## Intelligence To Drive Your Social Strategy

CommandPost is CMP.LY's Monitoring, Measurement and Insights (MMI) tool for managed social communications. Going beyond traditional social media reporting, CommandPost generates real-time, actionable insights into the people (who), the content (what) and the platforms (where) that drive your social value.

Advocate Channels
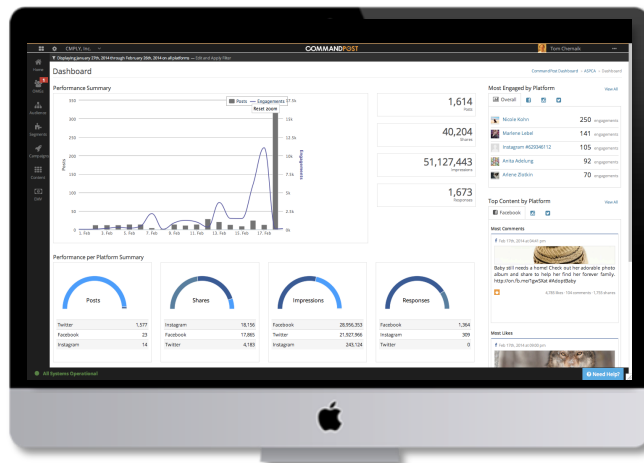
Branded Channels

With CommandPost you can:
1. Track and measure activity in real time across all platforms
2. Evaluate best performing advocates, content, campaigns and platforms
3. Identify and attribute high-value engagement
4. Analyze and segment your audience
5. Optimize content and engagement strategies
6. Quantify, benchmark and track the value of your social initiatives
7. Address compliance needs with built-in disclosure tools

CommandPost has a different approach to social measurement, offering:
1. Direct attribution via API channel monitoring
2. Cross-platform reporting with centralized views
3. Real-time insights put in context of over-time reporting
4. Standardized methodology for audience segmentation and advocate measurement

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 to request a demo.