

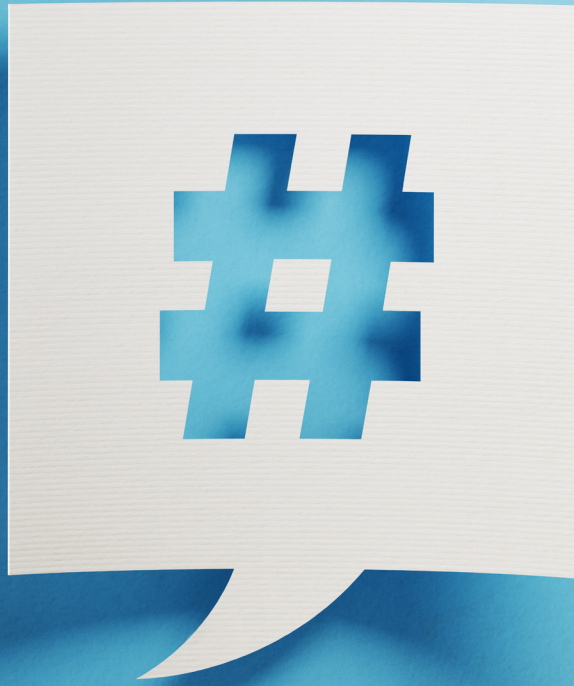


# UNDERSTANDING TWITTER ANALYTICS



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## INTRODUCTION

Twitter is one of the most popular social media platforms, and, as a business, it is vital that you have a brand presence on this platform. The way in which the site works, and the level of engagement businesses can gain, are crucial in terms of building an audience profile. The statistics that lie at the backend of the site can be useful to highlight what is working and what isn't.

Knowing why statistics are important, and the benefits you can gain from them, is vital. Businesses love cold, hard stats that can tell them more about how their campaigns are performing, who their audience is and where conversions are coming from.

In search marketing, and the wider digital industry one of the most important considerations for a business is their [social media](#) presence. This is, without question, the fastest way to contact their audience and expand it.

If businesses are able to build their brand and trust through a series of social media posts, and these posts are, in turn, highly informative and shareable, then there is no reason that they won't see success. With this in mind, and in accordance with our other eBooks, blogs and guides, we'll continue with a look at [Twitter](#), specifically the analytical side of the platform.

## WHY USE TWITTER ANALYTICS?

For many, Twitter is the go-to social media platform, especially for businesses (LinkedIn has more of a B2B focus). Getting to grips with the figures behind a post can help you to tailor strategies and target future posts. The Twitter Analytics platform offers a wide range of information, and can also help track performance.

According to Hootsuite, the five main benefits of using Twitter Analytics are:

### 1. LEARN MORE ABOUT YOUR AUDIENCE

It's impossible to conduct a targeted Twitter campaign if you don't know who you're targeting. An understanding of the overall demographics of Twitter users is a good place to start, but it's important to get a clear picture of exactly who your followers are, rather than just who uses the network in general.

Using Twitter Analytics, you can dive deep into your follower demographics, learning what languages they speak and how they're divided along gender lines, as well as their age, country of residence, and even household income. You can also gain valuable insights about their interests and online purchase behaviour.

### 2. FIND OUT WHAT CONTENT RESONATES WITH YOUR AUDIENCE

In general, tweets with images get 313% more engagement, is that true for your audience? It's something you can test by tracking engagement through a Twitter Analytics Report. If it is true, what kind of photos do they want to see? Do photos of people work better than, say, charts and graphs? By keeping an eye on your engagement metrics, you can learn precisely what connects with your followers, and develop a Twitter voice that speaks directly to them.

### 3. POST AT OPTIMAL TIMES

An analysis of more than 40,000 @Hootsuite tweets shows that, for the B2B Hootsuite audience, 3pm Monday to Friday is the optimal posting time, but others have seen different results. Part of the variation is based on geography. After all, 3pm in Vancouver is 6pm in New York, and 11pm in London. If your audience is primarily in the U.K., and you're on the West Coast of North America, posting at 3pm your time is likely not ideal. Using Twitter Analytics, you can determine where most of your followers are based, so you can post at times that make sense based on when they're likely to be online.



#### 4. DETERMINE IF ADS ARE WORKING

When you're investing money in promoted tweets, you want to know if you're making good use of your advertising spend. By using Twitter Analytics for business insights, you can compare organic and promoted impressions to get a sense of how far your promoted tweets are expanding your reach.

You can also set up conversion tracking to measure return on investment (ROI).

#### 5. REPLICATE SUCCESS

Carefully tracking your top tweets allows you to look for commonalities in the tweets that get the best results, while tracking your poorest performing tweets can provide hints about what your audience does not want to see. Knowing what works, and what doesn't, sets you up to replicate success while learning from misfires.



## MAIN DASHBOARD – WHAT ARE YOU TRACKING?

Once you have opened up Twitter Analytics, you will be instructed to login and sync the platform with your profile. The first thing that you will notice is the Tweet activity dashboard (main dashboard) which shows a detailed analysis of a businesses' Twitter activity, both over the last 28 days and as a succinct report by month.



If we look at the main overview (above), you can begin to see the picture of the last 28 days. You can track the number of tweets that have been sent from your account to ensure that your strategy is continuous, and also that you are increasing activity at key times. The number of impressions can give you an insight as to whether or not you are posting at the right time. If you use a trial and error method of posting, any research on the optimum posting times can increase this statistic and, in theory, the visits to your profile.

The number of followers is the clearest indication of who is looking at your profile and who follows your brand. When this fluctuates, for better or worse, you are able to track growth and look at where the followers are coming from or going to.

### Top media Tweet earned 4,290 impressions

Guess what!!!! We're the digital agency of the year at the @UKagencyawards  
[pic.twitter.com/modidUoQ65](http://pic.twitter.com/modidUoQ65)



2 replies 11 retweets 13 likes

[View Tweet activity](#)

[View all Tweet activity](#)

#### AUG 2017 SUMMARY

Tweets	70	Tweet impressions	752K
Profile visits	2,556	Mentions	41
New followers	13		

The last one of these metrics is the 'mentions' statistic.

This will give you a clear indication whenever the content you are tweeting is informative, sharable and if it is sparking conversation.

Another handy feature is that you can see both your top tweet and the monthly summary. These allow you to look at what has worked, both individually and collectively. Using the MoM comparison you can track growth and plot your strategy moving forward.

Some other metrics that you can look at are your top mention, ie the tweet in which you have been tagged that has seen the highest engagement as seen below:

**Top mention** earned 76 engagements

 **Omi Sido**  
@OmiSido · Sep 7

A huge thanks to everyone who came to the [#benchmarkconf2018](#).

I'd also like to say a big thank you to [@mattbullas](#) and [@ClickConsultLtd](#) for the wonderful conference you organised. It was a perfect mix of topics, people, science and social gathering, bravo!

[#seo](#) [#conference](#)  
<pic.twitter.com/FLLyX4HvMC>

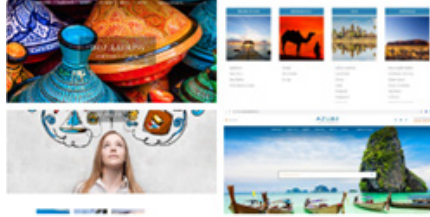


🔗 5   ❤️ 12

The other is the Top Media Tweet, this is the best performing of your tweets, as seen in the following example:

**Top media Tweet** earned 1,149 impressions

See how our teams designed and delivered a brand new website for leading independent travel business, [@azurecollection](#) <ow.ly/ISMT30n0Kn7> [#Webdesign](#) [#webdev](#) [#onlinemarketing](#) <pic.twitter.com/gup81LOdjp>




