showcase important metrics first, or delete sections if needed.

Customize each report section by selecting/deselecting charts, tables and insights to focus on the data that tells your brand's story.

Twitter Engagement

ENGAGEMENTS PER DAY

Legend: REPLIES (green), RETWEETS (purple), FAVORITES (pink)

Y-axis: 0 to 400

X-axis: 1 to 18

Engagement Metrics Table:

| ENGAGEMENT METRICS         | TOTALS |
|----------------------------|--------|
| Replies                    | 2,081  |
| Retweets                   | 917    |
| Favorites                  | 2,081  |
| Engagements per follower   | 0.1    |
| Impressions per follower   | 9.4    |
| Engagements per Tweet      | 8.3    |
| Impressions per Tweet      | 759.9  |
| Engagements per Impression | 0.0    |

Insights:

- The number of engagements increased by **▲ 0.8%** Since Last Month
- The number of impressions per Tweet decreased by **▼ 0.6%** Since Last Month

Customize

- Chart
- Engagement Table
- Engagement Percentage Change
- Engagement Rate Table
- Engagement Percentage Rate Change

Close



GETTING STARTED WITH THE

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# Engagement Report

---

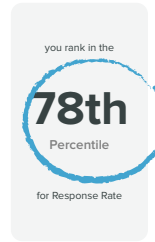
Dig into how well your company is engaging  
with Fans and Followers.



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View all profiles in your account or customize your report to meet your company's needs.

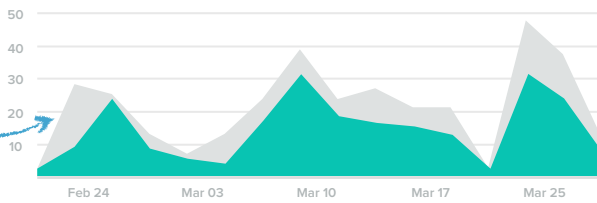
All Profiles  Customize Report



The higher the percentile, the better you stack up against similar profiles!

See how your brand's engagement compares to your peer group.

### Inbound vs. Replies

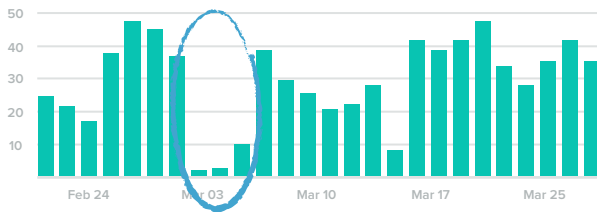


**1,440**  
Estimated Inbound

**1,246**  
Replies Sent

Quickly identify peaks (or valleys) in inbound messages.

### Inbound vs. Replies

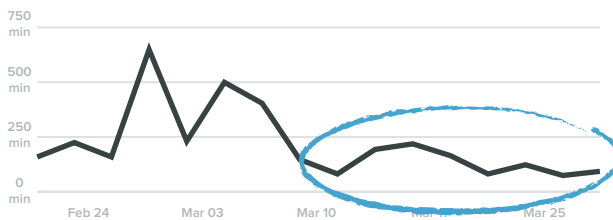


**62%**  
Response Rate

We use a proprietary algorithm to determine which messages need a response to measure how well you're engaging. Indicators include who, what, when, where, why, question marks and more.

Dive deeper into your recent response rate and times to uncover gaps in coverage...

### Daily Response Time



**67min**  
Avg Response Time

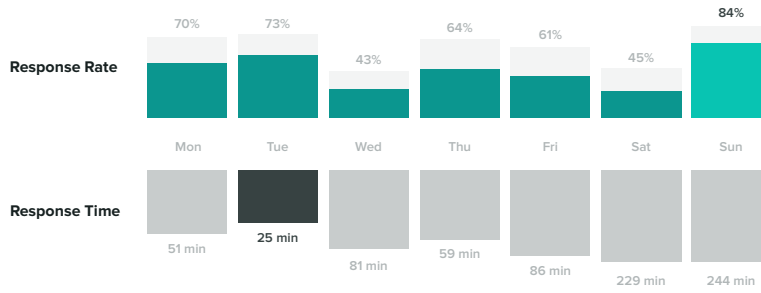
...or improved customer service.

### Time Distribution



Measure and understand your social media responsiveness so you can track improvement.

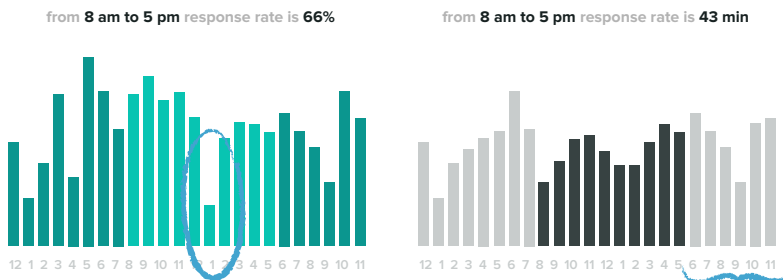
### By Day of Week



Compare the messages you should have responded to against those you actually did.

Pinpoint the times of day that you need to step up your responsiveness...

### By the Hour



...so you can allocate resources and manage workflow accordingly.



GETTING STARTED WITH THE

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# Team Report

---

Gather insights about your team's  
performance on social media.



**sprout**social



MySproutCoffee | Sprout Coffee Co | This Month | Export

## Team Report

About this Report

### Replies, by Team Member

ALL HOURS | BUSINESS HOURS | OFF HOURS

| Profile / Team Member | Total Replies | Reply Thread Size | Avg. Reply Time | Median Reply Time | Quickest Reply | Slowest Reply |
|-----------------------|---------------|-------------------|-----------------|-------------------|----------------|---------------|
| Darryl V.             | 31            | 3.4               | 6.6h            | 36 min            | 6 min          | 96 min        |
| Keenan S.             | 360           | 2.3               | 10.6h           | 36 min            | 6 min          | 96 min        |
| Kristin J.            | 31            | 3                 | 6.6h            | 36 min            | 6 min          | 96 min        |
| Tiffany B.            | 22            | 6                 | 48.2h           | 36 min            | 6 min          | 96 min        |

### Replies, by Profile, by Team Member

ALL HOURS | BUSINESS HOURS | OFF HOURS

| Profile / Team Member          | Total Replies | Reply Thread Size | Avg. Reply Time | Median Reply Time | Quickest Reply | Slowest Reply |
|--------------------------------|---------------|-------------------|-----------------|-------------------|----------------|---------------|
| Sprout Coffee Co. Company Page | 31            | 3.4               | 6.6h            | 36 min            | 6 min          | 96 min        |
| Keenan S.                      | 360           | 2.3               | 10.6h           | 36 min            | 6 min          | 96 min        |
| Darryl V.                      | 31            | 3                 | 6.6h            | 36 min            | 6 min          | 96 min        |
| Tiffany B.                     | 22            | 6                 | 48.2h           | 36 min            | 6 min          | 96 min        |

| Profile / Team Member             | Total Replies | Reply Thread Size | Avg. Reply Time | Median Reply Time | Quickest Reply | Slowest Reply |
|-----------------------------------|---------------|-------------------|-----------------|-------------------|----------------|---------------|
| Sprout Coffee Co. @MySproutCoffee | 31            | 3.4               | 6.6h            | 36 min            | 6 min          | 96 min        |
| Darryl V.                         | 360           | 2.3               | 10.6h           | 36 min            | 6 min          | 96 min        |
| Keenan S.                         | 31            | 3                 | 6.6h            | 36 min            | 6 min          | 96 min        |
| Kristin J.                        | 22            | 6                 | 48.2h           | 36 min            | 6 min          | 96 min        |

### Publishing, by Team Member

| Team Member | Total Posts | Daily Avg. | Replies | Reply to Post Ratio |
|-------------|-------------|------------|---------|---------------------|
| Darryl V.   | 1,169       | 38.97      | 697     | 82%                 |
| Keenan S.   | 864         | 21.8       | 354     | 43%                 |
| Kristin J.  | 804         | 18.74      | 206     | 27%                 |
| Tiffany B.  | 602         | 14.3       | 98      | 13%                 |

Use the profile picker to analyze team members assigned to specific accounts.

Use this table to better evaluate an agent's response efforts.

Analyze overall profile response totals and times...

Business Hours are dynamically calculated based on each user's set time zone to understand how each agent is performing during their shift.

Had an after-hours crisis? The Off Hours filter shows how team members handled communication.

...and dig into metrics at the agent-level to pinpoint opportunities for improvement.

Measure how efficiently each agent arrives at a resolution by tracking reply thread size.

Publishing focuses on preemptive (service announcements) and proactive (surprise and delight) messages.

Use the publishing section to keep track of which agents are handling this type of communication.



GETTING STARTED WITH THE

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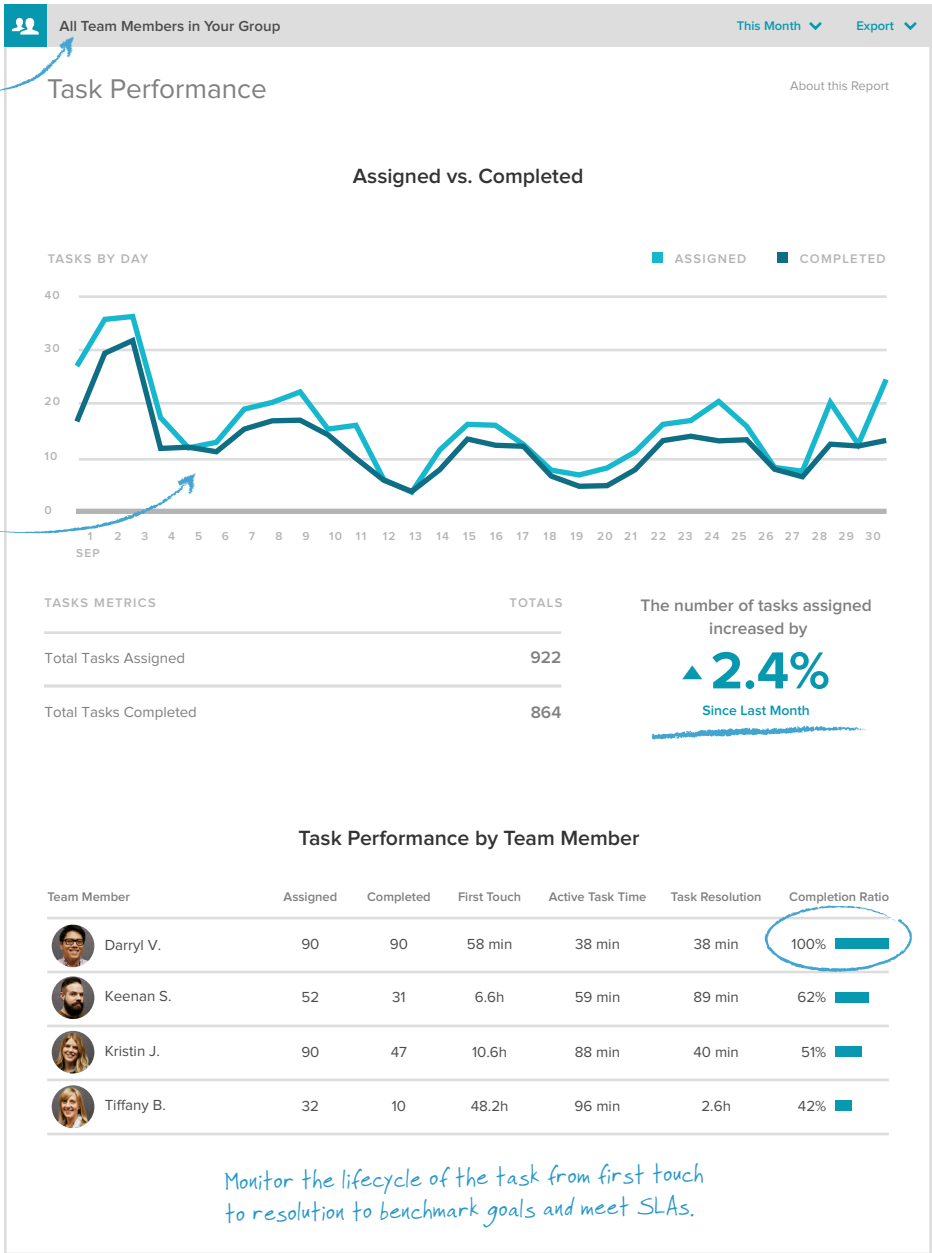
# Task Performance Report

---

Measure team and user productivity around  
the use of Tasks in the Smart Inbox.



