**Social Dashboards**

**ListenFirst Social Dashboard**

All the LF dashboards are automated and the data in the dashboards are 4-day delay. In the case of any failure of the scheduled SQL queries; below are the dashboards links:

**1) CBS NEWS:** [**https://tableau.viacomcbs.com/#/workbooks/12845/views**](https://tableau.viacomcbs.com/#/workbooks/12845/views)

**2) CBS Evening:** [**https://tableau.viacomcbs.com/#/workbooks/10469/views**](https://tableau.viacomcbs.com/#/workbooks/10469/views)

**3) 48Hours:** [**https://tableau.viacomcbs.com/#/workbooks/12846/views**](https://tableau.viacomcbs.com/#/workbooks/12846/views)

**4) 60Minutes:** [**https://tableau.viacomcbs.com/#/workbooks/12847/views**](https://tableau.viacomcbs.com/#/workbooks/12847/views)

**5) SUNMO:** [**https://tableau.viacomcbs.com/#/workbooks/10473/views**](https://tableau.viacomcbs.com/#/workbooks/10473/views)

**6) Mornings:** [**https://tableau.viacomcbs.com/#/workbooks/12848/views**](https://tableau.viacomcbs.com/#/workbooks/12848/views)

**7) FTN:** [**https://tableau.viacomcbs.com/#/workbooks/10471/views**](https://tableau.viacomcbs.com/#/workbooks/10471/views)

**ListenFirst website/portal Link:** [**LisntenFirst**](https://www.listenfirstmedia.com/)

LF Queries:

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**#LF Content Level Queries below**

**select content\_id,content\_text,content\_type\_cd, brand\_view\_nm as Brand,published\_dt,published\_dt\_ut,text\_link,channel\_nm,sum(engagements\_cnt) as Facebook\_Engagements,sum(public\_views\_cnt) as Facebook\_Video\_Views, sum(post\_comments\_cnt) as Facebook\_Comments, sum(post\_likes\_cnt) as Facebook\_Likes, sum(post\_shares\_cnt) as Facebook\_Shares**

**from `i-dss-news-data.news\_vw.listenfirst\_facebook\_content`**

**group by 1,2,3,4,5,6,7,8**

**UNION ALL**

**select content\_id,content\_text,content\_type\_cd, brand\_view\_nm as Brand,published\_dt,published\_dt\_ut,text\_link,channel\_nm,sum(engagements\_cnt) as Twitter\_Engagements,sum(lf\_public\_views\_cnt) as Twitter\_Video\_Views, sum(total\_replies\_cnt) as Twitter\_Comments, sum(post\_likes\_cnt) as Twitter\_Likes, sum(total\_retweets\_cnt) as Twitter\_Shares**

**from `i-dss-news-data.news\_vw.listenfirst\_twitter\_content`**

**group by 1,2,3,4,5,6,7,8**

**UNION ALL**

**select content\_id,content\_text,content\_type\_cd, brand\_view\_nm as Brand,published\_dt,published\_dt\_ut,text\_link,channel\_nm,sum(engagements\_cnt) as Tiktok\_Engagements,sum(video\_views\_cnt) as Tiktok\_Video\_Views, sum(total\_post\_comments) as Tiktok\_Comments, sum(video\_likes) as Tiktok\_Likes, sum(post\_shares\_cnt) as Tiktok\_Shares**

**from `i-dss-news-data.news\_vw.listenfirst\_tiktok\_content`**

**group by 1,2,3,4,5,6,7,8**

**UNION ALL**

**select content\_id,content\_text,content\_type\_cd, brand\_view\_nm as Brand,published\_dt,published\_dt\_ut,text\_link,channel\_nm,sum(engagements\_cnt) as Instagram\_Engagements,sum(video\_views\_cnt) as Instagram\_Video\_Views, sum(total\_comments\_cnt) as Instagram\_Comments, sum(total\_likes\_cnt) as Instagram\_Likes, sum(post\_impressions\_cnt) as Instagram\_Impresions**

