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Section: Integrations ⌄

Hootsuite

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Vizia customers can now showcase their Hootsuite Impact data and KPIs in Vizia. With Hootsuite Impact, customers can understand the revenue and marketing results from their paid and organic activities.

1. To get started, log into Hootsuite Impact and click 'Add Tile'.
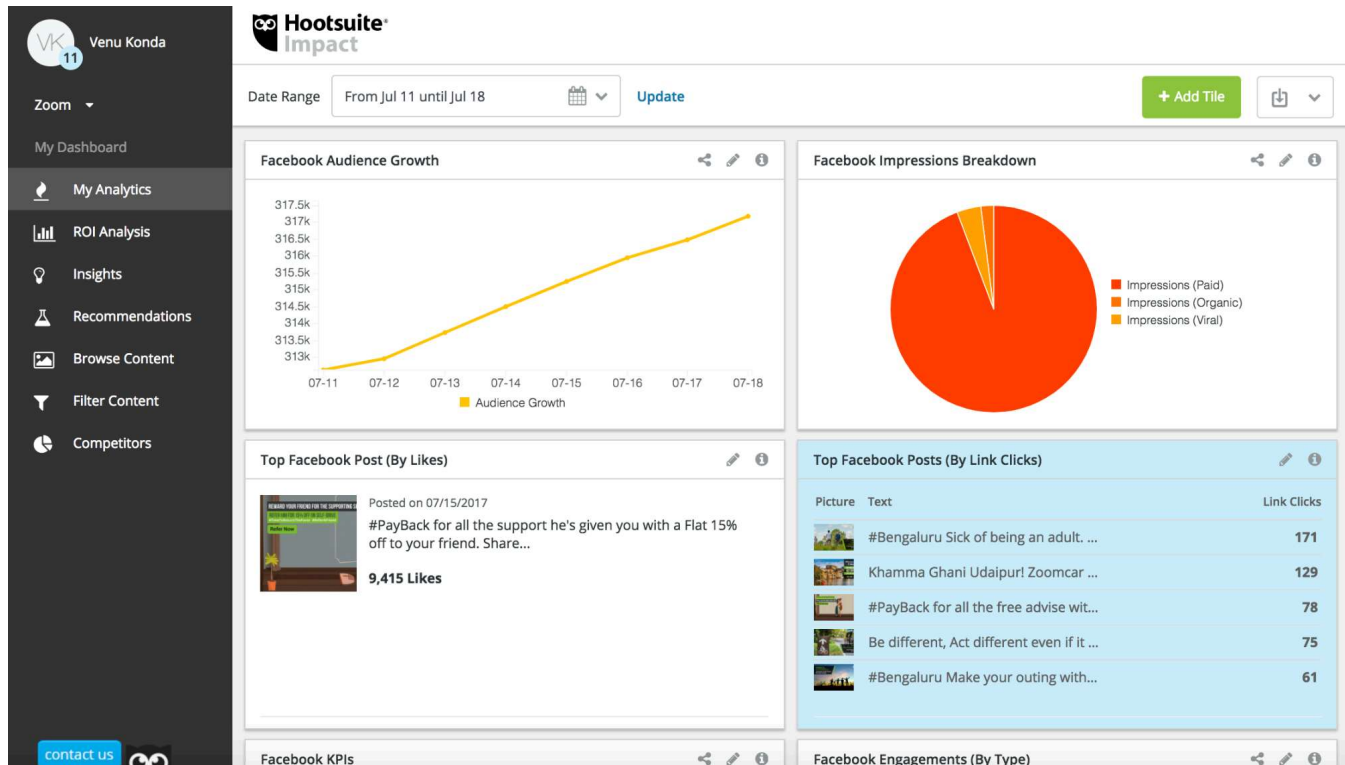
2. Select a chart type (pie / bar / line / table / KPI summary only). At the minute, content charts are not supported in Vizia.
