

Introduction to Benchmark

Benchmark is an add-on module for Social Media Management that allows you to monitor and compare social metrics from your brands and your competitors' brands. Gain real-time insights about your competitors' social media strategies that can inform the strengths and weaknesses in your own brands.

Tip:

Interested in Benchmark? Check out the video below to get an overview and [contact us](#) to request a demo!

How does Benchmark work?

Benchmark allows you to analyze groups of social channels together as **brands** and see a cross-network view of social insights for the specific brands you would like to monitor. When setting up a brand, you will choose which channels you would like to associate with the brand, and Benchmark will then pull in aggregated dashboard insights for the channels under that brand.

Note:

By default, Benchmark offers [20 channel slots](#) to utilize for your brands and additional channel slots may be purchased. Channels may be used for multiple brands that you create.

Benchmark uses the power of the Measure platform to pull in real-time metrics for your brands via two dashboards: the [Brand Insights dashboard](#), which offers channel-level metrics, and the [Content Analysis dashboard](#), which offers more detailed, post-level content and metrics.

Note:

At this time, only [specific Facebook, Instagram, X \(Twitter\), and YouTube metrics](#) are available in Benchmark.

Setting up Benchmark

Tip:

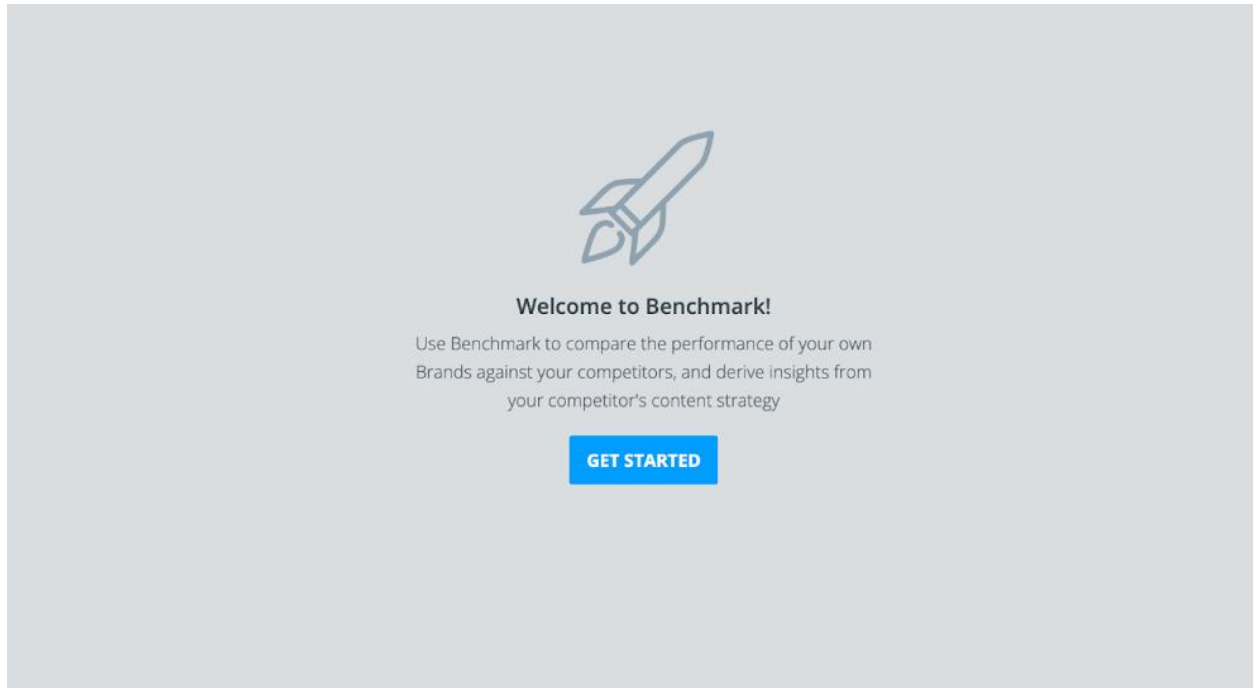
For a quick tutorial on getting started with Benchmark, check out our Academy video:

After you purchase Benchmark, you will see the Benchmark icon in your Social Media Management sidebar and a “Welcome to Benchmark!” landing page when you click to

open the module. Click the **Get Started** button on the Benchmark landing page to begin setup.

Note:

You will need to have a [user role](#) of Administrator in your Social Media Management organization to set up Benchmark.



To start gathering data in Benchmark, you will need to enter information for one of your own brands and one competitor's brand. Fill in the Brand Name and a Facebook, Instagram, and/or X (Twitter) channel for each brand (the minimum number of channels needed to begin benchmarking is one channel per brand). As you type in a channel, you will see a list of suggested channels to add to your brand. There will be a short delay for the channel list to appear.

Note:

To add an Instagram channel, you must provide the exact Instagram handle name.

Set up Benchmark ⓘ

Add your main Facebook and Instagram Channels and one competitor here. You can add more later.
To learn more here, [visit the Help Center](#).