**from `i-dss-news-data.news\_vw.listenfirst\_instagram\_content`**

**group by 1,2,3,4,5,6,7,8**

**UNION ALL**

**select content\_id,content\_text,content\_type\_cd, brand\_view\_nm as Brand,published\_dt,published\_dt\_ut,text\_link,channel\_nm,(sum(coalesce(video\_likes\_cnt,0)) + sum(coalesce(video\_comments\_cnt,0)) + sum(coalesce(shares\_cnt,0))) as Youtube\_Engagements,sum(video\_views\_cnt) as Youtube\_Video\_Views, sum(video\_comments\_cnt) as Youtube\_Comments, sum(video\_likes\_cnt) as Youtube\_Likes, sum(shares\_cnt) as Youtube\_Shares**

**from `i-dss-news-data.news\_vw.listenfirst\_youtube\_content`**

**group by 1,2,3,4,5,6,7,8**

**---------------------------------------------**

**#LF Brand Level Queries below**

**SELECT 'news\_listen\_first\_brand\_facebook\_day' AS `Table\_Name`,brand\_nm,day\_dt,(new\_posts\_cnt) AS New\_Posts, (public\_video\_views\_cnt) as Public\_VideoViews, total\_fans\_cnt as Total\_Fans, new\_fans\_cnt as New\_Followers, (engagements) as Engagement**

**FROM `i-dss-news-data.dw\_vw.news\_listen\_first\_brand\_facebook\_day` AS FB**

**group by 1,2,3,4,5,6,7,8**

**UNION ALL**

**SELECT 'news\_listen\_first\_brand\_twitter\_day' AS `Table\_Name`,brand\_nm,day\_dt,(new\_posts\_cnt) AS New\_Posts, (new\_public\_video\_views\_cnt) as Public\_VideoViews, total\_followers\_cnt as Total\_Fans, new\_followers\_cnt as New\_Followers, (engagements\_cnt) as Engagement**

**FROM `i-dss-news-data.dw\_vw.news\_listen\_first\_brand\_twitter\_day` AS TW**

**group by 1,2,3,4,5,6,7,8**

**UNION ALL**

**SELECT 'news\_listen\_first\_brand\_instagram\_day' AS `Table\_Name`,brand\_nm,day\_dt,(new\_posts\_cnt) AS New\_Posts, (video\_views\_cnt) as Public\_VideoViews, total\_followers\_cnt as Total\_Fans, new\_followers\_cnt as New\_Followers, (engagement\_score) as Engagement**

**FROM `i-dss-news-data.dw\_vw.news\_listen\_first\_brand\_instagram\_day` AS INS**

**group by 1,2,3,4,5,6,7,8**

**UNION ALL**

**SELECT 'news\_listen\_first\_brand\_tiktok\_day' AS `Table\_Name`,brand\_nm,day\_dt,(new\_posts\_cnt) AS New\_Posts, (video\_views\_cnt) as Public\_VideoViews, total\_followers\_cnt as Total\_Fans, new\_followers\_cnt as New\_Followers, (engagements) as Engagement**

**FROM `i-dss-news-data.dw\_vw.news\_listen\_first\_brand\_tiktok\_day` AS TK**

**group by 1,2,3,4,5,6,7,8**

**UNION ALL**

**SELECT 'news\_listen\_first\_brand\_youtube\_day' AS `Table\_Name`,brand\_nm,day\_dt,(new\_official\_videos\_cnt) AS New\_Posts, (new\_official\_video\_views\_cnt) as Public\_VideoViews, total\_subscribers\_cnt as Total\_Fans, new\_subscribers\_cnt as New\_Followers, (engagements) as Engagement**

**FROM `i-dss-news-data.dw\_vw.news\_listen\_first\_brand\_youtube\_day` AS YT**

**group by 1,2,3,4,5,6,7,8**

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**#Queries with impressions metrics (not included in dashboards)**

**select content\_id,content\_text,content\_type\_cd, brand\_view\_nm as Brand,published\_dt,published\_dt\_ut,text\_link,channel\_nm,sum(engagements\_cnt) as Facebook\_Engagements,sum(public\_views\_cnt) as Facebook\_Video\_Views, sum(post\_comments\_cnt) as Facebook\_Comments, sum(post\_likes\_cnt) as Facebook\_Likes, sum(post\_shares\_cnt) as Facebook\_Shares, sum(organic\_post\_impressions\_cnt) as Organic\_Post\_Impressions\_Count,sum(paid\_post\_impressions\_cnt) as Paid\_Post\_Impressions\_Count**

