Using the Content Analysis Dashboard

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

What is the Content Analysis dashboard?

The **Content Analysis dashboard** compares post-level content and metrics from your brands against your competitors' brands. The dashboard offers two tab views: the **Content feed** and the **Analysis** widgets.

The **Content feed** displays all the post content from the specified time period for any selected brand, along with the engagement, impressions, comments, likes, shares, and reactions (where applicable) for those posts. The available posts in your dashboard will load as you scroll down, allowing for a seamless experience to see all of the brand's available content without loading times.

Tip:

You can click on an individual post's timestamp to be redirected to the original native post on the social network.

The **Analysis** widgets offers a selection of widgets that measure the performance of posts from the brand(s) you selected.

You can access the Content Analysis dashboard at any time by selecting **Content Analysis** under dashboards in the Benchmark left-hand sidebar.

Benchmark Beta

DASHBOARDS

Brand Insights

Content Analysis
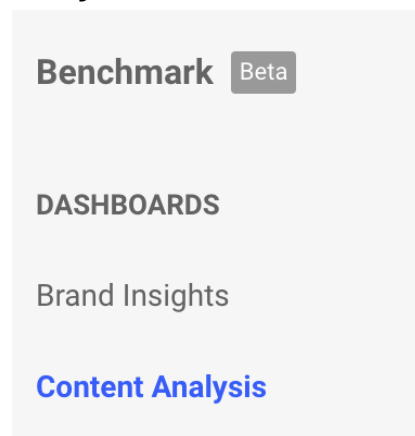
Analyzing brand content

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 Manage dropdown.

Single brand content analysis

When you select a single brand, the Content feed of your dashboard will display the post content from the specified time period for the selected brand, along with the engagement, impressions, comments, likes, shares, and reactions (where applicable) for those posts.

The Analysis widgets will display the single brand content analysis view which features the Posts over time, Posts format mix, Word cloud, 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 both networks.
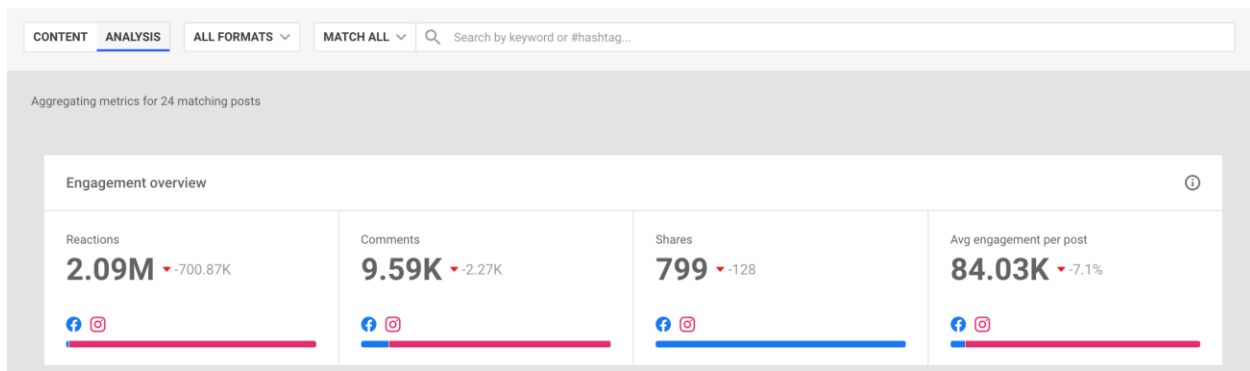
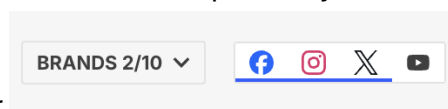If you selected only a single network, the widgets will reflect the metrics for that network.
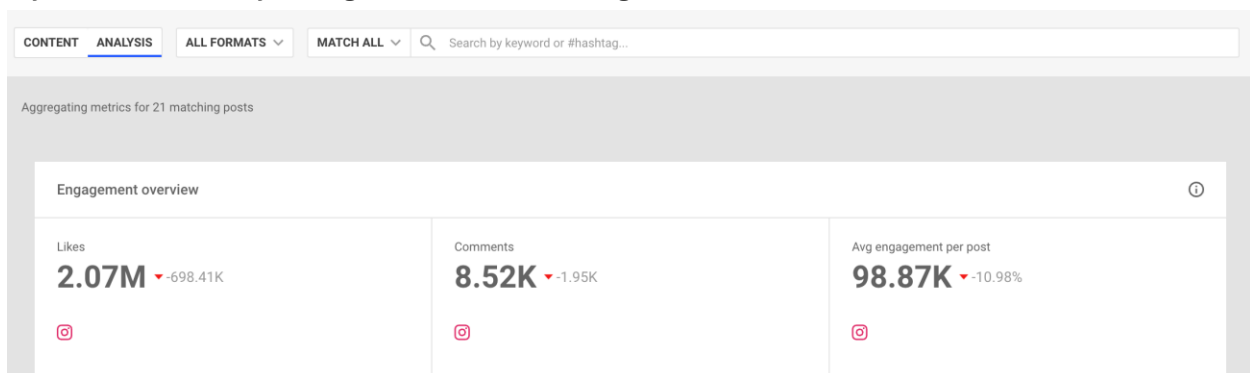
Comparison brand content analysis

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 Content feed of your dashboard will display the post content from the specified time period for the selected brands, along with the engagement, comments, likes, shares, and

reactions (where applicable) for those posts.