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Analyze users across your account for a team-wide overview of productivity.

Quickly compare how many tasks are being assigned versus completed on a daily basis using the chart.

Is your business affected by seasonality? Use Tasks to understand if your team was more or less busy, comparatively. Understand if your team is delegating more or fewer Tasks in the Smart Inbox.

Track task performance at the user level to understand which team members are most-or least-efficient.

Monitor the lifecycle of the task from first touch to resolution to benchmark goals and meet SLAs.



GETTING STARTED WITH THE

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# Group Report

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Use this at-a-glance report to gain insight on the overall health of your Twitter, Facebook, Instagram and LinkedIn profiles.



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Review key metrics across Twitter, Facebook, Instagram and LinkedIn!

Quickly view the breakdown of how audience growth is trending across individual networks to determine how each is impacting the overall growth of your social community.

Compare published content from the Sent Messages Report to peaks and valleys in this chart to infer how your content influenced audience growth.

Understand your overall publishing habits...

Visualize message volume across all networks.

...and how your outgoing content impacts engagement from your audiences.

| AUDIENCE GROWTH METRICS  | TOTALS         | TREND         |
|--------------------------|----------------|---------------|
| <b>Total Fans</b>        | <b>145,764</b> | <b>▲ 0.3%</b> |
| New Facebook Fans        | 319            | ▼ 6.2%        |
| New Twitter Followers    | 1,227          | ▲ 1.5%        |
| New Instagram Followers  | 218            | ▲ 0.5%        |
| New LinkedIn Followers   | 324            | ▲ 1.2%        |
| <b>Total Fans Gained</b> | <b>2,088</b>   | <b>▼ 4.2%</b> |

Number of Net Likes increased by **▲ 0.4%** Since Last Month

| SENT MESSAGES METRICS      | TOTALS       | TREND         |
|----------------------------|--------------|---------------|
| Facebook Posts Sent        | 97           | ▼ 6.2%        |
| Twitter Messages Sent      | 1,541        | ▲ 1.9%        |
| Instagram Media Sent       | 71           | ▲ 1.5%        |
| LinkedIn Media Sent        | 34           | ▲ 1.7%        |
| <b>Total Messages Sent</b> | <b>1,651</b> | <b>▼ 4.2%</b> |

The number of messages you sent increased by **▲ 2.4%** Since Last Month

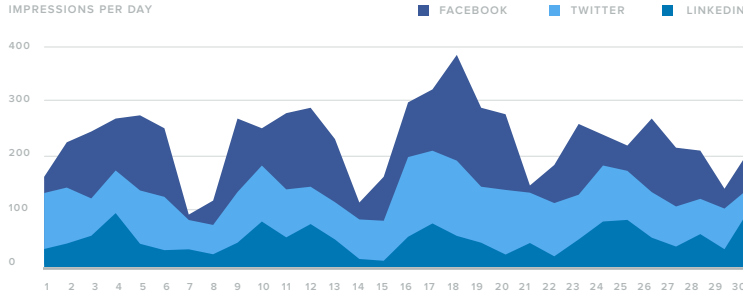
Quickly understand if you're meeting your publishing and engagement goals by analyzing trends in activity for each individual network and across all networks.

| RECEIVED MESSAGES METRICS      | TOTALS        | TREND         |
|--------------------------------|---------------|---------------|
| Facebook Messages Received     | 467           | ▼ 6.2%        |
| Twitter Messages Received      | 15,673        | ▲ 1.2%        |
| Instagram Comments Received    | 231           | ▲ 2.5%        |
| Linkedin Comments Received     | 165           | ▲ 1.5%        |
| <b>Total Messages Received</b> | <b>16,536</b> | <b>▼ 4.2%</b> |

The number of messages you received increased by

▲ **0.3%**  
Since Last Month

### Impressions



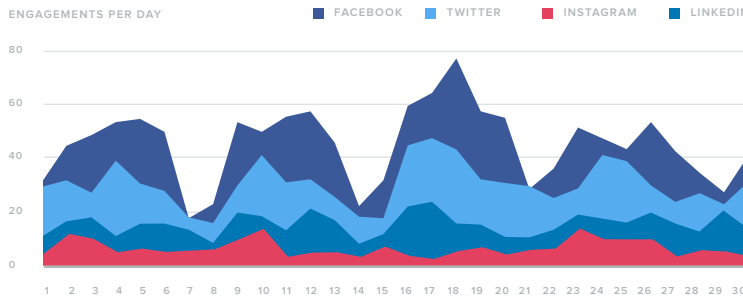
Visualize daily impressions and view total impressions for Facebook, Twitter and LinkedIn.

| IMPRESSIONS METRICS      | TOTALS         | TREND         |
|--------------------------|----------------|---------------|
| Facebook Impressions     | 62,081         | ▼ 6.2%        |
| Twitter Impressions      | 78,917         | ▲ 1.5%        |
| Linkedin Impressions     | 34,913         | ▲ 1.0%        |
| <b>Total Impressions</b> | <b>189,559</b> | <b>▼ 4.2%</b> |

The number of impressions decreased by

▼ **1.5%**  
Since Last Month

### Engagements



Running a campaign across networks? Use this chart to visualize which networks received the most engagements.

| ENGAGEMENT METRICS       | TOTALS       | TREND         |
|--------------------------|--------------|---------------|
| Facebook Engagements     | 2,081        | ▼ 6.2%        |
| Twitter Engagements      | 2,317        | ▲ 1.5%        |
| Instagram Engagements    | 917          | ▲ 0.5%        |
| LinkedIn Engagements     | 1,104        | ▲ 1.2%        |
| <b>Total Engagements</b> | <b>6,419</b> | <b>▼ 4.2%</b> |





The number of engagements decreased by

▼ **1.5%**  
Since Last Month

Make informed strategy decisions based on engagement trends by network.

Compare metrics by individual profile to quickly identify your healthiest networks.

### Stats by Profile/Page

| Profile/Page  | Total Fans/Followers | Fan/Follower Increase | Posts Sent | Impressions | Impressions per Post | Engagements | Engagements per Post | Post Clicks |
|---|----------------------|-----------------------|------------|-------------|----------------------|-------------|----------------------|-------------|
|  Sprout Coffee Co. Facebook Page | 44,425               | 6.5%                  | 56         | 439,425     | 7,847                | 2,081       | 37                   | 210         |
|  Sprout Coffee @MySproutCoffee   | 108,275              | 2.1%                  | 265        | 1,005,675   | 3,795                | 2,317       | 9                    | 47          |
|  Sprout Coffee MySproutCoffee    | 24,643               | 8.3%                  | 135        | 337,423     | 2,499                | 917         | 7                    | 34          |
|  Sprout Coffee Co. Company Page  | 38,675               | 3.2%                  | 30         | 20,425      | 680                  | 1,104       | 37                   | 70          |



GETTING STARTED WITH THE

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# Sent Messages Report

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This report tells you how every message performed so you can gain insight from your great (and not so great) content.



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This Week

| Date Sent  | Clicks | Responses | Reach |
|--|--------|-----------|-------|
| <p>Bring a buddy and get 10% off both your coffees every #TGIFriday<br/>(Tweet) by Darryl V. Mar 29 at 10:29 am</p>  | 500k   | 250k      | 1m    |
| <p>@JohnMayer will be playing out our SF coffee house <a href="https://bit.ly/aFSD83/">bit.ly/aFSD83/</a><br/>(Tweet) by Darryl V. Mar 28 at 6:29 pm</p>   | 467k   | 100k      | 899k  |
| <p>It's #SpringSale time! All mugs and travel cups on sale now.<br/>(Tweet) by Sarah M. Mar 28 at 1:15 pm</p>  | 567k   | 126k      | 880k  |
| <p><b>Holiday Campaign</b> Find out more about our <a href="https://bit.ly/ASF089">new range</a> <a href="https://bit.ly/ASF089">bit.ly/ASF089</a><br/>(Tweet) by Darryl V. Mar 27 at 10:29 am</p> | 345k   | 89k       | 785k  |
| <p>2 for on pastries all this week at your local Sprout #BOGO<br/>(Tweet) by Darryl V. Mar 26 at 5:45 pm</p>   | 129k   | 120k      | 456k  |
| <p>Clicks 129k<br/>Favorites 4k<br/>Responses 120k<br/>Retweets 115k<br/>Replies 34k<br/>Reach 456k</p> <p><a href="#">Send Again</a>   <a href="#">Remove from Twitter</a></p>                    |        |           |       |
| <p>We just opened a store in London. Check out @MySproutCoffeeUK<br/>(Tweet) by Sarah M. Mar 26 at 8:29 am</p>   | 223k   | 45k       | 201k  |
| <p>Tea Tuesdays are back! Buy a 16 oz tea and get 10% off.<br/>(Tweet) by Darryl V. Mar 25 at 10:29 am</p>   | 77k    | 67k       | 178k  |
| <p>Stop by after 2pm this Wed and get 15% off your coffee drink.<br/>(Tweet) by Darryl V. Mar 24 at 4:57 pm</p>  | 23k    | 3k        | 90k   |
| <p>Interested in helping your community? We can help <a href="https://bit.ly/asf6HJK">bit.ly/asf6HJK</a><br/>(Tweet) by Darryl V. Mar 24 at 9:29 am</p>  | 4k     | 2k        | 16k   |
| <p>Bring a buddy and get 10% off both your coffees every #TGIFriday</p>  | 1k     | 2k        | 2k    |

**Export**

**Twitter**

- Include DMs
- @MySproutCoffee
- @MySproutCoffeeNYC

**Facebook**

- Include PMs
- Include Comments
- Unpublished Posts
- Sprout Coffee Co.
- Sprout Coffee NYC

**Instagram**

- Include Comments
- MySprout Coffee
- MySproutCoffeeNYC

**LinkedIn**

- Include Comments
- Sprout Coffee Co.
- Sprout Coffee Co. NYC

**Google+**

- Include Comments
- Sprout Coffee Co.
- Sprout Coffee NYC

**Totals for This Week**

- Clicks 13,000
- Impressions 354
- Engagements 3,400,000

Tags help you understand how categorized content performed.

Easily send a high performing message or remove a sensitive message with the click of the mouse.

Use the timestamp to benchmark audience patterns.

Sprout Tip: Click on the desired engagement metric to sort posts.



GETTING STARTED WITH THE

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# Tag Report

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Use this report to monitor trends and analyze performance of tagged messages.



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Use the picker to select tags—both active and archived—specific to each Sprout group.

Visualize and filter which tags received the highest engagement; ideal for campaign-specific content.

View all tags for broad view of incoming message volume over time...

Are you using the same tag for incoming and published messages? The Stats by Tag section separates stats so you can compare sent and received message data.

