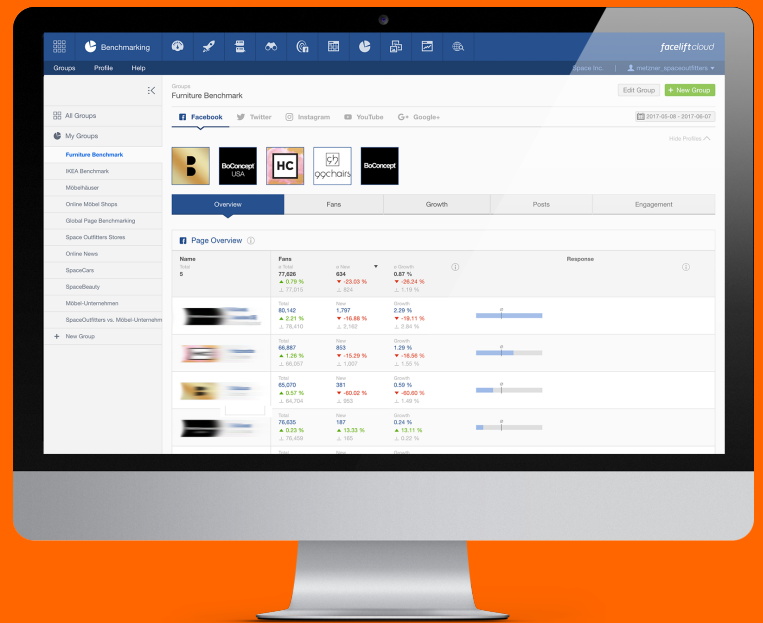


# PRODUCT SHEET BENCHMARKING

March 2018



**Features Summary**

**Complete market overview and control:**

Direct comparison and analysis of significant competitors and complete industries

**Support for all relevant channels:**

- Facebook
- Twitter
- Google+
- YouTube
- Instagram

**Comfort features for efficient working conditions:**

- Tracking long-term trends based on historical data from the Facelift Cloud data warehouse
- Selection of any number of competitors
- Define your own competitor groups or sectors
- Detailed analysis down to the content level
- Complete integration into the Dashboard module including creating your own reports

# The most extensive competitive analysis for effective social media marketing

**Valuable insights and impulses for strategic planning**

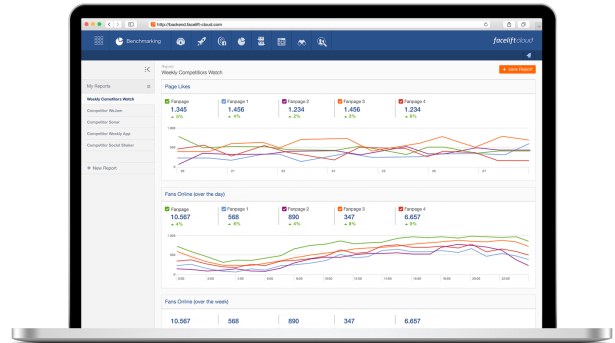
The multi-certified Facelift Cloud combines all areas that are relevant for professional social media marketing in a scalable enterprise solution. All modules provide meaningful metrics for success monitoring and thus allow for the continuous adjustment of all your marketing efforts to the needs of your target audience.

As part of the Facelift Cloud and in addition to the analysis of your own channels, the benchmarking module gives you access to an additional source of information in order to permanently strengthen and expand your market position: the competition. You

will be given privacy-compliant access to the social media activities of specific market participants and can gain precise insights as to which social media activities make for particularly good results in your industry and which mistakes of your competitors you can avoid. As such, you ensure that your intended brand message will attract maximum attention.

Of course, your own channels, along with the individual social media channels of your competitors, can be formatted in a visually clear manner at any time or compared to the overarching industry average according to established KPIs. As such, you can demonstrate the strong social media positioning of your brand to your stakeholders and shareholders.

With Facebook, Twitter, Google+, YouTube and Instagram, the benchmarking module covers all social media channels that are relevant for businesses.



**Sustained control of your social media channels**

The operators of social networks often only provide data for channels other than their own for a short period of time – Facebook, for example, only does so for 28 days. The benchmarking module solves this problem and represents all information for all networks over the course of time. In turn, you are able to clearly distinguish the fundamental developments from short-term phenomena. The advantage is obvious: You can see whether your competitor has made structural changes to its social media communication, has only been able to produce an isolated lucky strike or whether the entire industry is experiencing a seasonal effect. Thereafter, particularly striking developments can be put through a detailed analysis during the next step in order to derive useful impetus and concrete recommendations for your social media presence.