In the comparison view, the Analysis section of the dashboard will display an Analysis summary widget along Publishing activity, Reach, Impressions, and Engagements widgets.
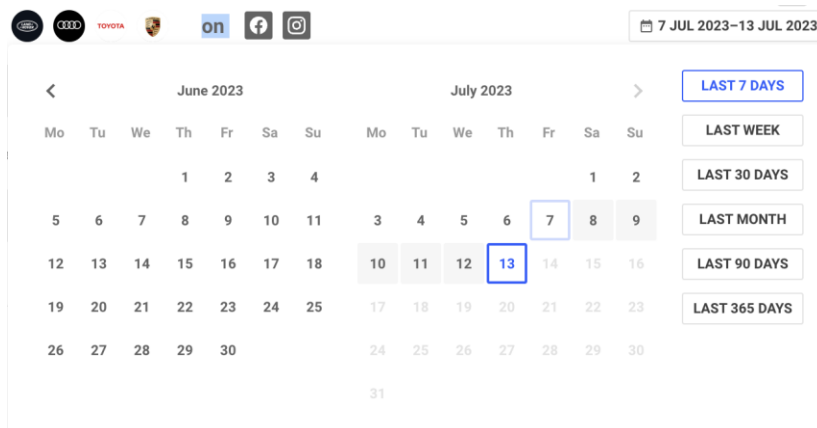

Dashboard filters

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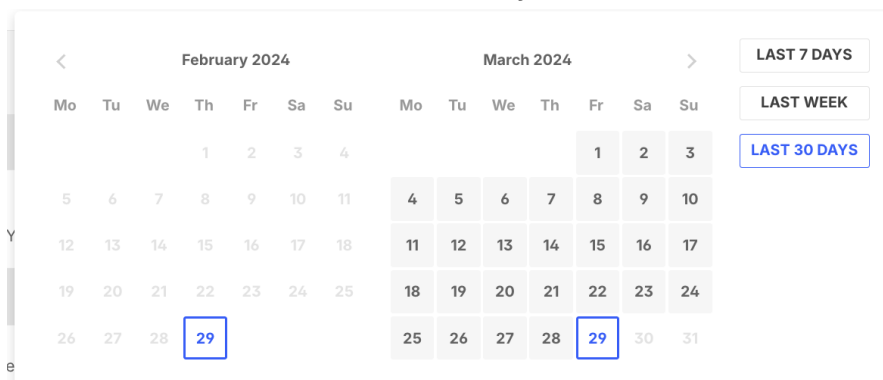
The **Timezone** filter allows you to view your dashboard data in a specific local timezone. By default, the timezone will be set based on your browser's location data. When you select a new timezone, it will be saved as the new timezone for both your Content Analysis dashboard as well as your Brand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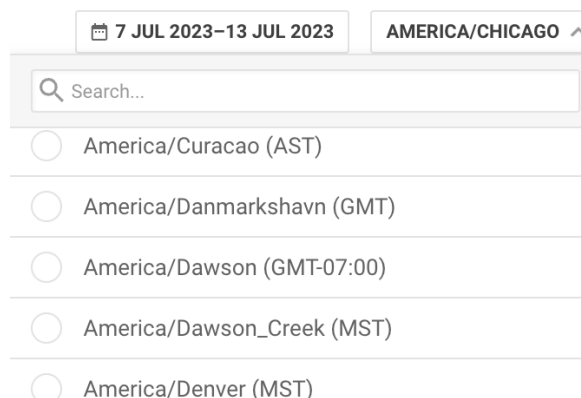
time you visit either dashboard.

Lastly, both the Content feed and the Analysis widgets feature a search bar where you can search for post content or see metrics from posts that include a specific keyword or hashtag. This feature can be helpful to gauge the post performance of brands in a variety of scenarios, such as monitoring the performance of a specific campaign. Any term you

search for will display highlighted in yellow in any applicable posts in the Content feed.

The search bar will save your search history of the last 25 searches, organized by most recent first. You can delete any saved search item using the **trash can icon** to the right of the search item.

Use the **Formats** drop-down filter to select the specific post types you would like to view from your search. You can choose to select from **All Formats** or **Carousel, Image, Link,**

Poll, Text, or **Video.**

Use the **Match** dropdown to apply one of the following search operators to your search:

- **Match All:** Acts as an AND operator

- **Match Any:** Acts as an OR operator

- **Exclude All:** Acts as NOT + OR operator
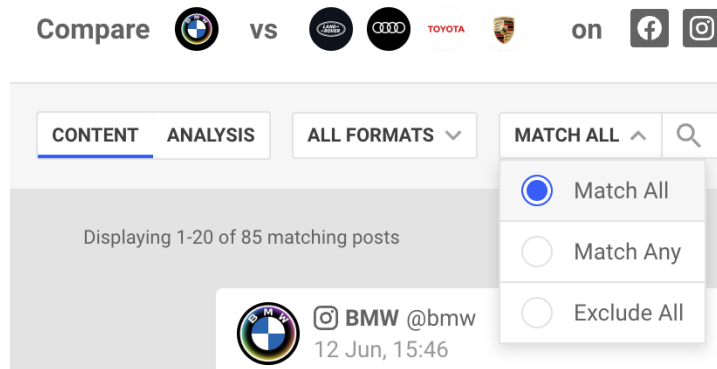
You can add as many search terms and phrases to your search as you would like by typing a **comma** and the **enter key** after each search term to separate them
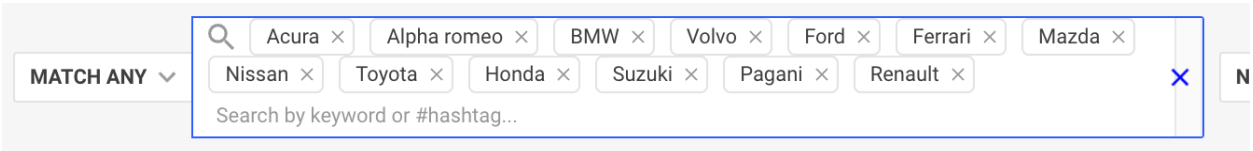
Content-specific filters

Card view/list view and sorting

The Content feed provides the option to view content in either **Card view** or **List view.** Card view offers a visual glimpse of the post text and media, along with the Total engagement and Impressions count for each post by default. (Reactions, Average response Time, and Sentiment are available on Facebook posts. Reposts, including quotes, are available for X (Twitter) posts.) List view makes it easier to view the content metrics on the post level and provides each post's Reactions, Comments, Shares, Total engagement, Impressions, and Sentiment by default.

