An online conversation report covering 1 Feb 2013 – 30 Apr 2013

Prepared for ScaleConf by BrandsEye



DELIVERING ACCURATE INSIGHTS FOR BETTER BUSINESS DECISIONS.

Feb



Mar



Apr



TOTAL NUMBER OF PEOPLE WHO PARTICIPATED IN THE ONLINE CONVERSATION

259

TOTAL NUMBER OF ONLINE CONVERSATIONS ABOUT YOUR BRAND





THIS MEANS THAT THERE WERE

668375

OPPORTUNITIES-TO-SEE THE CONVERSATION

A SNAPSHOT OF THE TRENDS IN YOUR BRAND'S CONVERSATION

rone 90 amazing software engineering check beautiful next

team@cmdrdats get @nuknad @aslamkhn conferences azure nspeakerdeck going Caling @robstuttaford http://t.co/x7lk enjoyed http://t.co/npp7bset6l scale looking guys sign excited http://t.co/9zidypni april Coffee year tech come speaking norwood like @hawkiesza @milesward interesting well know spotlight

IF YOU PAID FOR THIS ONLINE EXPOSURE, IT WOULD COST

1304Z3



TOP THEMES BY VOLUME OF CONVERSATION

Tickets 38 conversations

Scaling 44 conversations

Awesome 60 conversations



@slideshare 35 000 OTS R 7 879 AVE

FROM TWITTER BY CREDIBILITY

TOP 5 AUTHORS

@holman 10 000 OTS R 2 257 AVE

@puppetlabs 10 000 OTS R 2 257 AVE
@davidcrow 10 000 OTS R 2 257 AVE

@kellan 10 000 OTS R 2 257 AVE

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BrandsEye