Of course, the benchmarking module also traces the results of your strategic decisions. Your success can therefore be measured based on the facts and be compared to the overall developments in your industry. You can see how to optimally implement your social media activities at a glance and can further increase your competitive advantage.

**Features Summary**

**Custom metrics**

Benchmarking supports the following channel-specific metrics:

**1. Facebook**

- Fan Base Growth
- Engagement / Eng. Rate
- Response Rate
- Response Speed
- Eng. Rate by Post Type/Time/Day
- Fans by Countries
- Post Evaluation

**2. Twitter**

- Follower Growth
- Engagement / Eng. Rate
- Mentions
- Response Rate
- Response Speed
- Posting and Eng. Rate by Type/Time/Day
- Tweet Evaluation

**3. Google+**

- Follower Circles Growth
- Plus-One-Growth
- Engagement / Eng. Rate
- Posting and Eng. Rate by Type/Time/Day
- Post Evaluation

**4. YouTube**

- Subscriber Growth
- Video Uploads
- Video Views
- Video View Development
- Engagement / Eng. Rate
- Video Analysis

**5. Instagram**

- Follower Growth
- Engagement / Eng. Rate
- Posting and Engagement Rate by Type/Time/Day
- Post Evaluation

At the same time, the combined evaluation of your own and your competitor’s development provides you with an excellent data base for clearly presented, board-capable monthly, quarterly or annual reports.

**Control targeted content**

The analysis of your competitors at the macro level and in line with clear KPIs inevitably leads to the question of how to explain the changes that you have observed – and how to use them to the advantage of your brand. Therefore, you are given complete access to all published posts including user reactions for any date or period via the benchmarking module – from Facebook posts to YouTube videos. With just one click, representative lists with concrete examples as to what kind of content achieved a high reach and activated the community can be created.

Below, you will find two practical examples of how you can use the benchmarking module to identify changes and use this information to your advantage:

**1. Create involving content**

You create the editorial calendar for all of your managed social media channels for the following quarter. During a team meeting, it turns out that some creative input regarding the final design of the posts would be helpful for some post ideas on Facebook. Via the benchmarking module, the team selects five competitors with comparable fan numbers and identifies the ten posts with the highest interaction rates from the last three months. Given this direct and successful example, what content can be used to unlock the largest potential becomes immediately evident.

Published at	Type	Content	Activity	Likes	Commr
Total	69		0.21 %	Total 161,130	Total 12,875
May 22, 2017 5:21 PM	photo	BoConcept Deutschland Unser Bordeaux Konsolensystem - andrucksvoll von @katsura_ishida in Szene gesetzt.	1.70 %	Total 1,308	Total 2
May 20, 2017 3:41 PM	photo	BoConcept Deutschland Für den ersten Eindruck gibt es keine zweite Chance.	1.39 %	Total 1,062	Total 16
May 10, 2017 3:08 PM	video	99chairs Ein Ballebad für's Büro? Das kommt uns irgendwie bekannt vor	1.11 %	Total 746	Total 362
May 17, 2017 7:10 PM	photo	BoConcept Deutschland Zu Gast bei zufriedenen Kunden von unseren Aesthete Stühlen und unserem Milano Tisch in München. Vielen Dank für das schöne Foto!	1.07 %	Total 817	Total 8
May 30, 2017 4:46 PM	photo	BoConcept Deutschland Unser Ietra Sofa scheint fast mit der Skyline zu verschmelzen – wir lieben diese Metropolitan Mood!	0.90 %	Total 705	Total 5
May 26, 2017 6:01 PM	photo	BoConcept Deutschland Cleanes Weiß, Holzakzente und natürliches Licht stehen in diesem Haus in Los Angeles klar im Mittelpunkt –	0.85 %	Total 661	Total 8

Detailed overview of the top 20 posts of selected brands

**2. Demonstrate customer service excellence**

Customer service is very important to your business. Even Facebook and Twitter will have to set new standards as service channels in the future – especially given that awards such as the Facebook badge for particularly reactive companies strongly appeal to customers and interested parties. Three months after the launch of the new service, you compare your own response rate and speed values on Facebook and Twitter to those of your competitors. All values considerably surpass the competition – the data documents the success of your actions and you are ready for the next meeting with the Executive Board.