Tip:

In Card view, hashtags on posts will appear blue and be clickable. Clicking on a hashtag will add that hashtag to the search bar to automatically search your dashboard to display
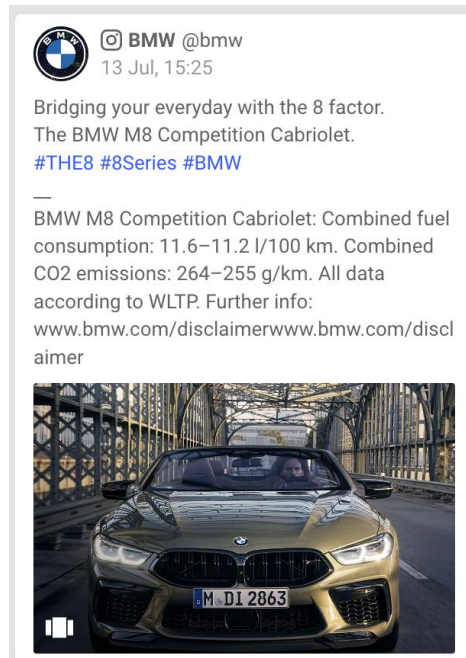
all applicable posts with that hashtag.
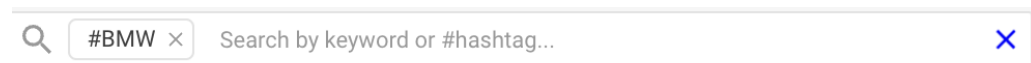
You can click multiple hashtags to add to the search bar and use the **Match** dropdown to apply additional search operators to your hashtag search (e.g. Match All, Match Any, or Exclude All).
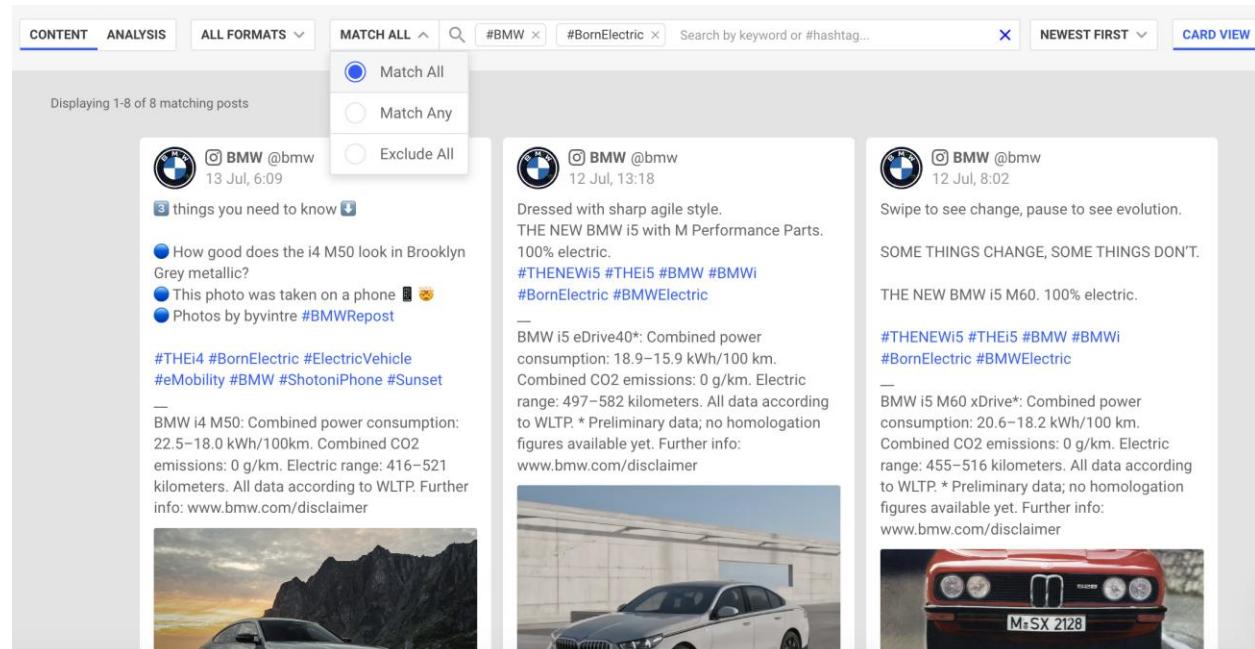
Content in the Content tab can be sorted using a number of ascending or descending order filters: **Newest/Oldest First, Most/Least Impressions, Most/Least Total Engagement,**

Most/Least Likes/Reactions, Most/Least Comments/Replies, Most/Least
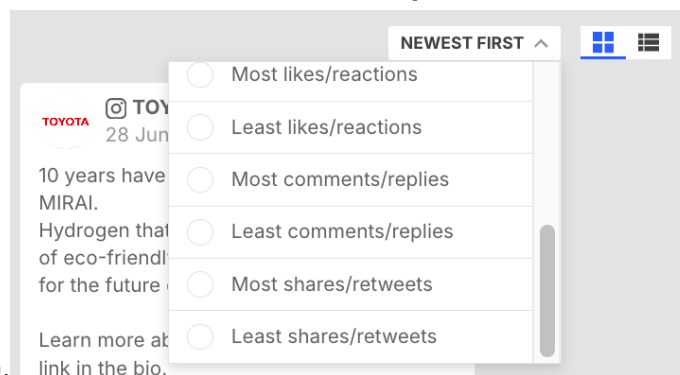
Shares/Reposts (Retweets).

