Analytics Dashboard Chart Guide

Contents

Media type over time

A bar chart providing either volume, potential reach or ASR figures by media type over a period of time.

Evaluate the media channels distributing your coverage and how they align with your communications or multi-channel strategy.

Data set options

- ◉ Volume
- ◉ Potential reach
- ◉ Advertising Space Rate (ASR)

3
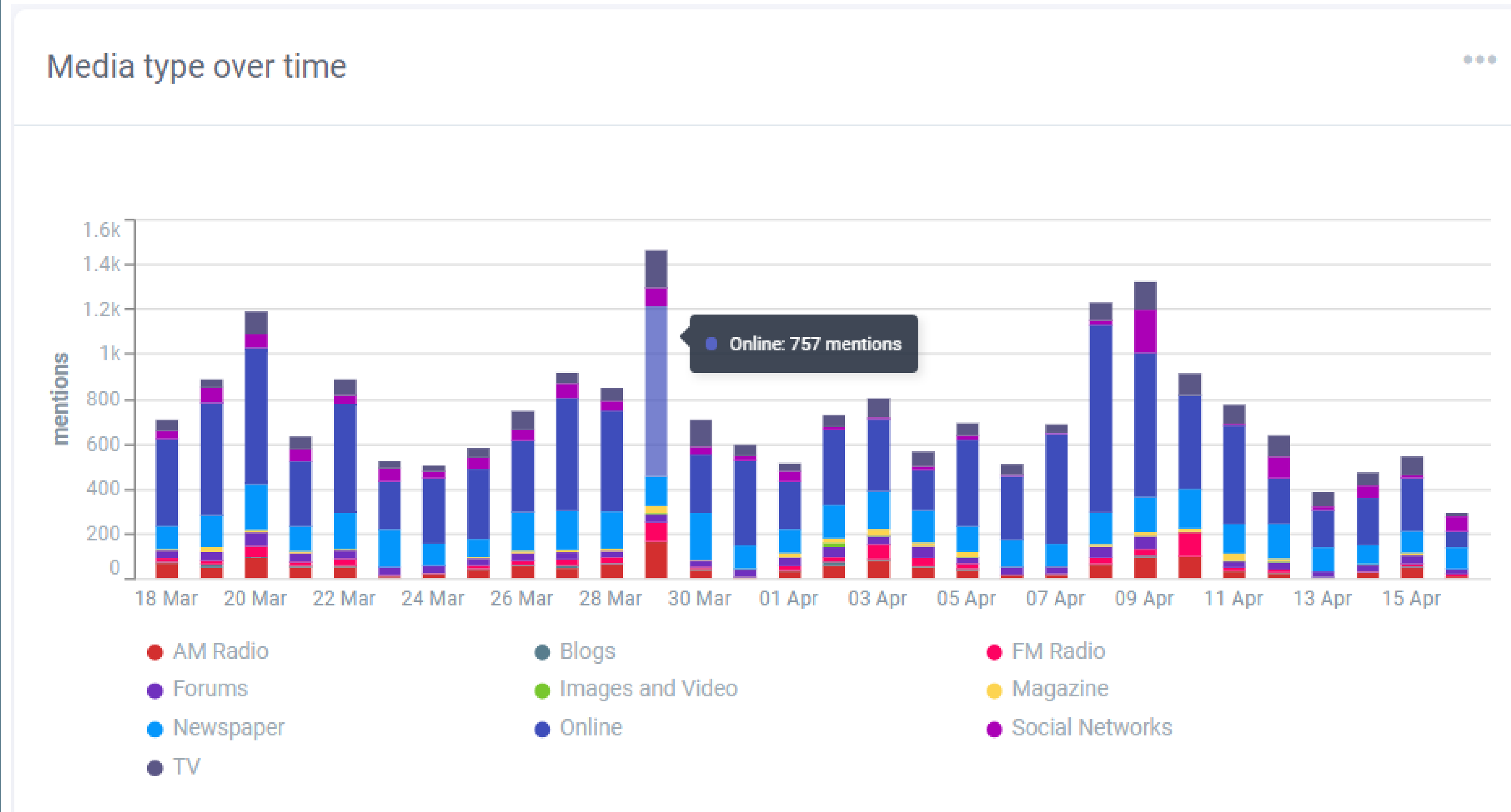
Top 10 outlets

A stacked bar chart showing the top 10 media outlets in order of highest volume, potential reach, or ASR value.

