

ANALYTICS

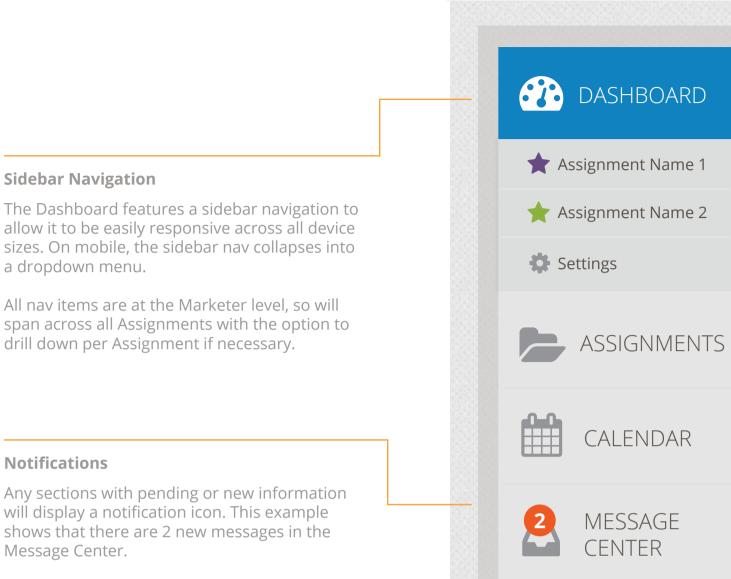












# [MARKETER]'S DASHBOARD

STARRED ASSIGNMENTS

398k **TOTAL REACH** 

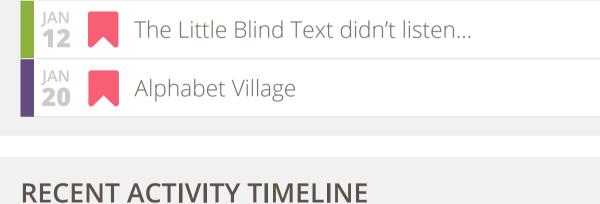
GO TO MESSAGE CENTER

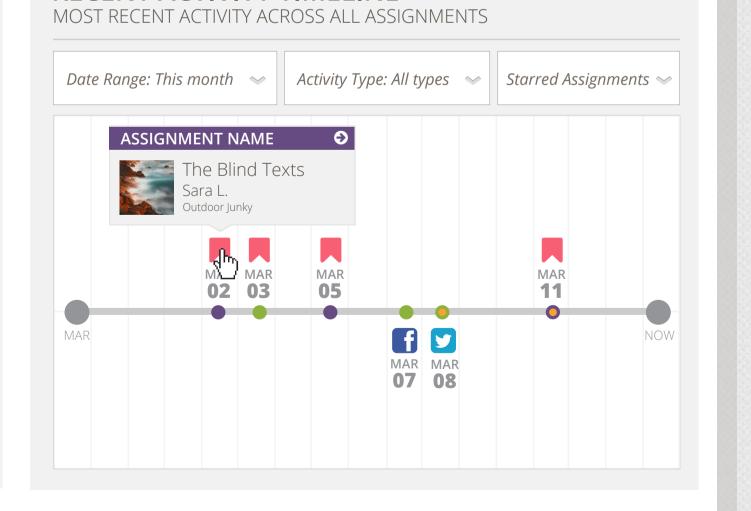
**UNREAD MESSAGES** 

4/2/14 **NEXT PUBLISH DATE** 

GO TO CALENDAR

## DRAFTS AWAITING APPROVAL MOST RECENT DRAFTS SUBMITTED FOR APPROVAL The Big Oxmox + The Little Blind Text didn't listen... #





**Notifications** 

**Sidebar Navigation** 

a dropdown menu.

Any sections with pending or new information will display a notification icon. This example shows that there are 2 new messages in the Message Center.

allow it to be easily responsive across all device

sizes. On mobile, the sidebar nav collapses into

All nav items are at the Marketer level, so will

drill down per Assignment if necessary.

span across all Assignments with the option to

#### **Graph Section**

These graphs break down the Total Reach number into Reach per Network (pie) and Reach per Network by Assignment (stacked

Each network is represented by its brand color (as seen in the Color Key).