**from `i-dss-news-data.news\_vw.listenfirst\_facebook\_content`**

**where published\_dt between '2021-12-27' and '2024-01-28'**

**and brand\_view\_nm like 'CBS Evening News%'**

**group by 1,2,3,4,5,6,7,8**

**select content\_id,content\_text,content\_type\_cd, brand\_view\_nm as Brand,published\_dt,published\_dt\_ut,text\_link,channel\_nm,sum(engagements\_cnt) as Twitter\_Engagements,sum(lf\_public\_views\_cnt) as Twitter\_Video\_Views, sum(total\_replies\_cnt) as Twitter\_Comments, sum(post\_likes\_cnt) as Twitter\_Likes, sum(total\_retweets\_cnt) as Twitter\_Shares, sum(organic\_post\_impressions\_cnt) as Organic\_Post\_Impressions\_Count,sum(paid\_post\_impressions\_cnt) as Paid\_Post\_Impressions\_Count**

**from `i-dss-news-data.news\_vw.listenfirst\_twitter\_content`**

**where published\_dt between '2021-12-27' and '2024-01-28'**

**and brand\_view\_nm like 'CBS Evening News%'**

**group by 1,2,3,4,5,6,7,8**

**select content\_id,content\_text,content\_type\_cd, brand\_view\_nm as Brand,published\_dt,published\_dt\_ut,text\_link,channel\_nm,sum(engagements\_cnt) as Instagram\_Engagements,sum(video\_views\_cnt) as Instagram\_Video\_Views, sum(total\_comments\_cnt) as Instagram\_Comments, sum(total\_likes\_cnt) as Instagram\_Likes, sum(organic\_post\_impressions\_cnt) as Organic\_Post\_Impressions\_Count,sum(paid\_post\_impressions\_cnt) as Paid\_Post\_Impressions\_Count**

**from `i-dss-news-data.news\_vw.listenfirst\_instagram\_content`**

**where published\_dt between '2021-12-27' and '2024-01-28'**

**and brand\_view\_nm like 'CBS Evening News%'**

**group by 1,2,3,4,5,6,7,8**

**select content\_id,content\_text,content\_type\_cd, brand\_view\_nm as Brand,published\_dt,published\_dt\_ut,text\_link,channel\_nm,sum(engagements\_cnt) as Tiktok\_Engagements,sum(video\_views\_cnt) as Tiktok\_Video\_Views, sum(total\_post\_comments) as Tiktok\_Comments, sum(video\_likes) as Tiktok\_Likes,sum(post\_shares\_cnt) as Tiktok\_Post\_Shares,sum(paid\_impressions\_cnt) as Paid\_Post\_Impressions\_Count**

**from `i-dss-news-data.news\_vw.listenfirst\_tiktok\_content`**

**where published\_dt between '2021-12-27' and '2024-01-28'**

**and brand\_view\_nm like 'CBS Evening News%'**

**group by 1,2,3,4,5,6,7,8**

**select content\_id,content\_text,content\_type\_cd, brand\_view\_nm as Brand,published\_dt,published\_dt\_ut,text\_link,channel\_nm,(sum(coalesce(video\_likes\_cnt,0)) + sum(coalesce(video\_comments\_cnt,0)) + sum(coalesce(shares\_cnt,0))) as Youtube\_Engagements,sum(video\_views\_cnt) as Youtube\_Video\_Views, sum(video\_comments\_cnt) as Youtube\_Comments, sum(video\_likes\_cnt) as Youtube\_Likes, sum(shares\_cnt) as Youtube\_Shares**

**from `i-dss-news-data.news\_vw.listenfirst\_youtube\_content`**

**where published\_dt between '2021-12-27' and '2024-01-28'**

**and brand\_view\_nm like 'CBS Evening News%'**

**group by 1,2,3,4,5,6,7,8**

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**ListenFirst Revenue Social Dashboard**