Identify the best media outlets to target for your next campaign, or analyse campaign based Personal Folders to compare your owned and earned media coverage.

Data set options

◉ Volume

◉ Potential reach

◉ Advertising Space Rate (ASR)

Top 10 outlets

Australian Financial Review: 239,004 Potential reach

● 4,741,717 potential reach

4
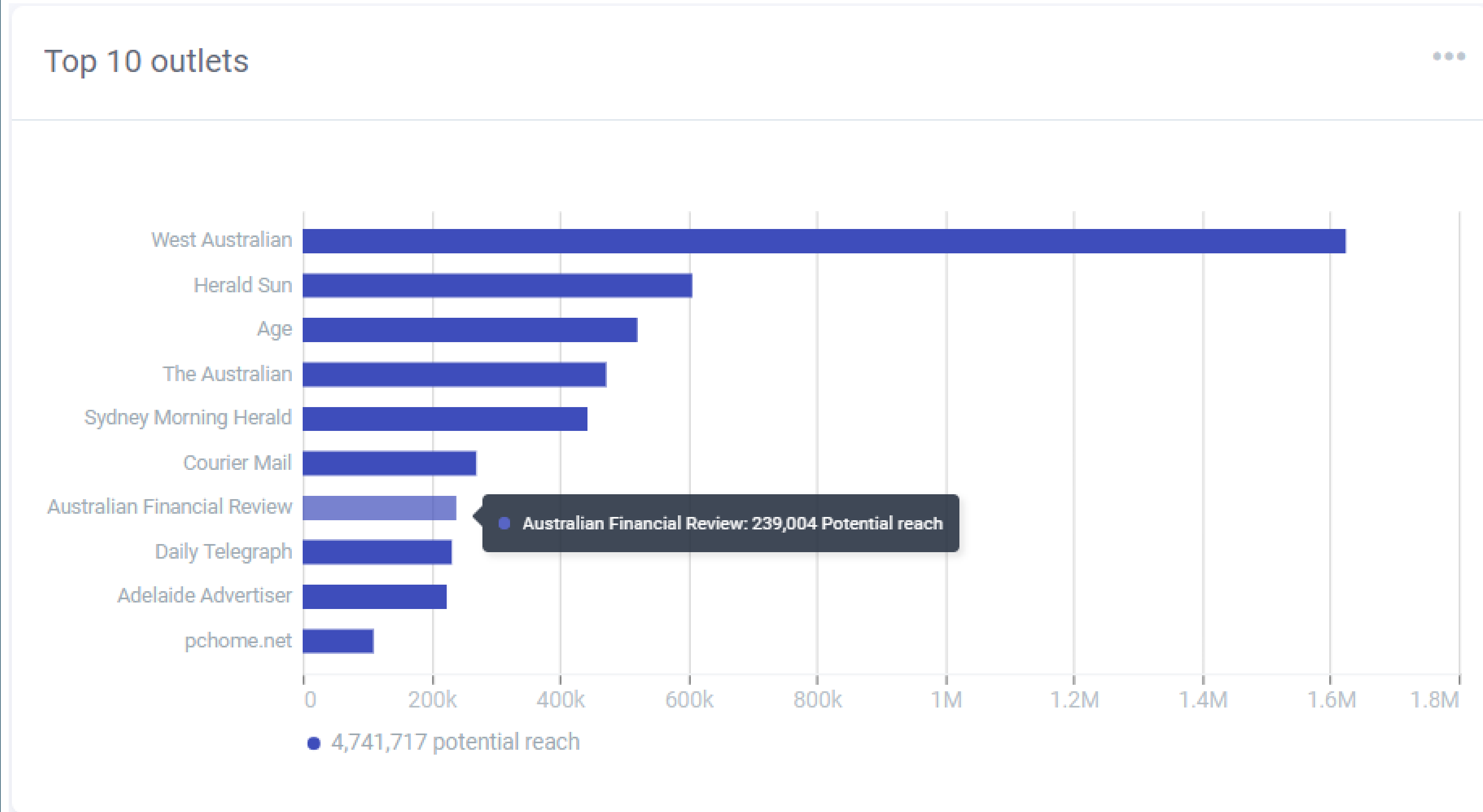
Channels Growth

A line graph measuring the cumulative and total volume of media channels (outlets) over a period of time.

Discover at what point in time the most number of channels were reporting on a particular issue, and the overall count of channels reporting on the story at intervals to date.

Data set options

