



Cyber PR Army
cyberprarmy.com

GET STARTED WITH

Twitter Report

Analyze your Twitter accounts to understand your audience and engagement.





Add multiple Twitter services to the same report to analyze performance across brands.

The total number of Likes and Retweets over the selected date range.

Reach is the maximum potential audience size who may have seen your Tweets. This number includes followers of people that retweeted your posts.

Daily Exposure is the total potential impressions generated per day on average.

Understand which activities are helping to drive your audience growth and adjust your strategy accordingly.

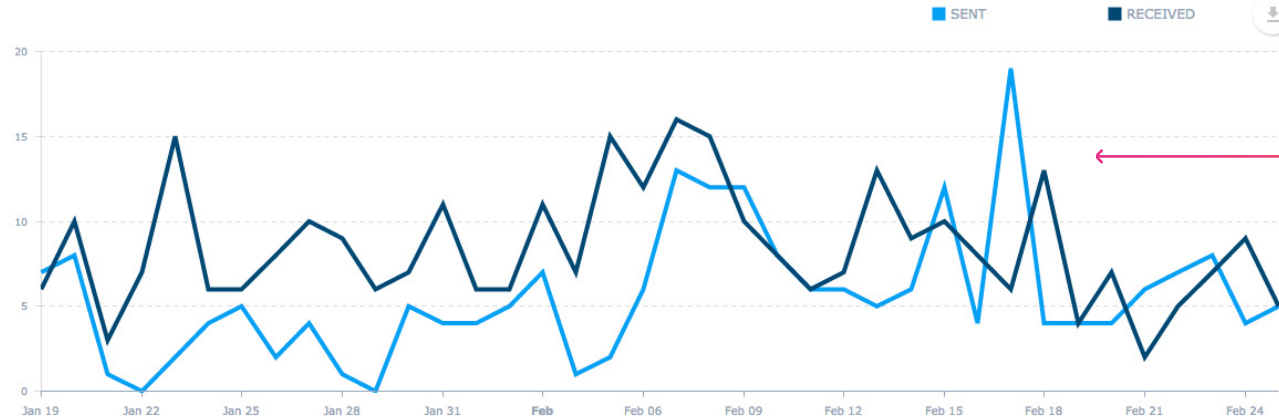
Compare audience growth with the previous period to show progress.





Posts

POSTS PER DAY



SENT/RECEIVED METRICS

Tweets Sent	206
Mentions Received	315
Direct Messages Received	42
Total Tweets	563

NUMBER OF MESSAGES YOU RECEIVED
INCREASED BY

↑ 70.0%

SINCE PREVIOUS PERIOD

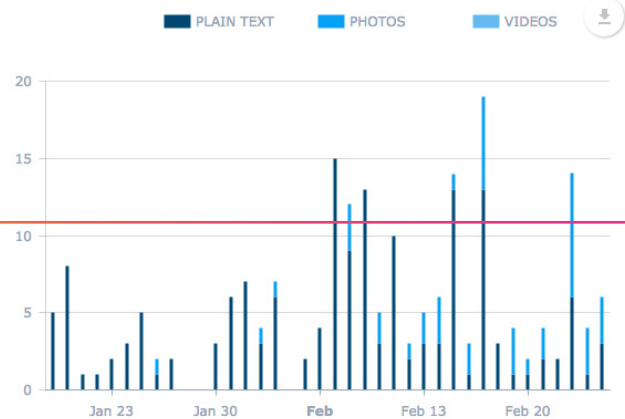


Gain insight into the hours in the day that are, on average, likely to generate the most engagement from your activity on Twitter.

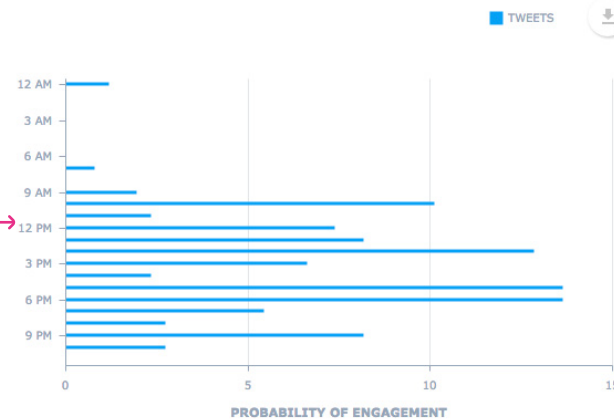
Engagement probability is calculated by analyzing each of your Tweets to determine the hours when your audience is most likely to engage with your content.

