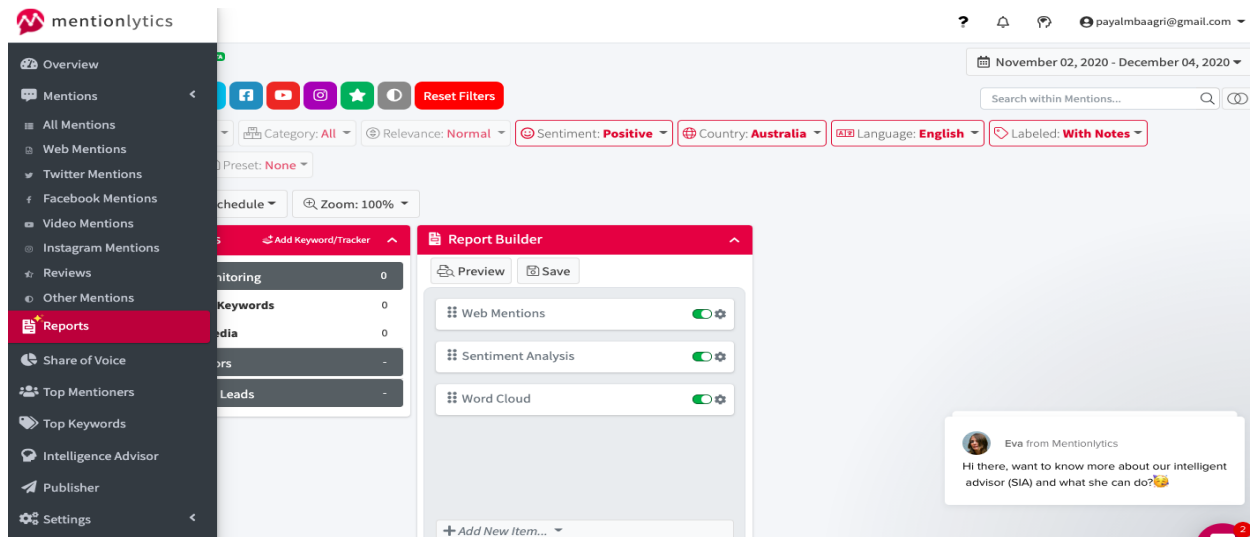


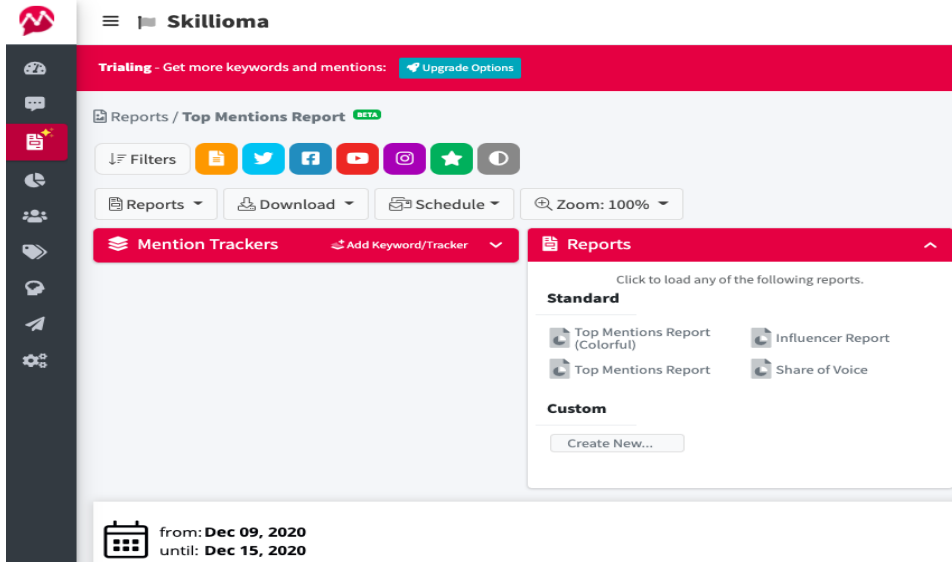
New Feature Alert!