🔗 1   ❤️ 2

[View Tweet activity](#)   [View all Tweet activity](#)

In terms of each individual tweet that is sent, you will be able to track:

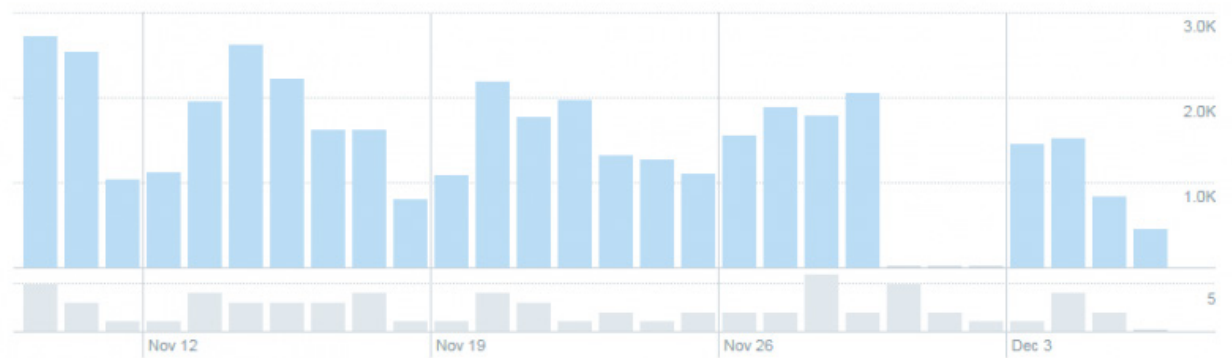
- The number of impressions
- The number of engagements
- The engagement rate (percentage of impressions that garnered engagement)

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	<b>Click Consult</b> @ClickConsultLtd · 15h	What 'bounce rate' means, how it affect SEO, and how keep visitors on your page for longer <a href="ow.ly/ZsHW30gCKD8">ow.ly/ZsHW30gCKD8</a> <a href="#">#bouncerate</a> <a href="#">#SEO</a> <a href="pic.twitter.com/n3eu67H0vN">pic.twitter.com/n3eu67H0vN</a>		64	2	3.1%
		<a href="#">View Tweet activity</a>				

Clicking on the individual tweets you can also pull up more specifics on engagements, such as the number of:

- Video views
- Link clicks
- Photo or video clicks
- Likes
- Retweets
- Replies
- Detail expands
- Profile clicks

**Your Tweets earned 42.3K impressions over this 28 day period**





## Engagements

Showing 28 days with daily frequency

Engagement rate

0.8%



Link clicks

64



On average, you earned **2 link clicks** per day

Retweets

102



On average, you earned **4 Retweets** per day

Likes

148



On average, you earned **5 likes** per day

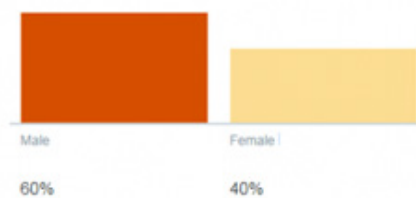
## UNDERSTANDING YOUR AUDIENCE

As you will be aware, audience is the key to a social media strategy and, if you are to improve on what you are doing, then you have to be able to understand who you are currently targeting and who you want to target. This information is all available from the 'audience' tab in the top level menu.

[Analytics](#) [Home](#) [Tweets](#) [Audiences](#) [Events](#) [More](#) ▼

Here you can look at the basics such as the gender, income and marital status of your audience.

### Gender



### Household income categories

Income category	% of audience
\$150,000 - \$174,999	15%
\$250,000+	15%
\$175,000 - \$199,999	15%
\$200,000 - \$249,999	15%
\$75,000 - \$99,999	14%

Values based on 11.5% match rate from Twitter partners

### Marital status

Marital status	% of audience
Single	51%
Married	49%

Values based on 6.0% match rate from Twitter partners

In business however, these stats are often over looked as a ‘so what’ types of stat. What you want to know is if there is interest, not just what sort of person you are. That’s why the next tab shows the interests of the audience based on their followers, the details that they have filled in and their digital reading habits.