◉ Volume

Channels Growth

Channels: 2,151
Feb 05, 2020 - Feb 11, 2020

4k	
3.5k	
3k	
2.5k	
2k	
1.5k	
1k	
500	
0	

05 Feb   06 Feb   07 Feb   08 Feb   09 Feb   10 Feb   11 Feb   12 Feb   13 Feb   14 Feb   15 Feb   16 Feb   17 Feb   18 Feb

● Channels   ● Cumulative channels
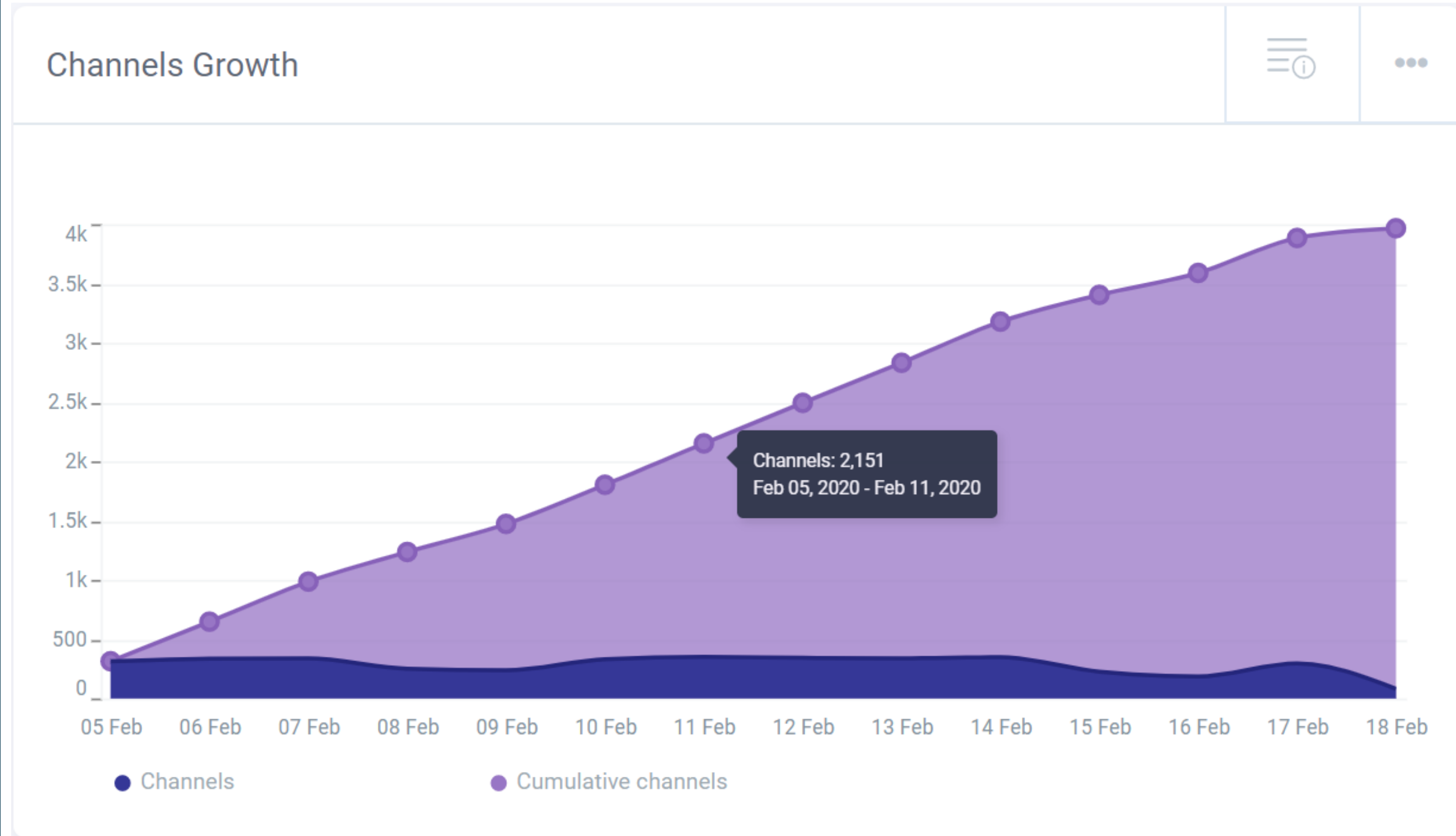
Media type overview

