**Our tools**

Our tools are used to identify, analyze and optimize your marketing communication and strategies in a virtual environment.

**Social Media Action Center (SMAC)**

SMAC essentially is a social media-monitoring tool, but with substantially more to help you measure the pulse of your campaign or listening exercise. SMAC measure, interpret and deliver actionable insights.

Some of our features include:

* **Dashboard**

The opening portal gives you a quick snapshot of the social listening progress. It’s a quick health check to see how your campaign is progressing.

* **Key Opinion Leaders**

SMAC identify its most influential people in social media and make them accessible for analysis and engagement, and in turn, will provide the greatest business value.

* **Keyword Analysis**

SMAC automatically identifies the specific keywords and phrases that people use each day in their online conversation that concern your brand.

* **Live Track**

SMAC geo-location mapping service can isolate down to street level where these conversations are actually taking place.

* **Sentiment Analysis**

Ability to extract the sentiment values from conversations. Meaning we are able to determine the favorable and unfavorable content directly from the consumer.

**Campaign Dashboard**

Campaign Dashboard gives you a snapshot of how online campaigns are doing. Provides a full view of all the campaigns currently running with real-time comparisons and statistics for each channel of your marketing campaign.

**SEO /Channel Dashboard**

You can analyze keywords, research backlinks, do on-page analysis

Complete Features List:

* Campaign summary in pure numbers
* Instantly view campaign metric performance  
  against KPI’s
* Organic search hits / Channel views
* Daily, Weekly & Month on Month Performance
* Subscriber/Conversion Performance   
  (Available via website plugin)
* Campaign notes and brief plain text report on   
  progress

**SEM / Paid Search Dashboard**

Monitoring traffic stats, server stats, and sales leads.

Complete Features List:

* Data that makes sense, directly from paid search  
  plaforms (Adwords, Yahoo)
* Campaign summary in pure numbers
* Instantly view campaign metric performance  
  against KPI’s
* Keep Track of Budget Allocation & Usage
* Traffic & Impact to Online Asset Performance
* CPC, Channel (Display/Search) Performance
* CTR Performance across ads

**Social Summary Dashboard**

Summary dashboard displaying performance and project positions.

Complete Features List:

* All social data metrics in one place
* Plugin Facebook Page & Twitter Account
* Facebook analytics, stories and page impact
* Campaign word cloud across all social channels
* Fans & Haters based on sentiment across  
  Facebook, Twitter & Tracked Blogs
* Toggle mentions, impressions and unique people  
  mentioning your brand and keywords

**Social Details Dashboard**

Social details dashboard help you deep-dive into social data and understand social activities.

Complete Features List:

* Likes, Story reach & posts over time
* Compare paid and organic campaigns
* Demographics
* Country Performance
* Conversations over time
* Top Twitter Conversations & Influencers