Holiday Campaign
Memorial Day Sale
Fourth Flash Sale
4 More... ▾
This Month ▾
Export ▾

### Sent Metrics

IMPRESSIONS
ENGAGEMENTS
CLICKS

VOLUME, BY DAY

Holiday Campaign
Memorial Day Sale
Fourth Flash Sale
Summer Short Sales

Shipping Issue
Happy Customer
FAQs

### Received Messages

VOLUME, BY DAY

Holiday Campaign
Memorial Day Sale
Fourth Flash Sale
Summer Short Sales

Shipping Issue
Happy Customer
FAQs

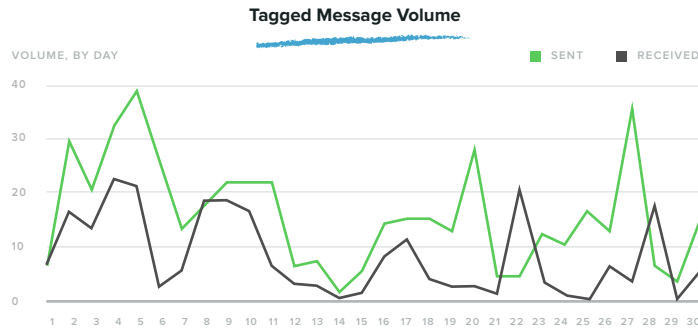
### Stats by Tag

| Tag   | Avg. Sent per Day | Total Sent | Avg. Received per Day | Total Received | Growth Trend |   |
|---|-------------------|------------|-----------------------|----------------|--------------|---|
| <span style="color: #00a0e3;">●</span> Memorial Day Sale  | 103               | 957        | 256                   | 7,680          | 10.5%        | ▾ |
| <span style="color: #00a0e3;">●</span> Fourth Flash Sale  | 45                | 321        | 67                    | 2,010          | -0.1%        | ▾ |
| <span style="color: #00a0e3;">●</span> Summer Short Sales | 70                | 784        | 89                    | 2,670          | 1.4%         | ▾ |
| <span style="color: #e91e63;">●</span> Shipping Issue     | 99                | 862        | 104                   | 3,120          | 3.9%         | ▾ |
| <span style="color: #e91e63;">●</span> Happy Customer     | 80                | 862        | 104                   | 2,730          | 3.9%         | ▾ |
| <span style="color: #e91e63;">●</span> FAQs               | 116               | 456        | 68                    | 2,040          | -18%         | ▾ |

...or filter to concentrate on a specific combination—like sentiment following a campaign or product launch.

View additional stats by keyword by clicking the arrow to expand the section.

| Tag              | Avg. Sent per Day | Total Sent | Avg. Received per Day | Total Received | Growth Trend |
|------------------|-------------------|------------|-----------------------|----------------|--------------|
| Holiday Campaign | 76                | 1,251      | 519                   | 15,596         | 4.8%         |



- ALL
- TWITTER**
- FACEBOOK
- INSTAGRAM
- GOOGLE+

SENT METRICS TOTALS

|                   |              |
|-------------------|--------------|
| <b>Total Sent</b> | <b>1,251</b> |
| Impressions       | 200,456      |
| Retweets          | 4,005        |
| Likes             | 3,780        |
| Clicks            | 4,788        |

RECEIVED METRICS TOTALS

|                          |               |
|--------------------------|---------------|
| Direct Messages Received | 567           |
| Mentions Received        | 7,044         |
| Retweets                 | 6,230         |
| Retweets with Comments   | 1,755         |
| New Follower Alerts      | 907           |
| <b>Total Received</b>    | <b>15,596</b> |

The number of engagements increased by

**▲ 4.8%**  
Since Last Month

...and quickly understand if engagement is up or down.

Total received volume has increased by

**▲ 0.4%**  
Since Last Month

**Holiday Campaign Most Commonly Used With**

| HOLIDAY CAMPAIGN USED WITH | USED TOGETHER |
|----------------------------|---------------|
| Shipping Issue             | 639           |
| Happy Customers            | 563           |
| FAQs                       | 316           |

DYK you can apply up to 20 tags to each message? Use this section to gain insight into tags commonly used together—great for tracking and determining sentiment!

Analyze aggregate engagement data across marketing campaigns and other published content in Sent Metrics...

Received Metrics shows the breakdown of various message types to which you're applying tags in the Smart Inbox.

Did you run a campaign? Experience a PR crisis or technical issue? Tagged Messages Volume helps you quickly pinpoint surges in tagged messages.

Dynamically update the chart by selecting a specific network or view volume across all networks.



GETTING STARTED WITH THE

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# Google Analytics Report

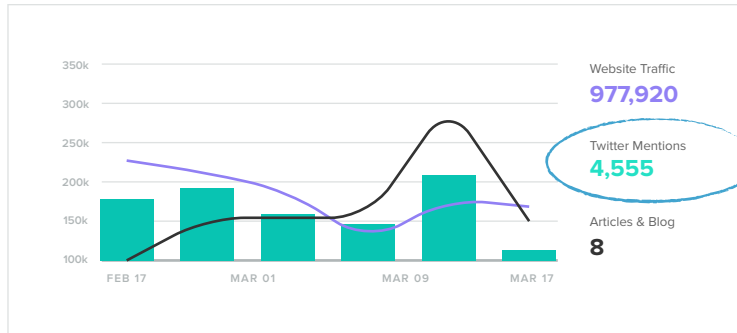
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View website traffic from a social lens for deeper insight  
on messages that drive acquisition.



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## Website vs. Social Report



Compare traffic driven by social and organic traffic.

Twitter Mentions only include Tweets with a link to your site.

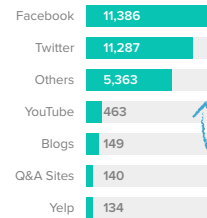
A chronological list of all your sent messages with a link to your site.

See what other sites are sending referral traffic!

ALL POSTS MY POSTS WEB

- MySproutCoffee**  
Bring a buddy and get 10% off both your coffees  
[bit.ly/aFSD83](https://bit.ly/aFSD83)  
(Tweet) by Darryl V. Mar 29 at 10:29 am
- MySproutCoffee**  
@JohnMayer will be playing out our SF coffee house  
[bit.ly/aFSD83](https://bit.ly/aFSD83)  
(Tweet) by Darryl V. Mar 28 at 6:29 pm
- MySproutCoffee**  
It's sale time! All mugs and travel cups on sale now  
[bit.ly/aFSD83](https://bit.ly/aFSD83)  
(Tweet) by Sarah M. Mar 28 at 1:15 pm
- MySproutCoffee**  
Interested in learning about our CEO? Read this:  
[bit.ly/ASFD89](https://bit.ly/ASFD89)  
(Tweet) by Darryl V. Mar 27 at 10:29 am
- MySproutCoffee**  
2 for on pastries all this week at your local Sprout  
[bit.ly/ASFD89](https://bit.ly/ASFD89)  
(Tweet) by Darryl V. Mar 26 at 5:45 pm
- MySproutCoffee**  
We just opened a store in London. Check it out  
[bit.ly/ASFD89](https://bit.ly/ASFD89)  
(Tweet) by Sarah M. Mar 26 at 8:29 am
- MySproutCoffee**  
Tea Tuesdays are back! Buy a tea and get 10% off  
[bit.ly/ASFD89](https://bit.ly/ASFD89)  
(Tweet) by Darryl V. Mar 25 at 10:29 am
- MySproutCoffee**  
Stop by after 2pm and get 15% off your coffee  
[bit.ly/ASFD89](https://bit.ly/ASFD89)  
(Tweet) by Darryl V. Mar 24 at 4:57 pm
- MySproutCoffee**  
Interested in helping your community? We can help  
[bit.ly/asf6HJK](https://bit.ly/asf6HJK)  
(Tweet) by Darryl V. Mar 24 at 9:29 am

## Social Traffic Sources



See which of your networks bring in the most clicks.

Refers to LinkedIn, Foursquare, reddit, Digg and more.



GETTING STARTED WITH THE

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# Twitter Profiles Report

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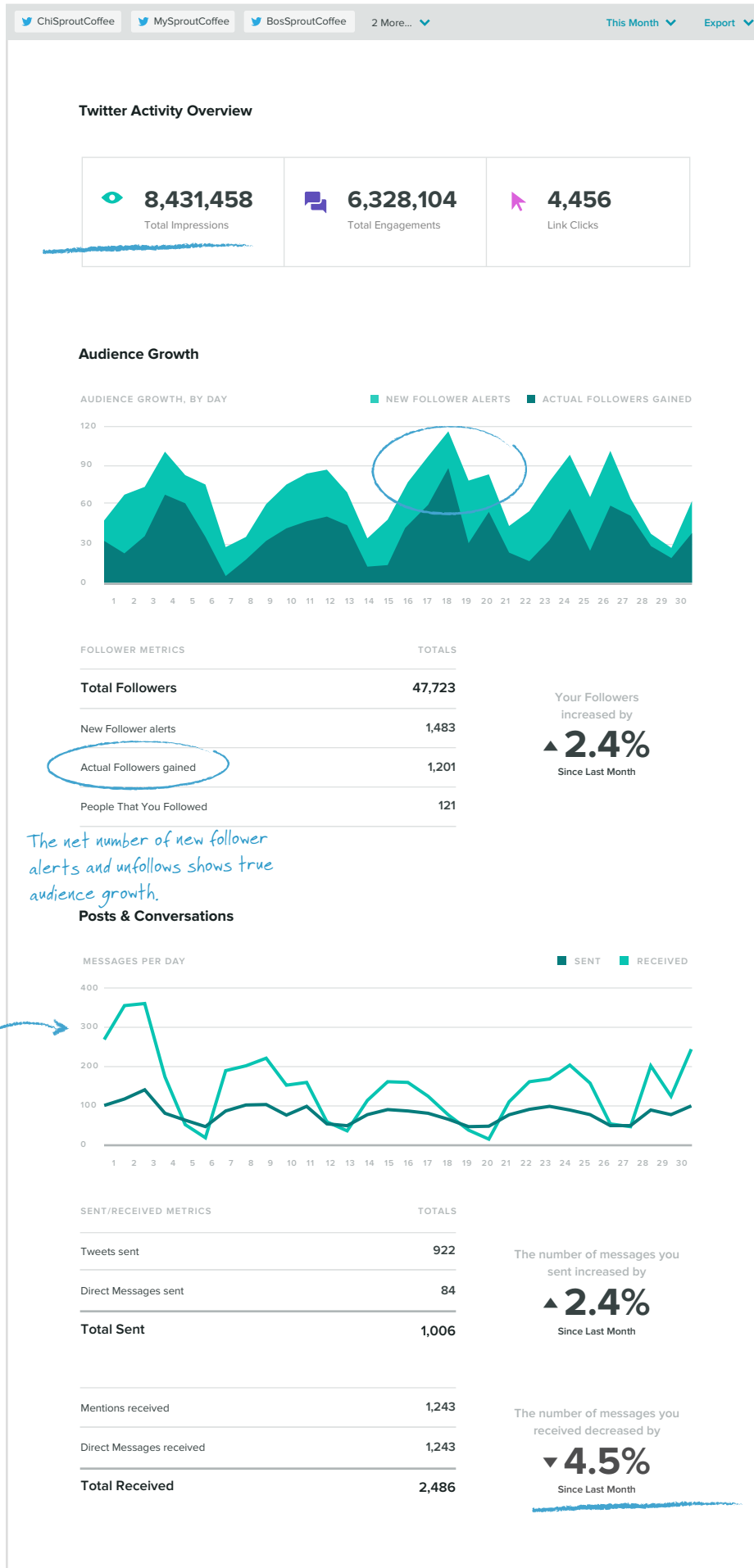
Track how well you communicate with your audience to  
determine Twitter performance.



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Add multiple profiles for big-picture insight into Twitter content and social performance.

See the number of times your content was actually seen on Twitter.



Determine the real value of a Tweet through a more holistic look into how your followers engage with your content.

Pinpoint content that drives audience growth (or decline) to adjust your strategy accordingly.

The net number of new follower alerts and unfollows shows true audience growth.

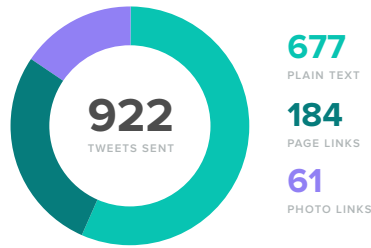
Hover over the line graphs to see the data breakdown on a given day.

