

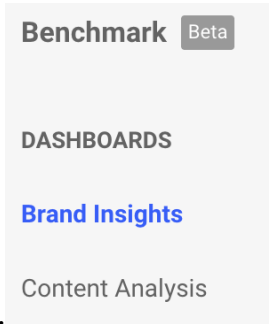
Using the Brand Insights Dashboard

The Brand Insights dashboard is one of two dashboards available in Benchmark to help you measure your brands’ social performance against your competitors’. Learn more about what metrics are available in the Brand Insights dashboard and how to use it to effectively analyze your brands.

What is the Brand Insights dashboard?

The **Brand Insights dashboard** compares channel-level metrics from your brands against your competitors’ brands.

You can access the Brand Insights dashboard at any time by selecting **Brand**



Insights under dashboards in the Benchmark left-hand sidebar.

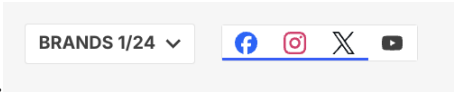
A screenshot of the Benchmark 'Brand Overview' dashboard. The dashboard shows a table of social media metrics for four brands: Mercedes, BMW, Toyota, and Jaguar. The table includes columns for Brand, New Posts, New Fans, Fan Growth, Total Reach, Total Impressions, Engagement Rate, and Total Engagement. Each metric is accompanied by a small icon indicating a trend (up, down, or stable). The dashboard also features a sidebar with navigation options like 'Overview', 'Fans', 'Engagement', 'Content Analysis', 'Content feed', 'Analysis summary', 'Publishing activity', and 'Engagement'. At the top right, there are filters for date range (1 JUN 2024 - 30 JUN 2024) and time zone (GMT+02:00), along with an 'EXPORT' button.

BRAND	NEW POSTS ↑	NEW FANS	FAN GROWTH	TOTAL REACH	TOTAL IMPRESSIONS	ENGAGEMENT RATE	TOTAL ENGAGEMENT
Mercedes	308 ▲ 7	34,28K ▲ 0,05%	0,05% ▼ -3,32%	99,21M ▼ -5,69%	114,43M ▼ -5,84%	7,8% 0%	8,93M ▼ -5,86%
bmw	162 ▲ 1	99,56K ▲ 0,16%	0,16% ▼ -41,51%	89,71M ▼ -3,03%	103,35M ▼ -3,77%	9,28% ▼ -0,64%	9,59M ▼ -4,43%
Toyota	39 ▼ -3	6,5K ▲ 0,02%	0,02% ▼ -215,07%	7,8M ▼ -7,95%	8,96M ▼ -5,03%	6,82% ▲ 15,2%	610,63K ▲ 9,38%
Jaguar	0 ▼ -12	8,44M ▲ 26,7%	26,57% ▲ 8,36K%	0 ▼ -100%	0 ▼ -100%	0% ▼ -100%	0 ▼ -100%

Analyzing brands

By clicking **Brands** in the top-left corner of your dashboard, you can select the specific brand or brands you would like to view. Use the search bar to find an available brand, or scroll through the list, and then select the checkbox next to a brand to add it to the dashboard. Select **All** or **None** to quickly select or deselect all of your connected brands.

Hovering over the brand will also display a quick view of the brand's data availability. You can also toggle to include or exclude Facebook, Instagram networks, X (Twitter), or YouTube networks from the dashboard.

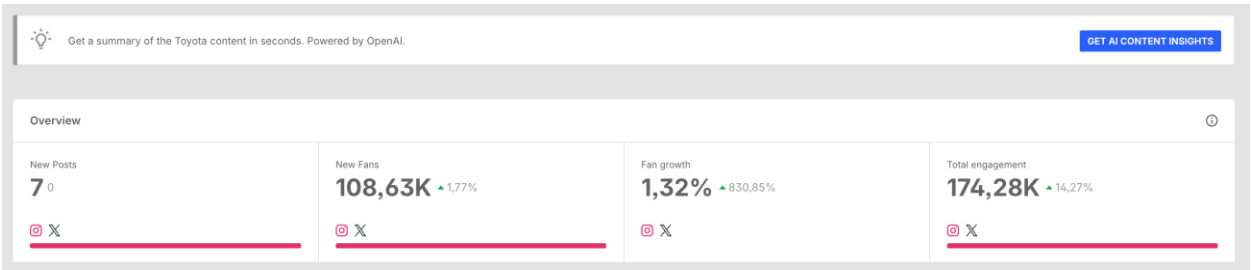


Tip:

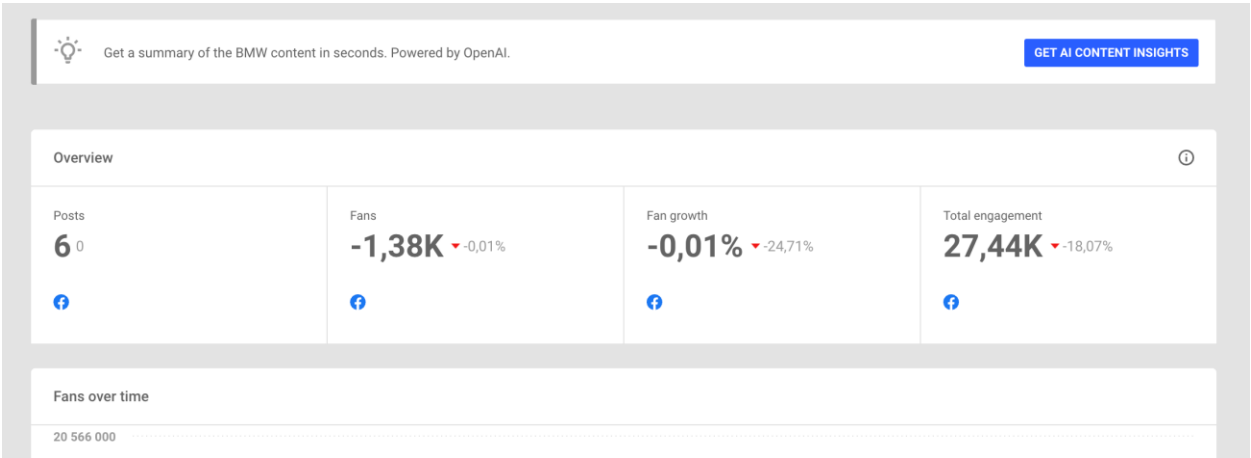
Brands that you marked as “My Brand” will be indicated by a **crown icon** in the Brands dropdown.

Single brand analysis

When you select a single brand, your dashboard will display the single brand analysis view which features a Single brand overview widget as well as the Total Fans, Fans over time, Reach, Impressions, Total Engagement over time, and Engagement overview widgets. If you selected to include multiple networks for the brand, the widgets will display metrics for all networks.



If you selected only a single network, the widgets will reflect the metrics for that network.

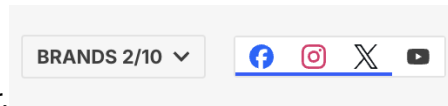


Comparison brand analysis

Note:





Cross-network analysis is currently not available for YouTube channels.

After selecting multiple brands in the Brands dropdown, you will also see any toggled



networks displayed in the header.

The dashboard will display a [Brand overview](#) widget along with [Fans widgets](#), [Reach widgets](#), [Impressions widgets](#), and [Engagement widgets](#).

Brand overview							
		TOTAL		AVERAGE PER POST ⓘ			
BRAND	NEW POSTS ↑	NEW FANS	FAN GROWTH	TOTAL REACH	TOTAL IMPRESSIONS	ENGAGEMENT RATE	TOTAL ENGAGEMENT
 Land Rover	32 ▲ 15	137 ▲ 0,02%	0,01% ▼ -42,44%	0 ▼ -100%	0 ▼ -100%	0% ▼ -100%	757 ▼ -0,66%
 BMW	4 ▼ -3	1,58K ▲ 0,07%	0,06% ▲ 39,79%	132,4K ▼ -31,89%	193,31K ▼ -31,89%	2,4% ▲ 11,11%	4,65K ▼ -24,14%
 Toyota	0 0	62 ▲ 0,01%	0,01% ▼ -46,55%	0 0%	0 0%	0% 0%	0 0%
 Audi	0 0	135 ▲ 0,03%	0,02% ▼ -22,86%	0 0%	0 0%	0% 0%	0 0%

