

## 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.

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### Creating a brand

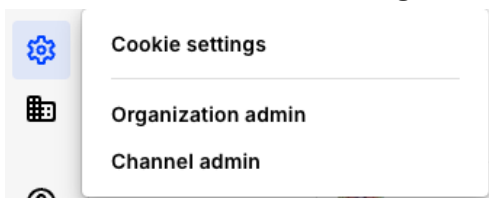
In Benchmark, it is necessary to create Brands to identify which collections of channels you would like to analyze in Benchmark's dashboards. Brands are created within the **Benchmark > Brands** menu under your Social Media Management **Settings**.

Note:

You must have a [user role](#) of Admin for your organization to add and manage Benchmark Brands.

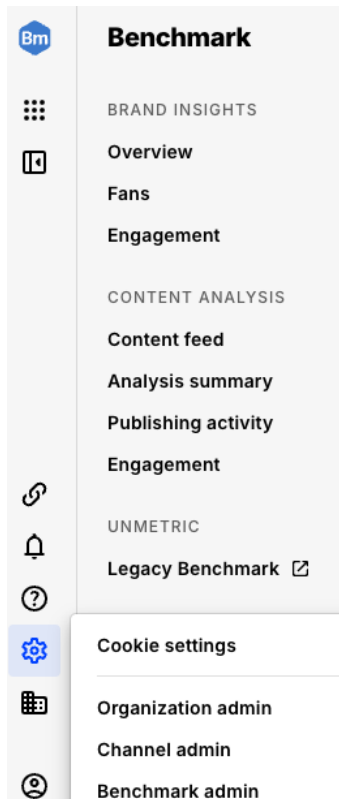
To set up a brand in Benchmark:

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**.

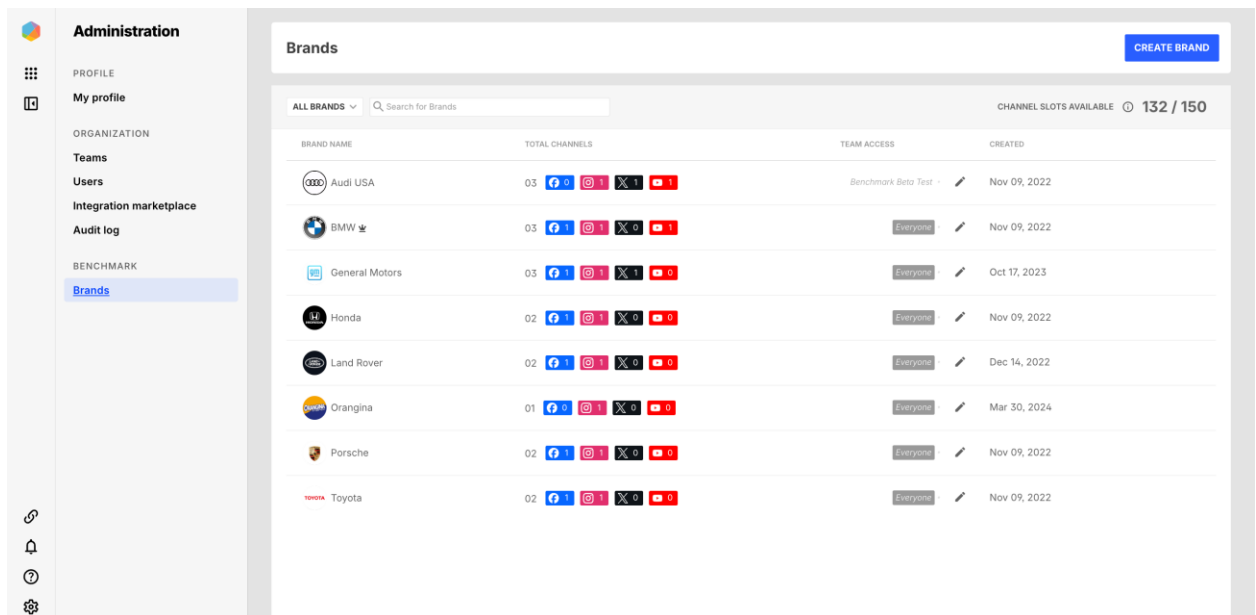


Tip:

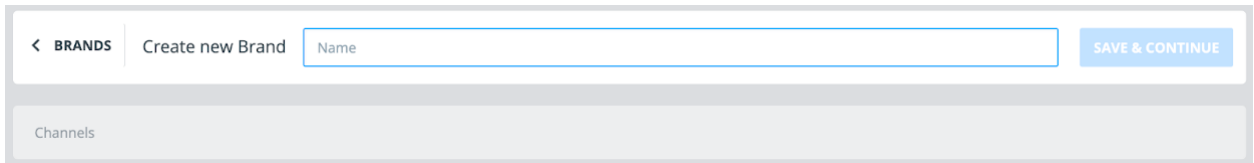
If you are in the Benchmark app, you'll see a **Benchmark admin** option in the Manage settings (gear icon) menu that will navigate you to Benchmark's Brands settings directly.



- 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.