Analyze the number of Tweets sent and received against your content strategy to drive growth and conversations.

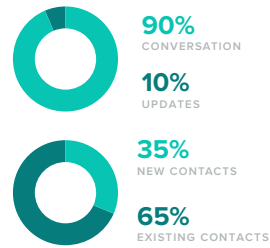


## Your Content & Engagement Habits

### SENT MESSAGE CONTENT



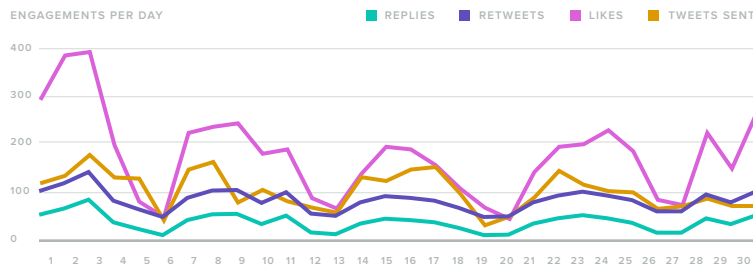
### YOUR TWEETING BEHAVIOR



Visualize trends in how your followers engage with your content.

## Audience Engagement

### ENGAGEMENTS PER DAY



### ENGAGEMENT METRICS

| ENGAGEMENT METRICS | TOTALS |
|--------------------|--------|
| Replies            | 2,081  |
| Retweets           | 917    |
| Favorites          | 2,081  |

The number of engagements increased by **▲ 0.8%** Since Last Month

Use breakdowns by follower to compare performance across date ranges and profiles with varying follower counts.

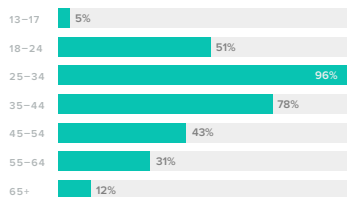
|                            |       |
|----------------------------|-------|
| Engagements per follower   | 0.1   |
| Impressions per follower   | 9.4   |
| Engagements per Tweet      | 8.3   |
| Impressions per Tweet      | 759.9 |
| Engagements per Impression | 0.0   |

The number of impressions per Tweet decreased by **▼ 0.6%** Since Last Month

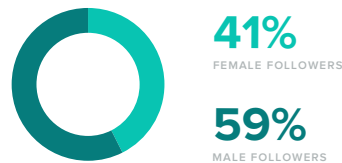
Hold yourself accountable to always engage with followers to give the best social experience.

## Audience Demographics

### FOLLOWERS BY AGE








### FOLLOWERS BY GENDER



Men between ages of 25-34 appear to be the leading force among your recent followers.

### Twitter Stats by Profile

| Twitter Profile  | Total Followers | Follower Growth | Impressions | Impressions per Follower | Engagements | Engagements per Follower | Retweets | Clicks |
|--|-----------------|-----------------|-------------|--------------------------|-------------|--------------------------|----------|--------|
|  @MySproutCoffee  | 44,425          | 6.5%            | 69,425      | 3.7                      | 986         | 4.2                      | 78       | 986    |
|  @ChiSproutCoffee | 4,425           | -4.4%           | 34,425      | 6.7                      | 986         | 1.2                      | 758      | 66     |
|  @BosSproutCoffee | 34,425          | 9.5%            | 54,425      | 3.7                      | 36          | 9.9                      | 34       | 986    |
|  @NYCSproutCoffee | 78,425          | 18.1%           | 34,425      | 6.7                      | 486         | 52.5                     | 478      | 56     |
|  @SFSproutCoffee  | 14,425          | -2.2%           | 67,425      | 3.3                      | 686         | 85.5                     | 489      | 986    |

Evaluate and benchmark efforts by comparing performance of individual profiles.





GETTING STARTED WITH THE

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# Trends Report

---

Gain insight to what is being said about  
your brand and who is saying it.



**sprout**social

A report for each of your handles!

Uncover products or services your customers are talking about.

Identify possible service issues.

Cafe Sprout Chicago @CafeSprout\_Chi

Based on 3,032 @mentions to @MySproutCoffee

Topics Mentioned with @MySproutCoffee

|   |            |
|---|------------|
| <b>coffee</b><br>hot delicious amazing perfect best | <b>567</b> |
| <b>order</b><br>wrong fast finally late messed      | <b>489</b> |
| <b>morning</b><br>start great perfect better worse  | <b>405</b> |
| <b>almond</b><br>milk latte delicious capp finally  | <b>398</b> |

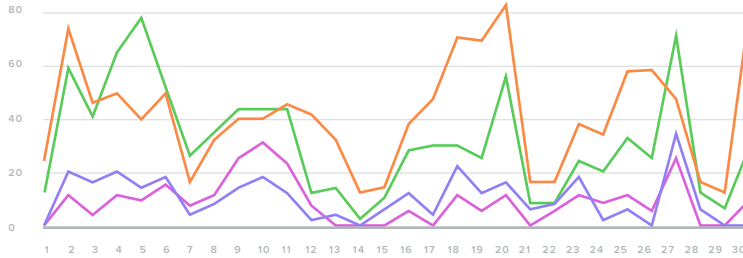
Hashtags Mentioned with @MySproutCoffee

|   |            |
|---|------------|
| <b>#sproutblend</b><br>coffee dark new flavorful delish | <b>586</b> |
| <b>#sproutfail</b><br>wrong order coffee today wake     | <b>544</b> |
| <b>#tired</b><br>fix caffeine need coffee addict        | <b>535</b> |
| <b>#daylightsavings</b><br>sucks hard tired dark sleep  | <b>489</b> |

SHOW ALL

...and identify opportunities to tie into timely events that align with your brand.

Topics & Hashtags Frequently Mentioned



See spikes around popular topics and hashtags associated with your brand to pinpoint correlations and relationships.

CHOOSE TOPICS

CHOOSE HASHTAGS

coffee     order     #sproutblend     #goodmorning  
 morning     almond     #daylightsavings     #tired

People & Brands Frequently Talking

|                                   |                                  |                                    |                                   |        |       |
|-----------------------------------|----------------------------------|------------------------------------|-----------------------------------|--------|-------|
| <br>@khkristin<br>2,631 Followers | <br>@smalladi<br>1,448 Followers | <br>@dada2three<br>1,448 Followers | <br>@sevdalija<br>1,448 Followers | <br>10 | <br>9 |
| <br>@rebecca<br>523 Followers     | <br>@janedoe<br>523 Followers    | <br>@jondoe<br>523 Followers       | <br>10                            | <br>9  | <br>8 |

Identify advocates and cultivate new social relationships.

People & Brands Frequently Mentioned

|  |                                   |                                   |                              |        |       |
|--|-----------------------------------|-----------------------------------|------------------------------|--------|-------|
| <br>@Intelligentsia<br>32.5k Followers | <br>@Starbucks<br>5.91m Followers | <br>@janedoe<br>523 Followers     | <br>@jondoe<br>523 Followers | <br>10 | <br>9 |
| <br>@DunkinDo...<br>522k Followers     | <br>@McDonalds<br>2.24m Followers | <br>@sevdalija<br>1,448 Followers | <br>10                       | <br>9  | <br>8 |

Uncover new competitors or partners to monitor on an ongoing basis through your brand keywords.



GETTING STARTED WITH THE

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# Twitter Comparison Report

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Keep tabs on your performance compared to competitors or other company profiles.



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Reports are unlimited so create as many as you need, as often as you like!



Engagement is based around conversation. Use this as a benchmark to set goals and standards.

Use breakdown data to get insight on what your competitors are doing to drive new followers and mentions.



GETTING STARTED WITH THE

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# Twitter Keyword Report

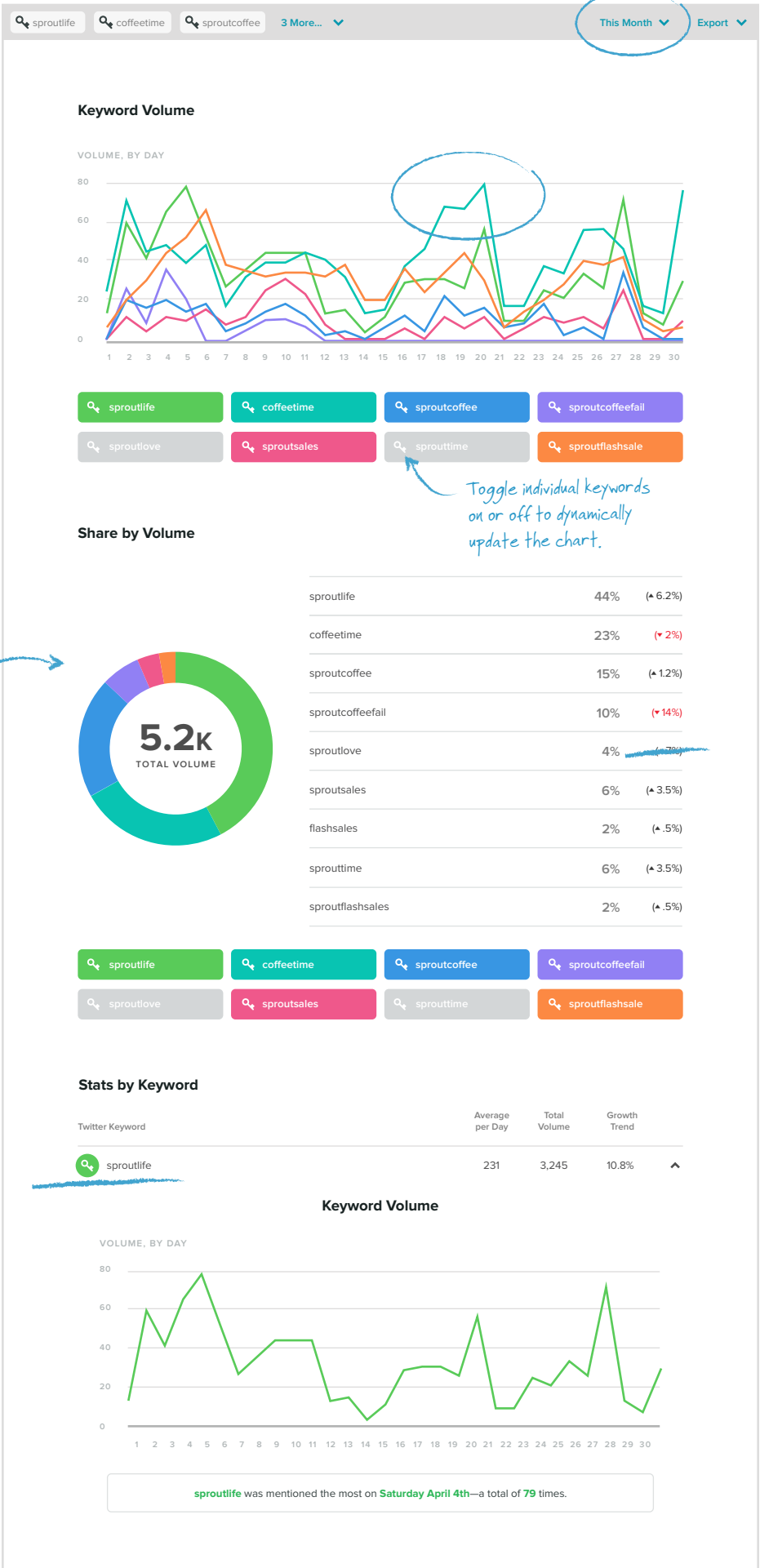
---

This report uncovers trends in Twitter traffic for any  
keyword, hashtag or complex query.



**sprout**social

Add keywords for your brand, your products, hashtag campaigns and more.



Select a date range whether current or further back in time.

Analyze volume by day to determine peak usage or trends over time.

Understand how a collection of keywords perform relative to each other.

Dig into individual stats per keyword and easily compare them all.

Toggle individual keywords on or off to dynamically update the chart.






