






## Do You Need Better Social Marketing Intelligence?

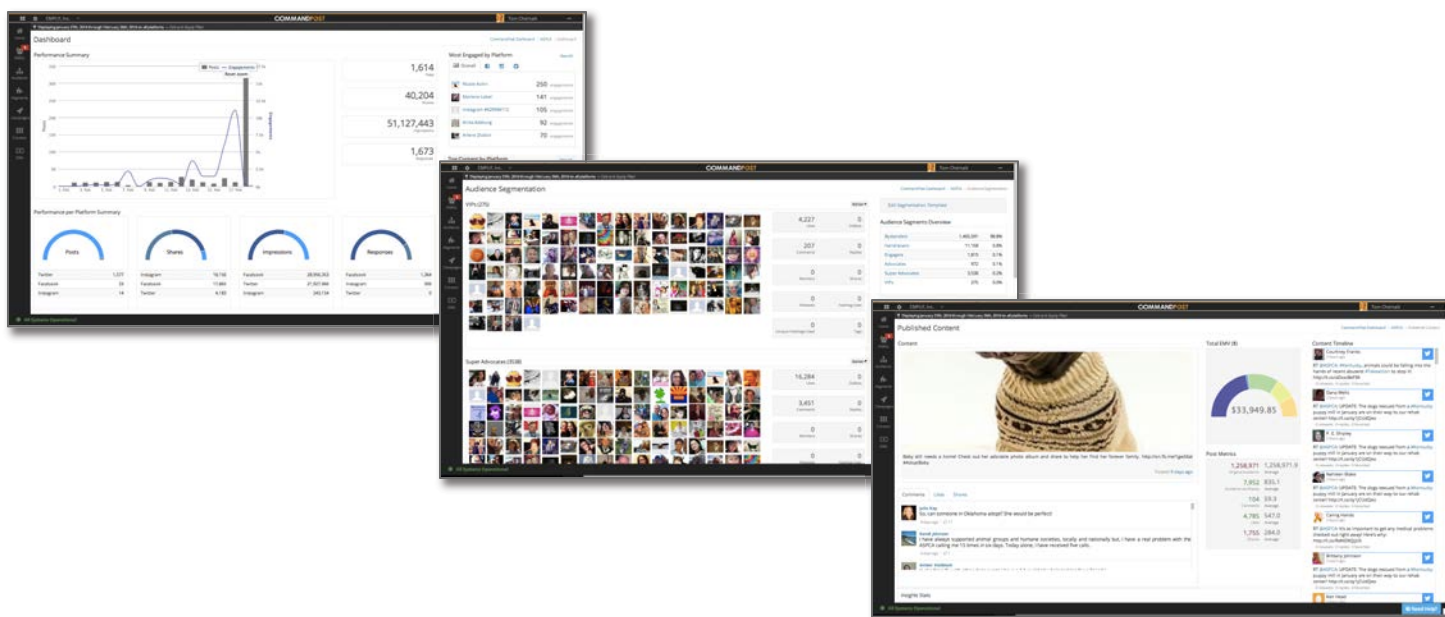
CommandPost provides the intelligence you need to maximize the value of your branded social media channels and communities.

Unlike traditional social media listening tools, CommandPost utilizes direct channel monitoring and a structured methodology to provide deep insights into branded channel content engagement and effectiveness, audience analysis and segmentation, and a centralized view across multiple platforms.

### With CommandPost you can:

-  **Gain Cross-Platform Visibility**  
View branded social media activities from owned media channels on a single, unified dashboard.
-  **Identify Potential Advocates**  
Discover high-value audience members and organic advocates for your brand.
-  **Optimize Content & Engagement Strategies**  
Use engagement insights to evaluate and optimize content strategies within your communities.
-  **Demonstrate Social ROI**  
Measure the value and benchmark performance of your branded channels, audience, platforms, content and campaigns.
-  **Know Your Audience**  
Track audience engagement across owned media channels and segment audiences based on their specific interactions with your content.
-  **Make Informed Decisions**  
Measure, benchmark and track engagement insights to translate raw social metrics into actionable marketing intelligence.

### Know Your Audience | Optimize Your Content | Measure Your Social ROI



To learn more about how CommandPost can help you leverage real-time insights to build long-term social strategies for your company, email us at [contact@cmp.ly](mailto:contact@cmp.ly) to request a demo.