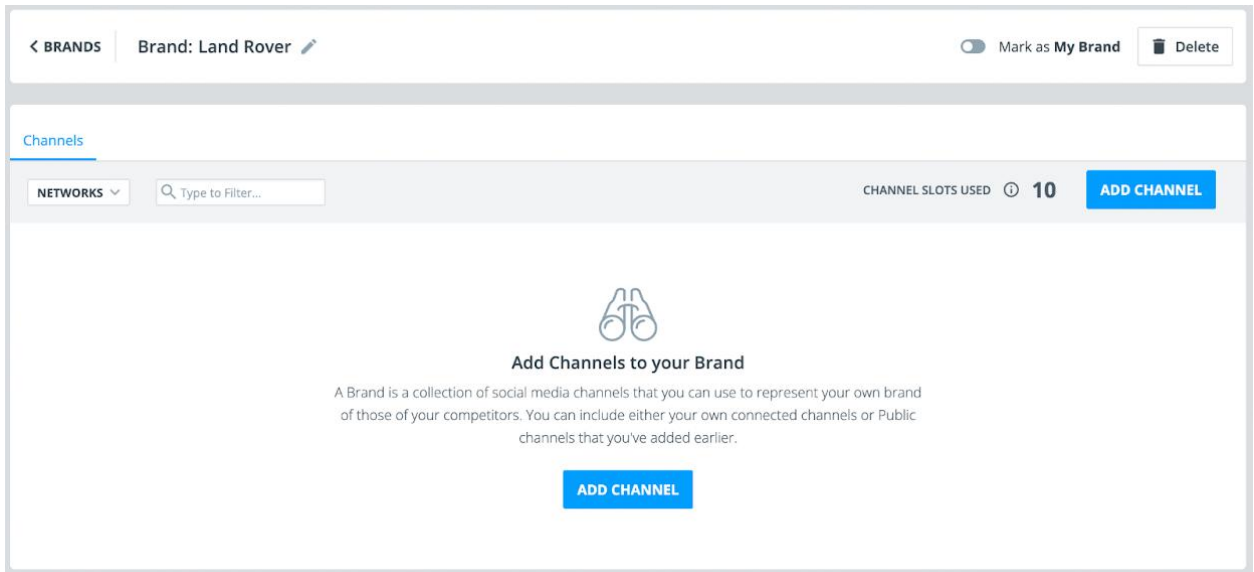


3. Name your Brand, and then click **Save and Continue**.



A screenshot of a web form titled 'Create new Brand'. At the top left is a back arrow and the text 'BRANDS'. To its right is the text 'Create new Brand'. Further right is a text input field with the placeholder text 'Name'. At the top right is a blue button labeled 'SAVE & CONTINUE'. Below the input field is a light gray section labeled 'Channels'.

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.



A screenshot of a web interface for adding channels to a brand. At the top, there is a header bar with a back arrow and 'BRANDS', followed by 'Brand: Land Rover' with an edit icon. On the right of the header are a toggle switch labeled 'Mark as My Brand' and a 'Delete' button. Below the header is a 'Channels' tab. Under the tab, there is a 'NETWORKS' dropdown menu and a search bar with the placeholder 'Type to Filter...'. On the right side of this section, it says 'CHANNEL SLOTS USED 10' with an info icon, and a blue 'ADD CHANNEL' button. The main content area features a binoculars icon, the heading 'Add Channels to your Brand', and a paragraph: 'A Brand is a collection of social media channels that you can use to represent your own brand of those of your competitors. You can include either your own connected channels or Public channels that you've added earlier.' At the bottom of this section is a blue 'ADD CHANNEL' button.

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.

The screenshot shows the 'Channels' section for the brand 'Land Rover'. At the top, there's a header with '< BRANDS', 'Brand: Land Rover', and a 'Mark as My Brand' toggle (which is currently off) and a 'Delete' button. Below this is a 'Channels' sub-header with a 'NETWORKS' dropdown and a search bar 'Type to Filter...'. On the right, it says 'CHANNEL SLOTS USED 39' and an 'ADD CHANNEL' button. The main content is a table with columns: NETWORK, CHANNEL, FANS, USERNAME/HANDLE, STATUS, and DATA AVAILABILITY. There are three rows of channels listed, each with a 'DELETE' button.

NETWORK	CHANNEL	FANS	USERNAME/HANDLE	STATUS	DATA AVAILABILITY
X	LandRover	923.9K Followers	@LandRover	INDEXED	Sep 08, 2021
f	landrover	13.7M Fans	@landrover	INDEXED	Jan 01, 2020
ig	landrover	9.1M Followers	@landrover	INDEXED	Jan 01, 2020

- 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](#).

- 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.


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## 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



PROFILE



My profile

Notifications

ORGANIZATION

Overview

Teams

Users

Ad accounts

Label management

Engage templates

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    	Test team	Nov 01, 2022
 BMW	04    	Benchmark Demo Org	Nov 01, 2022
 decathlon	02    	Everyone	Mar 31, 2024
 Honda	04    	Everyone	
 Land Rover	03    	Everyone	
 Mercedes Benz	03    	Everyone	

Type to filter...

☐

Benchmark Demo Org  
540a893b27d49f383bf6e98f53863f4

☐

Test team  
8aacbda98f0f5ca2018f1467a23747ec