Individual metric widgets will display with a one-liner at the top of the widget summarizing the data in the widget. Check out our video below to learn more about this feature:

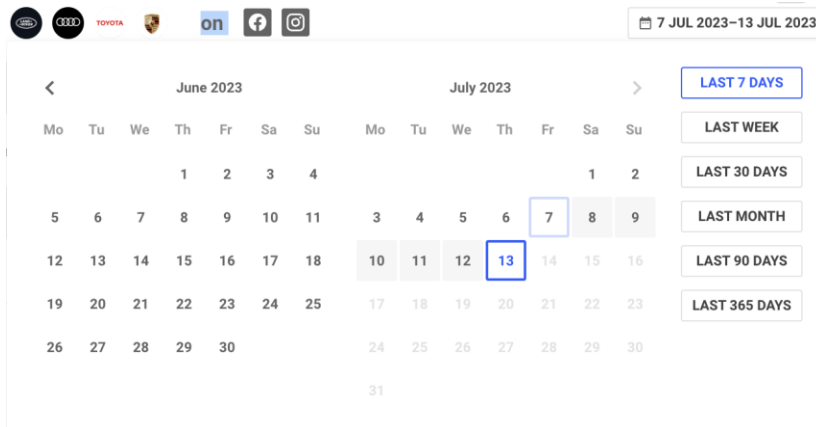
Dashboard filters

The top of the Brand Insights dashboard offers the **Date Range** filter and the **Timezone** filter. Any selections in these filters will apply to all of the widgets in the dashboard.

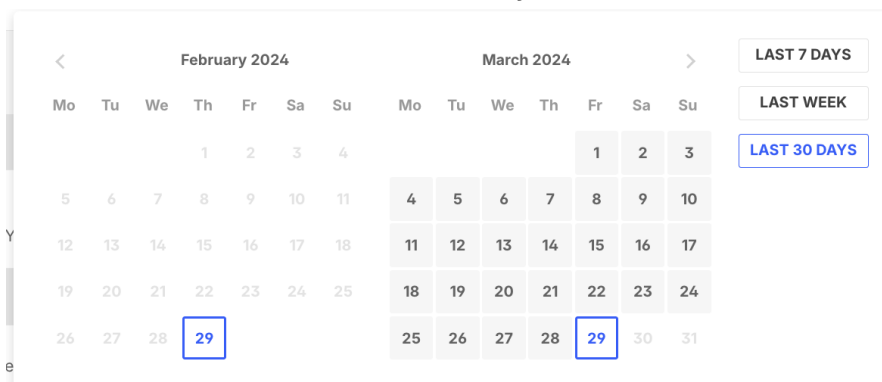
With the **Date Range** filter, you can select a custom time period by choosing a start date and end date in the calendar, or select a preset time period to view: Last 7 days, Last week, Last 30 days, Last month, Last 90 days, or Last 365 days.

Note:

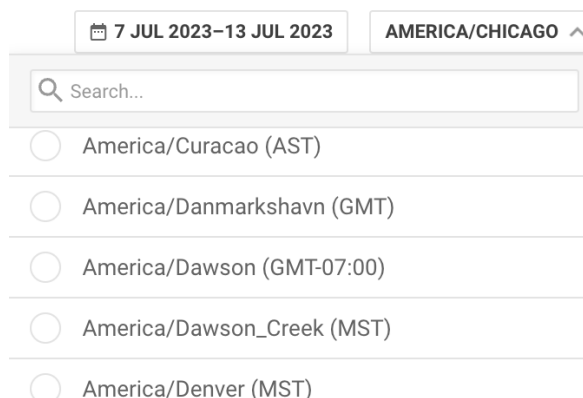
For Facebook, Instagram, and X (Twitter), Benchmark offers historical data up to two years ago from the current calendar date.