## Interests

Interest name	% of audience
Technology	71%
Tech news	70%
Marketing	56%
Business and news	56%
Entrepreneurship	55%
Business news and general info	54%
Movie news and general info	52%
Advertising	52%
Business and finance	48%
Comedy (Movies and television)	45%

If you are able to target future posts to these subjects you should, in theory, improve your conversion rate, the number of followers, mentions and interactions.


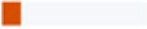
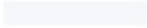
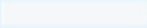
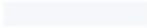
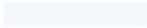
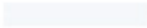
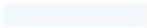
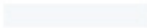
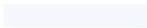
For businesses who operate in a small, localised area, the region tab will break down where their audience is based and can offer suggested areas should they wish to branch out.

## Region

State or region	% of audience
England, GB	51%
North West England, GB	20%
Greater London, GB	13%
South East England, GB	6%
East England, GB	3%
Yorkshire and The Humber, GB	3%
Wales, GB	3%
West Midlands, GB	3%
California, US	3%
East Midlands, GB	3%

The country tab shows which markets are already receptive to a business and where they might target in the future. Publishing tweets in other languages or that will appeal to other nationalities is a good way to get a head start.

## Country

Country name	% of audience
United Kingdom	57% 
United States	15% 
India	3% 
France	2% 
Spain	2% 
Canada	2% 
Australia	1% 
Brazil	1% 
Mexico	1% 
Germany	1% 

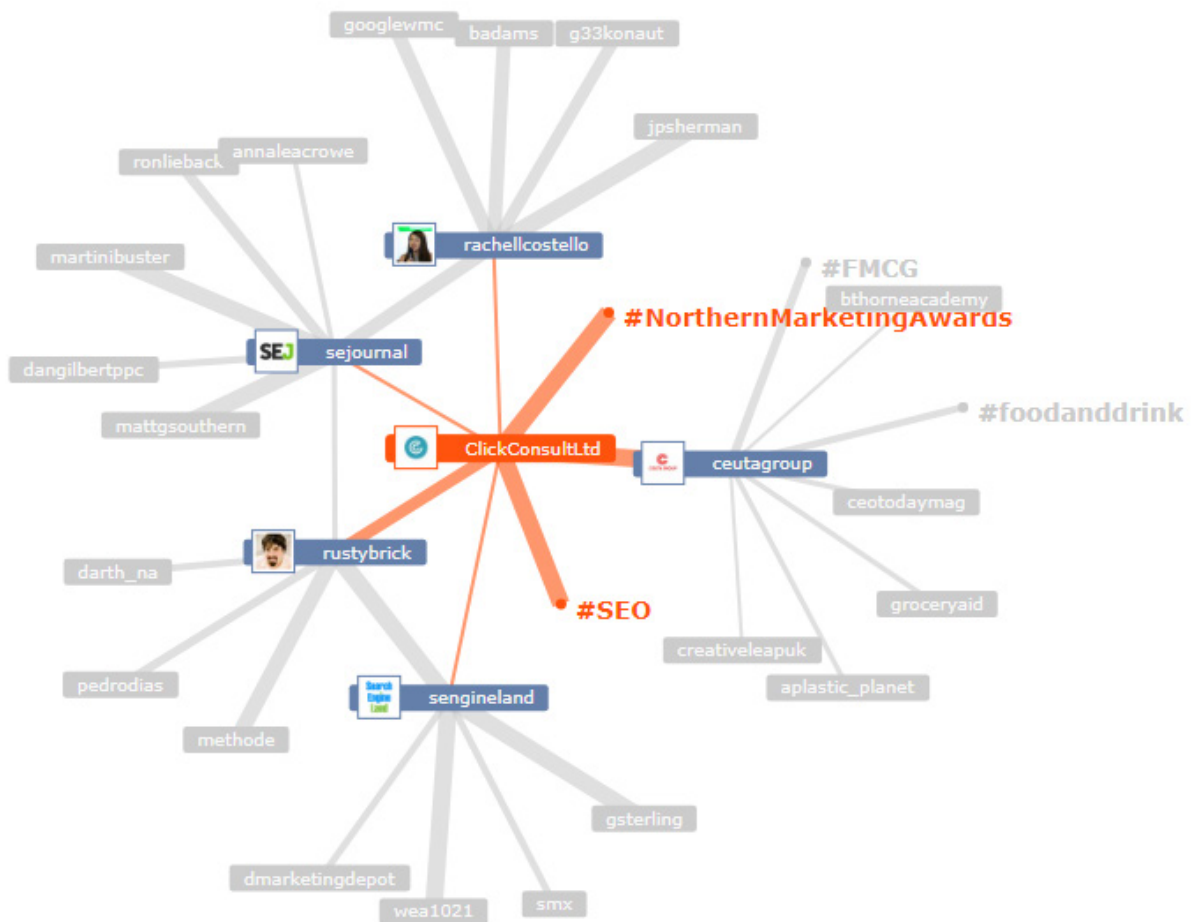
Navigating around these areas of analytics is highly informative and hugely relevant if you are looking for a more targeted approach to your social media strategy. The key takeaway is that you must stay on top of the stats and that adapting the way you operate in this space can be the difference between growth and stagnation.

