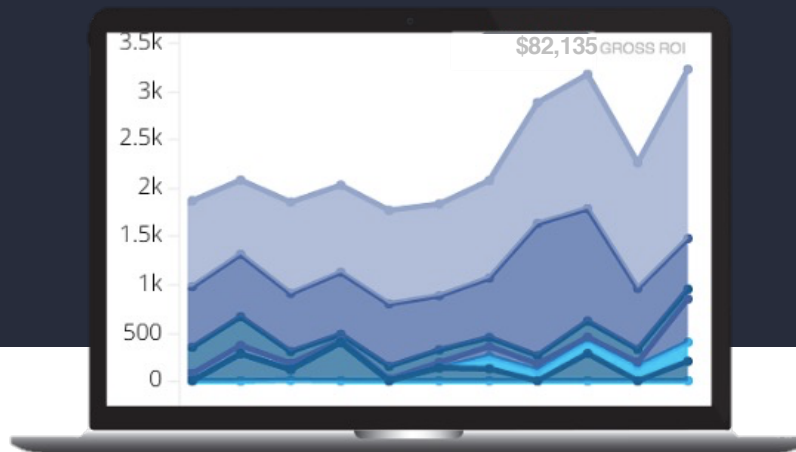


# Enterprise Social Media Analytics



**LiftMetrix** helps brands justify accelerating their social media spend by turning raw data into specific ROI metrics and recommendations. **LiftMetrix** moves brands well beyond vanity metrics by measuring goals, both on social or websites, and identifying the social conversion points that overlap with business objectives.



**Executive ROI Dashboard:** End-to-end ROI measurement of true business metrics (purchases, sign-ups, email acquisition, etc.) along with social network engagement metrics.



**Insights:** Natural language insights explain the “why” behind the metric. The insights story and accompanying analysis replace the need for a data team, immediately empowering you with the answers.



**Recommendations:** Data-fueled recommendations for dynamically adjusting one's content strategy. Select an objective and LiftMetrix will build an actionable game plan based on historical data and best practices.



**Competitive Analytics:** Measure competitor data across social networks and generate real-time competitor reports and track historical data to instantly compare key metrics over time against your top competitors.



**Connecting Social to Site:** Track conversions on your website from each social network and individual posts and ads. Optimize social campaigns based on these website conversions, in addition to social engagements.

## The Leader in Measuring Social Media ROI



### Our Featured Partnerships and Data Integrations



Contact [sales@liftmetrix.com](mailto:sales@liftmetrix.com) to understand your social ROI  
and find out why these companies trust us:

