

CisionPoint Social Media Metrics



CisionPoint — Cision’s on-demand services delivery platform — delivers critical social media intelligence and metrics on thousands of blogs, microblogs, social networking sites, video and photo sharing sites, review sites and user forums.

CisionPoint social media metrics help you understand the reach and influence of specific social media sites by industry or interest area, based on average visitors per month, average time spent, monthly site views, and number of inbound links from sites and users in a particular industry. You can see how visitors from an industry or interest group engage, based on the volume of industry-related comments and commenters, size of discussion threads, number of views of videos and images, or tally of votes on social bookmarking sites. These metrics are only available to subscribers of Cision’s premium media profiles.

CisionPoint, the most comprehensive media research resource in North America, also has the broadest and deepest social media intelligence available from any media database, with more than 10,000 profiles of social media influencers and crucial data including journalists’ and bloggers’ Twitter handles.

Engage the Right Social Networks, Blogs and Other Social Media

CisionPoint social media metrics enable you to determine exactly how to engage the social media most relevant to you and your communication objectives. For example:

- If your goal is to garner as many gross impressions for your brand as possible, look for high traffic patterns across both traditional Web metrics (such as Unique Monthly Sessions) and social metrics (e.g. Inbound Links and Comments).
- If your goal is to generate discussion among the most influential bloggers, examine numbers of Inbound Links, Comments and Commenters to determine the sites where you will find the most active engagement with your areas of interest.
- Or, if you want to use online video to promote your brand, track Media Views (Videos/Images) and Average Time Spent data to see how many visitors there are and how much time each user is spending per visit.

No matter what kind of social media campaign you need to plan, Cision has metrics that can help you do your job better and faster.



Sample Cision Social Media Metrics

	Technology
Average Visitors/Month	547,528
Unique Monthly Sessions	774,244
Monthly Site Views	120,905,096
Average Time Spent	00:02
Inbound Links	443
Comments	677
Commenters	557
Engagement Level	0
Votes Count	2,127
On-Topic Inbound Links	412
On-Topic Posts	41
Thread Size (Forums)	0
On-Topic Replies	0
Media Views (Videos/Images)	0

Social Media Metric Definitions

Average Time Spent: the average time – in hours, minutes and seconds – each user spends on the site each time they visit. This metric is ideal for comparing sites with multimedia content, especially video.

Average Visitors/Month: the number of unique people visiting the site each month. This has long been the gold standard in traditional Web audience measurement.

Commenters: the number of unique people commenting on a blog in the past 30 days relevant to any one of seven major industry segments: Business & Finance, Consumer, Education, Energy & Environment, Healthcare, Technology, and Travel & Tourism.

Comments: the number of comments left by a blog's readers in the past 30 days relevant to any one of seven industry segments.

Engagement Level: a 1-to-10 ranking that gauges the length of comments and frequency of multiple comments from the same users. This enables you to seek out blogs that attract communities of active commenters, who are likely to discuss content on their own blogs and on social networks and thus broaden your reach.

Inbound Links: the number of links from other blogs and sites active in the past 30 days. Inbound links are the currency of the blogosphere; blogs with high inbound-link counts tend to have their content discussed heavily on other blogs as well.

Media Views (Videos/Images): the number of views of videos and images on the site in the past 30 days, a valuable metric for multimedia content.

Monthly Site Views: the number of Web pages viewed on the site per month.

On-Topic Inbound Links, Posts and Replies: the number of inbound links, posts and forum replies in the past 30 days to posts relevant to any one of seven industry segments.

Thread Size (Forums): the total number of posts per thread on a particular forum site in the past 30 days.

Unique Monthly Sessions: the number of unique visits to a site. Each visit is counted once, regardless of how many pages each user views.

Vote Count: the total number of citations on the Digg, Delicious and Reddit social-bookmarking and news-sharing sites. These sites point people toward content in democratic ways; the more votes a mention receives on a particular site, the more people will see it.

Cision's social media metrics, powered by Radian 6, allow you to easily uncover key social media influencers. We can also help your organization monitor social media coverage using the Cision Social Media Dashboard. Contact your Cision representative for more information.