For YouTube, Benchmark offers 30 days of historical data.



The **Timezone** filter allows you to view your dashboard data in a specific local timezone. By default, the timezone will be set based on your browser's location data. When you select a new timezone, it will be saved as the new timezone for both your Brand Insights dashboard as well as your [Content Analysis dashboard](#) and remain in that timezone the next time you

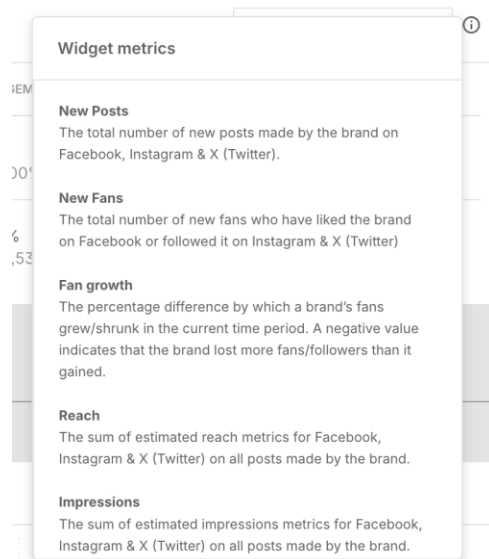


visit either dashboard.

Dashboard widgets

Tip:

For a detailed reference of what metrics are available in Benchmark widgets, visit our [List of Benchmark Metrics](#) article, or click the information tooltip next to a widget.



Brand overview widget

The **Brand overview** widget provides a high-level comparison summary of how your brands are performing against your competitors' brands. It includes the New Posts count, New Fans count, Fans growth, Total engagement, and Average engagement per post of each of the selected brands. The percentage difference for each metric is calculated based on the date range applied. You can sort the brands alphabetically (A-Z or Z-A) or sort each metric column by highest or lowest.

Tip:

For brand overview and all multiple brand comparison widgets, a **Total vs. Average per**



Post comparison toggle is available.

Fans widgets

The **Fans** widget is a stacked bar chart of the total number of people who have liked or followed the brand. The y-axis is alphabetically organized by the selected brands. Hovering over each bar in the widget will display the total count of Fans for each brand on each network. If multiple networks are toggled in the Brand Insights dashboard, then you have the option to toggle each network on or off in the widget.

The **Fans over time** widgets is a spline chart of the Fans count of each selected brand over time. The data is aggregated (subject to the channels added for each brand). The time period that displays on the x-axis is based on the time period selected in the Date Range

filter. Selecting an individual brand in the widget will allow you to hone in on the data for that brand.

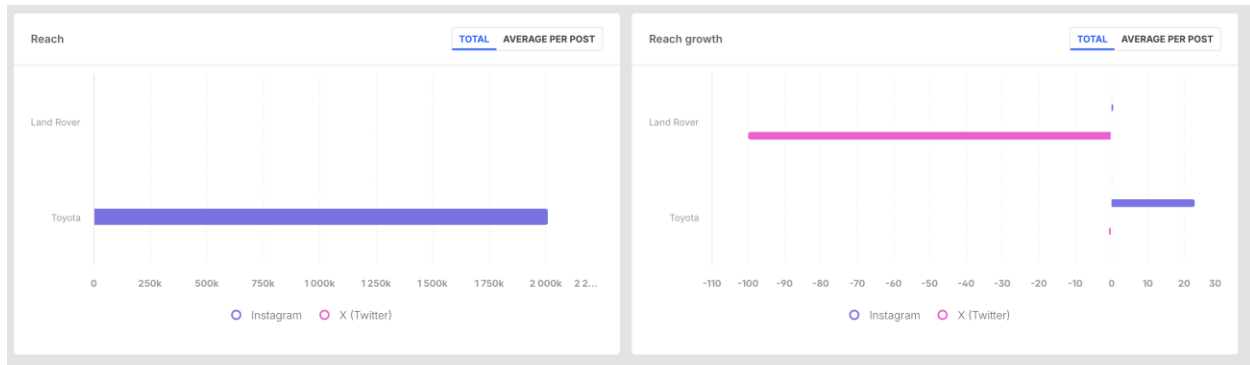
The **Fan growth** widget is a grouped bar chart showing the number of Fans gained or lost for each brand over the specified time period. The y-axis is alphabetically organized by the selected brands. The x-axis indicates the percentage gain or loss of fan growth. If multiple networks are toggled in the Brand Insights dashboard, then you have the option to toggle each network on or off in the widget.