## ADDITIONAL TOOLS

Whilst this eBook focuses on Twitter Analytics and the information that you can gain from the platform, there are a wide range of other tools out there that can help you develop your social media strategy. Some of the free tools, and the benefits they have, are mentioned below and while they do not necessarily have all the functionality of the main Twitter Analytics, some of the features are pretty nice. Here are a few of our favourites:

**Mentionmapp** - This is one of few Twitter analytics tools that presents conversation data in 'map' form.

The 'Seeker' part of the platform is largely free to use. It tracks where a topic began and looks at all of the people who are engaging and commenting. The map you create stays updated to Twitter trends as they happen meaning that you are in the best possible position to be flexible. In the image below we have our social profile in orange at the centre of the map and those who are of the highest relevance and influence appear in blue. By clicking on one of the Twitter handles that appears in blue you are able to open up a secondary map and plot a chain to see the full path of your interactions. You will also notice that there are some other terms in orange and these are the most relevant (current) hashtags.




**RiteTag** – Discussing the use of hashtags opens up a real debate. Many users know what they are doing when it comes to them and will pick descriptive hashtags that are almost a literal translation of the tweet. Events such as #christmas will always pertain to the festive period, but RiteTag allows the user to come up with more meaningful hashtags.

In the following screen shot it is clear to see that there are two avenues to go down. The user can look at possible tags for both images and text:

### Hashtag Suggestions

#### For images



OR

When you give Alaskans a universal basic income, they still keep working.

[Suggest hashtags](#)

[Upload my image](#)

English ▾

[Suggest hashtags](#)

#beauty

#morning

#skylight

#skytree

#peopleinnature

#sunlight

#blond

Another nice feature is the 'legend' tool. This shows whether the hashtags are currently trending, if they have a long life or if they are better for other platforms. You can see that when the hashtag generator was used on the above image there were seven suggestions. The key shown below tells us that there are two 'long life' hashtags and five which are 'only for Instagram'.