The LF data in the dashboard is automatically updated, but we need to update the meta revenue each month, web referral traffic and revenue data each week. Below are the steps to update that remaining data of the dashboard:  
1) For getting the latest referrals data:

* Open the doc : [Meta Revenue Data](https://docs.google.com/spreadsheets/d/14PAdTW158VGIGuS5wdF9ohVzHneXuM56THCqisqBsi8/edit#gid=0). Go to the last tab for **SocialReferrals.**
* Open the Adobe Report: [Referrer Type - Social Revenue Dashboard](https://www5.an.adobe.com/x/5_19mtep)
* Paste the leftover data in the ‘SocialReferrals’ tab to the latest date of adobe report

2) We get the monthly Meta revenue data through email from Christina.

**Newsletter Dashboard**

The newsletter dashboard is automated. Below are the scheduled queries:  
SFMC Link: Go to OKTA and type salesforce, you will get the below one:  
Salesforce Tool Link : [Salesforce CBSInteractive Marketing Cloud](https://mc.s7.exacttarget.com/cloud/#app/Marketing%20Cloud%20Dashboard/?ks=ks)

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#SFMC News Traffic

CREATE OR REPLACE TABLE `i-dss-news-data.nm\_temp.sfmc\_news\_traffic` AS

WITH cmpgn\_data\_salesforce AS(

SELECT

cbs\_reg\_user\_id\_cd,

src\_system\_id,

email\_subject\_desc,

campaign\_email\_nm,

sent\_dt,

bounce\_dt,

sent\_dt\_ut,

EXTRACT(DATE FROM first\_open\_dt\_ut) AS open\_dt,

first\_open\_dt\_ut,

EXTRACT(DATE FROM first\_click\_dt\_ut) AS click\_dt,

first\_click\_dt\_ut,

job\_id,

batch\_id,

case when campaign\_email\_nm LIKE '%CBS Mornings%'

then 'CBS Mornings - Eye Opener'

when campaign\_email\_nm LIKE '%America Decides%'

then 'America Decides'

when campaign\_email\_nm LIKE '%Breaking News%'

then 'Breaking News'

when campaign\_email\_nm LIKE '%The Uplift%'

then 'The Uplift'

when campaign\_email\_nm LIKE '%Sunday Morning%'

then 'Sunday Morning'

when campaign\_email\_nm LIKE '%48 Hours%'

then '48 Hours'

when campaign\_email\_nm LIKE '%60 Minutes%'

then '60 Minutes'

--else 'Other'

end as Show

FROM `i-dss-news-data.dw\_vw.vw\_news\_sfmc\_campaign\_performance\_day`

WHERE sent\_dt BETWEEN '2023-05-01' AND CURRENT\_DATE()

AND campaign\_email\_nm NOT IN ('cbsnews\_welcome',

'cbsnews\_welcome\_frictionless',

'CBS Essentials Welcome Email',

'cbsnews\_password',

'cbsnews\_clc',

'cbsnews\_prism\_expiration\_stage',

'prism\_expiration\_notification',

'cbsnews\_clc\_stage',

'cbsnews\_password\_stage',

'staging\_cbsnews\_welcome')

--AND day\_dt BETWEEN DATE\_SUB(CURRENT\_DATE, INTERVAL 3 DAY) AND CURRENT\_DATE

AND campaign\_email\_nm not like '%180DayClicked%'

--AND day\_dt BETWEEN DATE\_SUB(CURRENT\_DATE, INTERVAL 3 DAY) AND CURRENT\_DATE

GROUP BY 1,2,3,4,5,6,7,8,9,10,11,12,13

)

SELECT

day\_dt

, cdsf.cbs\_reg\_user\_id\_cd

, cdsf.email\_subject\_desc

, visit\_session\_id

, visit\_nbr

, page\_nm

, post\_evar10\_desc AS page\_type

, post\_page\_nm

, CDSF.sent\_dt

, cdsf.campaign\_email\_nm

, cdsf.sent\_dt\_ut

, cdsf.bounce\_dt

, cdsf.first\_open\_dt\_ut

, cdsf.first\_click\_dt\_ut

, cdsf.open\_dt

, cdsf.click\_dt

, referrer\_type\_nm

, post\_evar3\_desc

, post\_evar1\_desc

, post\_evar69\_desc

, COUNT(DISTINCT cbs\_reg\_user\_id\_cd) AS receipients

, COUNT(DISTINCT post\_evar69\_desc) AS unique\_visitors

, CASE WHEN post\_evar1\_desc LIKE 'cbsnews\_site\_desktop'

then 'Desktop'