Content Habits

MESSAGES PER DAY



BEST TIME TO POST





Use the Content Habits summary to understand the types of content that are helping to drive growth and engagement on Twitter.

Understand how your audience is engaging with your Twitter service by analyzing Mentions, Retweets and Likes.

Display your most recent mentions from Twitter and the sentiment of each Tweet.

CONTENT HABITS METRICS

Plain Text	158
Photos	43
Videos	0
Total Tweets	201

NUMBER OF TWEETS YOU SENT
INCREASED BY

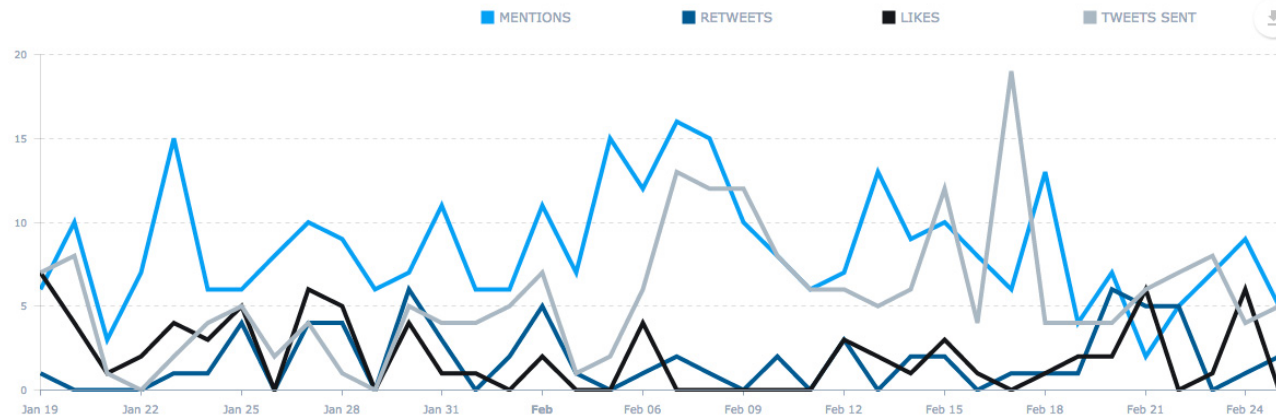
↑ 0.52%

SINCE PREVIOUS PERIOD



Audience Engagement

AUDIENCE ENGAGEMENT BY DAY



ENGAGEMENT METRICS

Mentions	315
Retweets	66
Likes	70
Tweets Sent	206
Total Engagements	451

TOTAL ENGAGEMENTS
INCREASED BY

↑ 63.41%

SINCE PREVIOUS PERIOD



RECENT MENTIONS

😊
Sentiment







	Gavin Hammar @GavinHammar 24 Feb 9:54 PM Really proud to have @sendible listed as one of @inc's fastest growing companies in Europe with over 300% growth! https://t.co/7yl5EridqA	😊
	Email Marketing @mailigen 24 Feb 1:28 PM Join us and @Sendible on March 8 and learn how to make the most of your time. Limited seats, register today!... https://t.co/bJr2pih1BQ	😊

TOP TWEETS

🔄 Retweets
❤️ Likes
📢 Reach

	Sendible @Sendible 30 Jan 6:05 PM This is THE best social media channel for engaging with your customers. Here's how to ace it... https://t.co/RBRxxFBbIH	5	3	15,796
	Sendible @Sendible 20 Feb 2:16 PM Our Founder @GavinHammar shares his thoughts on 2017 trends via @ldigicNet h https://t.co/kOCiq12eQ4	5	3	17,685

Analyze your top Tweets based on the number of Retweets, Likes and overall Reach.