#### Legend for #hashtags:

hot now

long life

only for Instagram

overused

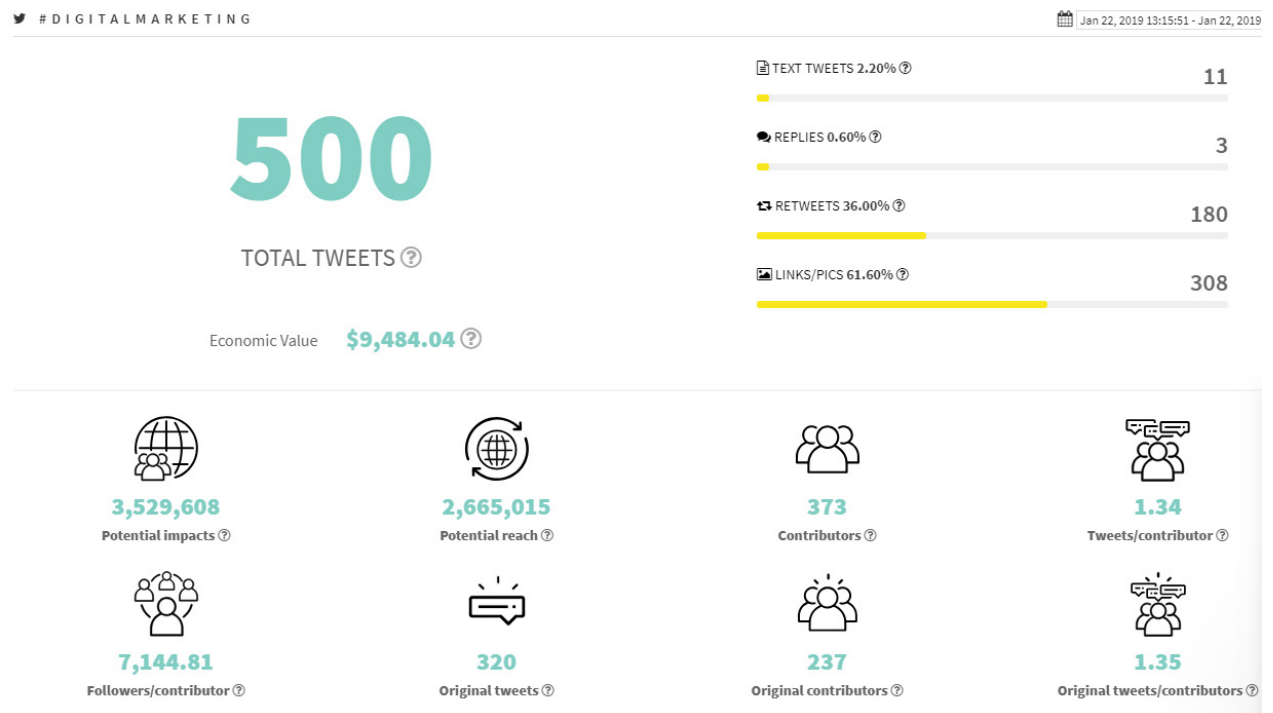
underused

banned on Instagram



**Tweet Binder** – This tool gives the user a free report from the last seven, days and looks at the most relevant 500 tweets relating to the search. According to the site:

*“Tweet Binder is a campaign-focused analytics tool that allows you to view activity behind any hashtag, user, or keyword for free. Under its paid plans, the product gives you both Twitter and Instagram “walls” where you can see the impact of your own campaigns, making you a smarter promoter and event marketer over time.”*



This report shows us the format of the tweets (text, replies, retweets and links/pictures), the economic value of the tweets as well as potential reach, followers, original tweets/content and the number of contributors.

**Klear** - Influencer marketing is one of the hottest topics in the industry right now. Businesses need to see who leading the conversation on certain topics. I ran a quick search for ‘marketing’ in the tool and you are given a list of the top ten influencers. In this case the report generated Larry Kim as the number one influencer.

**1** **Larry Kim**  
Marketing 93

**ABOUT LARRY KIM**  
CEO @MobileMonkey, Founder @WordStream (acquired for \$150M) Columnist @Inc, @Medium, @CNBC. Startups, AdWords, Chatbots. Popularized Unicorns in Marketing.

