Creating Benchmark Brands

Creating brands is the first step to getting valuable insights on your and your competitors' social strategies in Benchmark. Learn about Benchmark brands and how to set them up successfully.

What is a brand in Benchmark?

In Benchmark, a **brand** is a collection of social channels, owned by you or your competitors. Benchmark enables you to create custom brands to analyze a selection of channels' metrics and content to gauge their performance. With brands, learn how your and your competitors' social presence and content are performing across multiple channels.


Creating a brand

In Benchmark, it is necessary to create Brands to identify which collections of channels you would like to analyze in Benchmark's dashboards. Brands are created within the **Benchmark > Brands** menu under your Social Media Management **Settings**.

Note:

You must have a [user role](#) of Admin for your organization to add and manage Benchmark Brands.
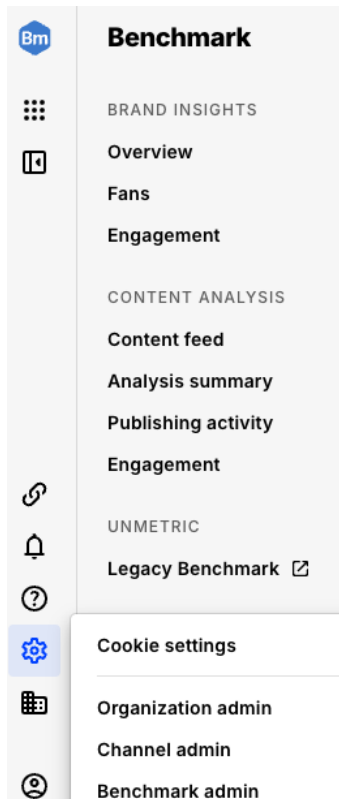
To set up a brand in Benchmark:

1. While in the Benchmark, click on the **Manage settings (gear) icon** in the lower-left corner of Social Media Management, then click **Organization admin**.
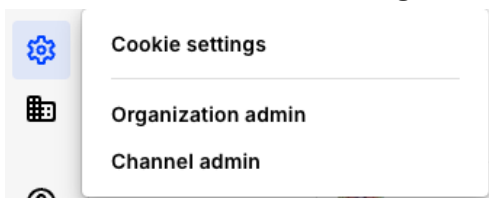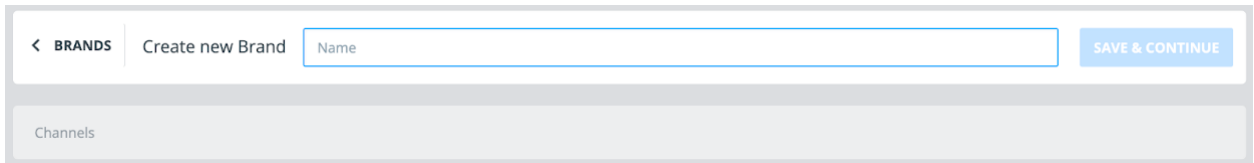

Tip:

If you are in the Benchmark app, you'll see a **Benchmark admin** option in the Manage settings (gear icon) menu that will navigate you to Benchmark's Brands settings directly.