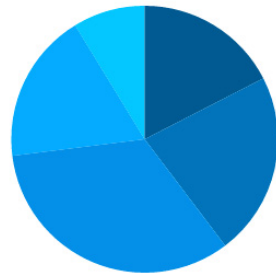
 Email Marketing @mailigen 24 Feb 1:28 PM Join us and @Sendible on March 8 and learn how to make the most of your time. Limited seats, register today!... https://t.co/bJr2pih1BQ	 Sendible @Sendible 28 Jan 10:20 AM Happy #ChineseNewYear from our team! May it be filled with more successes than you can count. https://t.co/cx2mZtbkqq	4	5	15,836
 NewcastleWebdesign @NewcWebdesign 22 Feb 4:14 PM SocialMedia requires a great investment of time energy here's a look at what's possible @NewcWebdesign https://t.co/kb74swnr2 @sendible	 Sendible @Sendible 27 Jan 1:44 PM Don't exclude other marketing channels from social media. Great advice @socialmediaweek https://t.co/EBRBZ8aE2b #socialm #EmailMarketing	3	2	22,365
 Apolline Adiju @apollineadiju 22 Feb 6:00 AM @Sendible @apollineadiju It is sad that some business owners still overlook the power of social media.	 Sendible @Sendible 25 Jan 3:22 PM Looking forward to the event - #video is certainly the current hot topic in the world of digital #marketing	3	3	15,658

A breakdown of your 200 most recent Twitter followers using 4 types of demographic data.

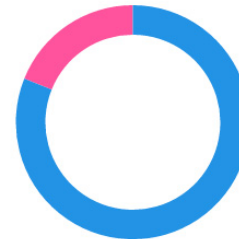
Demographics

BY KLOUT SCORE

0-35	17.46%
36-45	22.22%
46-55	33.33%
56-65	18.25%
66+	8.73%



BY GENDER



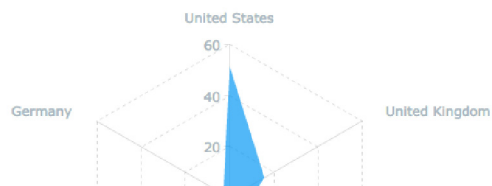
FEMALE
18.9%

MALE
81.1%

Men with a Klout score of 46-55 appear to be a leading force among your most recent followers.

Get to know your newest followers better and use this data to inform your content strategy.

BY LOCATION

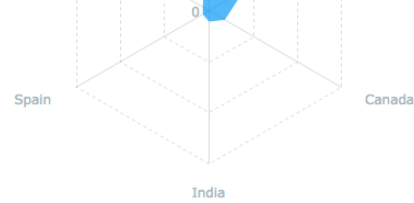


TOP COUNTRIES

 United States	51.4%
 United Kingdom	15.7%
 Canada	7.1%
 India	4.3%

TOP CITIES

New York	7.4%
London	7.4%
Los Angeles	5.6%
Louisville	3.7%
St. Louis	2.7%



Spain	2.9%	St. Louis	3.7%
Germany	2.9%	San Francisco	3.7%
Italy	2.9%	Boston	3.7%
Netherlands	1.4%	Toronto	3.7%
Australia	1.4%	Melbourne	1.9%
Romania	1.4%	Cartersville	1.9%



Discover the topics that your followers are most interested in to help drive your content and influencer marketing strategies.

Utilize this chart to determine the most popular topics amongst your followers.

Topics & Influencers

FOLLOWERS' TOPIC DISTRIBUTION



RECOMMENDED TOPICS

search engine optimization	sendible
ifttt	sendible
marketing communications	sendible
social media marketing	sendible
small & medium enterprises	sendible
content marketing	sendible
digital marketing	sendible
social selling	sendible
ecommerce	sendible
small business	sendible
linkedin	sendible
digital strategy	sendible

Social media marketing, search engine optimization and social media appear to be popular topics of interest among your followers.

TOP TOPICS & INFLUENCERS

SOCIAL SELLING - SENDIBLE: 79%



Matt Heinz @HeinzMarketing: 98% 105,634 followers

B2B demand generation, pipeline management, sales enablement, content strategy, inside sales effectiveness, marketing technology, driving revenue & results.



Neal Schaffer @NealSchaffer: 96% 174,172 followers

I help businesses generate ROI from social media. Author, Global Social Media Speaker, Social Media Marketing Influencer, Soccer Dad & Japan Travel Expert. 日本語可

MARKETING TIPS - SENDIBLE: 79%



Jeff Bullas @jeffbullas: 98% 516,546 followers

#1 Content Marketing Influencer, Social Media Marketing Strategist & Speaker, Forbes Top 10 Social Media Influencer, #1 Global Business Blog.