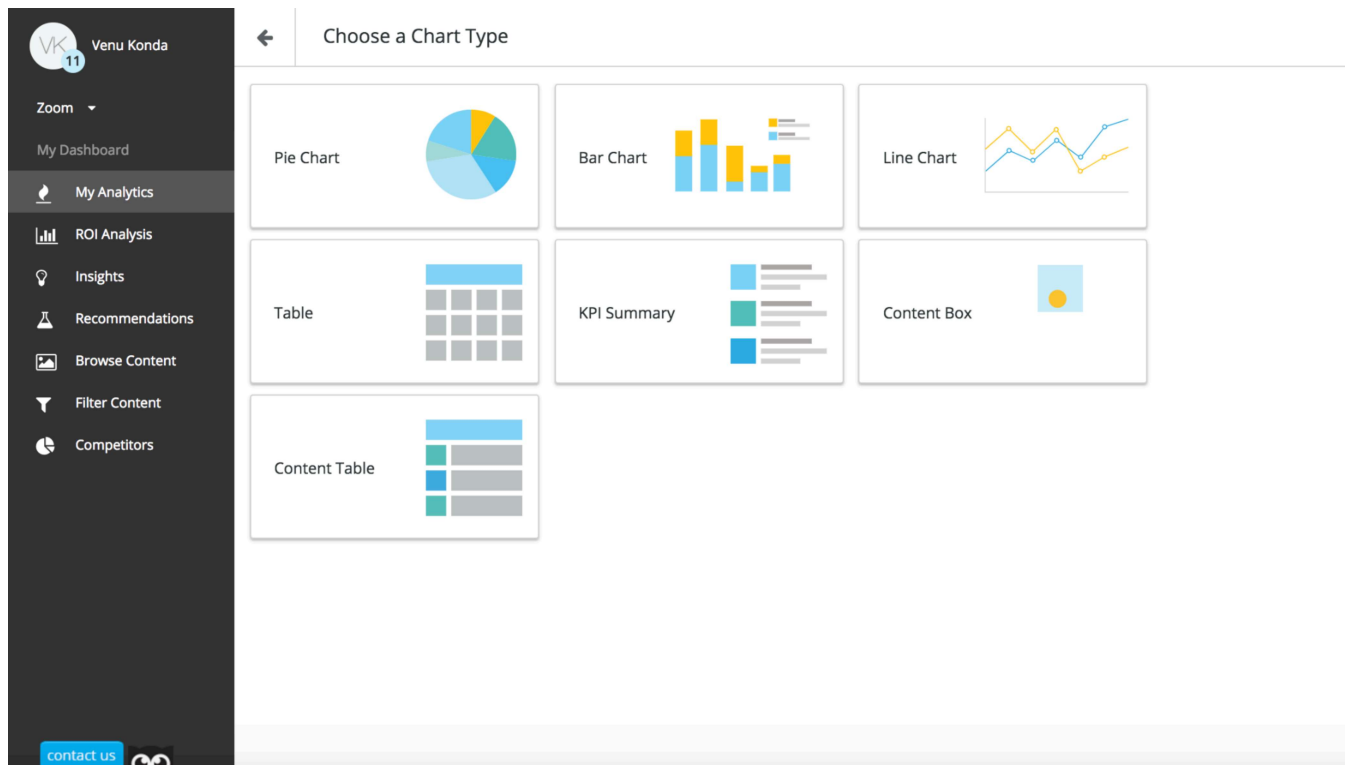
3. Set up chart by selecting your social network data source.

