

**A Case Study
of
“KeyHole” (A Social Media Analytics tool)**

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INTRODUCTION:

“Keyhole” is a well-known product and a social media analytics tool developed by the Assetize enterprise operating in the IT industry. The company has their main point of marketing as “Hashtag Analytics (Tracks Hashtags on Twitter)”. Through a real-time dashboard that measures the social impacts of trends and influencers, users can focus on executing, optimizing and reporting campaigns instead of compiling metrics such as user engagement.

Keyhole.co provides real-time social conversation tracking for Twitter, Facebook, and Instagram.

The portal was launched on 2013.

Motto:

The motto of company is “We help customers make better decisions with social media data. We are proud to be the #1 company in the world for Hashtag Analytics.”

Overview:

KeyHole is an online portal that helps you track & engage people talking about your social media handle.

KeyHole has over 6 billion posts analysed over different websites such as Google, WHO, Spotify, Alibaba and much more.

KeyHole provides a reliable, easy to use, and affordable solution that allows you to both track and engage online conversations relevant to your business.

Purpose:

The main purpose of KeyHole is to monitor the social media platforms, primarily Twitter to analyse the Hashtags and mentions. They also provide analysis for YouTube, Facebook and Instagram.

In addition to social media metrics like mentions and audience reach, KeyHole also allows you to track your social media mentions, specific keywords, etc. They have available service for Agents, Enterprises, Non-profits and personal analysis.

How to use:

Generally, in order to perform social media analysis, one has to follow some basic steps. Given below are the some of the very basic steps that are needed to be followed for performing social media analysis.

Step 1: Identify your social media competitors. First, identify your social media competition and find which platforms they use. You should focus on the competitors that actively use social media marketing to grow their business.

Step 2: Gather Data. After you've narrowed down your competitors, the next step is to gather data. The process will be slightly different depending on which platforms you target.

Step 3: Analyse Competitors' Activity. After you've gathered the numbers, you also need to look at how your competitors use each platform. And look after how they specifically use this.

Offered Services and pricing:

KeyHole.co has services for Account Analytics, Campaign and Keyword tracking (+ account analytics). All are paid services, by per month subscription basis, which is billed annually.

There is also a service for Enterprises, called as Enterprise Suite, for the organizations that work with influencers or use customer insights to make critical decisions. The subscription for Enterprise Suite is calculated as per the size of company.

Link to pricing options: <https://keyhole.co/pricing>

Using KeyHole:

KeyHole is available as a web-based application.

Using the Laptop/Desktop:

KeyHole is an online portal and can be used online with an active internet connection. It offers free trial period of 30 days by just signing up. But once the trial period is over one has to pay the specified amount to the company to avail the premium services.

Account analytics cost \$29/mo (minimum), Campaign and Keyword tracking (+ account analytics) costs \$99/mo (minimum). The cost for both increases with the increase in number of accounts needed to track, for latter, it also depends on the number of posts/mo. Latter also provides Sentiment Analysis.

Free Sign Up Link:

<https://keyhole.co/register/20>

KeyHole Portal Link:

<https://keyhole.co/>

Products:

Products provided by company:

- Hashtag analytics
- Social media account monitoring

Features provided in above products:

1. Social media reporting
2. Social mentions
3. Keywords tracking
4. Historical data\
5. Social media analytics API

Here are some of the notable key features of KeyHole:

- **Mentions Feed:** Discover what people say about your brand & take action in real time. Engage discussions relevant to your business with one click of the mouse.
- **Discussion Volume Chart:** Identify sudden changes in the discussion volume to protect your company image. Spot problematic issues before they escalate & maximize the potential of positive publicity you're already receiving.
- **Mention Analytics:** Get a better understanding of who is talking about your brand online. Analyse buzz quality and quantity to gain new insights about your customers.
- **Influence Score:** Pinpoint your industry influencers to make conscious decisions about who you should be working with.
- **Sentiment Analysis:** Thanks to mention sentiment (positive, negative, neutral) you can get a better understanding of customer attitudes & spot problematic areas which need immediate attention.
- **Alerts:** Be the first to discover changes in the volume of discussion around your brand. Customize your alerts the way you need - as an example, you can get email or in-app notifications of negative mentions of your company from blogs with more than 300,000 monthly visits.

- Data Exporting: Turn your data into automated PDF reports, .xls files, and infographics. Process your mentions gathered with KeyHole so you can use them outside of the tool.
- Filtering: Narrow down your results to focus on what is most important for you. You can filter by mention source, sentiment, number of visits, and many more.