Customisable Reports: A new feature added to our tool

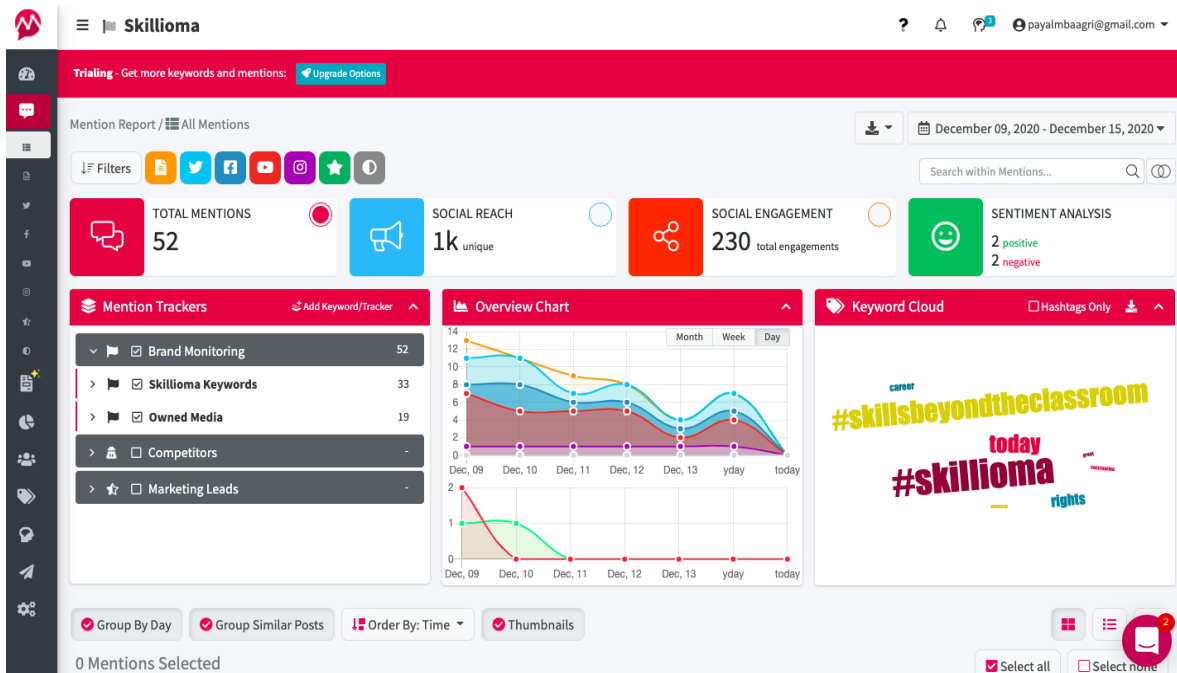
Dear Marketers! Now you can save a lot of time while tailoring data-packed reports as per your goals. Wondering how? Mentionlytics has released a new reporting feature with personalised functionalities for you to create beautiful monitoring reports with clear and actionable insights.



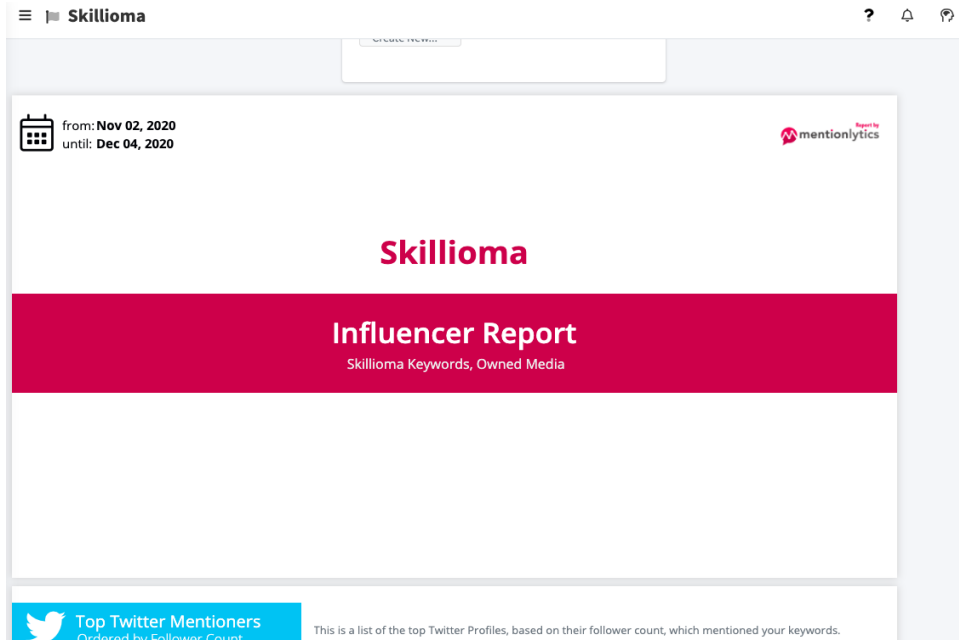
Three Types of Standard Reports



Top Mentions Report/Colourful Variation: It reflects the top mentions (brand names, keywords, hashtags) across all the digital channels, and analyses their sentiments.