The View Range and Type menus in this section will dynicamically affect the graphs below.

Eventually, the user will be able to customize the data and graph type in this section.

#### Interaction:

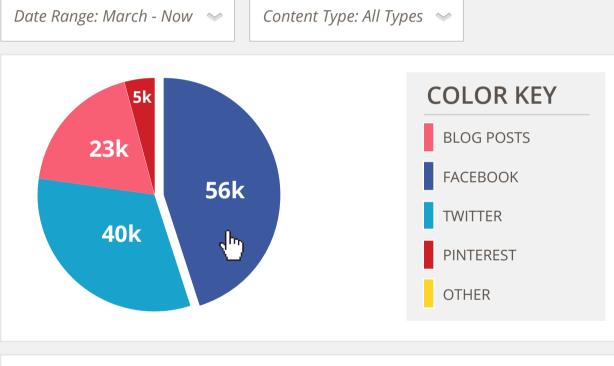
Hovering over a graph segment will visually separate it from the rest of the graph (as seen in the pie chart) and show details about that segment/network.

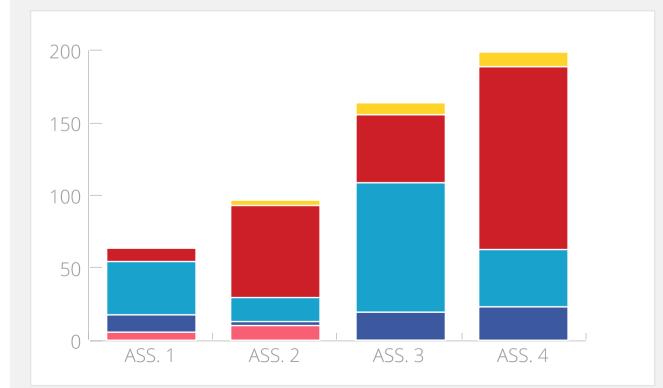
GO TO ASSIGNMENTS

GO TO ANALYTICS

# **TOTAL REACH BY NETWORK**

A BREAKDOWN PER SOCIAL NETWORK FOR STARRED ASSIGNMENTS





#### Info Tiles

These tiles will always show the most current information for each section, spanning across all Assignments (or Starred Assignments, if applicable).

Clicking on the tile serves as a shortcut to the declared section.

Eventually, the user will be able to customize these tiles.

#### **Drafts Awaiting Approval**

Similar to the Content tab within an Assignment, the most recent Drafts that have been submitted for Marketer approval will display here. The Marketer can expand each row to reveal the content and the option to Approve the draft or Message the influencer.

The draft's icon will change based on the post type. In this case, all three drafts are blog posts.

Each row is color-coded based on the assigned Assignment color. These colors can be set on each Assignment's personal dashboard, or in General Assignment

#### **Recent Activity Timeline**

By default, the Recent Activity Timeline will display the most recent activity across all/starred Assignments over the past 7 days.

Options can be changed for Date Range, Activity Type (Blog Posts, Social Assignments, Social Promotions), and Assignment (default is an overview of all Assignments).



If the timeline becomes too long for the content area, arrows will appear on the sides that act as hover controls to go back and forth on the timeline.

Hovering over a date/icon will display a preview of the post (img thumbnail, title, influencer info, and assignment name unless viewing a single assignment). Clicking on the preview will take the Marketer directly to that post on the Content tab of the matching Assignment.

Dates with multiple assignments will show as a grey dot with an orange dot in the middle.

**tapinfluence** 

DASHBOARD

Assignment Name 1

Assignment Name 2

Dashboard Settings

ASSIGNMENTS

Assignment Name 1

Assignment Name 2

Assignment Name 3

Assignment Name 4

O Documents & Assets

General Assignment

Assignment Name 1

Assignment Name 2

Assignment Name 3

Assignment Name 4

Calendar Settings

MESSAGE

ANALYTICS

Reports

Analytics Settings

CENTER

CALENDAR

Lists









### **Sidebar Navigation - Expanded**

Each main navigation item has a sub-menu when that section is active.