Customers:

There are lot of companies that use KeyHole for social media analysis and social media management. Some of them are as listed below:

- Arizona State university
- John Hopkins University
- USTA
- McCANN
- soapbox

Application:

The main applications of the tool are brand monitoring on the web, reputation protection or the opportunity to enter into a discussion with clients on the web.

Advantages:

- The reporting feature is robust and helps to reach interesting conclusions.
- KeyHole is very user-friendly and does not need a lot of technical knowledge.
- The customer service is awesome as they have an excellent support team to solve any technical issue.

Disadvantages:

- Searches for crises of different brands as well as perception in social media.
- It is unable to detect spam posts.
- Unable to input individual posts to get statics on them.

Screenshots:

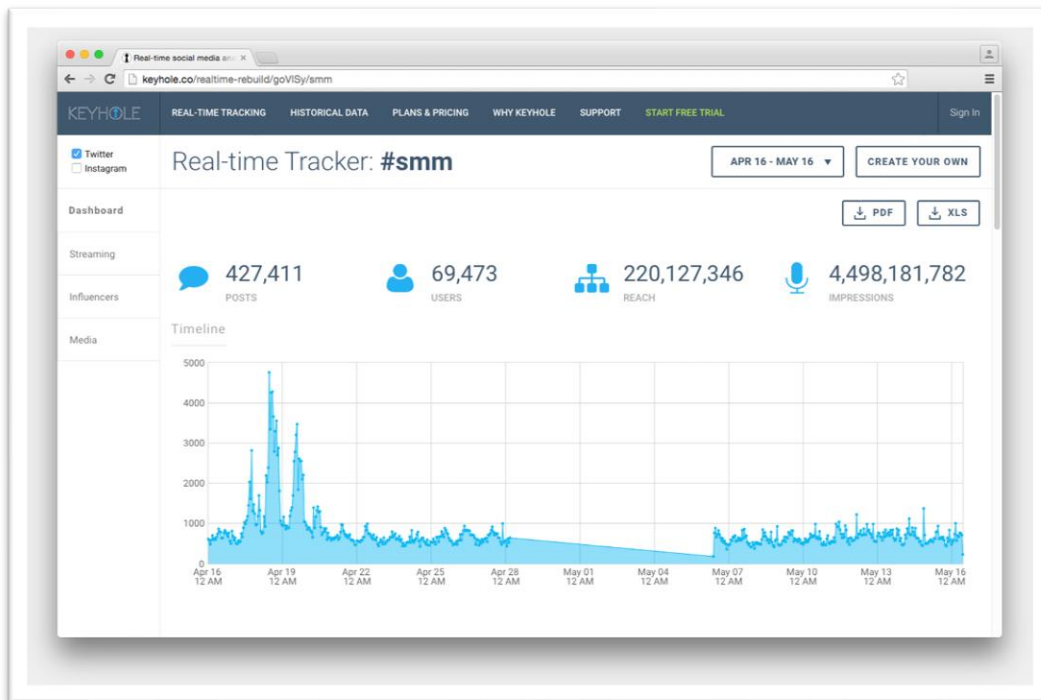


Fig. 1 Real-time tracking of Hashtags (Hashtag analytics)