**DEMOGRAPHICS**  
Age 25  
Followers 799,996

[Open Profile](#)

This profile can then be expanded and looks like this:

The screenshot shows a social media profile for Larry Kim, a CEO and founder. The profile includes a bio, a 'View Full Profile' button, and navigation tabs for Overview, Content, Demographics, and Network. An 'Update Profile (1d)' button is also visible. Below the profile is an analytics dashboard titled 'How Influential is Larry Kim'. The dashboard is divided into several sections: 'INFLUENCE' (score 93/100), 'ENGAGEMENT LEVEL' (Very High), 'TRUE REACH' (Marketing, Founder, CEO), 'INSIGHTS' (Landscape Mentions, Activity Insights), and 'AUDIENCE' (800,100 Total Fans). The dashboard also features a 'MARKETING' badge and a '93' score badge.

**Larry Kim**   
 Boston

CEO @MobileMonkey, Founder @WordStream (acquired for \$150M) Columnist @Inc, @Medium, @CNBC. Startups, AdWords, Chatbots. Popularized Unicorns in Marketing.

[View Full Profile](#)

[Overview](#) [Content](#) [Demographics](#) [Network](#) [Update Profile \(1d\)](#)

### How Influential is Larry Kim

All Networks ▼ All Time ▼

INFLUENCE	ENGAGEMENT LEVEL	TRUE REACH
93 /100	Very High	Upgrade to access
		Top Topics Marketing, Founder, CEO
	Upgrade to access	Top Location Upgrade to access

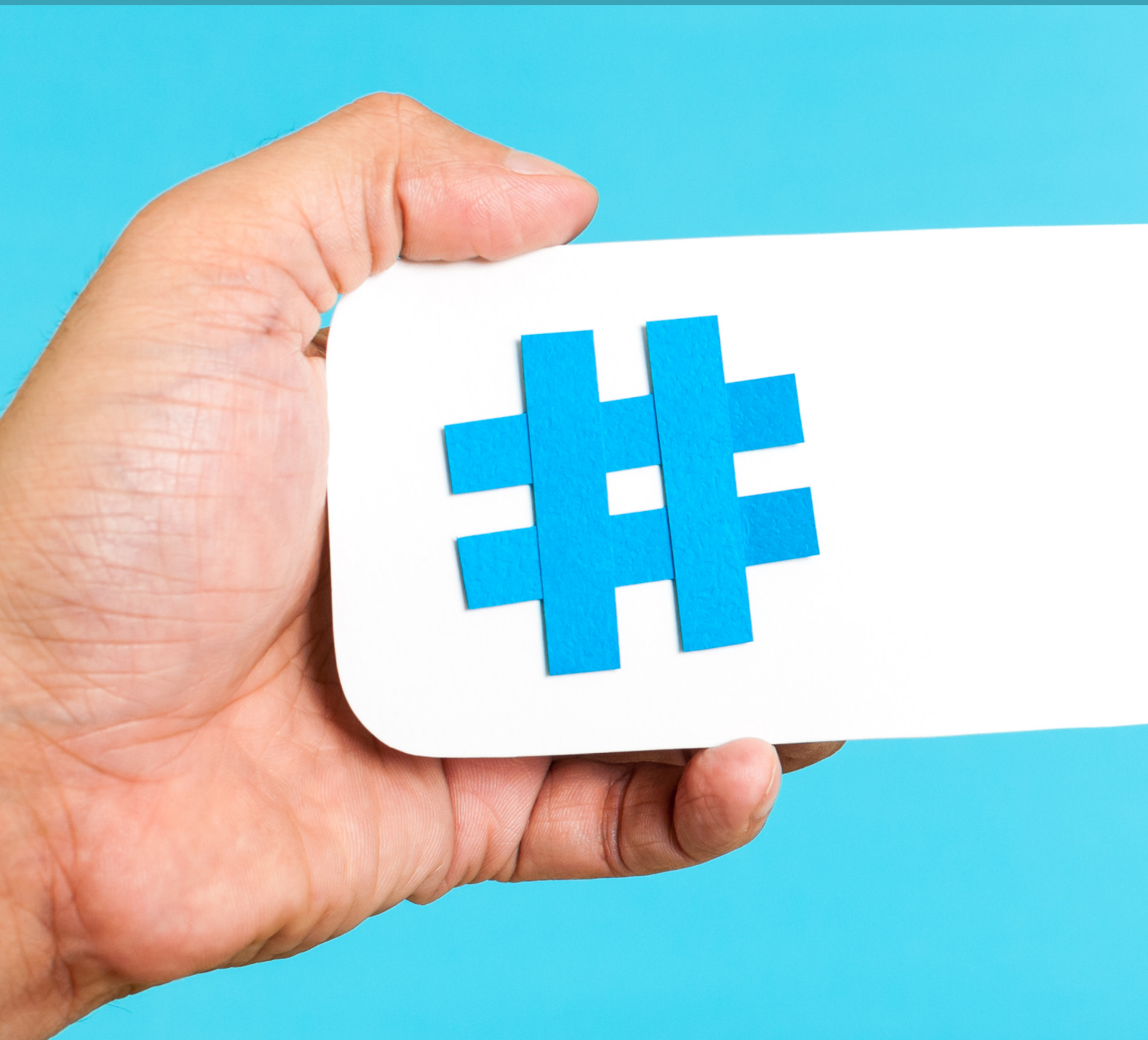
INSIGHTS	AUDIENCE
Landscape Mentions <a href="#">Upgrade to access</a>	Twitter 800.1K <b>800,100</b> Total Fans
Activity Insights	