Outliers

Benchmark uses an AI-powered anomaly detection algorithm to identify any of a brand's posts with metrics that exceed the brand's baseline metrics, such as more likes than usual, more comments than usual, etc.

You can view detected outlier posts by using the **Outliers** view in the top-right corner (**Outliers icon** next to Card view and List view icons). Benchmark will then display the detected anomaly for the post, such as "50% more comments than usual," above the post in the content feed.
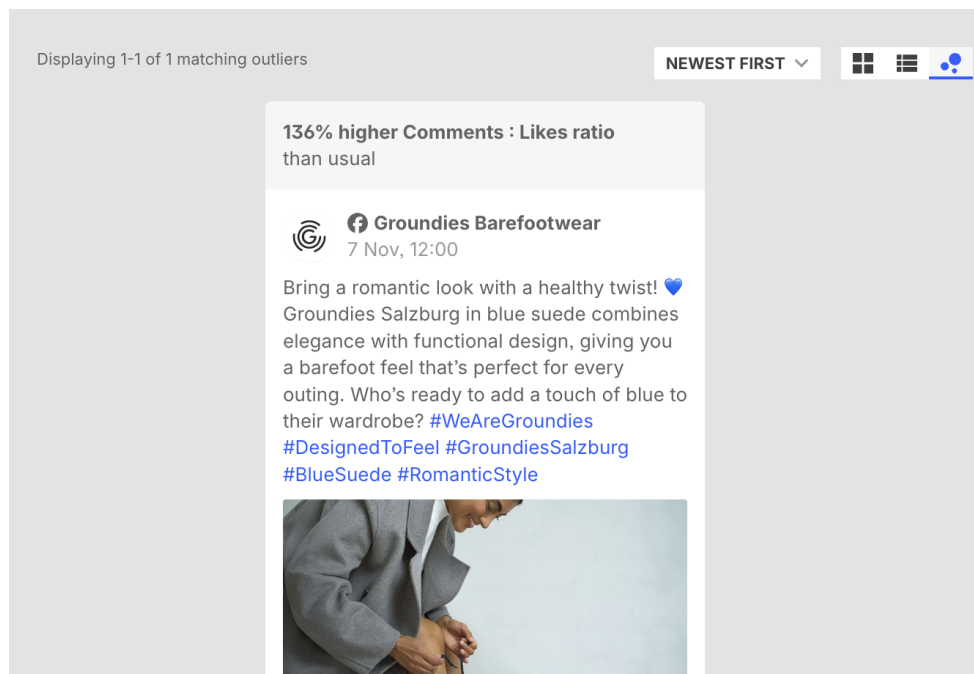
Currently, Benchmark can detect the following anomalies:

Network	Likes surge	Comments surge	Shares surge	Comments:Likes	Shares:Likes	Shares:Comments	Impr... surge
Facebook	✓	✓	✓	✓	✓	✓	✓
Instagram	✓	✗	✓	✓	✗	✗	✓
X (Twitter)	✓	✓	✓	✓	✓	✓	✓
YouTube	✓	✗	✓	✓	✗	✗	✓

Filtering by Facebook post promotion status

For Facebook posts, you will see one of four Promotion statuses on the post in the Content Feed: **Promoted**, **Organic**, **Pending**, or **Uncategorized**.

Our model estimates the promotion status of the post based on how it has gained engagement 72 hours after the post was created. The post must have at least 20 engagements for its' promotion status to be estimated. After a post is ingested, its promotion status will display in Benchmark based on the following definitions:

- **Promoted:** The post has been detected as a Promoted post.

- **Organic:** The post has been detected as an Organic post.

- **Pending:** It has been less than 72 hours since the post was created, or the post has not gotten at least 20 engagements in total for it to be analyzed.

- **Uncategorized:** The post only returned a status estimate between 40 – 60% certainty, so our model was not able to confidently determine its promotion status.

Note:

If a post was ingested in Benchmark before the Promotion status feature was released, or if the channel was not monitored as belonging to a brand, our model will not have the data points for the post to accurately determine the post's promotion status, which will also result in the Uncategorized status.

A tooltip will be available on a post's promotion status to provide details about how its status was determined, including the percentage certainty of the analysis.

You can filter by each of these statuses by clicking the **Promotion status filter** in the top-left corner of the Content Feed or Analysis dashboard. Please note that if Facebook is not selected as a Network filter, the Promotion status filter will not be available.
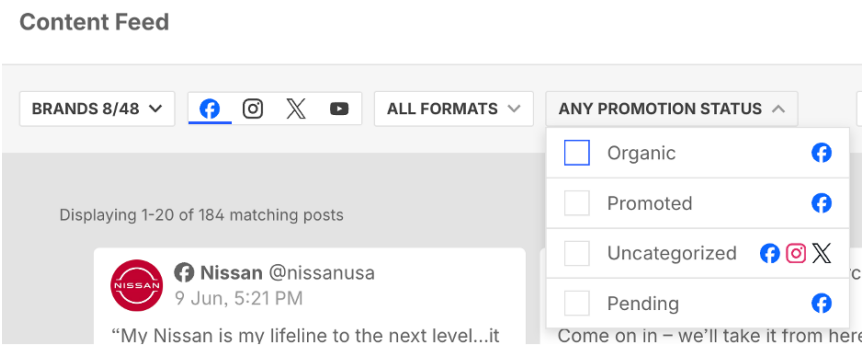
Widgets in the Analysis tab