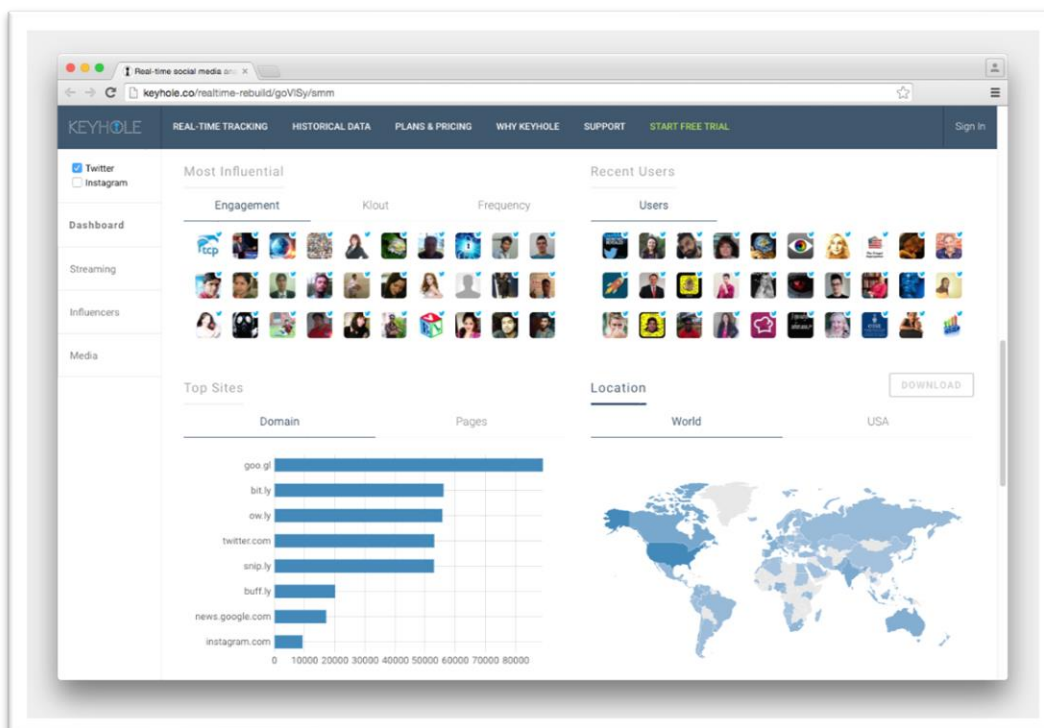


Fig. 2 Engagement of page across the world

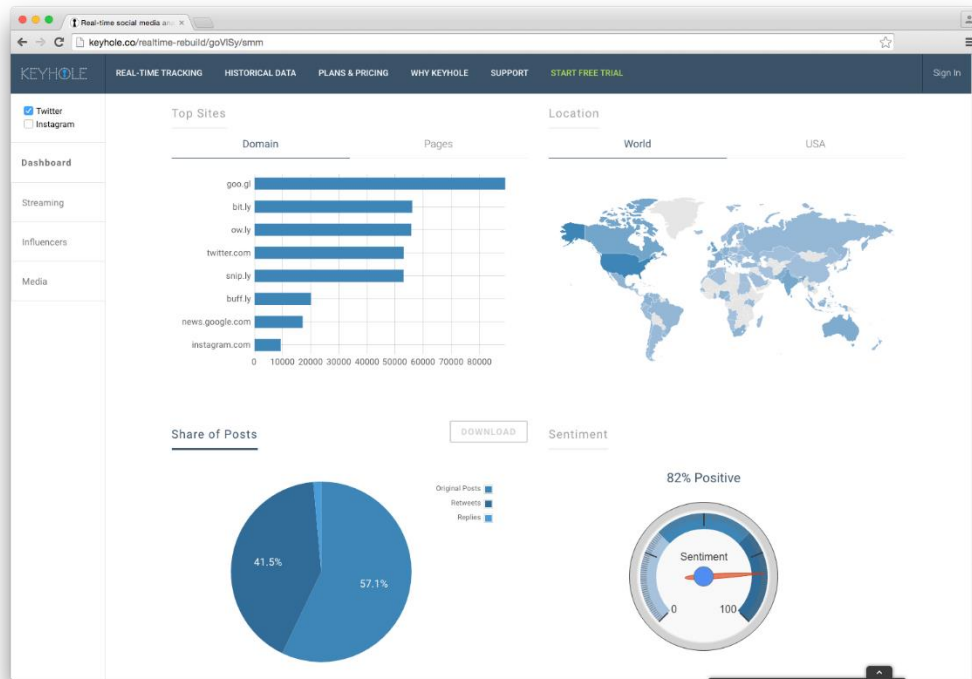


Fig. 3 Real-time analysis of talks about a product

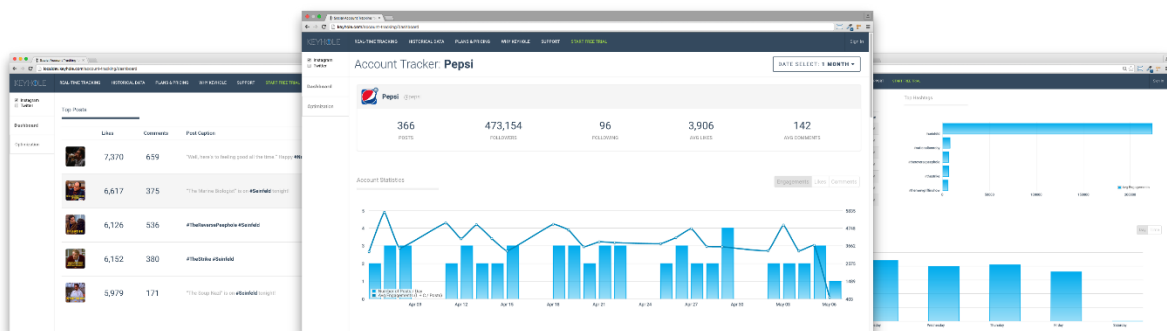


Fig. 4 Screenshots of analytics provided by the product

Conclusion:

Thus, we learnt about the usage of KeyHole Social media analytics tool, how it works, what and how it provides.