WHEN post\_evar1\_desc LIKE 'cbsnews\_site\_mweb'

then 'Mobile Web'

WHEN post\_evar1\_desc LIKE 'cbsnews\_app\_and'

then 'Mobile App Android'

WHEN post\_evar1\_desc LIKE 'cbsnews\_app\_ios'

then 'Mobile App iOS'

else 'Other'

end as Platform

,COUNT(DISTINCT CASE WHEN event\_dt\_ut BETWEEN

CASE

WHEN click\_dt IS NOT NULL THEN first\_click\_dt\_ut

WHEN open\_dt IS NOT NULL THEN first\_open\_dt\_ut

ELSE sent\_dt\_ut END

AND DATE\_ADD(CASE

WHEN click\_dt IS NOT NULL THEN first\_click\_dt\_ut

WHEN open\_dt IS NOT NULL THEN first\_open\_dt\_ut

ELSE sent\_dt\_ut END, INTERVAL 1 DAY) THEN visit\_session\_id ELSE NULL END) as visits,

COUNTIF(CASE WHEN event\_dt\_ut BETWEEN

CASE

WHEN click\_dt IS NOT NULL THEN first\_click\_dt\_ut

WHEN open\_dt IS NOT NULL THEN first\_open\_dt\_ut

ELSE sent\_dt\_ut END

AND DATE\_ADD(CASE

WHEN click\_dt IS NOT NULL THEN first\_click\_dt\_ut

WHEN open\_dt IS NOT NULL THEN first\_open\_dt\_ut

ELSE sent\_dt\_ut END, INTERVAL 1 DAY) THEN ((page\_event\_type\_id = 0 OR post\_page\_nm is not null) OR page\_event\_type\_id IN (10,11,12)) AND page\_event\_type\_id = 0 ELSE NULL END) AS page\_views,

FROM `i-dss-news-data.dw\_vw.omniture\_event\_cdm`cdm

RIGHT JOIN cmpgn\_data\_salesforce cdsf

ON post\_evar69\_desc = cbs\_reg\_user\_id\_cd

WHERE report\_suite\_id\_nm = 'cbsicbsnewssite'

AND day\_dt BETWEEN '2023-05-01' AND CURRENT\_DATE()

--AND day\_dt BETWEEN DATE\_SUB(CURRENT\_DATE, INTERVAL 3 DAY) AND CURRENT\_DATE

--AND post\_evar69\_desc IS NOT NULL

group by 1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20

#SFMC CAMPAIGN

CREATE OR REPLACE TABLE `i-dss-news-data.nm\_temp.sfmc\_news\_campaign\_perf` AS

SELECT

cbs\_reg\_user\_id\_cd,

src\_system\_id,

email\_subject\_desc,

campaign\_email\_nm,

sent\_dt,

bounce\_dt,

sent\_dt\_ut,

EXTRACT(DATE FROM first\_open\_dt\_ut) AS open\_dt,

first\_open\_dt\_ut,

EXTRACT(DATE FROM first\_click\_dt\_ut) AS click\_dt,

first\_click\_dt\_ut,

job\_id,

batch\_id,

case when campaign\_email\_nm LIKE '%CBS Mornings%'

then 'CBS Mornings - Eye Opener'

when campaign\_email\_nm LIKE '%America Decides%'

then 'America Decides'

when campaign\_email\_nm LIKE '%Breaking News%'

then 'Breaking News'

when campaign\_email\_nm LIKE '%The Uplift%'

then 'The Uplift'

when campaign\_email\_nm LIKE '%Sunday Morning%'

then 'Sunday Morning'

when campaign\_email\_nm LIKE '%48 Hours%'

then '48 Hours'

when campaign\_email\_nm LIKE '%60 Minutes%'

then '60 Minutes'