Influencers Report: This report lets you evaluate the results of campaigns running by the influencers using your keywords, product or brand name at one digital channel or the other on selected dates. You can also detect the location and languages of the mentions.



Share of voice: It draws the comparison between your brand and the competitors based on the targeted keywords, share of sentiments, online presence, and countries from where your competitors get most of the mentions.

Customise Reports Using the Report Builder

Our 'Report Builder' allows you to create personalised reports in a user-friendly drag and drop manner. These reports are white-labelled, hence enable you to place your company logo and send to your clients. Following are the tasks that you can perform using the report builder:

- Select a graph type, date range, channel and relevance of data to monitor.
- Set a colour, label or title.
- Select a particular country, language and sentiment that you are targeting to gather data.
- Choose the appropriate metrics, such as mentions, social reach, competitors' data, sentiment analysis and engagement, as per your marketing goals.
- Add comments if you need to consult with your seniors and colleagues at any point.
- Add a text page to explain your report in detail.
- Preview your report before saving it.
- Download it as PDF or send it to your clients or seniors via emails on a daily or weekly basis.
- Save the preset filters and create an email alert if required.

Read [here](#) what other users are saying about this new feature.

Interested in trying out this feature? Start your [free trial](#) today.

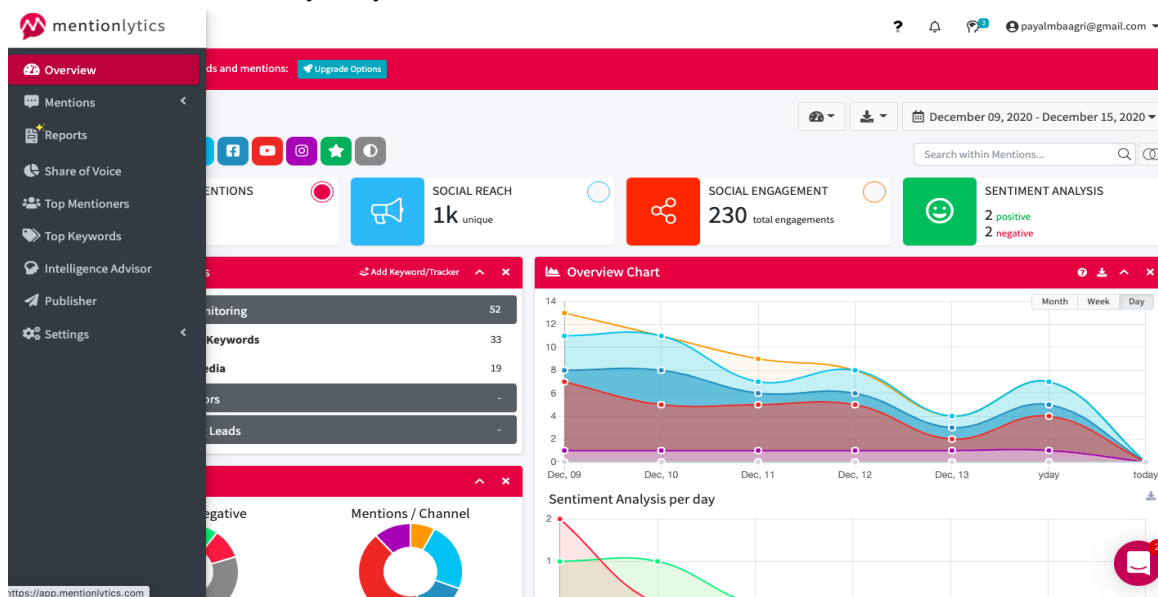
Note: All three kinds of reports are available to use in the subscription plans. But if you need to build a monitoring report branded with your company logo and other specifications, then our Pro and Advanced [plans](#) will be apt for you to choose.

Overview of Mentionlytics Social Media Monitoring Tool

Often marketing agencies and departments face challenges in keeping a tab at the online presence of their clients' audience across all the social media platforms, which is significant for strategic planning to build a brand. It can also be overwhelming to search a monitoring tool that displays accurate information, uses Artificial Intelligence, and has all the following functions:

- A colourful dashboard to track your brand's mentions across the web, social media channels, campaigns, and to monitor the activity of your competitors
- A publisher to schedule the posts on social media accounts.
- A Social Intelligence Advisor (SIA) to guide you with what actions you should continue and what not.
- A report builder to compose customisable reports
- A tracker alert to monitor the activity of most popular keywords
- A source for finding the relevant influencers in your industry and making their list, which is another arduous task and can consume a lot of your precious time
- A saver that spots any crisis, reacts accordingly, and manages the reputation.
- A researcher to gather the required information about your prospects

However, with Mentionlytics you won't need to look somewhere else.