Reach widgets

The **Reach** widget is a horizontal bar chart showing the sum of estimated reach metrics on all posts made by the brand. The y-axis alphabetically organized by the selected brands. If multiple networks are toggled in the Brand Insights dashboard, then you have the option to toggle each network on or off in the widget.

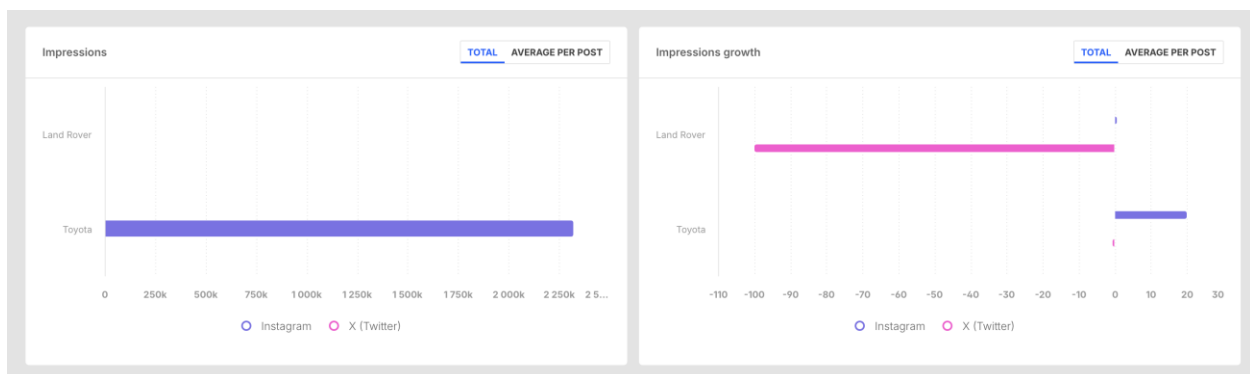
The **Reach growth** widget is a stacked bar chart showing the growth of reach over the selected time period. The y-axis alphabetically organized by the selected brands. If multiple networks are toggled in the Brand Insights dashboard, then you have the option to toggle each network on or off in the widget.



Impressions widgets

The **Impressions** widget is a horizontal bar chart showing the sum of estimated impressions metrics on all posts made by the brand. The y-axis alphabetically organized by the selected brands. If multiple networks are toggled in the Brand Insights dashboard, then you have the option to toggle each network on or off in the widget.

The **Impressions growth** widget is a stacked bar chart showing the growth of impressions over the selected time period. The y-axis alphabetically organized by the selected brands. If multiple networks are toggled in the Brand Insights dashboard, then you have the option to toggle each network on or off in the widget.