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.
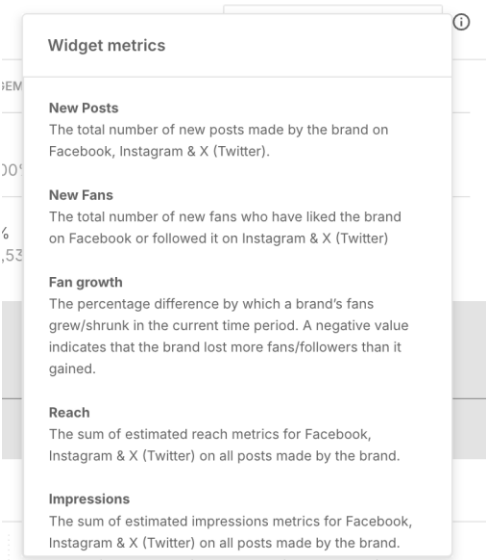
Analysis summary

Tip:

For Analysis summary and all multiple brand comparison widgets, a **Total vs. Average per Post** comparison toggle is available.

The **Analysis summary** widget provides a high-level summary of how your brands' posts are performing against your competitors' posts. It includes the Posts count, Reactions, Comments, Shares, Total Reach, Total Impressions, Engagement rate, and Total engagement for 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.
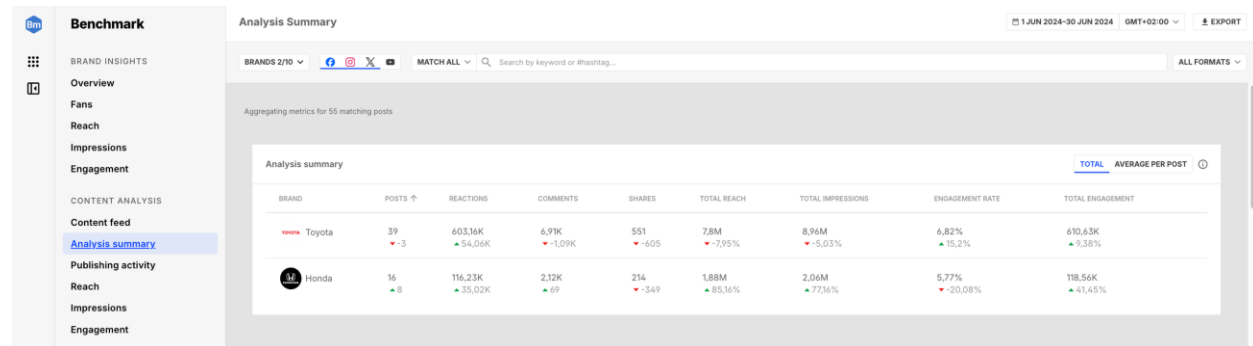
Publishing activity widgets

The **Share of voice** widget is a donut chart of the share of voice for each brand. The data is aggregated (subject to the channels added for each brand). Hovering over each section of the donut will allow you to see the total number of posts created by that brand over the specified time period. Clicking on a brand in the legend will allow you to toggle off and omit that brand from the widget if desired.

The **Posts network distribution** widget is a stacked bar chart that breaks down how many posts were created on each network for each brand during the specified time period. The y-axis is alphabetically organized by the selected brands. Hovering over each bar in the widget will display the total post count for each brand on each network. If multiple networks are toggled in the Content Analysis dashboard, then you have the option to toggle each network on or off in the widget.

The **Posts format mix** widget is a stacked bar chart that breaks down total posts for the selected brand by type of post (Carousel, Image, Link, Poll, Text, or Video). The data is aggregated (subject to the channels added for each brand). The y-axis is alphabetically organized by the selected brands. Hovering over each bar in the widget will display the total post count by post type for each selected brand. You have the option to toggle each post type on or off in the widget.

The **Word cloud** widget is a word cloud representing the count of various keywords used in the post. Hovering over a keyword will display a count of the keyword used in posts during the selected time period.

