

# The Top 25 Social Media Analytics Tools

By Marcus Guido

**T**racking and reporting social media analytics used to be a hurdle for digital marketers. Now the problem is finding the ideal tool.

The market is filled with different platforms ranging in niche, effectiveness, and user experience. And because of the recent Topsy shutdown, more social media managers than ever are searching for a suitable alternative.<sup>1</sup>

Before I list the 25 best tools, it's important to define social media analytics for those new to the field (if you're a veteran, feel free to skip this section).

## What is social media analytics?

Instead of thinking about social media analytics as a noun, think of it as a verb. Specifically, it's gathering data from social platforms to help guide your marketing strategy.

This process begins by prioritizing business goals. For example, your focus may be to double the number of new visitors to your website.

The second step is determining key performance indicators (KPIs). In this case, your chief social media KPI would likely be

based on *engagement* stats. These can be broken down into:

- Likes and shares your posts receive;
- Replies and comments; and, most importantly,
- Clicks your links and content earn.

By collecting this data, you can figure out how social media factors into meeting your business goals. From there, you can keep going in the direction you're headed or adjust your approach.

Think of social media analytics as the process of gathering data from social platforms to help guide your marketing strategy.

Now that the definition is clear, here's the list of the top social media analytics tools.

### Keyhole

Keyhole<sup>2</sup> measures, in precise detail, a brand or trend's impact on Twitter, Facebook, and Instagram. Giving you access to an intuitive and shareable dashboard, it tracks hashtag, keyword, and campaign metrics in real time. These include reach, impressions, periods of high activity, and more.

You can also leverage its data to lead your influencer outreach efforts. Clicking the dashboard's Influencers tab will reveal information surrounding accounts with the highest reach and interaction numbers. To boost your engagement, identify important

accounts in your niche and re-share their most popular content.

Price: \$89–\$3,000+ USD per month.

### AgoraPulse

Operating in multiple languages, you can use AgoraPulse<sup>3</sup> to track enhanced engagement analytics across Twitter, Facebook, and Instagram. Along with standard metrics, the platform ranks users who frequently share your content and notifies you when your pages and profiles have been mentioned. This information, combined with community management stats such as message response rate, will help guide your social outreach efforts. Plus, you can export analytics graphs into PowerPoint files.

Price: \$29–\$199 USD per month.

### Brandwatch

Offering a suite of tools that work across major social media platforms, Brandwatch<sup>4</sup> is perhaps best used as a research suite. It provides information about the markets you own and want to enter, such as demographic data about gender and occupation. You can even monitor your brand's reputation in real time to see if users are posting positive or negative messages about you. Best of all, the data is accurate; Brandwatch filters spam and duplicate mentions.

Price: Contact Brandwatch to discuss a unique plan.

### Buffer

As a comprehensive social media scheduling tool, Buffer<sup>5</sup> allows you to see the engagement numbers for your Facebook, Twitter, Google+, and LinkedIn posts. Based on these metrics, it also identifies your top post of the day. But keep in mind, Buffer only tracks the posts you make through its platform.

Price: Free–\$2,550 USD per year.

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### BuzzSumo

You can depend on BuzzSumo<sup>6</sup> to track the top social content in your niche. Simply plug a URL, phrase, or keyword into the search bar to see who's sharing relevant content on each major social platform. You can then use the tool to promote your material; it identifies the most influential sharers to reach out to.

Price: \$99–\$999 USD per month.

### Crowdbooster

For a quick and simple Twitter and Facebook analytics tool, many marketers choose Crowdbooster.<sup>7</sup> Through an intuitive and customizable dashboard, you have access to real-time engagement data that exports to Excel. The tool also provides a weekly performance summary with recommendations about when to post, whom to engage, and how to improve your interaction efforts.

Price: \$9–\$119 USD per month.

### Edgar

Edgar<sup>8</sup> automates social scheduling, storing content you collect in a library based on categories such as tips and blog posts. As you make a schedule from these categories, Edgar creates a never-ending queue that automatically cycles through your library week after week.

The tool also tracks your engagement metrics, helping you optimize your schedule on the basis of which types of content generate the most interaction and when they should be shared.

Price: \$49–\$99 USD per month.

### Google Analytics

What's there to say about Google Analytics<sup>9</sup> that hasn't already been said? As the clear top choice for analyzing website traffic, it's also ideal for evaluating certain social media metrics. You can use it to measure the value of traffic coming from social sites to determine how visitors behave and if they convert.

Price: Free–\$150,000 USD per month.

### Hootsuite

Similar to Buffer, Hootsuite<sup>10</sup> is a social media management dashboard. On top of

scheduling posts and aggregating content, you can use its analytics tools. The platform not only tracks standard engagement numbers, but measures your team's performance. For example, it records resolution times for customer service issues.

Price: Free; advanced plans vary.

### Klout

Test Klout<sup>11</sup> to quantify your influence on each major social platform. Giving you a mark out of 100, it grades you based on your ability to engage and drive action. You can see on which platforms you're most influential, giving you an idea about how to successfully interact with your audience.

Price: Contact Klout to discuss a unique plan.

### Little Bird

For an intricate influencer analytics tool, use Little Bird.<sup>12</sup> Its goal is to eliminate the need for influencer research and instead let you focus on outreach. The tool tracks metrics detailing the most prominent people who interact in your space and with your brand. It also discovers the most engaging topics and content for you to share or base ideas on. The influencer list feature helps target qualified individuals throughout your social campaigns.

Price: Contact Little Bird to discuss a unique plan.