2. From the left-hand Administration sidebar, select **Benchmark > Brands**. The following menu will display your list of brands in Benchmark. Click on the blue **Create Brand** button in the top-right corner.
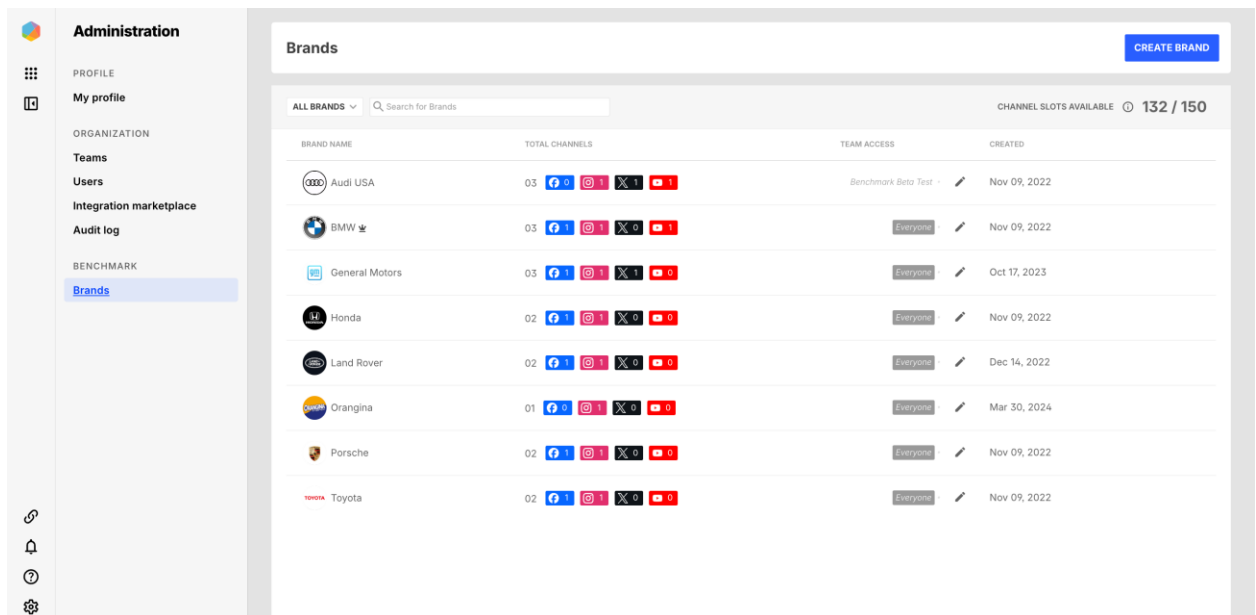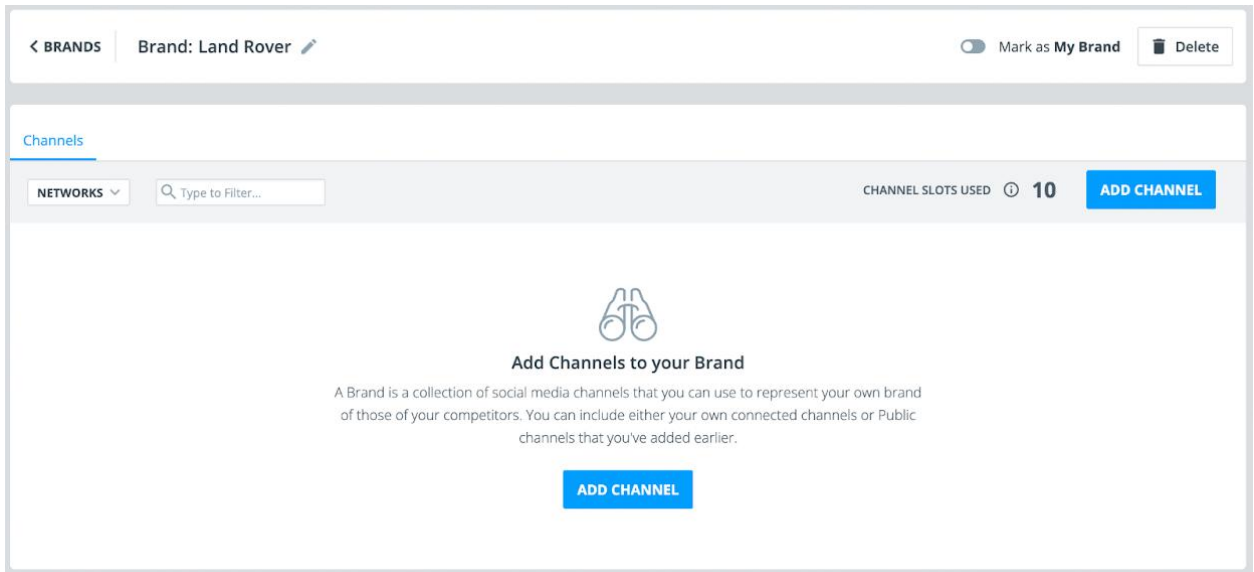
3. Name your Brand, and then click **Save and Continue**.

4. The following tab will allow you to select which channels you would like to add to your Brand. Click the blue **Add Channel** button to start adding channels.

5. Use the search bar to search for channels to add. Use the respective network icon toggles to toggle between searching for channels on different networks.

Note:

When searching for Facebook channels, you may search for the Facebook Page name or the handle name. If you are using Global Pages and would like to add a localized Market Page, use the exact Market Page handle/URL (case sensitive) when searching for the channel in Benchmark. When searching for Instagram channels, you must search by the exact Instagram handle name, or the channel will not come up in search.

6. After you have added Channels, your number of available channel slots will update and display at the top of the menu. To add your selected channels, click the **Add**

Channel button at the bottom of the menu.