Brian Fanzo @iSocialFanz: 91% 107,310 followers

Millennial Keynote Technology Speaker | #SXSW #SMMW17 Speaker | Translator of Geek Speak #LiveVideo Social Strategist | #SMACtalk #FOMOFanz Podcasts #BeYourself

Understand which Twitter users are most influential within your key topics and direct your influencer marketing activities towards proactively engaging with them and their followers.



INTERNET MARKETING - SENDIBLE: 77%



Kissmetrics @Kissmetrics: 94% 250,391 followers

Built to optimize marketing. Track, analyze and optimize your digital marketing. (Video: What is Kissmetrics? <https://t.co/ZxvgrlC0>)



Social Media Today @socialmedia2day: 93% 579,004 followers

#SocialMedia insights, best practices, and tips from best thinkers in #socialmarketing, Signup for our newsletter here:<https://t.co/8n8c21YA1O>

SOCIAL MARKETING - SENDIBLE: 77%



Warren Whitlock @WarrenWhitlock: 91% 457,830 followers

Influencer in health, business, tech, blockchain, solar, social media marketing. Futurist, Advisor, Author and friend



Social Media Today @socialmedia2day: 91% 579,004 followers

#SocialMedia insights, best practices, and tips from best thinkers in #socialmarketing, Signup for our newsletter here:<https://t.co/8n8c21YA1O>

MARKETING STRATEGY - SENDIBLE: 77%



Social Media Today @socialmedia2day: 93% 579,004 followers

#SocialMedia insights, best practices, and tips from best thinkers in #socialmarketing, Signup for our newsletter here:<https://t.co/8n8c21YA1O>



Kim Garst @kimgarst: 93% 518,442 followers

I help entrepreneurs GROW their business w/ social media! Keynote speaker, Forbes Top 10 Social Media Influencer. 🎥Live Video Pro. Loves God, family & hockey!

MULTI LEVEL MARKETING - SENDIBLE: 77%



Erik Christian @SimplyAfterDark: 91% 300,005 followers

Network Marketing Leader. Online Marketing Trainer. Blogger. Helping Others Achieve Their Dreams of Working From Home.



@Crowdfify #WePayYou @michaelqtodd: 89% 220,270 followers

@CrowdfifyClub is a Social Network MLM we pay you @ <https://t.co/WxBPmoaHqd> 🙌 Recovering lawyer | ❤️Bitcoin, Nature, Photography, Pinterest. Cleantech, SMM life

The number of times this user has retweeted one of your Tweets.

Discover which users are engaging with you on Twitter most often.

Engaged Users

USERS WHO ENGAGED THE MOST

@ MENTIONS
RETWEETS



BrightInfo

SENDIBLE - TWITTER - LAST ENGAGED: 21 FEB 7:15 PM

Next Week! Register to learn "Harnessing marketing personalization to win over customers" @Sendible @BrightInfoBuzz... <https://t.co/2ZcNtQy6RT>

30

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Hax

SENDIBLE - TWITTER - LAST ENGAGED: 24 FEB 2:23 PM

We are proud to announce @Sendible are now an official sponsor for the Video Impact Event; #kent #business #marke... <https://t.co/Ti8hnMwDfE>

17

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Maman on the Trail

SENDIBLE - TWITTER - LAST ENGAGED: 24 FEB 6:01 PM

I use @Sendible so I can #unplug & #getoutdoors. Use my promocode 169133 for 10% off. Sign up at <https://t.co/aEBbe0AU5h> #socialmedia manager

17

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Gavin Hammar

SENDIBLE - TWITTER - LAST ENGAGED: 24 FEB 9:54 PM

@wade Foster we _ your service! Our users have asked for a @sendible zap . It's almost ready. Wd love to coordinate a launch with you guys.

11

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Marc Creighton

SENDIBLE - TWITTER - LAST ENGAGED: 15 FEB 1:28 PM

@Sendible What's the least known feature in your application? #BlogIdeas

11

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Gavin Hammar

SENDIBLE - TWITTER - LAST ENGAGED: 25 FEB 11:32 PM

RT @Sendible: Happy #ChineseNewYear from our team! May it be filled with more successes than you can count. <https://t.co/cx2mZtbkqq>

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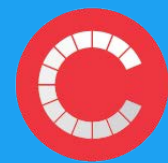
← PREV

NEXT →

The number of times this user has mentioned your Twitter account in a Tweet.



TWITTER REPORT



Cyber PR Army

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