See if share increased or decreased during the report period with trend data.

sproutlife was mentioned the most on Saturday April 4th—a total of 79 times.



## Stats by Keyword, Continued

### Sample Peak Day Tweets

|  |                      |              |                 |
|--|----------------------|--------------|-----------------|
|  <b>Darryl V. @themiddle</b><br>Best part of waking up is saying "hi" to everyone at my local Sprout Coffee #sproutlife<br>April 4 at 10:32 am                            | 468,934<br>Followers | 306<br>Likes | 214<br>Retweets |
|  <b>Tiffany B. @tiffany_sprout</b><br>Mocha white chocolate lattes from @MySproutCoffee are heavenly #sproutlife #myfav<br>April 4 at 10:32 am                            | 302,675<br>Followers | 306<br>Likes | 214<br>Retweets |
|  <b>Patrick C. @pcutty</b><br>Really into the new @MySproutCoffee sandwiches. The BLT is the perfect companion for my afternoon cofee #sproutlife<br>April 3 at 3:45 pm   | 2,973<br>Followers   | 14<br>Likes  | 3<br>Retweets   |
|  <b>Kristin J. @khkristin</b><br>Can't decide if I should be proud or ashamed that everyone at my local @MySproutCoffee knows my name...#sproutlife<br>April 2 at 9:03 am | 205,680<br>Followers | 26<br>Likes  | 36<br>Retweets  |
|  <b>Patrick C. @pcutty</b><br>Pretty sure that I'm not fully alive until I've had my morning coffee #sproutlife<br>April 1 at 8:55 am                                     | 556,500<br>Followers | 109<br>Likes | 87<br>Retweets  |

|  |     |        |       |   |
|--|-----|--------|-------|---|
|  coffeetime         | 34  | 1,005  | 2.1%  | ▼ |
|  sproutcoffee       | 343 | 5,689  | 12.3% | ▼ |
|  sproutcoffeefail   | 3   | 56     | .8%   | ▼ |
|  sproutlove         | 700 | 10,876 | 14.2% | ▼ |
|  sproutsales       | 405 | 7,809  | 9.3%  | ▼ |
|  sprouttime       | 700 | 10,876 | 14.2% | ▼ |
|  sproutflashsales | 405 | 7,809  | 9.3%  | ▼ |

Get a quick glimpse into what people were Tweeting about with your keywords.

Click to expand for more in-depth stats of how keywords performed.



GETTING STARTED WITH

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# Twitter Bot Engagement

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Analyze Twitter bot engagement and performance metrics to validate your strategy and identify opportunities to enhance workflows.



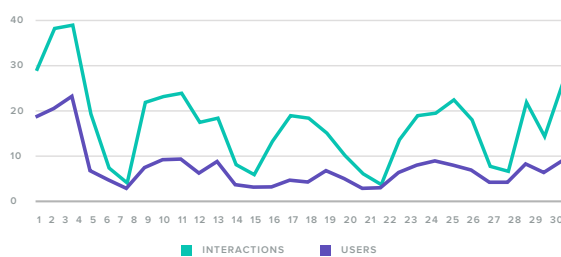
**sprout**social

## Twitter Bots

Analyze Twitter bots data at a granular level for deeper insights.

### Interactions

INTERACTIONS BY DAY

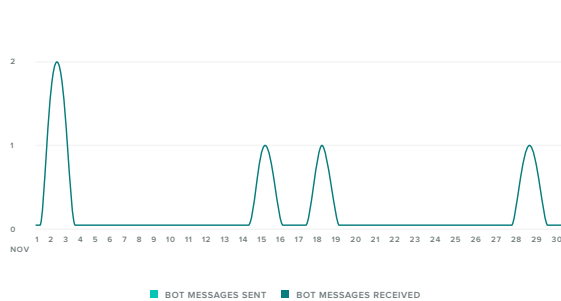


|                    |     |
|--------------------|-----|
| Total Interactions | 994 |
| Unique Users       | 156 |

The number of users increased by **▲ 1.8%** since previous month

### Bot Message Volumes

SENT MESSAGES BY DAY



| Sent Messages    | Totals |
|------------------|--------|
| Bot Message Sent | 10     |
| Welcome Messages | 5      |
| Auto Responses   | 5      |

The number of users increased by **▲ 1.8%** since previous month

| Sent Messages         | Totals |
|-----------------------|--------|
| All Received Messages | 20     |
| Quick Replies Clicked | 10     |
| Restart Command       | 10     |

The number of users increased by **▲ 25.0%** since previous month

### Bot Message Volumes

SENT MESSAGES BY DAY

|                             |   |
|-----------------------------|---|
| I'd like to buy beans!      | 2 |
| Dark Roast                  | 1 |
| Blends                      | 1 |
| Tea                         | 1 |
| My order was damaged.       | 0 |
| My order was wrong.         | 0 |
| My promo code didn't apply. | 0 |

Determine peak usage or trends over time and plan for spikes accordingly.

Measure the breakdown of received messages - Quick Replies vs. Restart Commands vs. Restart Button Clicks to uncover gaps in bot workflow.

Track how often users are restarting conversations with your chatbot.

#### DATE RANGE

Last Month | This Month | Last Week | This Week

12/01/2017 — 12/11/2017

#### CHOOSE PROFILES

Q

Twitter

#### PROFILES

- Sprout Coffee Co.
- Sprout Coffee Chicago
- Sprout Coffee SF
- Sprout Coffee NYC
- Sprout Coffee Boston

Duplicate & Edit

EXPORT

Maintain visibility on bot activity by sending or scheduling PDFs of report data to stakeholders.

Start to discern how share increases or decreases over time.

Understand which topics and content drive the most engagement for bot conversations through Quick Reply performance analysis.



GETTING STARTED WITH THE

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# Facebook Pages Report

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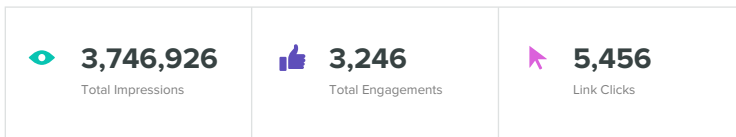
Analyze Facebook data to better understand  
the overall health of Pages.



**sprout**social

Use the profile picker to analyze multiple Facebook Pages for a big picture look at social efforts.

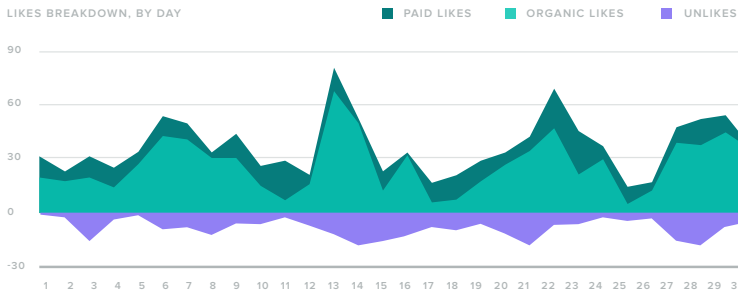
### Facebook Activity Overview



The Facebook Activity Overview section gives you a quick snapshot at content performance.

Want to share Facebook analytics and published content with your team? Export the report into a PDF with all messages included.

### Audience Growth

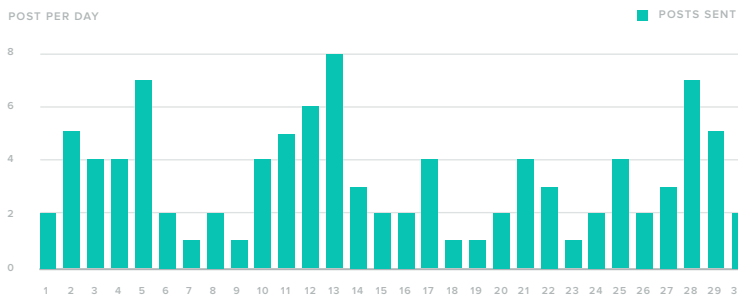


Understand how your audience is growing by analyzing paid versus organic likes, and comparing trends to the previous time period.

| AUDIENCE GROWTH METRICS | TOTALS         |
|-------------------------|----------------|
| <b>Total Fans</b>       | <b>247,723</b> |
| Paid Likes              | 639            |
| Organic Likes           | 568            |
| Unlikes                 | 132            |
| <b>Net Likes</b>        | <b>1,075</b>   |

Number of Net Likes increased by  
**▲ 0.4%**  
Since Last Month

### Publishing Behavior









| PUBLISHING METRICS | TOTALS     |
|--------------------|------------|
| Links              | 74         |
| Photos             | 53         |
| Videos             | 8          |
| Plain Text         | 18         |
| <b>Total Posts</b> | <b>153</b> |

The number of posts you sent increased by  
**▲ 2.4%**  
Since Last Month

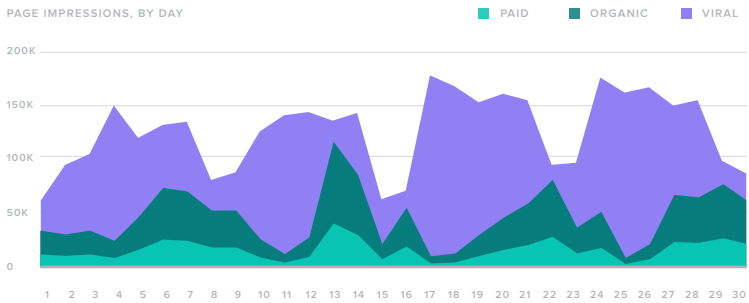
Use Publishing Metrics roundup to understand the types of content your team is pushing out.

### Top Performing Posts

| POST  | REACTIONS | COMMENTS | ENGAGE | REACH  |
|---|-----------|----------|--------|--------|
|  <b>Sprout Coffee Co.</b><br>Curious about the caffeine content in various bean roasts? We've created a handy chart:<br><a href="http://bit.ly/Nn7lkV">http://bit.ly/Nn7lkV</a><br>Post by Darryl V. May 12 at 10:29 am                                      | 159       | 59       | 354    | 15,947 |
|  <b>Sprout Coffee Chicago</b><br>Our annual latte art competition is going on this weekend in Lincoln Park. Stop by!<br><br>Post by Darryl V. May 14 at 8:09 am             | 300       | 99       | 456    | 17,002 |
|  <b>Sprout Coffee Co.</b><br>Guess what? The bring a buddy sale is back on! Check out the link below for all the details.<br><a href="http://bit.ly/Nn7lkV">http://bit.ly/Nn7lkV</a><br>Post by Darryl V. May 15 at 4:45 pm                                  | 34        | 13       | 102    | 2,097  |
|  <b>Sprout Coffee NYC</b><br>New York fashion week is upon us. Make sure that you have the fuel you need to make it through all of the upcoming...<br><a href="http://bit.ly/Nn7lkV">http://bit.ly/Nn7lkV</a><br>Post by Darryl V. May 20 at 3:21 pm         | 278       | 89       | 555    | 20,947 |
|  <b>Sprout Coffee SF</b><br>We're hiring! That's right, we've opened a wave of new stores throughout the San Francisco area. Check the link below for...<br><a href="http://bit.ly/Nn7lkV">http://bit.ly/Nn7lkV</a><br>Post by Darryl V. May 29 at 11:05 am | 87        | 26       | 112    | 10,113 |

[VIEW FULL SENT MESSAGES REPORT](#)

### Page Impressions



| IMPRESSION METRICS       | TOTALS           |
|--------------------------|------------------|
| Organic Impressions      | 31,224           |
| Viral Impressions        | 33,979           |
| Paid Impressions         | 3,679,469        |
| <b>Total Impressions</b> | <b>3,746,926</b> |

Total Impressions  
Decreased by  
**▼1.5%**  
Since Last Month

Analyze your top published content or go straight to the full Sent Messages Report to view more messages.

Viral impressions: The number of times any organic content associated with your page was shared by third parties and subsequently generated impressions of your page.

Is your audience actually watching your videos? Use Video Performance data to find out.