Let's dive in each of these sections:

Mentions: This feature shows you all the platforms where your brand has been tagged (in the form of hashtags, keywords or profiles) ranging from social media, YouTube to any reviews posted on a website, and analyse the sentiments of all mentions.

Share of Voice: Through this tab, you can create a tracker to monitor your competitors' mentions across website and social media by adding the brand name, keywords, any particular language, source of keywords you want to detect, website and social profiles associated with them. On top of that, you can set up an email alert to get notified about the updates.

Category	Count
Brand Monitoring	4,520
Ryanair Keywords	4,472
ryanair	4,472
Owned Media	48
Competitors	
Marketing Leads	

Top Mentioners: Here, you will get a list of all the influencers who have engaged with your brand either positively or negatively. If you want to associate with the top mentioners to increase your brand awareness, evaluate them based on their number of followers and actual results.

The Rambling Writer ? 🔔 🗨️ tpayalblog@gmail.com

Trialing - Get more keywords and mentions: [Upgrade Options](#)

Top Mentioners 📄 📅 October 03, 2020 - December 01, 2020

Filters 📄 📅 📍 📧 📧 📧 📧 [Reset Filters](#) 🔍 Search within Mentions...

Mention Trackers [Add Keyword/Tracker](#)

TOTAL MENTIONS

17

SOCIAL REACH

— unique

SOCIAL ENGAGEMENT

472 total engagements

SENTIMENT ANALYSIS

3 positive
0 negative

Top Social Media Mentioners

Rank	Channel	Profile	Followers / Rank / Subscribers	Mentions	Engagement	Sentiment	Description
1		sarastamey.com Rank # - Global # -	N/A	3	0	🟡	sarastamey.com
2		bookviewcafe.com US Rank # 648312 Global # 1697623	#1,697,623	2	0	🟡	bookviewcafe.com
3		anthro.fr Rank # - Global # 3582782	#3,582,782	1	0	🟢	anthro.fr
4		www.tumblr.com US Rank # 24 Global # 48	#48	1	0	🟡	www.tumblr.com

Waiting for app....

Top Keywords: This section will show you the social reach and engagement data of your top keywords and hashtags as shown in the below image. Also, you can choose to add other keywords in the 'Mention Tracker' to know about their performance.

Mention Trackers [Add Keyword/Tracker](#)