--else 'Other'

end as Show

FROM `i-dss-news-data.dw\_vw.vw\_news\_sfmc\_campaign\_performance\_day`

WHERE sent\_dt BETWEEN '2023-05-01' AND CURRENT\_DATE

--WHERE sent\_dt BETWEEN DATE\_SUB(CURRENT\_DATE, INTERVAL 121 DAY) AND CURRENT\_DATE

--WHERE sent\_dt BETWEEN '2023-05-01' AND '2023-09-26'

AND campaign\_email\_nm NOT IN ('cbsnews\_welcome',

'cbsnews\_welcome\_frictionless',

'CBS Essentials Welcome Email',

'cbsnews\_password',

'cbsnews\_clc',

'cbsnews\_prism\_expiration\_stage',

'prism\_expiration\_notification',

'cbsnews\_clc\_stage',

'cbsnews\_password\_stage',

'staging\_cbsnews\_welcome')

AND campaign\_email\_nm not like '%180DayClicked%'

GROUP BY 1,2,3,4,5,6,7,8,9,10,11,12,13

#SFMC SUBS DATA

CREATE OR REPLACE TABLE `i-dss-news-data.nm\_temp.sfmc\_news\_subs\_only` AS

WITH cmpgn\_data\_salesforce AS(

SELECT

cbs\_reg\_user\_id\_cd,

src\_system\_id,

email\_subject\_desc,

campaign\_email\_nm,

sent\_dt,

bounce\_dt,

sent\_dt\_ut,

EXTRACT(DATE FROM first\_open\_dt\_ut) AS open\_dt,

first\_open\_dt\_ut,

EXTRACT(DATE FROM first\_click\_dt\_ut) AS click\_dt,

first\_click\_dt\_ut,

job\_id, batch\_id

FROM `i-dss-news-data.dw\_vw.vw\_news\_sfmc\_campaign\_performance\_day`

WHERE sent\_dt BETWEEN '2023-05-01' AND CURRENT\_DATE()

AND campaign\_email\_nm NOT IN ('cbsnews\_welcome',

'cbsnews\_welcome\_frictionless',

'CBS Essentials Welcome Email',

'cbsnews\_password',

'cbsnews\_clc',

'cbsnews\_prism\_expiration\_stage',

'prism\_expiration\_notification',

'cbsnews\_clc\_stage',

'cbsnews\_password\_stage',

'staging\_cbsnews\_welcome')

AND campaign\_email\_nm not like '%180DayClicked%'

--AND day\_dt BETWEEN DATE\_SUB(CURRENT\_DATE, INTERVAL 3 DAY) AND CURRENT\_DATE

GROUP BY 1,2,3,4,5,6,7,8,9,10,11,12,13

)

SELECT

cdsf.cbs\_reg\_user\_id\_cd

, cdsf.email\_subject\_desc

, CDSF.sent\_dt

, cdsf.campaign\_email\_nm

, cdsf.sent\_dt\_ut

, cdsf.bounce\_dt

, cdsf.first\_open\_dt\_ut

, cdsf.first\_click\_dt\_ut

, cdsf.open\_dt

, cdsf.click\_dt

, sub\_camp.external\_id

, sub\_camp.is\_opted\_out\_ind

, TO\_JSON\_STRING(sub\_camp.subscription\_list) as subs

, ARRAY\_LENGTH(sub\_camp.subscription\_list) as subs\_length

FROM `i-dss-ent-data.ent\_vw.sfmc\_news\_subscriptions\_fct` sub\_camp

RIGHT JOIN cmpgn\_data\_salesforce cdsf

ON sub\_camp.external\_id = cbs\_reg\_user\_id\_cd

AND sent\_dt BETWEEN '2023-05-01' AND CURRENT\_DATE()

--AND day\_dt BETWEEN DATE\_SUB(CURRENT\_DATE, INTERVAL 3 DAY) AND CURRENT\_DATE

group by 1,2,3,4,5,6,7,8,9,10,11,12,13,14

--ORDER BY day\_dt DESC

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