### Video Performance

VIEW METRICS



4.2k  
ORGANIC FULL

2.3k  
ORGANIC PARTIAL

2.1k  
PAID FULL

993  
PAID PARTIAL

VIEWING BREAKDOWN



68%  
ORGANIC VIEWS



32%  
PAID VIEWS

83%  
CLICK PLAYS

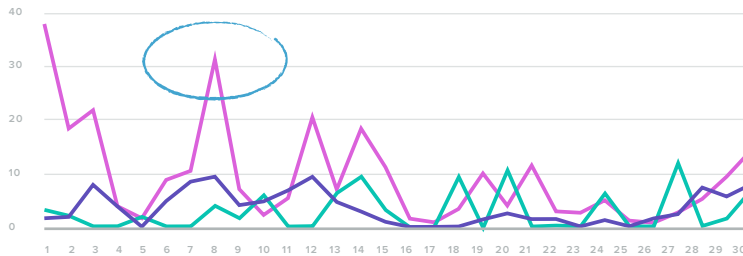
17%  
AUTO PLAYS

A full view is 30 seconds or complete.

### Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY

REACTIONS COMMENTS SHARES



Monitor peaks and valleys to keep track of content that generates—or doesn't—engagement from your audience.

ACTION METRICS

TOTALS

|                          |              |
|--------------------------|--------------|
| Reactions                | 1,270        |
| Comments                 | 120          |
| Shares                   | 340          |
| <b>Total Engagements</b> | <b>1,730</b> |

Total Engagements decreased by  
**▼1.9%**  
Since Last Month

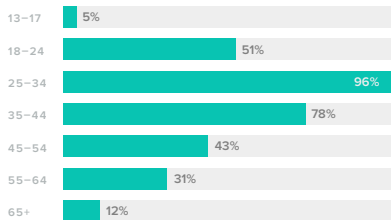
### Demographics

PAGE FANS

PEOPLE REACHED

PEOPLE ENGAGED

BY AGE



BY GENDER



47.3%  
FEMALE FANS






52.7%  
MALE FANS

Click the filters of specific audience types for more targeted demographic analysis.

Men between ages of 25-34 have a higher potential to see your content or visit your Page.

### Demographics, continued

#### TOP COUNTRIES

|  |                |
|--|----------------|
|  <b>United States</b> | <b>365,943</b> |
|  United Kingdom       | <b>2,965</b>   |
|  Canada               | <b>2,547</b>   |
|  Australia            | <b>1,698</b>   |
|  Mexico               | <b>1,361</b>   |





#### TOP CITIES

|                                 |              |
|---------------------------------|--------------|
| <b>Chicago, IL</b>              | <b>1,647</b> |
| London, England, United Kingdom | <b>801</b>   |
| Los Angeles, CA                 | <b>687</b>   |
| New York, NY                    | <b>681</b>   |
| Mexico City, Mexico             | <b>469</b>   |

SHOW MORE RESULTS

← Looking for additional geographic data? Click here.

### Facebook Stats by Page

| Facebook Page   | Total Fans | Fan Increase | Posts Sent | Impressions | Impressions per Post | Engagements | Engagements per Post | Post Clicks |
|---|------------|--------------|------------|-------------|----------------------|-------------|----------------------|-------------|
|  Sprout Coffee Co.   | 104,175    | 6.5%         | 235        | 1,036,731   | 4,411                | 2,986       | 12.7                 | 986         |
|  Sprout Coffee NYC   | 44,425     | 8.7%         | 267        | 945,001     | 3,539                | 1,891       | 13.2                 | 873         |
|  Sprout Coffee SF   | 35,118     | 3.2%         | 212        | 609,425     | 2,874                | 1,502       | 7.1                  | 333         |
|  Sprout Coffee Chi | 64,005     | 4.9%         | 306        | 1,155,769   | 3,777                | 1,899       | 6.2                  | 556         |

Evaluate and benchmark efforts by comparing performance across multiple Pages.





GETTING STARTED WITH THE

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# Facebook Competitor Report

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Keep tabs on your Page's performance compared to  
competitors or other company Pages.



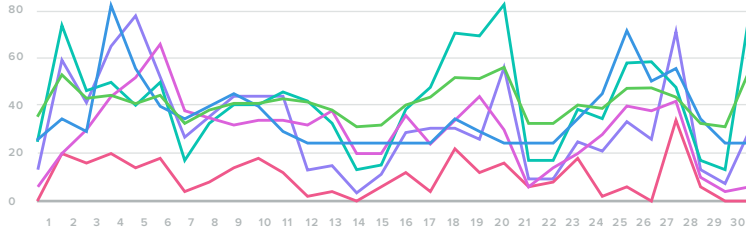
**sprout**social

Add competitor Pages or Pages from a portfolio of related brands.

### Facebook Competitors Report

#### Audience Growth

FANS GAINED, BY DAY



Competitor filters: Competitor Average, Sprout Coffee Co. Company Page, Acme Coffee Company Page, Donuts & Coffee Company Page, The Coffee Shack Company Page, Cafe Society Company Page, Coffee First Company Page, Free Coffee Company Page.

Toggle filters on and off to target your Page's growth compared to primary or secondary competitors.

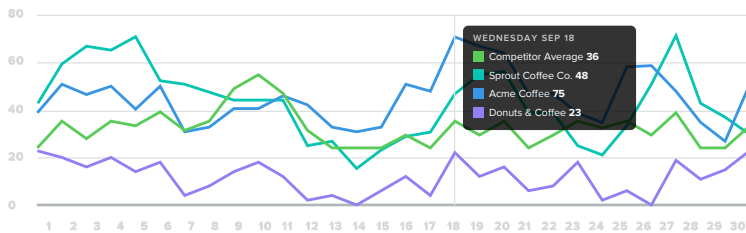
| Facebook Page      | Total Fans | Fans Gained | Fan Growth |
|--------------------|------------|-------------|------------|
| Competitor Average | 43,091     | 154         | 3.5%       |
| Sprout Coffee Co.  | 44,425     | 203         | 6.5%       |
| Acme Coffee        | 48,425     | 85          | -4.4%      |
| Donuts & Coffee    | 34,425     | 123         | 9.5%       |
| The Coffee Shack   | 78,425     | 307         | 18.1%      |
| Cafe Society       | 14,425     | 165         | -2.2%      |
| Coffee First       | 4,425      | 73          | 6.2%       |
| Free Coffee        | 3,874      | 71          | 1.2%       |

Quickly compare fan growth to understand how your Page stacks up against others.

#### Message Volumes

SENT MESSAGES RECEIVED MESSAGES

MESSAGES, BY DAY



Visualize inbound and outbound message trends using the Sent Messages and Received Messages filters.

Hover over the chart to view metrics for a specific day.


Competitor filters: Competitor Average, Sprout Coffee Co. Company Page, Acme Coffee Company Page, Donuts & Coffee Company Page, The Coffee Shack Company Page, Cafe Society Company Page, Coffee First Company Page, Free Coffee Company Page.

### Stats by Page

| Facebook Page      | Messages Sent | Messages Received | Post Breakdown          | Engagements | Engagements Per Post |
|--------------------|---------------|-------------------|-------------------------|-------------|----------------------|
| Competitor Average | 48,425        | 32,542            | T 203<br>M 268<br>C 145 | 43,986      | 43,986               |
| Sprout Coffee Co.  | 44,425        | 35,982            | T 451<br>M 478<br>C 222 | 39,986      | 39,986               |

Set Page goals using the Competitor Average for publishing and engagement efforts.

### Top Posts, by Reactions

| Post   | Reactions | Comments | Shares                  |        |        |
|--|-----------|----------|-------------------------|--------|--------|
| <b>Sprout Coffee Co.</b><br>Guess what? The annual #FlashSale is upon us! That means that everything on our website is 20% off.<br><small>(Post) September 4 at 10:32 am</small>   | 891       | 290      | 781                     |        |        |
| <b>Sprout Coffee Co.</b><br>Are you looking for a vibrant and successful career in coffee? We are hiring in all of our NYC offices <a href="https://bit.ly/Nn7ikV">bit.ly/Nn7ikV</a><br><small>(Post) September 10 at 3:05 pm</small>  | 678       | 283      | 600                     |        |        |
| <b>Sprout Coffee Co.</b><br>We are excited to announce our new line of premium coffees. Rich and bold tastes from South America: <a href="https://bit.ly/Nn7ikV">bit.ly/Nn7ikV</a><br><small>(Post) September 6 at 9:45 am</small>   | 561       | 106      | 433                     |        |        |
| <b>Sprout Coffee Co.</b><br>Bring a friend after 3pm and get 30% off a second coffee when you purchase a large coffee and pastry.<br><small>(Post) September 23 at 12:03 pm</small>  | 399       | 63       | 340                     |        |        |
| <b>Sprout Coffee Co.</b><br>Do you know what pairs well with a beautiful sunny day? A nice ice cold coffee from Sprout Coffee Co. Stop by for 15% off today.<br><br><small>(Post) September 21 at 3:06 am</small> | 237       | 104      | 214                     |        |        |
| Acme Coffee  | 48,425    | 42,091   | T 104<br>M 277<br>C 143 | 43,986 | 43,986 |
| Donuts & Coffee  | 34,425    | 28,982   | T 270<br>M 341<br>C 203 | 33,36  | 33,36  |
| The Coffee Shack   | 78,425    | 105,092  | T 401<br>M 456<br>C 300 | 65,486 | 65,486 |
| Cafe Society   | 14,425    | 13,941   | T 389<br>M 302<br>C 225 | 10,686 | 10,686 |
| Coffee First   | 4,425     | 5,872    | T 98<br>M 197<br>C 87   | 2,987  | 2,987  |
| Free Coffee  | 3,874     | 2,542    | T 76<br>M 66<br>C 100   | 2,352  | 2,352  |

Dig into engagement metrics of your competitor's top posts.



GETTING STARTED WITH

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# Facebook Bot Engagement

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Analyze Facebook bot engagement and performance metrics to validate your strategy and identify opportunities to enhance workflows.



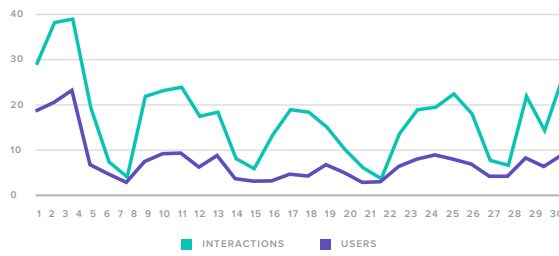
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# Facebook Bots

Analyze Facebook bots data at a granular level for deeper insights.

## Interactions

INTERACTIONS BY DAY



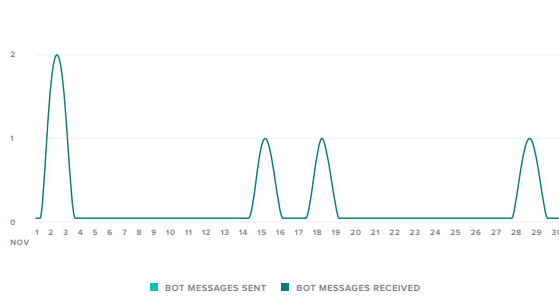
Determine peak usage or trends over time and plan for spikes accordingly.

|                   |     |
|-------------------|-----|
| Total Iteractions | 994 |
| Unique Users      | 156 |

The number of users increased by **▲ 1.8%** since previous month

## Bot Message Volumes

SENT MESSAGES BY DAY



Measure the breakdown of received messages - Quick Replies vs. Restart Commands vs. Restart Button Clicks to uncover gaps in bot workflow.

| Sent Messages                | Totals    |
|------------------------------|-----------|
| <b>Bot Message Sent</b>      | <b>10</b> |
| Welcome Messages             | 5         |
| Auto Responses               | 5         |
| <b>Received Messages</b>     |           |
| <b>All Received Messages</b> | <b>20</b> |
| Quick Replies Clicked        | 10        |
| Restart Command              | 9         |
| Restart Button Clicks        | 10        |
| Get Started Button Clicks    | 9         |

The number of users increased by **▲ 1.8%** since previous month

The number of users increased by **▲ 25.0%** since previous month

## Bot Message Volumes

SENT MESSAGES BY DAY

|                             |   |
|-----------------------------|---|
| I'd like to buy beans!      | 2 |
| Dark Roast                  | 1 |
| Blends                      | 1 |
| Tea                         | 1 |
| My order was damaged.       | 0 |
| My order was wrong.         | 0 |
| My promo code didn't apply. | 0 |

Track how often users are restarting conversations with your chatbot.

