GET STARTED WITH

Twitter Report

Analyze your Twitter accounts to understand your audience and engagement.
Daily Exposure is the total potential impressions generated per day on average.

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.

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.
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.

Analyze the number of Tweets sent and received against your content strategy to drive growth and conversations.
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.

Analyze your top Tweets based on the number of Retweets, Likes and overall Reach.
A breakdown of your 200 most recent Twitter followers using 4 types of demographic data.

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

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

By Location

<table>
<thead>
<tr>
<th>Country</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>51.4%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>15.7%</td>
</tr>
<tr>
<td>Canada</td>
<td>15.7%</td>
</tr>
<tr>
<td>India</td>
<td>4.3%</td>
</tr>
<tr>
<td>New York</td>
<td>7.4%</td>
</tr>
<tr>
<td>London</td>
<td>7.4%</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>5.6%</td>
</tr>
<tr>
<td>Louisville</td>
<td>3.7%</td>
</tr>
</tbody>
</table>

By Gender

- Female: 18.9%
- Male: 81.1%
Utilize this chart to determine the most popular topics amongst your followers.

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

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.

Social media marketing, search engine optimization and social media appear to be popular topics of interest among your followers.
Discover which users are engaging with you on Twitter most often.

- The number of times this user has retweeted one of your Tweets.
- The number of times this user has mentioned your Twitter account in a Tweet.