The **Posts over time** widget is a spline chart of the number of posts created over time for each brand. 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 **Facebook Average Response Time** and **Facebook Response Rate** widgets are horizontal bar charts available for brands with Facebook accounts. Average response time shows the total time it took the brand to reply to user comments divided by the number of posts the brand responded to for the specified time period. Response rate indicates the proportion of posts the brand replied to compared to the number of posts it did not respond to.
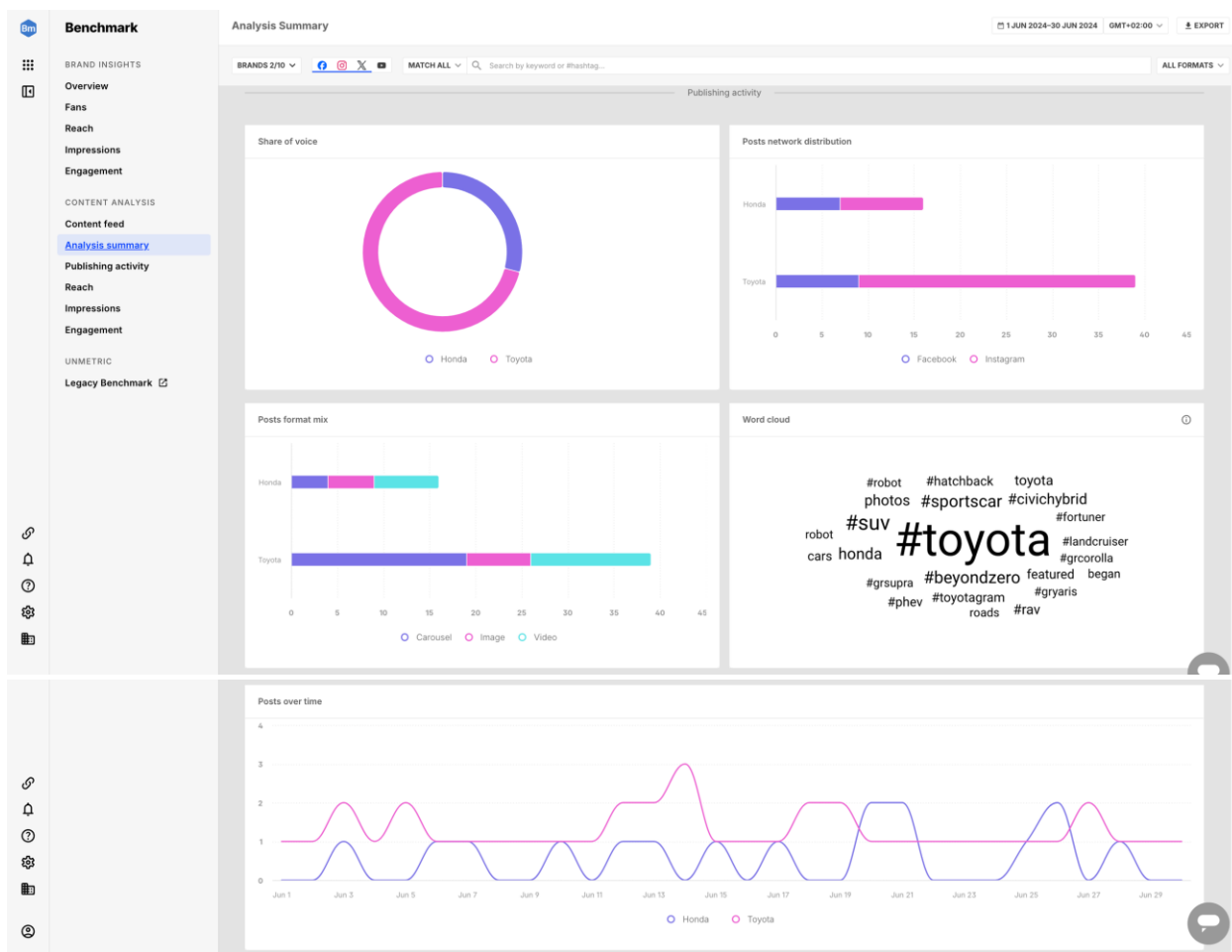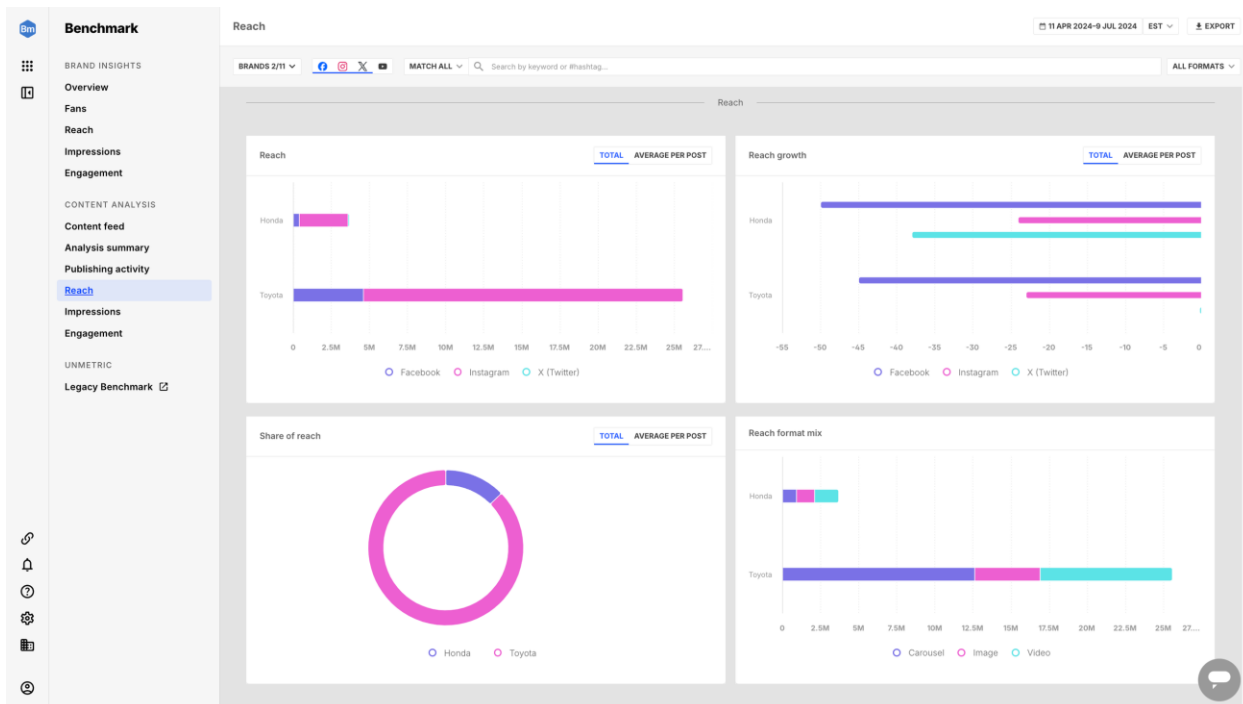

Reach widgets

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.

The **Share of reach** widget is a donut chart share of reach for each brand. The data is aggregated (subject to the channels added for each brand). Hovering over each section of the donut will allow you to see the percentage of reach for a brand for the specified time period. Clicking on a brand in the legend will allow you to toggle off and omit that brand from the widget if desired.