### DATE RANGE

Last Month | This Month | Last Week | This Week

12/01/2017 — 12/11/2017

### CHOOSE PROFILES

Facebook

### PROFILES

- Sprout Coffee Co.
- Sprout Coffee Chicago
- Sprout Coffee SF
- Sprout Coffee NYC
- Sprout Coffee Boston

Duplicate & Edit

EXPORT

Maintain visibility on bot activity by sending or scheduling PDFs of report data to stakeholders.

Start to discern how share increases or decreases over time.

Understand which topics and content drive the most engagement for bot conversations through Quick Reply performance analysis.



GETTING STARTED WITH THE

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# Instagram Profiles Report

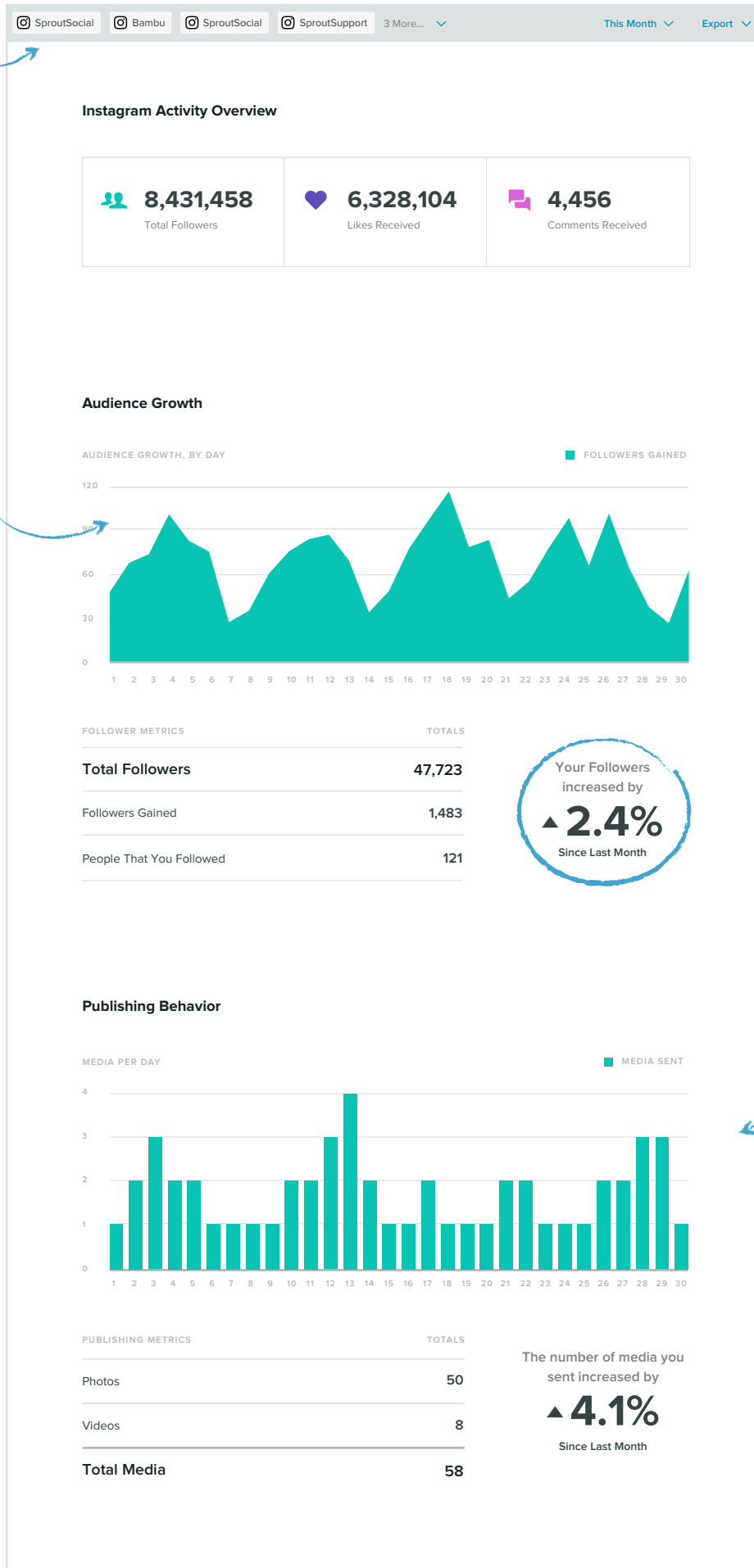
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Determine the success of your content and make  
informed strategy decisions.



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Add multiple profiles for big-picture insight into Instagram content and social performance.



Peaks and valleys give insight into how content drives growth.

Quickly understand performance trends based on the report period.

Project or demonstrate if your brand's publishing goals are being met.

Get a snapshot of your most engaged media then review the comprehensive list from the Sent Messages Report.

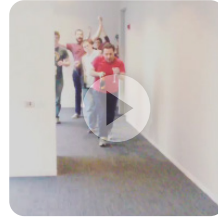
### Top Instagram Posts



@SproutCoffee  
425 Engagements



@SproutCoffeeNYC  
312 Engagements



@SproutCoffeeCHI  
153 Engagements

### Outbound Hashtag Performance

#### MOST USED HASHTAGS

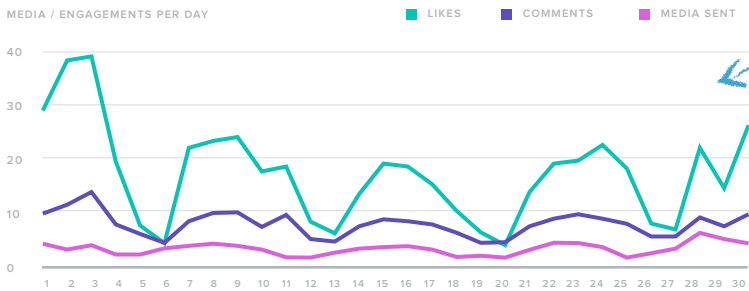
|                   |     |
|-------------------|-----|
| #sproutcoffeeco   | 154 |
| #dobreakfastright | 130 |
| #mysproutcoffee   | 122 |
| #sproutcoffee     | 93  |
| #latteart         | 67  |
| #sproutjava       | 32  |
| #sprout           | 13  |
| #sproutperks      | 6   |

#### MOST ENGAGED HASHTAGS

|                   |      |
|-------------------|------|
| #sproutcoffee     | 1167 |
| #sproutcoffeeco   | 1126 |
| #mysproutcoffee   | 1117 |
| #dobreakfastright | 168  |
| #sproutperks      | 160  |
| #sprout           | 144  |
| #latteart         | 106  |
| #sproutsundays    | 102  |

Compare which hashtags you use the most to the ones that get the most attention.

### Audience Engagement



Understand how and when your audience is engaging with your content to maximize results.

| ENGAGEMENT METRICS       | TOTALS       |
|--------------------------|--------------|
| Likes Received           | 994          |
| Comments Received        | 156          |
| <b>Total Engagements</b> | <b>1,150</b> |
| Engagements per Follower | 48           |
| Engagements per Media    | 23           |

The number of engagements increased by **▲ 0.8%** Since Last Month

The number of engagements per media decreased by **▼ 4.5%** Since Last Month








Keep tabs on top users that are interacting with your content.

### Top Influencers Engaged



Compare profiles to uncover opportunities for improved content and engagement for overall success.

### Instagram Stats by Profile

| Instagram Profile  | Total Followers | Follower Increase | Followers Gained | Media Sent | Comments Sent | Total Engagements | Engagements per Follower | Engagements per Media |
|--|-----------------|-------------------|------------------|------------|---------------|-------------------|--------------------------|-----------------------|
|  @MySproutCoffee  | 34,421          | 18%               | 34               | 34         | 5             | 879               | 45                       | 3.85                  |
|  @SproutCoffeeNYC | 33,453          | 18%               | 46               | 45         | 4             | 901               | 101                      | 9.65                  |
|  @SproutCoffeeCHI | 56,425          | 18%               | 47               | 35         | 18            | 700               | 67                       | 9.85                  |
|  @SproutCoffeeBOS | 34,425          | 18%               | 79               | 46         | 13            | 651               | 80                       | 7.85                  |
|  @SproutCoffeeSF  | 94,427          | 18%               | 135              | 69         | 4             | 879               | 45                       | 9.65                  |

VS

GETTING STARTED WITH THE

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# Instagram Competitor Report

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Keep tabs on your profile's performance compared to competitors or other company profiles.



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Add competitor profiles or profiles from a portfolio of related brands.

Get a peek into follower health with this comparison snapshot...

Toggle filters on and off to target your profile's growth compared to primary or secondary competitors.



...then dig in using the Audience Growth section.

Quickly compare follower growth to understand how your profile stacks up against others.

Sprout Tip: Hover over the chart to view metrics for a specific day.

### Stats by Profile

| Instagram Profile  | Media Sent | Media Breakdown | Comments   | Likes  | Most Used Hashtags                        |
|--------------------|------------|-----------------|------------|--------|---|
| Competitor Average | 48,425     | 32,542          | 268<br>145 | 43,986 | #pumpkinspice<br>#PSL<br>#coffeelove      |
| Sprout Coffee Co.  | 44,425     | 35,982          | 451<br>478 | 39,986 | #coffeelove<br>#freefriday<br>#sproutlove |

Visualize published media trends to keep tabs on social campaigns, promotions and more.

Benchmark your engagement goals with a roll-up average of Comments and Likes for the selected set of competitors.

### Most Popular Media by Sprout Coffee Co.



@MySproutCoffee  
425 Engagements

@MySproutCoffee  
312 Engagements

@MySproutCoffee  
153 Engagements

View most popular media to understand which posts drove the highest audience engagement.

|                  |        |         |            |        |  |
|------------------|--------|---------|------------|--------|--|
| Acme Coffee      | 48,425 | 42,091  | 104<br>277 | 43,986 | #acmecoffee<br>#coffeeaddict<br>#PSL         |
| Donuts & Coffee  | 34,425 | 28,982  | 270<br>341 | 33,36  | #donutscoffee<br>#dodonuts<br>#coffeeaddict  |
| The Coffee Shack | 78,425 | 105,092 | 401<br>456 | 65,486 | #theshack<br>#coffeehack<br>#yumcoffee       |
| Cafe Society     | 14,425 | 13,941  | 389<br>302 | 10,686 | #cafesociety<br>#societygal<br>#coffeefriend |
| Coffee First     | 4,425  | 5,872   | 98<br>197  | 2,987  | #coffeefirst<br>#coffeetime<br>#coffee       |
| Free Coffee      | 3,874  | 2,542   | 76<br>66   | 2,352  | #freefriday<br>#freecoffee<br>#discount      |

Gain insight into your competitors' campaigns or promotions with their most used hashtags.