A pie chart comparing media types by coverage volume, potential reach or ASR value.

The media type overview chart can be used to quickly visualise what mediums contributed the highest volume of coverage or the largest potential reach.

Data set options

- ⦿ Volume
- ⦿ Potential reach
- ⦿ Advertising Space Rate (ASR)

MEDIA TYPE OVERVIEW   ⋯

Images and Video 85 mentions

- ● AM Radio
- ● FM Radio
- ● Images and Video
- ● Magazine
- ● Newspaper
- ● Online
- ● Social Networks
- ● TV
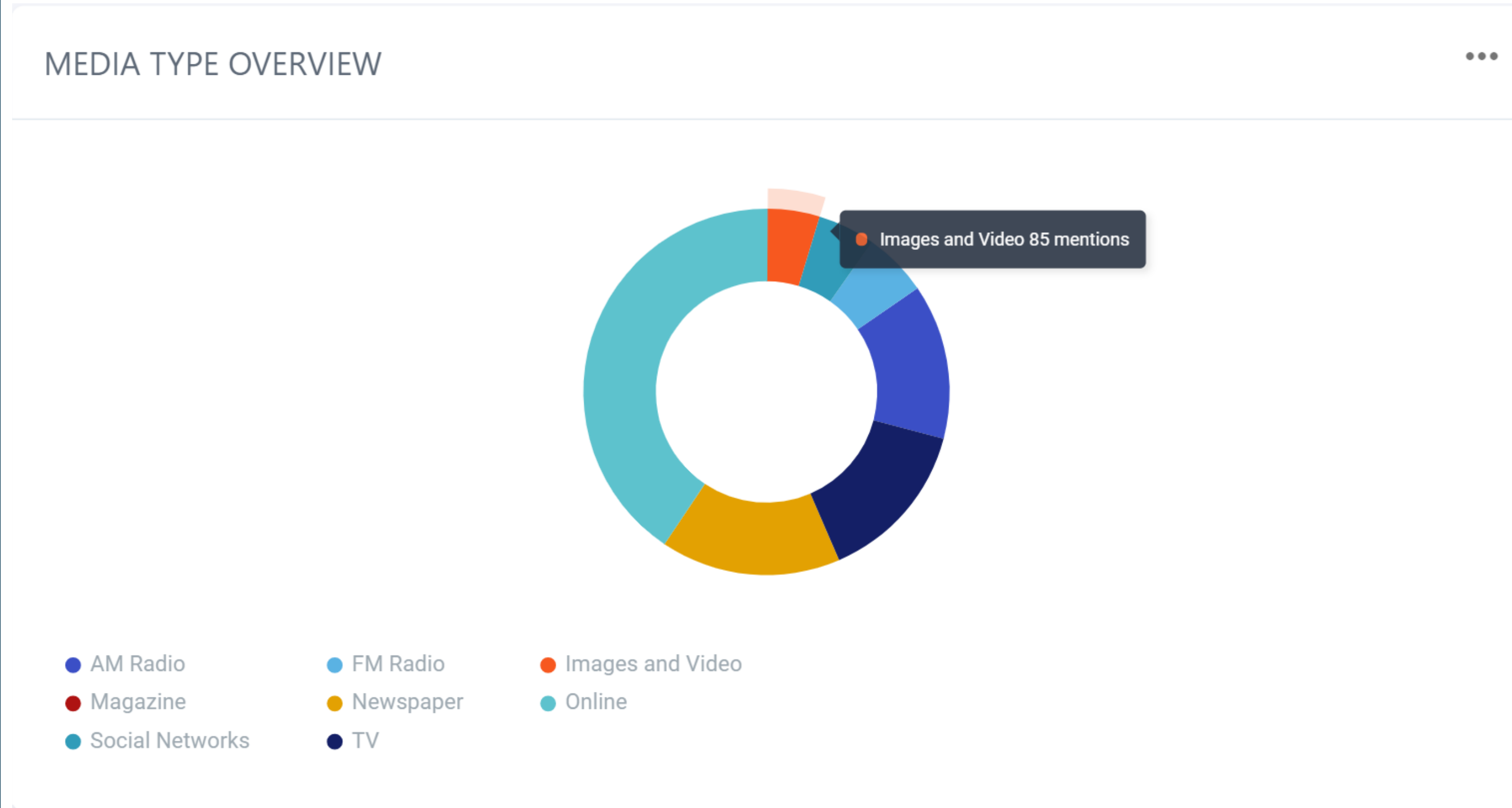
Coverage over time

A bar chart analysing up to two data metrics (coverage volume, potential reach or ASR) over the period of time selected.

A simple chart to use for comparing different data metrics and analysing peaks and troughs over a specific date range.

Data set options

- ◉ Volume
- ◉ Potential reach
- ◉ Advertising Space Rate (ASR)