The **Reach format mix** widget displays the reach per content type for each brand over the selected time period. The data is aggregated (subject to the channels added for each brand). The y-axis is alphabetically organized by the selected brands. Hovering over each bar in the widget will display the total post count by content type for each selected brand. You have the option to toggle each content type 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.
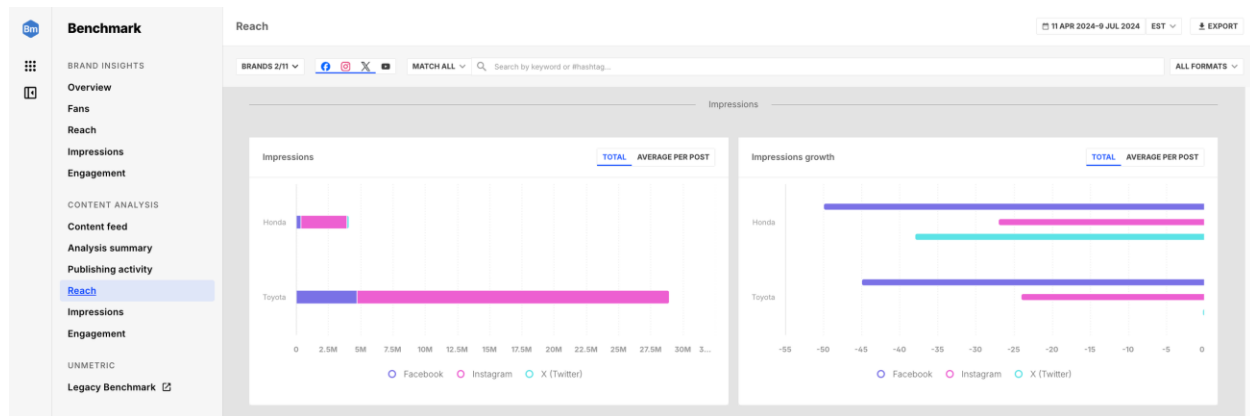
Sentiment widgets

Sentiment widgets, showing the overall sentiment for posts for the time period, are available for brands with Facebook accounts. Sentiment is determined by analyzing the post's comments to place it in an overall sentiment category — Positive, Neutral, or Negative. For comparison brand analysis, a Sentiment breakdown widget will be available showing the count of posts broken down by their categorized sentiment for the time period.
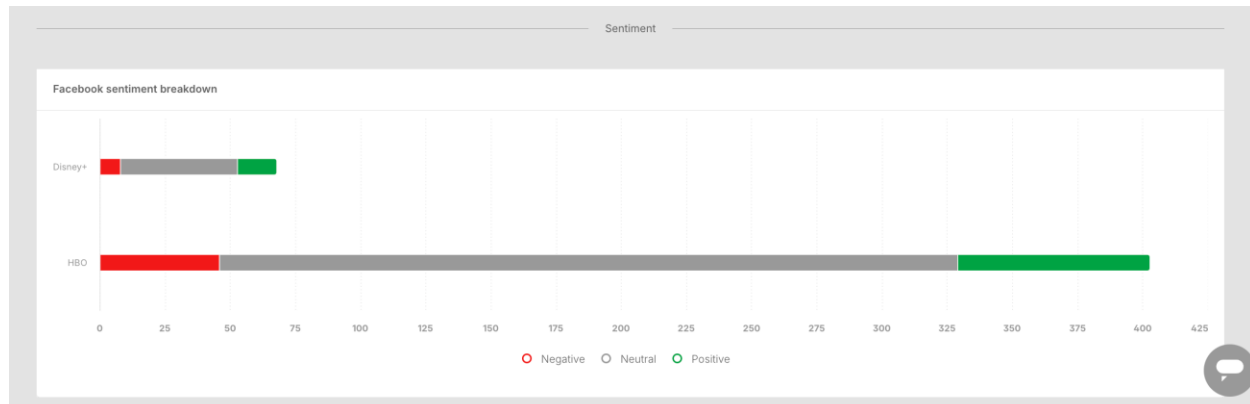
For single brand analysis, Sentiment breakdown as well as Sentiment over time, showing the daily posts breakdown by sentiment type, are available.
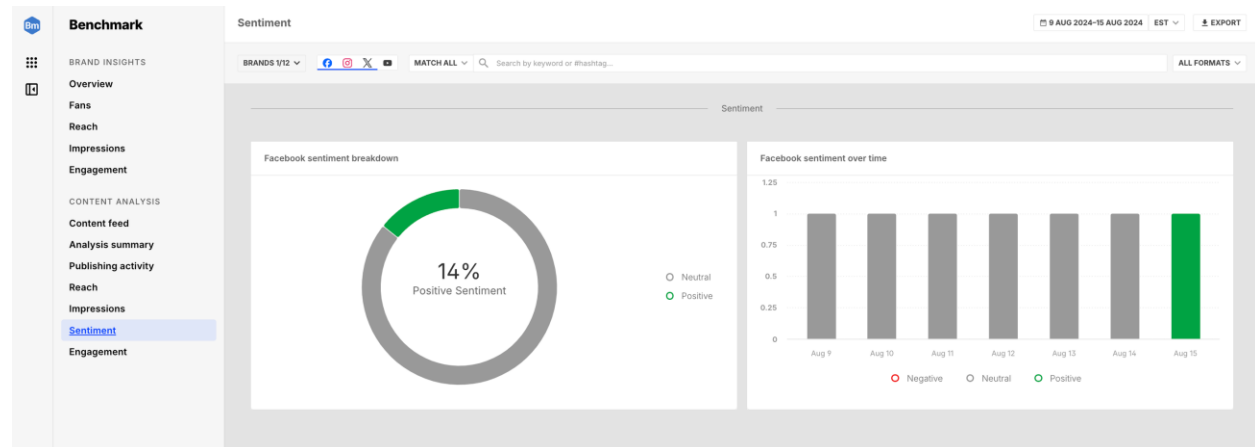
Engagement widgets

Note:

If you are an Admin user in Benchmark, you can customize your engagement formulas.

