Introduction to Audience

Audience gives you insight into your existing and potential customer base. It combines information from multiple touchpoints, offering a unified customer experience solution. Audience helps you manage individual customer interactions and offers aggregated customer data from all your connected channels.

What are Audience profiles?

Audience provides data via **audience profiles**. Each profile is a collection of data associated with one or more social media profiles. Usually, this data relates directly to a person.

A profile can contain the name of a person, email, links to their social media profiles, address, profile picture, and job title, among many other details.

Indexing this information can happen in multiple ways. Audience automatically interacts with Engage to pull in any profiles of users that engage with your published content.

Note:

Audience profiles are created from Engage when a person leaves a post, comment, direct message, or a tweet. An Audience profile is not created for other actions, such as likes.
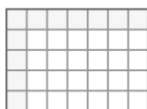
Warning:

Instagram has anonymized the data of users when delivering content over their APIs. Therefore, Audience profiles cannot be indexed from Instagram content.

Importing Audience profiles

If your organization has existing customer data available, you can always bring that information into Audience via the **Import** tab, either by manually importing profiles from a CSV file or suggest an integration with a tool that your organization already uses, such as Salesforce.

Overview

When you first open Audience, you will see a high-level overview of your audience insights, such as what people are talking about in connection to your brand, how many profiles are being indexed, and where they are coming from. This tab provides quick insights of your available audience data at a glance.
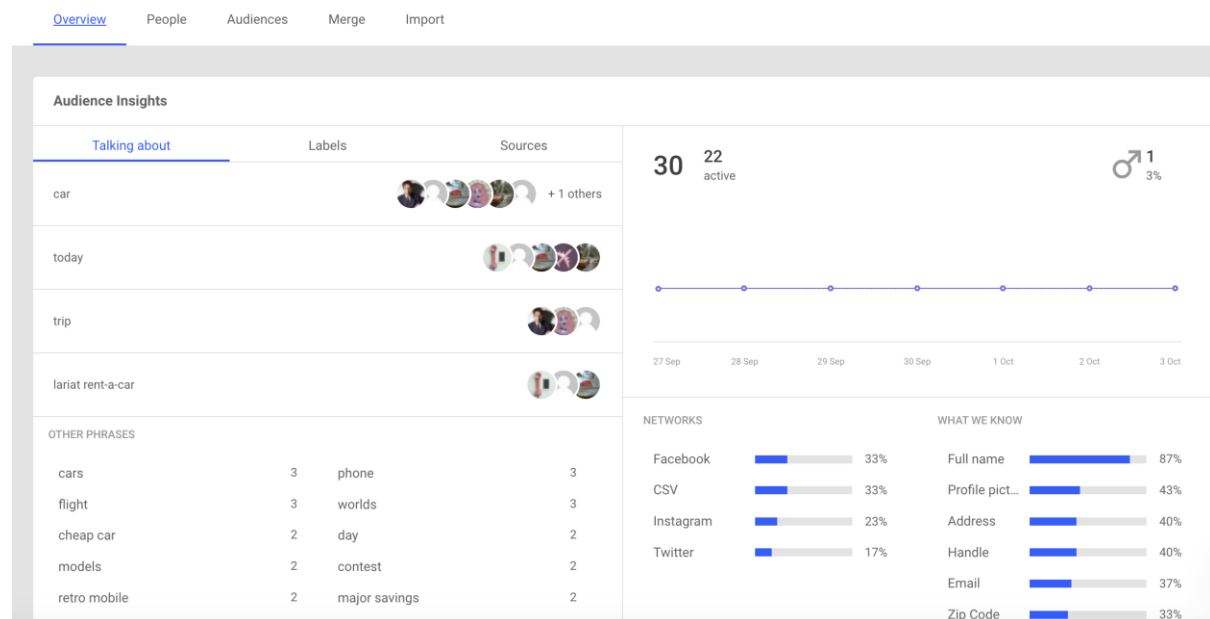
People tab

Under the People tab, you can navigate through all of your indexed audience profiles. The left side has a list of data points by which you can filter. In the center, you can see the list of results. Clicking on any of them will open a detail view where you can see all the available information for that profile. You can also set labels there, which can help

your team to quickly identify a type of customer in the future.

An important aspect of filtering through your Audience profiles is that you can save a specific selection. We call these saved results an **audience**. For example, you can create an audience containing all profiles that are male and with a location in Germany, or create an audience with users whose email you have indexed.

Once you save an audience, it will appear in the Audiences tab.

Audiences tab

You will find all your created Audiences in this tab. You can open them to view the individual profiles, or you can perform further actions such as exporting or creating a custom audience in Facebook.

Merge tab

Sometimes, there are two or more profiles in Audience that seem to belong to the same person. For instance, someone may have reached out through their Facebook account, and another time through X (Twitter) account. Audience tries to detect these overlapping profiles, and gives you the option to merge them manually.

Under the Merge tab, you can select a view of high, medium, or low probability matches. For each suggestion, you can decide to merge the profiles or leave them as they are.