Coverage over time

30 Mar: 4,489,332 potential reach

● 6,102 mentions   ● 71,046,153 potential reach
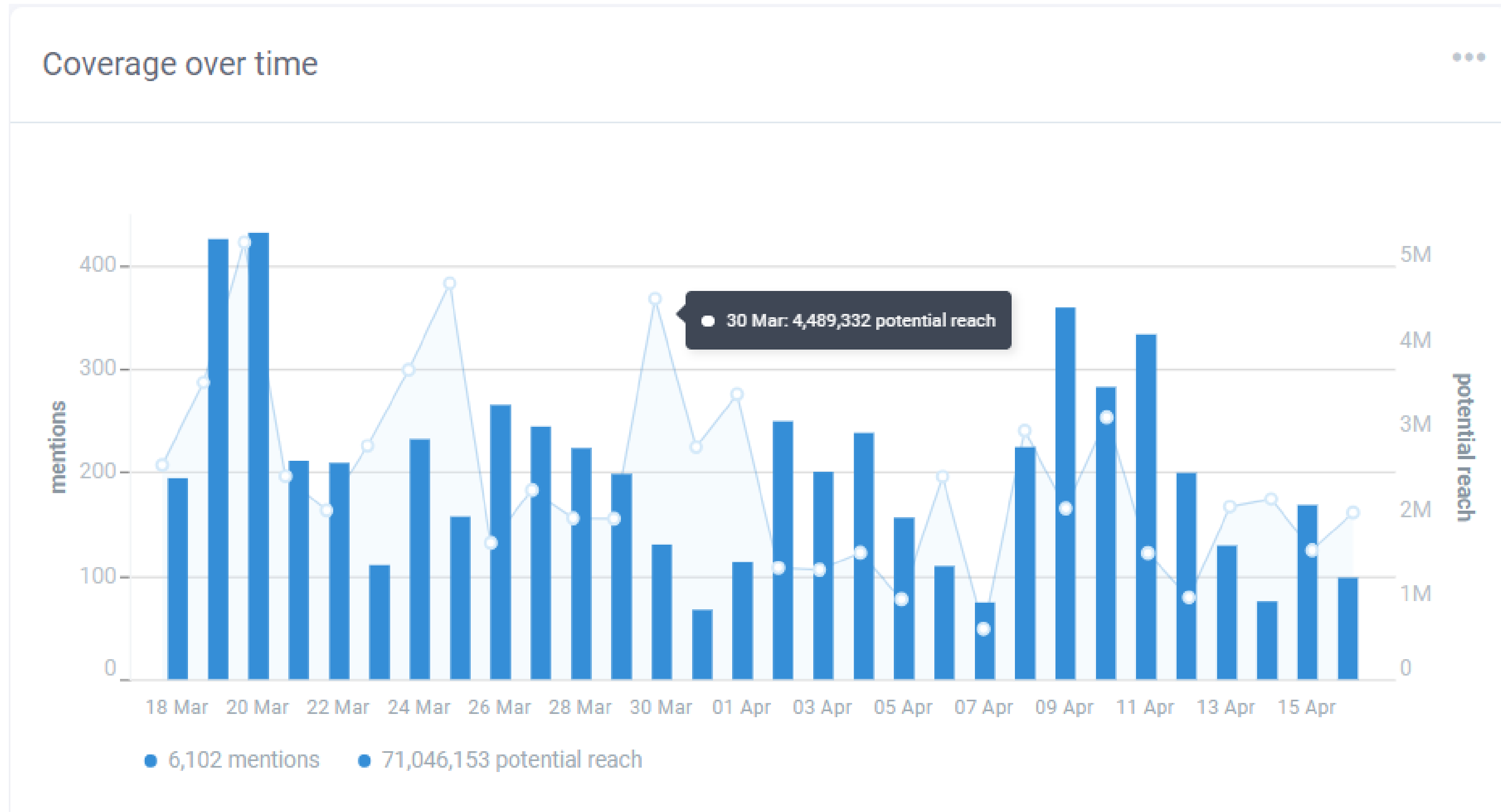
Entities over time

A line graph displaying trends in volume of the 10 most mentioned entities over a selected period of time.

Use this chart to discover your biggest issues over a particular time frame up to 12 months past, visualise peaks and troughs in the volume of mentions, and compare different topics over the same date range.

Data set options

◉ Volume

Entities over time

- Telstra
- Jane Rimmer
- Perth
- Ciara Glennon
- Sarah Spiers
- Bradley Robert Edwards
- Claremont
- Carmel Barbagallo
- Optus Stadium
- Huntingdale