4. Choose the metric to be charted. Name the series and the 'Add Series'.
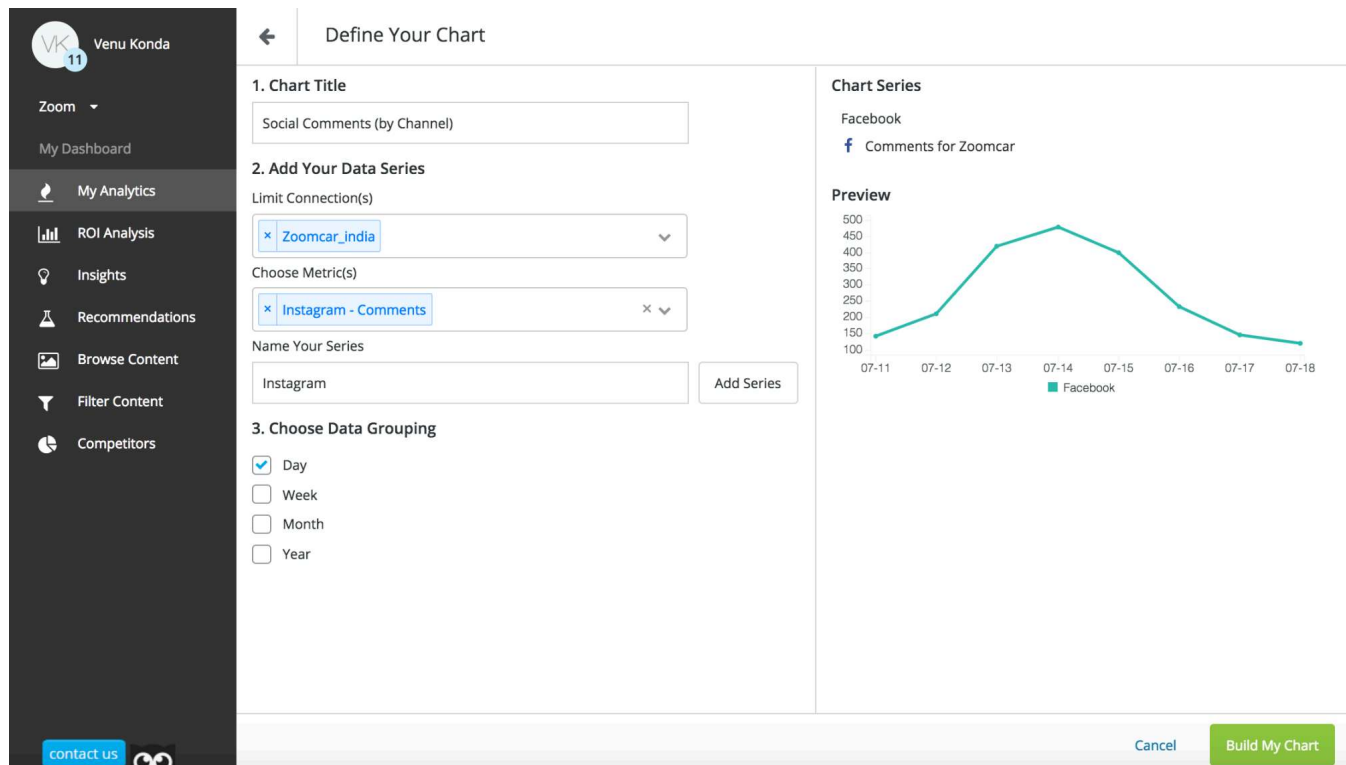