GETTING STARTED WITH THE

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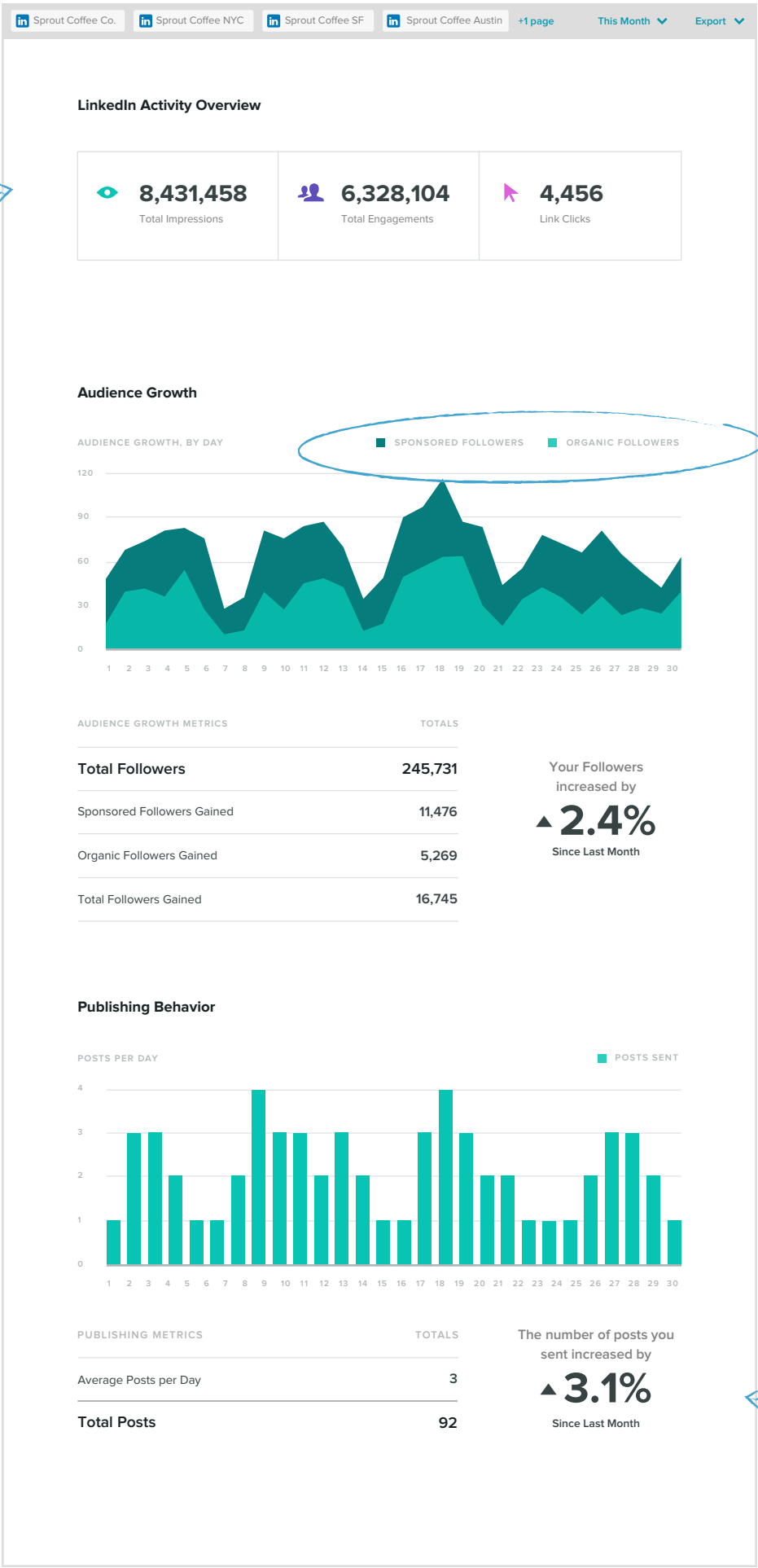
# LinkedIn Company Pages Report

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Analyze performance across your  
Company Pages with page-level data.



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View a quick snapshot of your Company Page's engagement activity.

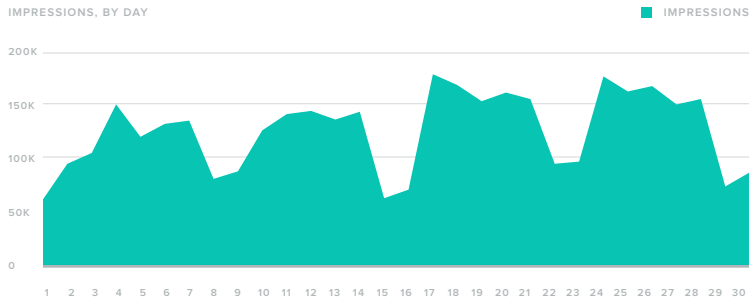
Visualize how your paid efforts—including Sponsored content—impacts growth by comparing Sponsored to organic followers gained.

Are you consistently sharing content? Quickly gain insight to your publishing behavior with daily volume.

Benchmark your publishing goals by comparing to the previous time period.

Compare impressions to publishing behavior to draw conclusions around how shared content impacts audience views.

### Impressions



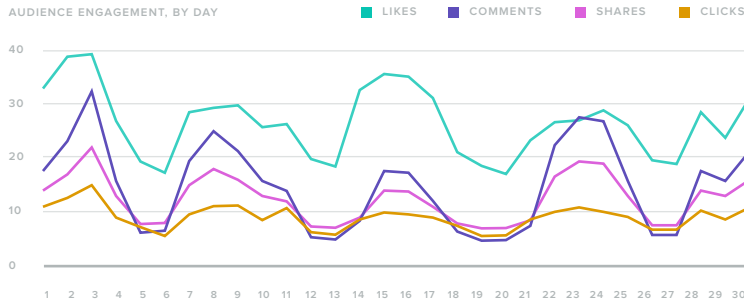
#### IMPRESSION METRICS

| IMPRESSION METRICS          | TOTALS  |
|-----------------------------|---------|
| Average Impressions per Day | 8,004   |
| Organic Impressions         | 136,070 |
| Users Reached               | 44,789  |

Total Impressions increased by **▲ 0.8%** Since Last Month

Impressions include visits to your Company Page and shares viewed by your audience.

### Audience Engagement



#### ENGAGEMENT METRICS

| ENGAGEMENT METRICS       | TOTALS       |
|--------------------------|--------------|
| Likes                    | 994          |
| Comments                 | 256          |
| Shares                   | 427          |
| Clicks                   | 22           |
| <b>Total Engagements</b> | <b>1,699</b> |

The number of engagements increased by **▲ 0.8%** Since Last Month

|                            |      |
|----------------------------|------|
| Engagements per Follower   | 48   |
| Engagements per Post       | 23   |
| Engagements per Impression | 2.08 |

The number of engagements per share decreased by **▼ 4.5%** Since Last Month

Understand how your audience is interacting with your content...

...and if engagement is trending up or down.

Are your posts relevant to your audience? Use demographics to understand the types of professionals following your page, then tailor and target your content for maximum engagement.

## Demographics






### SENIORITY LEVEL

|                       |       |
|-----------------------|-------|
| Senior                | 6,179 |
| Entry-Level           | 5,189 |
| Manager               | 2,782 |
| Director              | 1,521 |
| Owner                 | 1,365 |
| Chief X Officer (CXO) | 768   |
| Training              | 545   |
| Vice President (VP)   | 530   |
| Partner               | 345   |
| Upaid                 | 34    |

### POSITION

|                        |       |
|------------------------|-------|
| Media & Communications | 3,853 |
| Marketing              | 3,834 |
| Sales                  | 2,472 |
| Entrepreneurship       | 1,384 |
| Business Development   | 1,254 |
| Information Technology | 1,123 |
| Consulting             | 1,012 |
| Arts and Design        | 951   |
| Operations             | 882   |
| Education              | 770   |

## LinkedIn Stats by Page

| LinkedIn Company Page   | Total Followers | Follower Increase | Shares Sent | Impressions | Impressions per Share | Total Engagements | Engagements per Share | Clicks |
|---|-----------------|-------------------|-------------|-------------|-----------------------|-------------------|-----------------------|--------|
|  Sprout Coffee Co.     | 94,427          | 18%               | 34          | 100,901     | 1.75                  | 1,782             | 55                    | 76     |
|  Sprout Coffee Chicago | 33,453          | 9%                | 45          | 45,683      | 2.25                  | 479               | 10                    | 34     |
|  Sprout Coffee NYC     | 56,425          | 5%                | 35          | 78,913      | 1.75                  | 879               | 25                    | 56     |
|  Sprout Coffee SF      | 34,425          | 12%               | 46          | 49,000      | 1.85                  | 389               | 8                     | 34     |
|  Sprout Coffee Austin  | 23,577          | 5%                | 69          | 34,132      | 2.95                  | 302               | 4                     | 12     |

Compare multiple Company Pages at-a-glance to quickly spot where more effort is needed.





GETTING STARTED WITH THE

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# Advocacy by Bambu Report

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Gain insight into how brand messages are  
amplified by employees.



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Surface Bambu's employee advocacy metrics right in Sprout!

## Advocacy by Bambu

Analyze advocacy efforts and benchmark team performance.

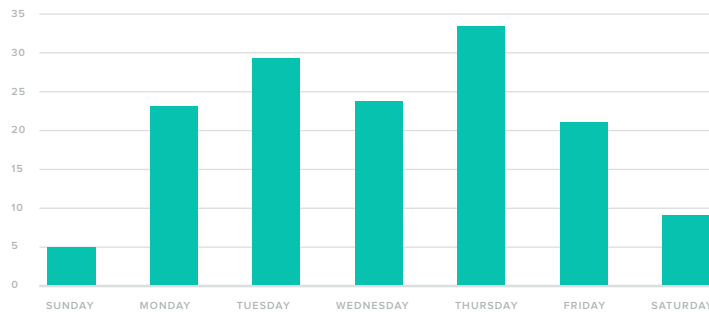
### Advocacy Overview

|                     |              |                          |              |
|---------------------|--------------|--------------------------|--------------|
| Twitter Shares      | 1,483        | Twitter Engagements      | 2,009        |
| Facebook Shares     | 1,201        | Facebook Engagements     | 1,867        |
| LinkedIn Shares     | 121          | <b>Total Engagements</b> | <b>3,876</b> |
| <b>Total Shares</b> | <b>2,805</b> |                          |              |

View the total number of shares and engagements by network here. Then head over to the corresponding network report to compare advocacy metrics to your organic social metrics.

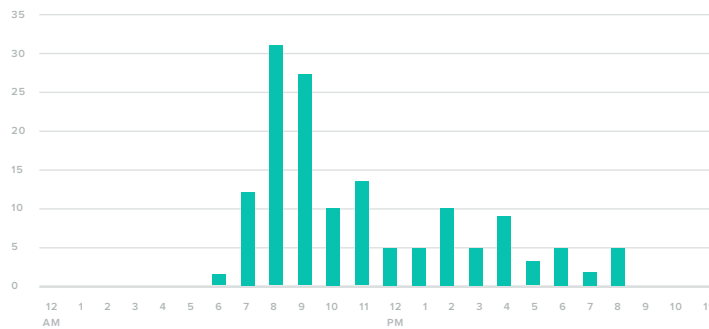
### Sharing Trends

AVERAGE SHARES PER DAY OF THE WEEK



Highest Volume of Sharing Activity is on **Thursdays**

THURSDAY, TOTAL SHARES PER HOUR



Uncover patterns in employees' sharing habits or find opportunities to encourage sharing.

### Top Users

BY SHARES

|   |  |              |           |
|---|--|--------------|-----------|
| 1 |  | Helene W.    | 95 Shares |
| 2 |  | Marcellus S. | 41 Shares |
| 3 |  | Roselyn W.   | 36 Shares |
| 4 |  | Kieran Z.    | 22 Shares |
| 5 |  | Elisabeth H. | 21 Shares |

BY ENGAGEMENTS

|   |  |               |                |
|---|--|---------------|----------------|
| 1 |  | Helene W.     | 77 Engagements |
| 2 |  | Marcellus S.  | 71 Engagements |
| 3 |  | Monica R.     | 56 Engagements |
| 4 |  | Angeline T.   | 44 Engagements |
| 5 |  | Christophe R. | 43 Engagements |

Quickly gain insight into which employees share content most and which employees generate the most engagements from their shared content.