TOTAL MENTIONS

52

SOCIAL REACH

1k unique

SOCIAL ENGAGEMENT

230 total engagements

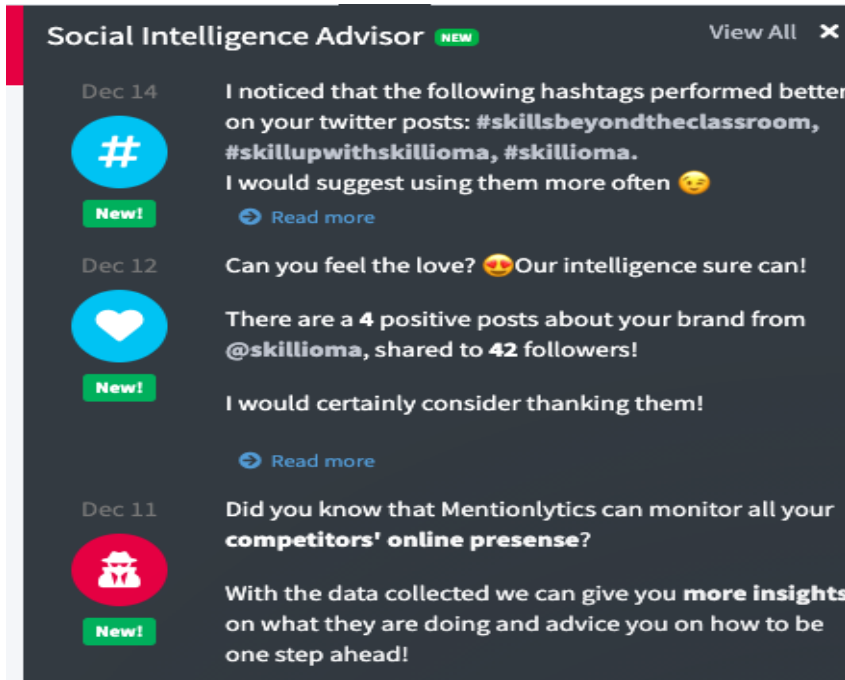
SENTIMENT ANALYSIS

2 positive
2 negative

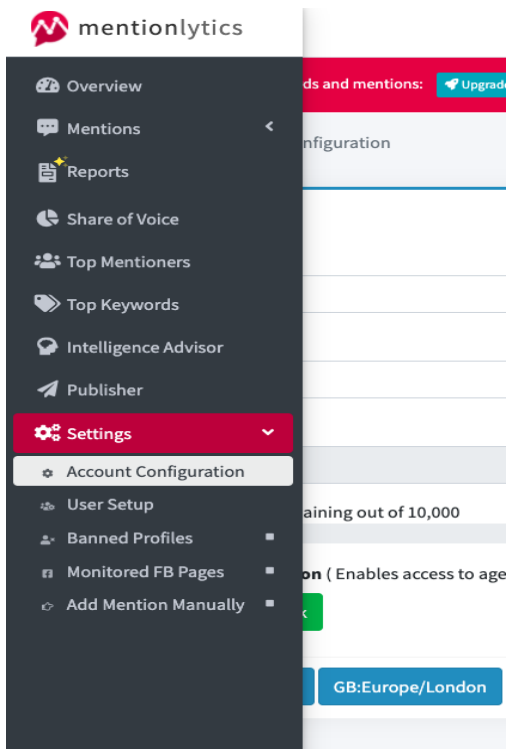
Top keywords Hashtags Only

Rank	Keyword	Mentions	Reach	Engagement	😊	😞	Top Country
1	#skillioma	12	4k	72	0	0	India
2	#skillsbeyondtheclassroom	10	4k	68	0	0	India
3	today	9	3k	52	0	0	India
4	rights	7	966	25	0	0	India
5	career	6	1k	128	0	0	India
6	vaccination	5	931	12	0	1	India
7	great	5	0	0	0	0	India
8	success	5	1k	128	0	0	India

Social Intelligence Advisor (SIA): The innovative algorithms of this advisor will analyse your brand, competitors and provide meaningful tips to increase the online presence.



Publisher: Authorise your social media accounts by visiting the account configuration page in order to schedule and publish your posts. If you already have a Hootsuite account, then you can connect it with the Mentionlytics account.



app.mentionlytics.com/configuration

Apps Customize Links Free Hotmail Windows Windows Media Imported From IE Internet In

Skillioma

Trialing - Get more keywords and mentions: [Upgrade Options](#)

Settings / Account Configuration

Client Information

Business Name
Skillioma

Business Description
Edtech

Subscription Plan
Trial

9,505 Mentions Remaining out of 10,000 [Upgrade Options](#)

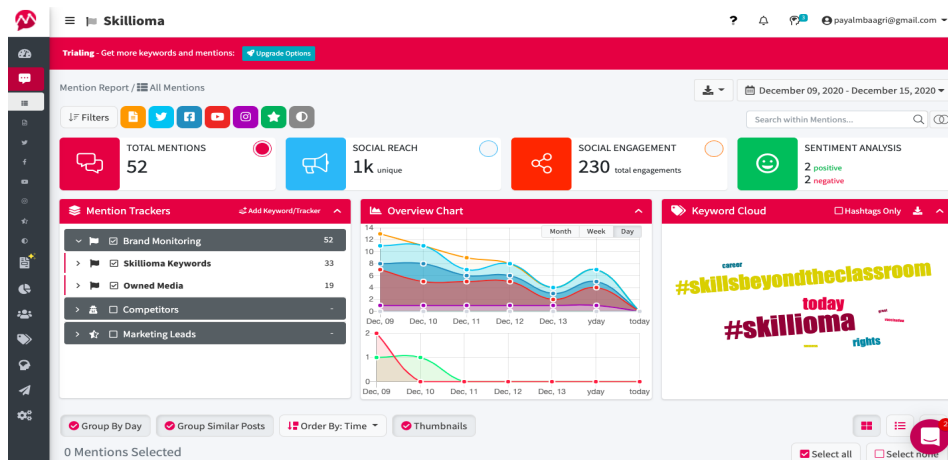
Facebook Authorization (Enables access to age-restricted accounts, e.g. Alcohol-related)
[f Authorize facebook](#)

[Save All](#) [Billing...](#) [GB:Europe/London](#) [Permanently Delete Account](#)

Excited to explore more? Start your [free trial](#) today.

Task 2

Mentionlytics Customisable Reports: A new way to depict data



Hey Marketers! We have come up with a new 'Report Builder' feature for you to create data-packed personalised reports branded with your company logo to pitch your clients.

What else?

- Grow your brand reputation
- Analyse the sentiments across web
- Find influencers
- [To know more](#)

[Let's Go!](#)