**Custom-made benchmarks for very precise operations**

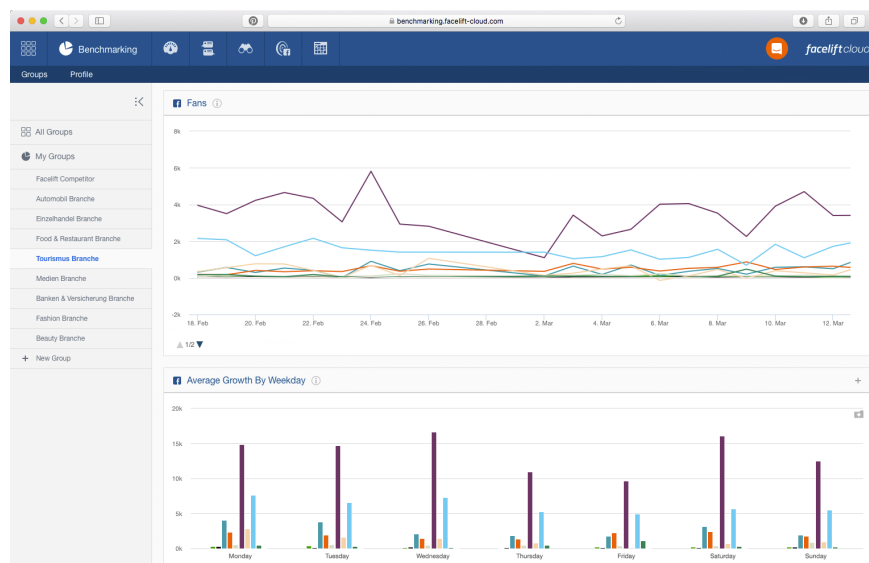
Whichever channels and metrics you might be comparing, you always have a choice between two different approaches.

**1. Benchmarking with individual competitors**

Herein, you compare your company or brand with one, two or any number of competitors. Each competitor is individually shown in each diagram. This is ideal if the activities of the individual market participants are particularly relevant for you and if you would also like to be notified about high-user activities, such as comment sweepstakes, immediately in order to counter with your own engagement promotions/ actions.

**2. Industry benchmarking**

Industry benchmarks show you how your company is positioned relative to the overall competitive environment. Therein, an average for all of the companies in your industry is generated for each metric. All charts remain clear and pointed, since only two elements must be shown: Your own value and the industry average. That your Instagram Christmas campaign has produced significantly better results than the rest of the industry is immediately visible due to your disproportionate follower growth. You yourself can determine which companies should be considered in the industry average. If your business is still new to the industry, you may only want to compare yourself to the midfield - after a successful market entry, you might want to compare yourself to your fellow top ten players.



Individual competitor-benchmarking (above) and industry-benchmarking (below) at a glance

**Holistic operations thanks to a seamless integration into the Dashboard module**

Like all modules, the benchmarking module fits seamlessly into the Facelift Cloud. Whether you already use the dashboard module or would like to use it in the future: All competition analysis functionalities are available as widgets and can be integrated as desired. As such, you will be given your personal command centre, which always keeps you informed about all decision-relevant processes in your company and the overall market in real time.

**The eight most important reasons for the Facelift Cloud Benchmarking module:**

1. Get expert content for **editorial planning**
2. **Expectation management** – identify which targets are realistic by using competitive data
3. **Avoid mistakes of others** and turn shitstorms into candystorms
4. **Profile sharpening** thanks to the complete overview of your market positioning
5. Integration of all **relevant social media channels**
6. All operating figures available **in real time**
7. Always **keep an eye on the right competitors** in highly dynamic markets
8. The success of your own social media activities may be **substantiated at any time**

**Conclusion:** In just a few steps, the benchmarking module can be used to present all relevant information in a structured manner even in complex competitive environments, thus providing valuable input for more professional social media marketing.

**About Facelift**

With over 200 employees and more than 1,200 customers worldwide, Facelift is the leading provider of social media marketing technologies in Europe. Facelift Cloud is a multi-certified software solution with all components for professional social media marketing at enterprise level.

Facelift Cloud is fully hosted in Germany as a SaaS (Software as a Service) system, is ISO 27001 certified and thus meets the highest IT security standards. Facelift is part of the official Facebook Marketing Partner Program and Instagram Partner Program.

Facelift brand building technologies GmbH  
Gerhofstr. 19 | 20354 Hamburg | Germany  
www.facelift-bbt.com | + 49 40 2286 849 0