Engagement widgets

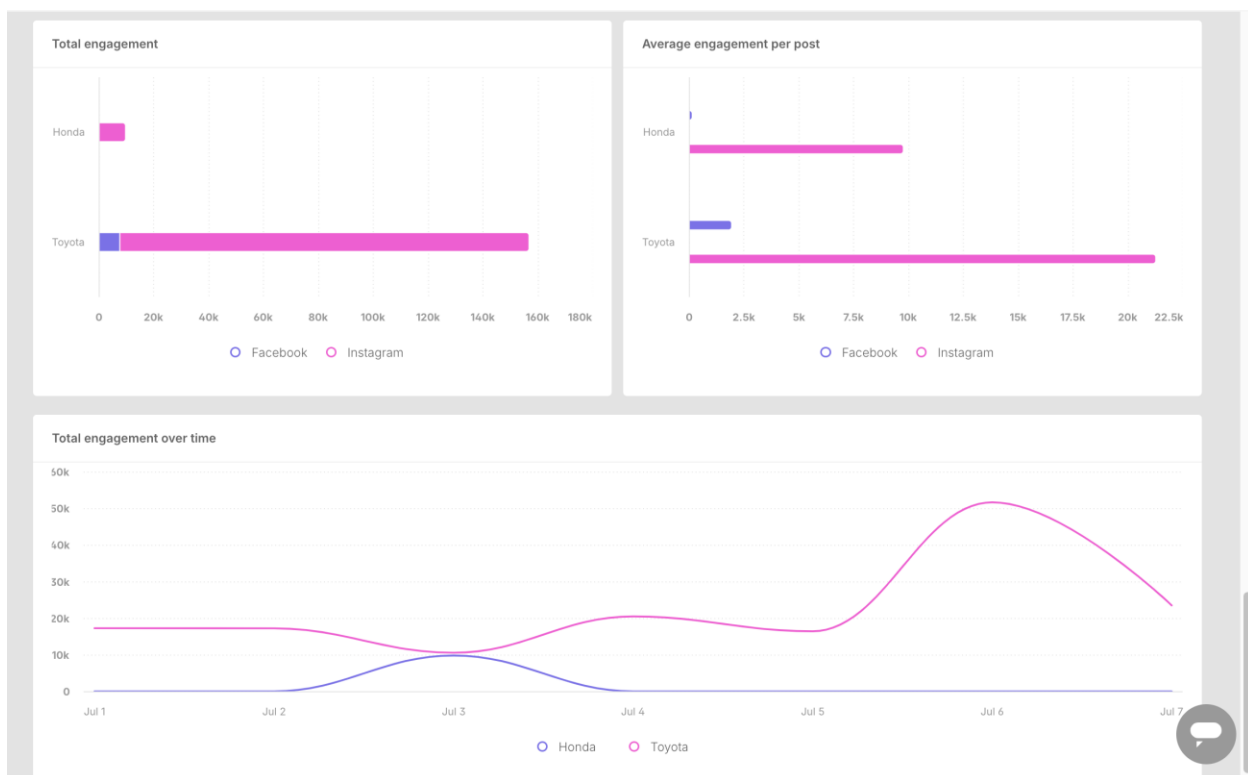
Note:

If you are an Admin user in Benchmark, you can [customize your engagement formulas](#).

The **Total engagement** widget is a stacked bar chart showing the sum of engagement on all posts made by the brand during the specified time period. The y-axis is alphabetically organized by the selected brands. If multiple networks are toggled in the Brand Insights dashboard, then you have the option to toggle each network on or off in the widget.

The **Total engagement over time** widget is a spline chart showing the engagement for each brand over the specified time period. The data is aggregated (subject to the channels added for each brand). The time period that displays on the x-axis is based on the time period selected in the Date Range filter. Selecting an individual brand in the widget will allow you to hone in on the data for that brand.

The **Average engagement per post** widget is a grouped bar chart showing the average post engagement for each brand over the specified time period. Average engagement per post is calculated by the sum of post engagement for the brand divided by the sum of all posts made by that brand. The y-axis is alphabetically organized by the selected brands. If multiple networks are toggled in the Brand Insights dashboard, then you have the option to toggle each network on or off in the widget.



Exporting a Brand Insights report

You can export your customized Brand Insights dashboard as a PDF report by clicking on the **Export** button in the top-right corner of the dashboard. For detailed instructions, visit our article on [Exporting Benchmark Dashboards](#).

Refreshing brand data

If your data for a brand is more than 1 hour old, you can manually refresh the data using the **Data Sources** menu at the top of your dashboard.