My Brand 🏠

Brand name:

Channels: ☒ Facebook ☒ Instagram ☒ Twitter

Competitor Brand

Brand name:

Channels: ☒ Facebook ☒ Instagram ☒ Twitter

COMPARE

After entering in your brands and channels, click the **Compare** button and Benchmark will set up your dashboards.

Benchmark dashboards

While the Brand Insights dashboard and Content Analysis dashboards have different focuses (channel-level metrics vs. post-level metrics respectively), both dashboards include a built-in feature to compare your brands against your competitors’.





Brand Insights dashboard

Tip:

For a quick tutorial on comparing your brands’ fans and engagement metrics with your competitors’ in the Brand Insights dashboard, visit our Academy video:

The **Brand Insights dashboard** features a Brand Overview widget that displays channel metrics for your selected brands, as well as widgets that drill down into specific insights for each brand’s fans and engagement. You can filter by a specific time period and also select which brands and networks to include. When both networks are selected, the metrics are

aggregated. You can also export a Brand Insights PDF report of the data.

Brand Overview					
BRAND	POSTS ↑	FANS	FAN GROWTH	TOTAL ENGAGEMENT	AVG ENGAGEMENT PER POST
 BMW	315 ▼ -50	352,76K ▲ 0,66%	0,64% ▼ -9,09%	21,35M ▼ -17,87%	67,76K ▼ -4,84%
 Toyota	171 ▲ 109	759,78K ▲ 2,92%	2,92% ▼ -96,53%	3,13M ▲ 698,5%	18,28K ▲ 189,51%
 Honda	70 ▲ 18	114,66K ▲ 1,13%	1,12% ▼ -33,62%	1,12M ▲ 4,11%	15,93K ▼ -22,66%
 Audi	52 ▲ 14	102,13K ▲ 0,38%	0,38% ▼ -16,26%	2,65M ▲ 61,93%	51K ▲ 18,34%

For more details on using the dashboard and what metrics are available, visit our full article on the [Brand Insights dashboard](#).

Content Analysis dashboard

Tip:

For quick tutorials on exploring your content insights and monitoring competitor engagement with the Content Analysis dashboard, visit our Academy videos:

The **Content Analysis dashboard** provides a detailed look at the post content and performance for your selected brands. The **Content** tab will display individual post content and metrics and you can filter by which post type(s) to include. The **Analysis** tab displays an Analysis Summary widget with additional widgets for Publishing Activity and Engagement. Under both tabs, you can filter by time period, select which brands and

networks to include, and export a PDF report of that tab's data.

The screenshot displays a social media dashboard interface. At the top, there are tabs for 'CONTENT' and 'ANALYSIS', a search bar with the placeholder 'Search by keyword or #hashtag ...', and buttons for 'ALL FORMAT' and 'PUBLISH DATE'. Below the header, it states 'Displaying 1-20 of 554 matching posts'. Three posts from BMW are shown in a grid. The first post from BMW (@bmw) is dated 29 Oct, 17:00 and features an interior image of a car. The second post from BMW (@BMW) is dated 29 Oct, 14:35 and features an image of a blue classic car. The third post from BMW (@bmw) is dated 29 Oct, 14:01 and features an image of a car on a road. Below each BMW post is a table of engagement metrics. A fourth post from TOYOTA (@toyota) is partially visible at the bottom, dated 29 Oct, 13:00.

Metric	Value
Engagement	79,07K
Likes	78,82K
Comments	251

Metric	Value
Engagement	3,67K
Likes	2,88K
Comments	138
Shares	91
Reactions	3,44K

Metric	Value
Engagement	303,35K
Likes	302,49K
Comments	865

Metric	Value
Engagement	303,35K
Likes	302,49K
Comments	865

For more details on using the dashboard and what metrics are available, visit our full article on the [Content Analysis dashboard](#).

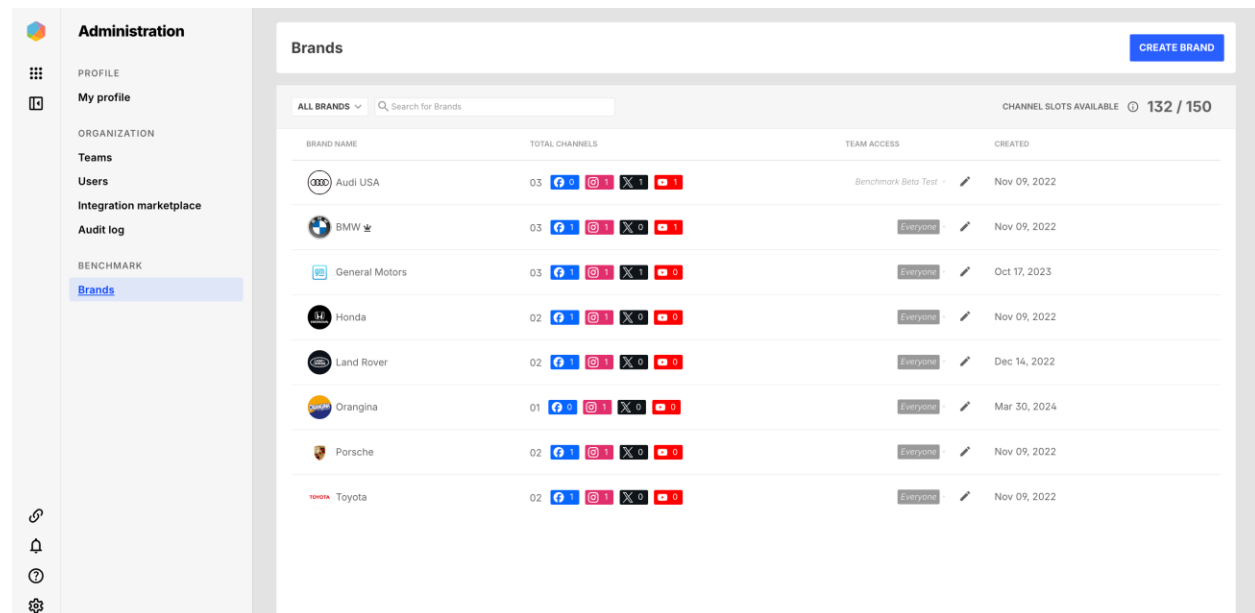
Additional tips for analysis

Using Benchmark to gauge and analyze your competitors' successes can provide valuable insight for you to adjust your marketing strategy or find inspiration for new content that resonates with your audience. In particular, doing a keyword search in Benchmark can help you find topics your competitors have targeted in their campaigns, and the Share of Voice widget can help you analyze the associated content. Check out our Academy video for a quick walkthrough:

Benchmark administration

Once Benchmark is added to your Social Media Management suite, you will see a new **Benchmark > Brands** section in your Social Media Management **Administration** list.

You will use this menu to [create your brands](#) for Benchmark.



The screenshot shows the Benchmark Administration interface. On the left is a sidebar with the 'Administration' menu, including options like Profile, My profile, Organization, Teams, Users, Integration marketplace, Audit log, and Benchmark. The 'Brands' option under the Benchmark section is highlighted. The main content area is titled 'Brands' and features a 'CREATE BRAND' button in the top right. Below the title is a search bar and a dropdown menu set to 'ALL BRANDS'. A status indicator shows 'CHANNEL SLOTS AVAILABLE 132 / 150'. The main area contains a table with the following columns: BRAND NAME, TOTAL CHANNELS, TEAM ACCESS, and CREATED. The table lists several brands: Audi USA, BMW, General Motors, Honda, Land Rover, Orangina, Porsche, and Toyota. Each row shows the brand's logo, a total channel count, icons for Facebook, Instagram, Twitter, and YouTube with their respective counts, the team access level (e.g., 'Benchmark Beta Test' or 'Everyone'), and the creation date.

BRAND NAME	TOTAL CHANNELS	TEAM ACCESS	CREATED
Audi USA	03	Benchmark Beta Test	Nov 09, 2022
BMW	03	Everyone	Nov 09, 2022
General Motors	03	Everyone	Oct 17, 2023
Honda	02	Everyone	Nov 09, 2022
Land Rover	02	Everyone	Dec 14, 2022
Orangina	01	Everyone	Mar 30, 2024
Porsche	02	Everyone	Nov 09, 2022
Toyota	02	Everyone	Nov 09, 2022

Note:

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


By default, the **Brands** menu will display your currently set up brands, the total channels under each brand, how many channel slots you have used for Benchmark, and the date that each brand was created. You can also search your brands list and filter by All Brands, My Brands, or Competitors.

Benchmark brands

When you click the **Create Brand** button in the Brands menu, you will be asked to name your brand and add channels to it. You can search for applicable Facebook, Instagram, X (Twitter), and YouTube channels to add to each brand. After [adding a channel](#), you will see the channel name, network, number of Fans, Username/handle, Indexing status, and Data availability. At the top of the panel, use the **Mark as My Brand** toggle to identify your ownership of the brand. Your brands will be indicated by a crown icon in your brands list.

Leaving the toggle deactivated will mark the brand as your competitor.

< BRANDS

Brand: BMW 

Mark as My Brand

Delete





Channels

NETWORKS

Type to Filter...

CHANNEL SLOTS USED ⓘ 10

ADD CHANNEL

NETWORK	CHANNEL	FANS	USERNAME/HANDLE	STATUS	DATA AVAILABILITY	
	 BMW	20,5M Fans	@BMW	INDEXED ⓘ	Jan 02, 2020 ⓘ	<div><div></div>DELETE</div>
	 bmw	34M Followers	@bmw	INDEXED ⓘ	Jan 01, 2020 ⓘ	<div><div></div>DELETE</div>

After you have added your brand(s), they will be available to select in your Benchmark dashboards for analysis. For a full step-by-step guide on creating brands, check out our article on [Creating Benchmark Brands](#).