Shown here is an example of each sub-menu.

Assignments declared as "favorites" are shown as starred in every sub-menu, with their assigned color as the star's color. This can then be used as a quick legend for color-coded elements on the Dashboard.

## [MARKETER]'S DASHBOARD

STARRED ASSIGNMENTS

TOTAL REACH BY NETWORK

56k

ASS. 2

ASS. 3

A BREAKDOWN PER SOCIAL NETWORK FOR STARRED ASSIGNMENTS

Content Type: All Types ✓

GO TO ASSIGNMENTS

Date Range: March - Now ✓

23k

40k

200

150

100

398k **TOTAL REACH** 

GO TO ANALYTICS

**COLOR KEY** 

BLOG POSTS

FACEBOOK

TWITTER

PINTEREST

OTHER

# **UNREAD MESSAGES**

GO TO MESSAGE CENTER

4/2/14 **NEXT PUBLISH DATE** 

GO TO CALENDAR

## DRAFTS AWAITING APPROVAL

MOST RECENT DRAFTS SUBMITTED FOR APPROVAL



in this spot, which was created for the bliss of souls like mine. I am so happy, my dear friend, so absorbed in the exquisite sense of FEATURED IMAGE mere tranquil existence, that I neglect my



When, while the lovely valley teems with vapour around me, and the meridian sun strikes the upper surface of the impenetrable foliage of my trees, and but a few stray gleams steal into the inner sanctuary, I throw myself down among the tall grass by the trickling stream; and, as I lie close to the earth, a thousand unknown plants are noticed by me: when I hear the buzz of the little world among the stalks, and grow familiar with the countless indescribable forms of the insects and flies, then I feel the presence of the Almighty, who formed us in his own image, and the breath of that universal love which bears and sustains us, as it floats around us in an eternity of bliss; and then, my friend, when darkness overspreads my eyes, and heaven and earth seem to dwell in my soul and absorb its power, like the form of a beloved mistress, then I often think with longing.

moment; and yet I feel that I never was a greater artist than now.

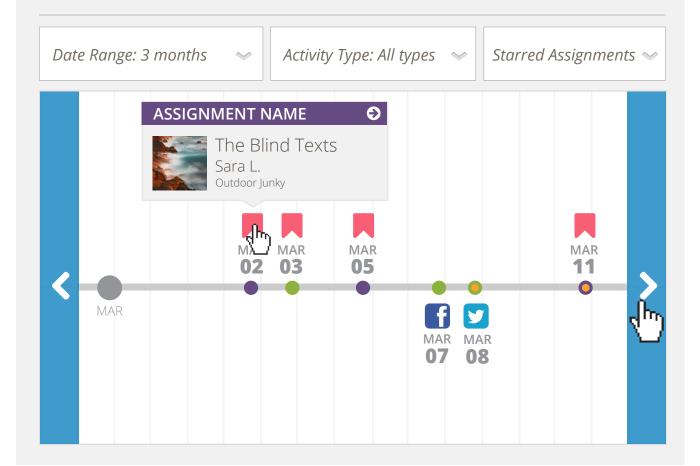


**✓** MESSAGE

**✓** APPROVE

## RECENT ACTIVITY TIMELINE

MOST RECENT ACTIVITY ACROSS ALL ASSIGNMENTS



# **Drafts Awaiting Approval - Expanded**

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Similar to the Drafts tab in a specific Assignment, the Drafts rows will expand to reveal the full post, featured image and author, with options to Approve the draft or Message the Influencer.

## **Recent Activity Timeline - Longer Timeline**

If the Marketer wants to see past or future elements on the timeline that are too far out to be viewed by default, controls to scroll left or right will appear on either side of the timeline.

Clicking on the control will auto-advance a week, clicking and holding on a control will smoothly animate the timeline scroll direction, for as long as the click is held.