1. Click **Data Sources** in the top navigation bar of your dashboard (by the **Brands** dropdown).





Overview 21 JUL 2025-27 JUL 2025 GMT+01:00 > SCHEDULE ↓ EXPORT

BRANDS 3/16 f i X v DATA SOURCES

💡 Get a summary of your competitors' content in seconds. Powered by OpenAI. GET AI CONTENT INSIGHTS

⚙️ CUSTOMIZE ENGAGEMENT FORMULAS

Brand overview TOTAL AVERAGE PER POST ⓘ

BRAND	NEW POSTS ↑	NEW FANS	FAN GROWTH	TOTAL REACH	TOTAL IMPRESSIONS	ENGAGEMENT RATE	TOTAL ENGAGEMENT
 Hootsuite	22 0	-673 ▲ 5,16%	-0,01% 0%	82,18K ▲ 27,88%	99,3K ▲ 38,32%	2,89% ▲ 29,02%	2,87K ▲ 78,5%
 Brandwatch 	6 0	137 ▲ 10,48%	0,16% ▲ 0,01%	1,01K ▼ -31,12%	1,19K ▼ -33,45%	2,1% ▼ -61,33%	25 ▼ -74,23%
 Sprinklr	4 ▼ -2	13 0%	0,03% 0%	0 ▼ -100%	0 ▼ -100%	0% ▼ -100%	40 ▼ -23,08%




















2. In the Data Sources window, you will see all of your connected brand channels and when they were last updated. If the last update was more than 1 hour ago, you can

click the **Refresh** button next to a brand to manually refresh the data.

Data sources

Each channel includes up to 2 years of historical post data and fans data from the date the channel was added. Channels can be refreshed manually if their data is more than one hour old.

REFRESH ALL

CHANNEL	BRAND	POST DATA SINCE	FANS DATA SINCE	LAST UPDATED	
 @hootsuite	 Hootsuite	5 Jan 2022	28 Apr 2023	1 hour ago	
 @hootsuite	 Hootsuite	1 Jan 2022	28 Apr 2023	2 hours ago	 REFRESH
 @hootsuite	 Hootsuite	1 Nov 2021	28 Apr 2023	27 Jul 2025	 REFRESH
 @sprinklr	 Sprinklr	11 Jan 2022	28 Apr 2023	2 hours ago	 REFRESH
 @sprinklr	 Sprinklr	25 Jul 2020	28 Apr 2023	2 hours ago	 REFRESH
 @Brandwatch	 Brandwatch	5 Apr 2022	28 Apr 2023	8 mins ago	
 @brandwatch	 Brandwatch	13 Apr 2021	28 Apr 2023	2 hours ago	 REFRESH















Tip:

You may refresh multiple channels simultaneously if they are available to refresh. Clicking the **Refresh all** button will refresh all eligible channels.

3. After you refresh a channel, you will see its status change to **Indexing**. Once indexing is complete, you will see a notification that your channel(s) were refreshed successfully.

Data sources

Each channel includes up to 2 years of historical post data and fans data from the date the channel was added. Channels can be refreshed manually if their data is more than one hour old.

CHANNEL	BRAND	POST DATA SINCE	FANS DATA SINCE	LAST UPDATED
 @hootsuite	 Hootsuite	5 Jan 2022	28 Apr 2023	1 hour ago
 @hootsuite	 Hootsuite	1 Jan 2022	28 Apr 2023	Indexing
 @hootsuite	 Hootsuite	1 Nov 2021	28 Apr 2023	Indexing
 @sprinklr	 Sprinklr	11 Jan 2022	28 Apr 2023	Indexing
 @sprinklr	 Sprinklr	25 Jul 2020	28 Apr 2023	Indexing
 @Brandwatch	 Brandwatch	5 Apr 2022	28 Apr 2023	8 mins ago
 @brandwatch	 Brandwatch	13 Apr 2021	28 Apr 2023	Indexing

The post data for the channels @Brandwatch (twitter) and @hootsuite (twitter) and @hootsuite (facebook) and @sprinklr (facebook) and @brandwatchvideos (youtube) and @sprinklr (instagram) and @brandwatch (instagram) was successfully refreshed.

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