In-depth analytics on every social channel

Easily analyze your social media success across multiple channels, strengthen your social strategy with data, and benchmark your goals against the competition.

All major channels: Every like, comment, and post from TikTok, Facebook, Instagram, Twitter, LinkedIn, and YouTube in one centralized and easy-to-understand analysis platform.
Deeper competitor insights for better social media

Build a custom landscape of your competitors for up-to-the-minute leaderboard standings for who's posting the most and who's earning the most engagement. With Rival IQ, you have access to follower, profile, and post engagement data for every company in your landscape.

- Create competitive landscapes with up to 200 competitors in a single view
- Reveal the topics and phrases your competitors used most frequently
- Identify topics that engage your audience

Maximize engagement rates

Quickly analyze your activity performance, follower data, and understand your full reach and impression all within the same insights page. Our machine learning helps you react quickly, copy successful posts, or explain an increase in competitors' engagement rates.

- Track profile link clicks, Story taps forward and exit rates, follower adds and removes, video views, and more
- See when followers are online, when your content does best, and when your competitors are posting
- Identify your most engaging hashtags, discover what’s performing well with your competitors’ followers
Improve campaign performance

When you’re investing time and money you want to be positive that your strategy is backed by solid data. Track campaign, platform, and placement performance so you put your money where it matters most.

- Detailed demographic information on each channel
- See what’s resonating best with your key audiences
- Track Influencer Marketing campaign metrics

Measure your video impact

Measure your video impact with data from views and minutes watched to see which type of content resonates with your followers.

- Easily spot the best and worst content for your brand on TikTok, Instagram, and YouTube
- Dig deeper into your posts, Stories, customer demographics, and channel engagement
- Keep an eye on what’s working for your competitors while setting realistic and attainable video goals
Streamline your social media reporting

Don't waste time gathering data manually every month. With Rival IQ, you'll have always-on access to metrics and insights from all major social channels, Facebook Ads, and Google Analytics. Layer in even more data from competitive tracking, and you'll create impactful reports in no time while staying focused on driving insights and action.

- Pre-built dashboard templates communicate your social performance across all major channels
- Match the look and feel of your client’s brand with totally customizable logos and colors
- Integrate social metrics with your Google Data Studio dashboards quickly using our pre-built connector

### Region

<table>
<thead>
<tr>
<th>Name</th>
<th>Spend</th>
<th>Imp.</th>
<th>Frequency</th>
<th>Click-through rate</th>
<th>Results</th>
<th>Cost per Result</th>
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</thead>
<tbody>
<tr>
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<td>$545.93</td>
<td>125k</td>
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<td>4.46%</td>
<td>3.98k Link Clicks</td>
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<td>Central Region</td>
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</table>
NetBase Quid™ delivers AI-powered consumer and market intelligence to enable business reinvention in a noisy and unpredictable world.

Our platform uses advanced artificial intelligence to process billions of indexed resources across all forms of structured and unstructured data, empowering brand, agency, and consulting services customers to make smart, data-driven decisions accurately, quickly, and efficiently.

We are the trusted partner of Ogilvy, T-Mobile, United Airlines, YUM! Brands, Walmart, Hyundai, Wunderman Thompson, Microsoft, BCG, and The New York Times.

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