7. Once confirmed, your channels will display under your newly created brand and show the Network, Channel name and profile icon, Fans count, Channel handle/username, Channel indexing status, and Data availability date.

Note:

Newly added channels may temporarily show an indexing status of "Indexing" while Benchmark is retrieving your data. To learn more about indexing statuses and channels in Benchmark, visit our article on Managing Benchmark Channels.

8. To finalize your Brand, use the **Mark as My Brand** toggle at the top of your brand to identify to Benchmark that this Brand should be analyzed as your owned brand, rather than as a competitor. This option should be selected for any Brand where you have selected channels that you own. Any brands marked as "My Brand" will be indicated with a **crown icon** in the Settings: Brands menu. If you leave the **Mark as My Brand** toggle unselected, it will be identified as a competitor in Benchmark.

Note:

The Brand Insights Dashboard and Content Analysis Dashboard in Benchmark contain a built-in feature to compare data from your brands against your competitors' brands. This is indicated as **Compare "Brand" vs. "Brand"** in the header of each dashboard, and your brands will be indicated by a crown icon in each of the corresponding dashboard widgets.

Editing or deleting a brand

At any time, you can edit a brand by clicking on it in the Brands menu. Delete channels from a brand by clicking **Delete** next to the channel, or add channels to the brand by clicking **Add channels**.

BRAND NAME	TOTAL CHANNELS
⬤ Audi	03 🔵 1 📷 0 ✖ 1 ▶ 1

< BRANDS | Brand: Audi ✏️ | ⬤ Mark as **My Brand** | 🗑 Delete

Channels

NETWORKS ∨	🔍 Type to Filter...			CHANNEL SLOTS USED ⓘ **54**	**ADD CHANNEL**

NETWORK	CHANNEL	FANS	USERNAME/HANDLE	STATUS	DATA AVAILABILITY	
🔵	⬤ audi	1M Fans	@audi	INDEXED ⓘ	Jan 28, 2021 ⓘ	🗑 DELETE
▶️	👤 audi	308K	@audi	INDEXED ⓘ	Aug 23, 2022 ⓘ	🗑 DELETE
✖	👤 AudiOfficial	623,3K Followers	@AudiOfficial	INDEXED ⓘ	Jan 01, 2022 ⓘ	🗑 DELETE

To completely remove a brand or competitor from your Brands list, click **Delete** to the right of the brand in your Brands list. You will see a confirmation pop-up to make sure you would like to fully remove the brand.

BRAND NAME	TOTAL CHANNELS	TEAM ACCESS	CREATED	
⬤ Audi	03 🔵 1 📷 0 ✖ 1 ▶ 1	*Everyone* ✏️	Apr 18, 2024	🗑 DELETE

Confirm Delete

You are about to delete the Brand **Brandwatch**

This action cannot be undone.Are you sure?

CANCEL   **DELETE BRAND**

Managing team access to a brand

At any time via the Brands menu in Administration, you can restrict team access to a brand by clicking the **pencil icon** in the brand under the **Team access** column. Once clicked, you can type to filter for and select the specific team you would like to have access to the

brand.

Administration

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ORGANIZATION

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Users

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Label management

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Integration marketplace

Audit log

CHANNEL SETTINGS

Channels

Brands

CREATE BRAND

ALL BRANDS ⌄   🔍 Search for Brands

CHANNEL SLOTS AVAILABLE ⓘ **123 / 150**

BRAND NAME	TOTAL CHANNELS	TEAM ACCESS	CREATED
⊚ Audi	03 🅕 1 🅘 1 𝕏 1 ▶ 0	*Test team* ⌄ ✎	Nov 01, 2022
🅱 BMW ⚜	04 🅕 1 🅘 1 𝕏 1 ▶ 1	*Benchmark Demo Org* ⌄ ✎	Nov 01, 2022
◉ decathlon	02 🅕 0 🅘 1 𝕏 1 ▶ 0	Everyone ⌄ ✎	Mar 31, 2024
Ⓗ Honda	04 🅕 1 🅘 1 𝕏 1 ▶ 1	Everyone ⌄	
⬤ Land Rover	03 🅕 1 🅘 1 𝕏 1 ▶ 0	Everyone ⌄	
⬤ Mercedes Benz	03 🅕 1 🅘 1 𝕏 1 ▶ 0	Everyone ⌄	

🔍 Type to filter...

☐ *Benchmark Demo Org*
540a893b27fd49f383bf6e98f53863f4

☐ *Test team*
8aacbda98f0f5ca2018f1467a23747ec