5. Repeat for each distinct series to be charted. Click 'Create/Update Chart'
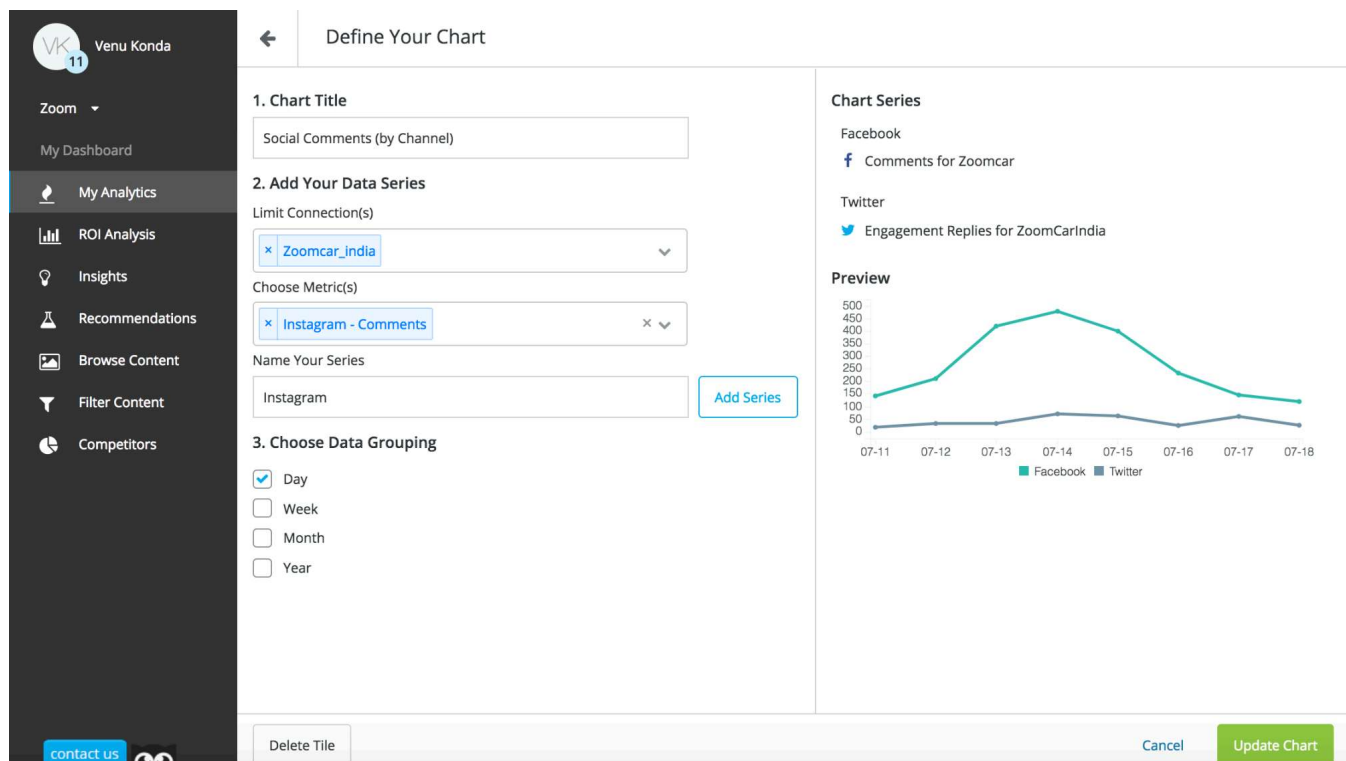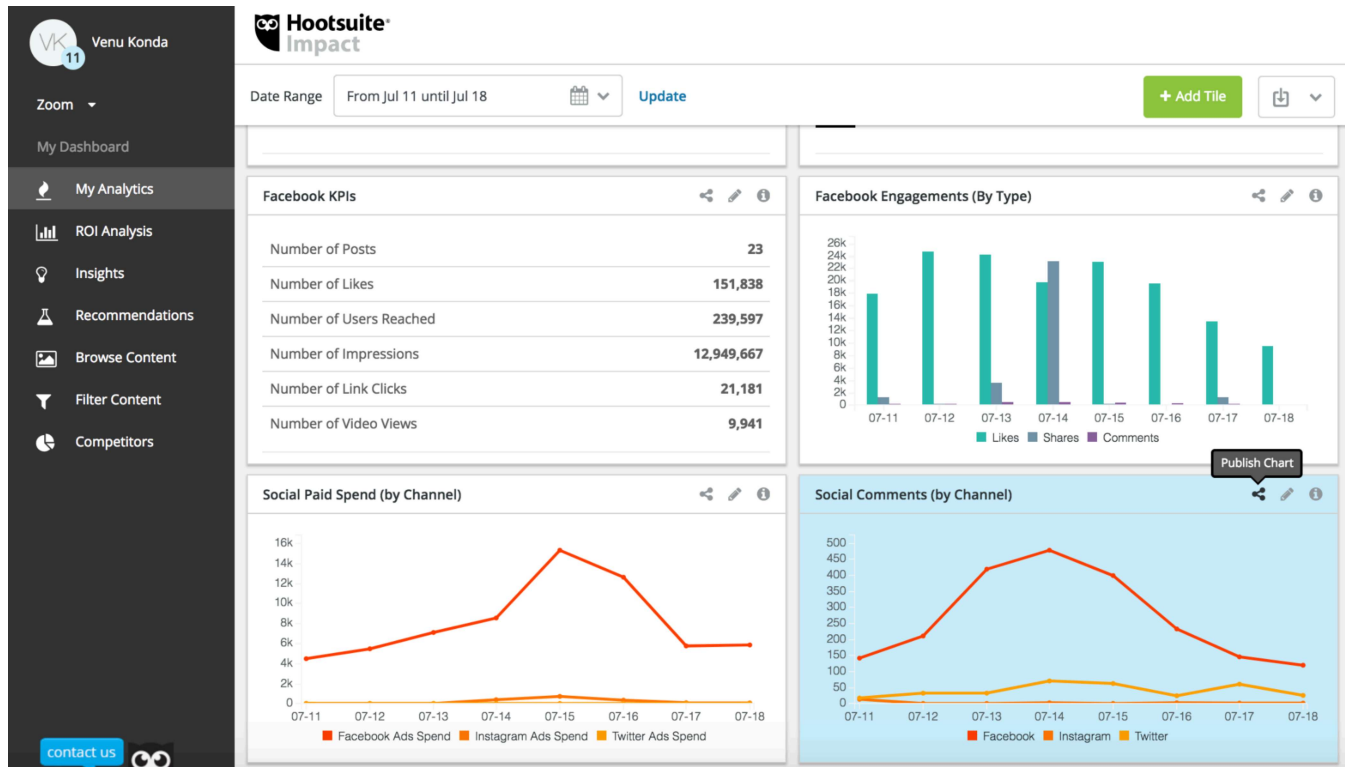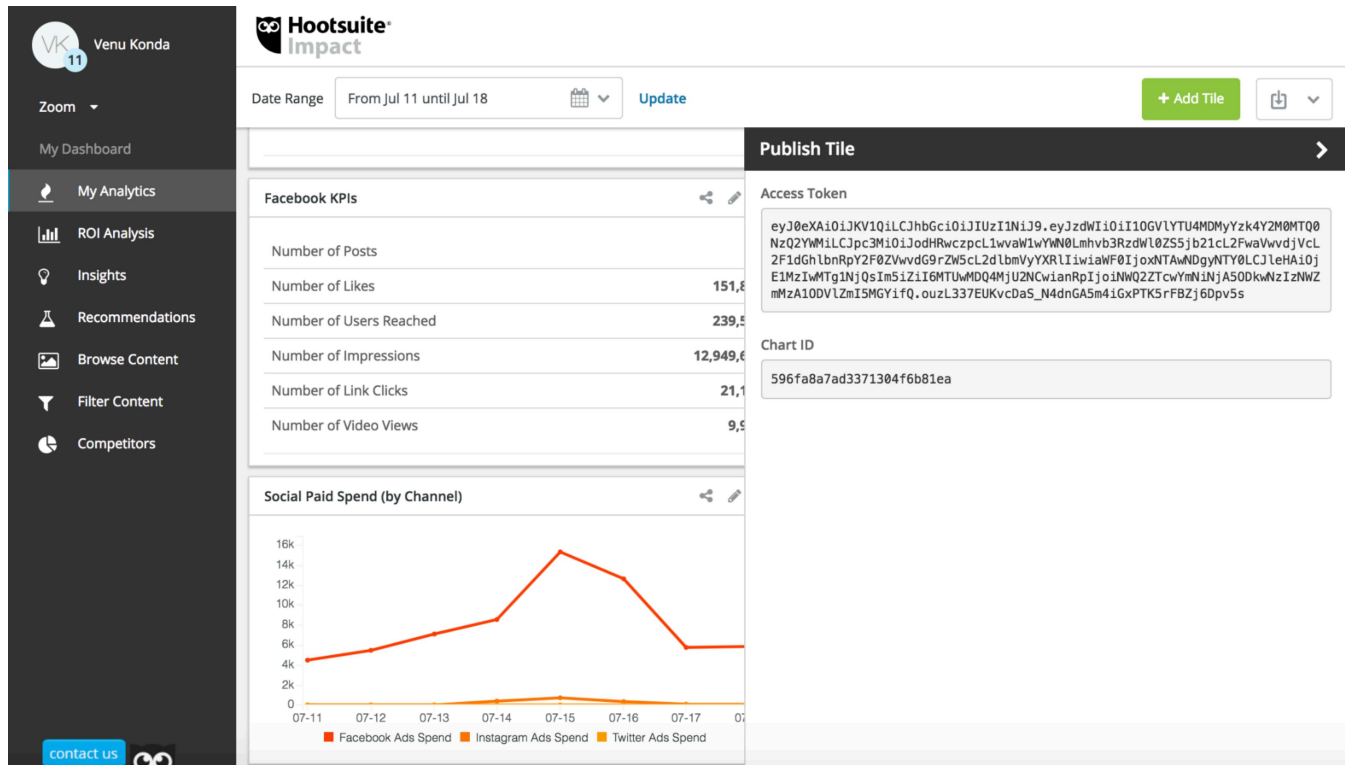