The **Share of engagement** widget is a donut chart showing the share of engagement for each brand, calculated by the engagement for each brand against the total engagement for all of the selected brands during the specified time period. The data is aggregated (subject to the channels added for each brand). Hovering over each section of the donut will allow you to see the total number of posts created by that brand over the specified time period. Clicking on a brand in the legend will allow you to toggle off and omit that brand from the widget if desired.

The **Engagement** widget is a stacked horizontal bar chart that shows the Total engagement and Average engagement per post for each brand for the specified time period. Clicking a network on the x-axis will isolate the engagement for that network, and you can toggle between Total and Average engagement per post in the top-right corner.

The **Engagement format mix** widget is a stacked horizontal bar chart that shows a breakdown of posts for each brand by post format for the specified time period. On the x-axis you can toggle between Text, Carousel, Image, Video, and Link post formats. Hovering over each brand will display a count of the total posts made by that brand in the time period by post format.

The **Engagement breakdown** widget is a stacked horizontal bar chart that shows the breakdown of type of engagement (e.g. Comments, Reactions, or Shares) for each brand for a specific time period. The data is aggregated (subject to the channels added for each

brand). Hovering over each bar in the widget will display the engagements count by type of engagement. You have the option to toggle each engagement type 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.
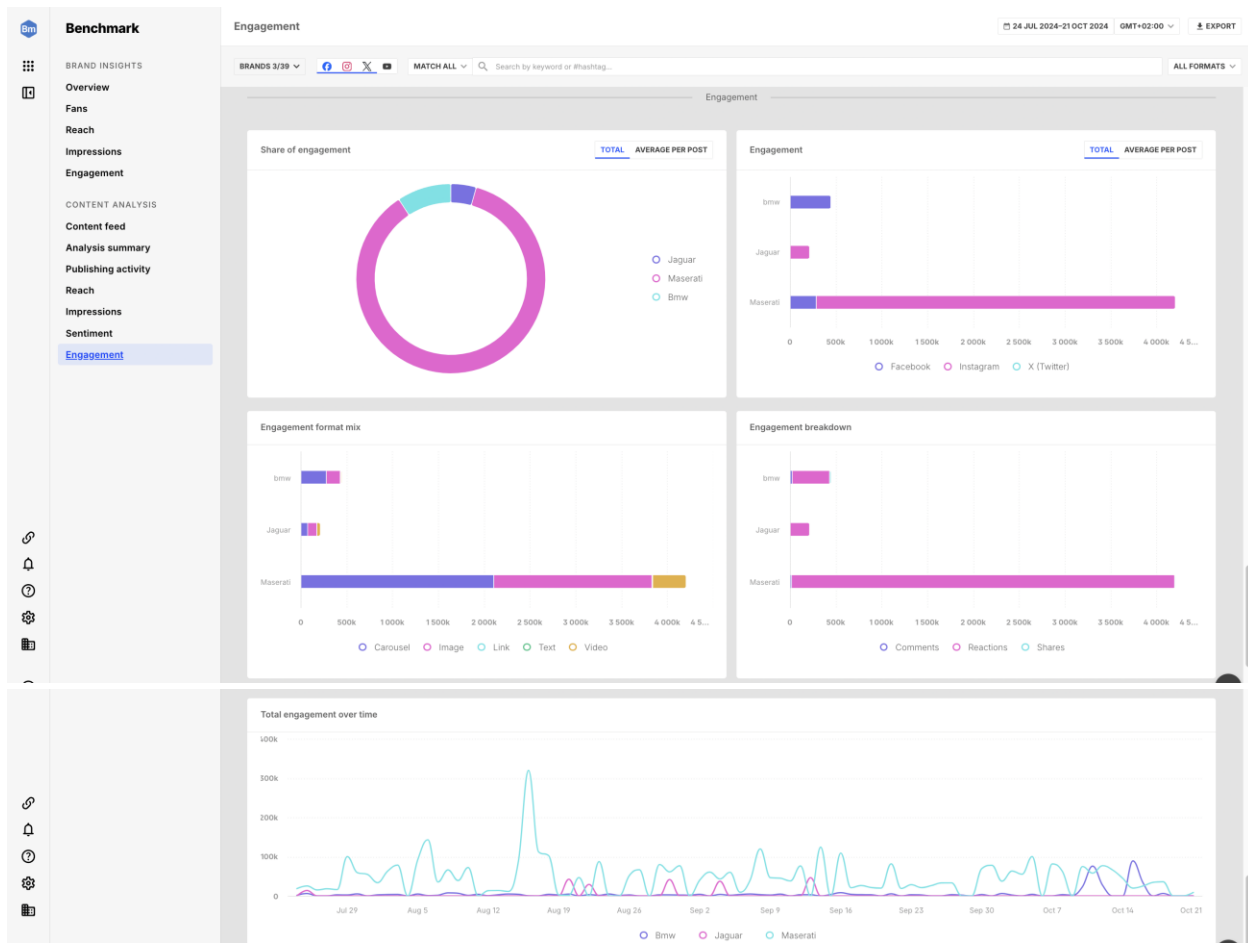
Exporting a Content Analysis report

You can export your customized Content Analysis dashboard as a PDF or CSV by clicking on the **Export** button in the top-right corner of the dashboard. For detailed instructions, visit our article on Exporting Benchmark dashboards.

Tip:

Remember to toggle the **Content** tab or **Analysis** tab depending on what information you would like to export from the Content Analysis dashboard. You will be able to see a preview of the PDF report before exporting to ensure you are downloading the desired data.

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).

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.

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.

4.