### NetBase

Specifically targeting enterprise-scale brands and agencies, NetBase<sup>13</sup> advertises that it processes posts nine times faster and 50 to 70 percent more accurately than other comprehensive social media analytics platforms. Community managers can use it to quickly make decisions on large accounts they manage. NetBase can read millions of social posts in 42 languages and determines user sentiment regarding trends.

Price: Contact NetBase to discuss a unique plan.

### Oktopost

Historically, digital marketers have struggled to measure the financial impact of social media. Oktopost<sup>14</sup> addresses that. The

tool tracks conversions, identifying channels and messages that drive financial actions on your website. For example, it allows you to confidently say a new customer came from your latest Facebook post.

Price: Starts at \$65 USD per month; advanced plans vary.

### quintly

Use quintly<sup>15</sup> to measure your profiles against competitors. Visualizing stats on standard engagement metrics through graphs, it tracks and compares your performance on the major social platforms. This makes it a go-to tool for competitive goal setting.

Price: Starts at \$129 USD per month; advanced plans vary.

### Rival IQ

Another analytics tool that monitors competitors, Rival IQ<sup>16</sup> tracks opposing brands' performance on major social media platforms. Prioritizing growth, the tool records how audiences develop or shrink on a weekly, monthly, quarterly, or annual basis. By giving you access to historical data, you can compare growth rates to major events and business cycles to determine when rivals are expanding their fan bases.

Price: \$199–\$439 USD per month.

### Salesforce Marketing Cloud

There isn't much you can't do with Marketing Cloud<sup>17</sup>—it has tools for e-mail, mobile and content marketing, and an intuitive social media analytics suite. Through its clean dashboard, you can see metrics on which types of content yield the most engagement, where the most influential conversations are happening, and what the general user sentiment is about your brand. You have the option of paying for the full cloud or picking the suites you want.

Price: Starts at \$400 USD per month; combination packs vary.

### Simply Measured

Give Simply Measured<sup>18</sup> a shot if you're after a comprehensive social media reporting platform. By connecting to Google Analytics, you can see information about how

visitors from social sites are acting and converting on your website. It also has features to analyze competitors and compare accounts across major channels. Plus, you can schedule Simply Measured to automatically send reports with all of this information and more.

Price: Starts at \$500 USD per month; agency plans vary.

### Socialbakers

Capturing data across all major social platforms, the Socialbakers<sup>19</sup> analytics suite boasts a comprehensive dataset. Its features include custom benchmarking and competitive analysis, allowing you to create groups against which to track yourself. For those with locations across the globe, Socialbakers can segment data by individual brand and country. This lets you see where your efforts are most successful and where there's room to grow.

Price: \$120–\$480 USD per month.

### Social Mention

Use this tool as a social search engine with a complementary analytics suite. By typing in a keyword, you'll have access to user-generated content from more than 100 platforms. Based on that content, Social Mention<sup>20</sup> tracks traditional metrics along with unique ones, including user sentiment.

Price: Free.

### SumAll

Use SumAll<sup>21</sup> to guide your long-term social media strategy. Along with e-commerce data, you can track information from your major social channels in a single interactive chart. In addition to standard metrics, it includes features such as goal tracking and performance graphs. You can also set SumAll to send e-mails summarizing this data.

Price: Free–\$99 USD per month.

## Platform-specific tools

### Followerwonk (Twitter)

Moz's Twitter tool provides a detailed look at Twitter analytics, giving you insights about your activity and audience. You can see statistics about when your followers log in and generate demographic data such as

their locations. Use it to identify and connect with influencers; Followerwonk<sup>22</sup> measures social authority to track which accounts have the biggest impact on their followers.

Price: Free–\$79 per month.

### Iconosquare (Instagram)

Although it's a platform-management tool, Iconosquare<sup>23</sup> comes equipped with a thorough Instagram analytics suite. The dashboard has everything from engagement stats to optimization suggestions, such as the best times to post and which filters to use. You can also choose to receive e-mails summarizing your main metrics.

Price: Free; advanced plans vary.

### Audiense (Twitter)

Offering price tiers depending on how many followers you have, Audiense<sup>24</sup> is an all-in-one Twitter business platform. It tracks a bevy of content and audience metrics, offering tools to improve engagement and build segmented lists for campaigns. You can also use Audiense to better understand your ads; it tracks return on investment for paid and earned media.

Price: Contact Audiense to discuss a unique plan.

### Tailwind (Pinterest)

This platform-exclusive tool is designed to optimize your Pinterest strategy. Use it to track engagement metrics as well as how your posts perform based on boards, keywords, hashtags, and categories. Using these stats, Tailwind<sup>25</sup> will find and recommend content for you to share. There's even Google Analytics integration so you can analyze website traffic and revenue from Pinterest.

Price: Starts at \$9.99 USD per month; advanced plans vary.

### TweetReach (Twitter)

A search engine-esque platform, TweetReach<sup>26</sup> allows you to type in a keyword, hashtag, or username to get a look at the analytics behind your term. Useful for checking trends, it illustrates engagement data such as reach and impressions. It also gives you a long timeline of tweets to inspect.

Price: \$99–\$399 USD per month.

## The final verdict

There isn't a must-use analytics suite for social media marketers with general needs. But as your focus grows more specific, some platforms emerge as clear favorites.

With this list as your guide, you're sure to find a social media analytics tool that boosts productivity while giving you the valuable information you need.

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## ENDNOTES

1. Jesse Quist, Keyhole, *Top 3 Topsy Alternatives* (posted December 16, 2015) <<http://keyhole.co/blog/top-3-topsy-alternatives>>. All websites cited in this article were accessed August 18, 2016.
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