6. For each chart component, select the 'Publish Chart' icon.

7. A window with IDs appears. Copy the access token and the chart ID in order to integrate the component in Vizia.
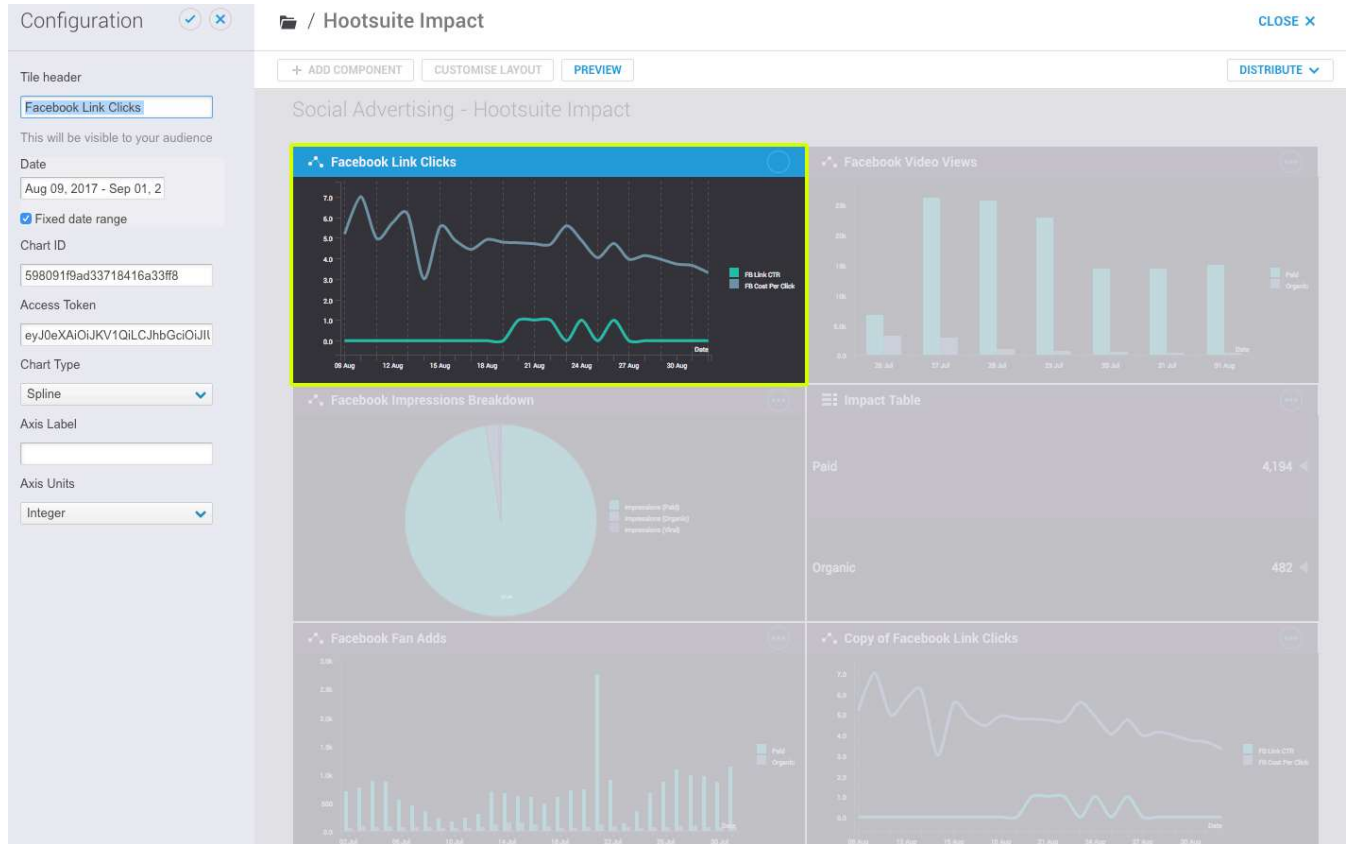
8. Within Vizia, navigate to Hootsuite > Impact Graph (or Impact Chart)
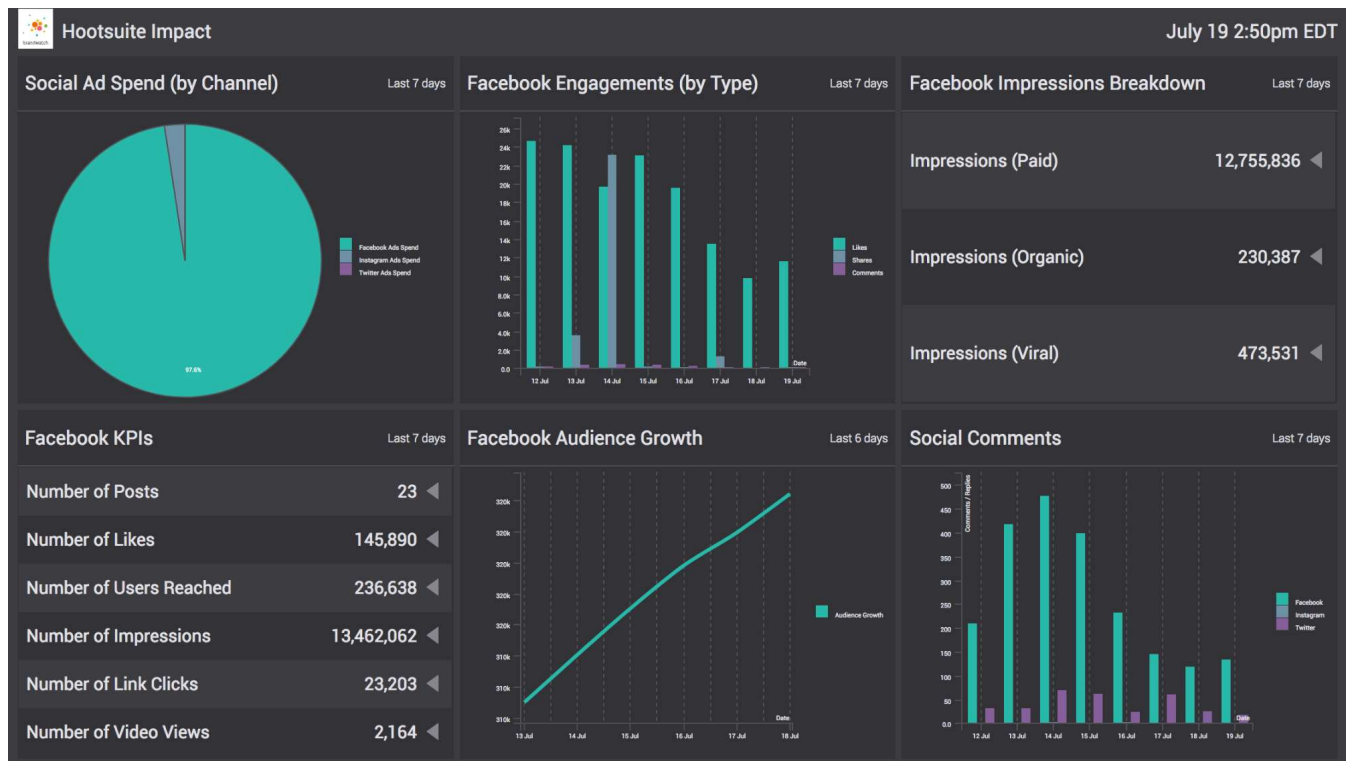

9. Paste the access token and the chart ID to the component. Select chart type (bar / spline / pie). If charting revenue or spend, select currency as axis unit. Name axis label if desired.

10. Populate your scene to tell the story of your owned and paid social performance.

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