





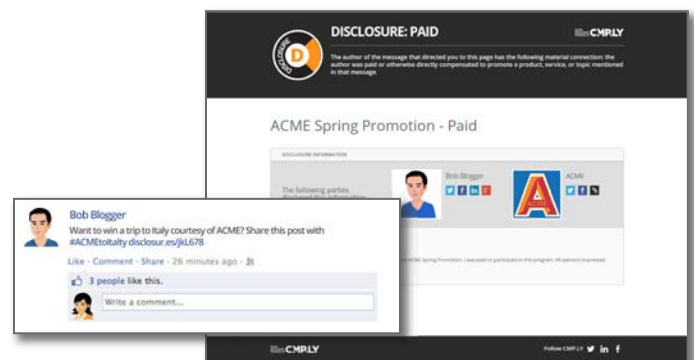
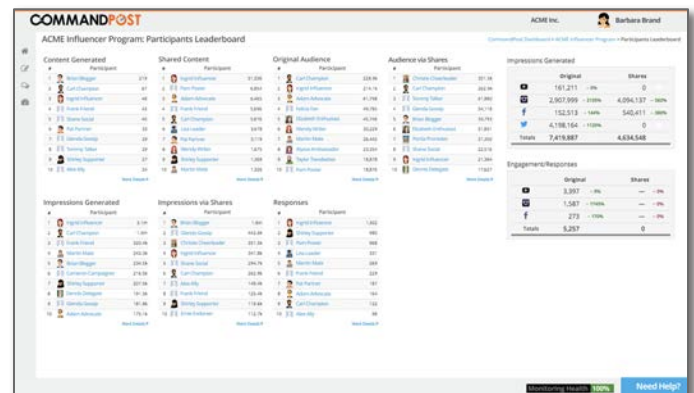
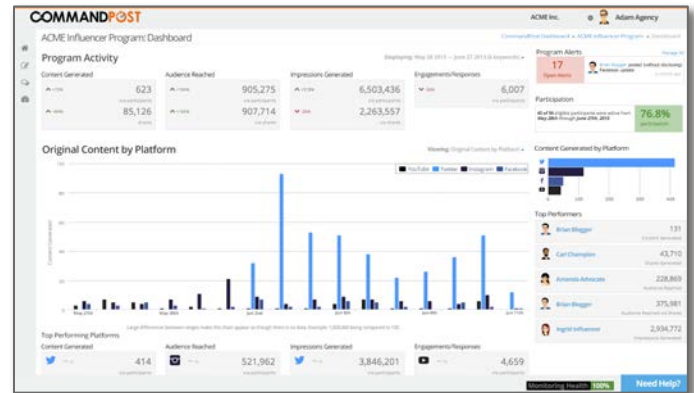


Do You Need a Better Way To Evaluate & Scale Advocate Initiatives?

CommandPost provides the intelligence you need to maximize the value of your advocate initiatives. Unlike traditional social media listening tools, CommandPost utilizes direct channel monitoring and a structured methodology to provide deep insights into advocate/influencer campaign performance so that you can activate, manage, measure and optimize your third-party programs at scale.

With CommandPost you can:

-  **Efficiently Manage Advocates & Programs**
Manage advocate relationships and capture program information through a centralized dashboard.
-  **Track Cross-Platform Activity in Real Time**
Access and evaluate advocate content, performance metrics and activities within one unified dashboard.
-  **Evaluate Best Performing Advocates, Content & Platforms**
Benchmark across seven core reach and amplification metrics; identify top performers in each category.
-  **Analyze & Optimize Initiative Strategies**
Dynamically filter content and rich metrics to determine what drives the most sharing and engagement and adjust your strategies accordingly.
-  **Document & Review Program Activity**
Easily communicate corporate policies with advocates and document an audit trail of all program activities.
-  **Manage Compliance with Built-In Tools**
Automate compliance monitoring and alerting and utilize documented disclosure tools to ensure advocates clearly present disclosure.



Scale Third-Party Initiatives | Optimize Strategies | Document Compliance

To learn more about how CommandPost can help you leverage real-time insights to gain more value from your advocate/influencer initiatives, email us at contact@cmp.ly to request a demo.