Having access to information like this can point your strategy in the direction of those that you should be talking to and who could give guidance on success in your field. In short, Klear focuses specifically on influencer marketing. Tracking Twitter's most influential users and helping you determine who's making the most noise and greatest impact on certain topics of conversation.

## FINAL THOUGHTS

All in all this eBook has covered many of the topics and areas that you have access to and, as a result, should give you information about where to find the raw data behind your digital and social strategy. If you are able to understand who your audience is and what it is looking for, then you will gain untold advantages.

All of the information that you require is a few simple clicks away and the easily digestible way that it is presented means that almost anybody can understand the performance.



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## ABOUT US

Click Consult is a multi award-winning digital and search marketing agency with a focus on organic (SEO) and paid search (PPC). Part of global consumer brand business Ceuta Group, we have a team of 70-plus specialists and a portfolio of more than 60 clients worldwide.

Our complementary services include content marketing, outreach, social media, conversion rate optimisation (CRO): and international/multilingual search marketing. We can also offer training and consultation to support your teams or existing strategy.

Click was named Search Agency of the Year 2018, adding to our long list of other awards and accolades, and also ranks within Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'. We're also a Google Premier Partner, a Bing Select Partner and feature in The Drum Recommends.

## YOUR BESPOKE SOCIAL MEDIA ANALYSIS AND REVIEW

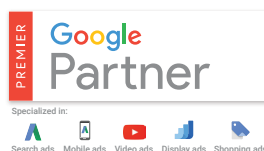
REQUEST NOW



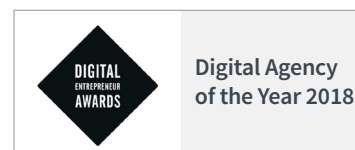
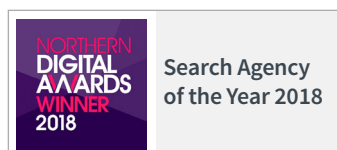
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## OUR ACCREDITATIONS



## OUR AWARDS



## OUR TECHNOLOGIES

monitor **TRAX** rank **TRAX** feed **TRAX** link **TRAX** pro **TRAX** page **TRAX**