8
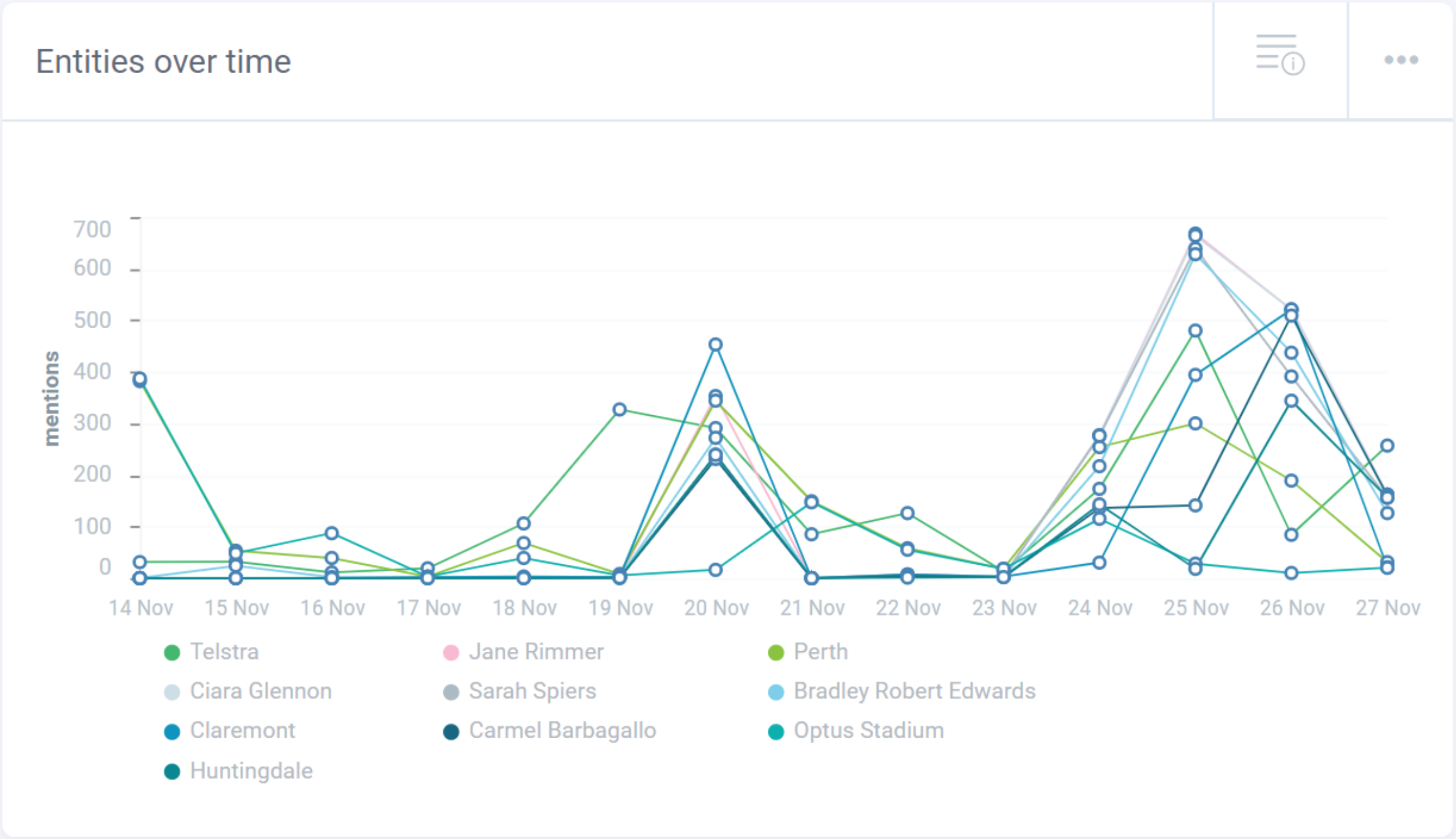
Total volume

Shows the total volume of coverage in selected briefs and folders, and the percentage increase/decrease compared to the past period.

Share significant month-on-month percentage increases or decreases with your stakeholders.

Data set options

◉ Volume

+ 220%

Total volume
778

Word cloud

A word cloud showing words mentioned in your coverage by either highest potential reach or number of times mentioned.

Allows you to quickly identify trending topics in your coverage or what mentions reached the largest potential audience.

Data set options

- ⦿ Volume
- ⦿ Potential reach
- ⦿ Advertising Space Rate (ASR)
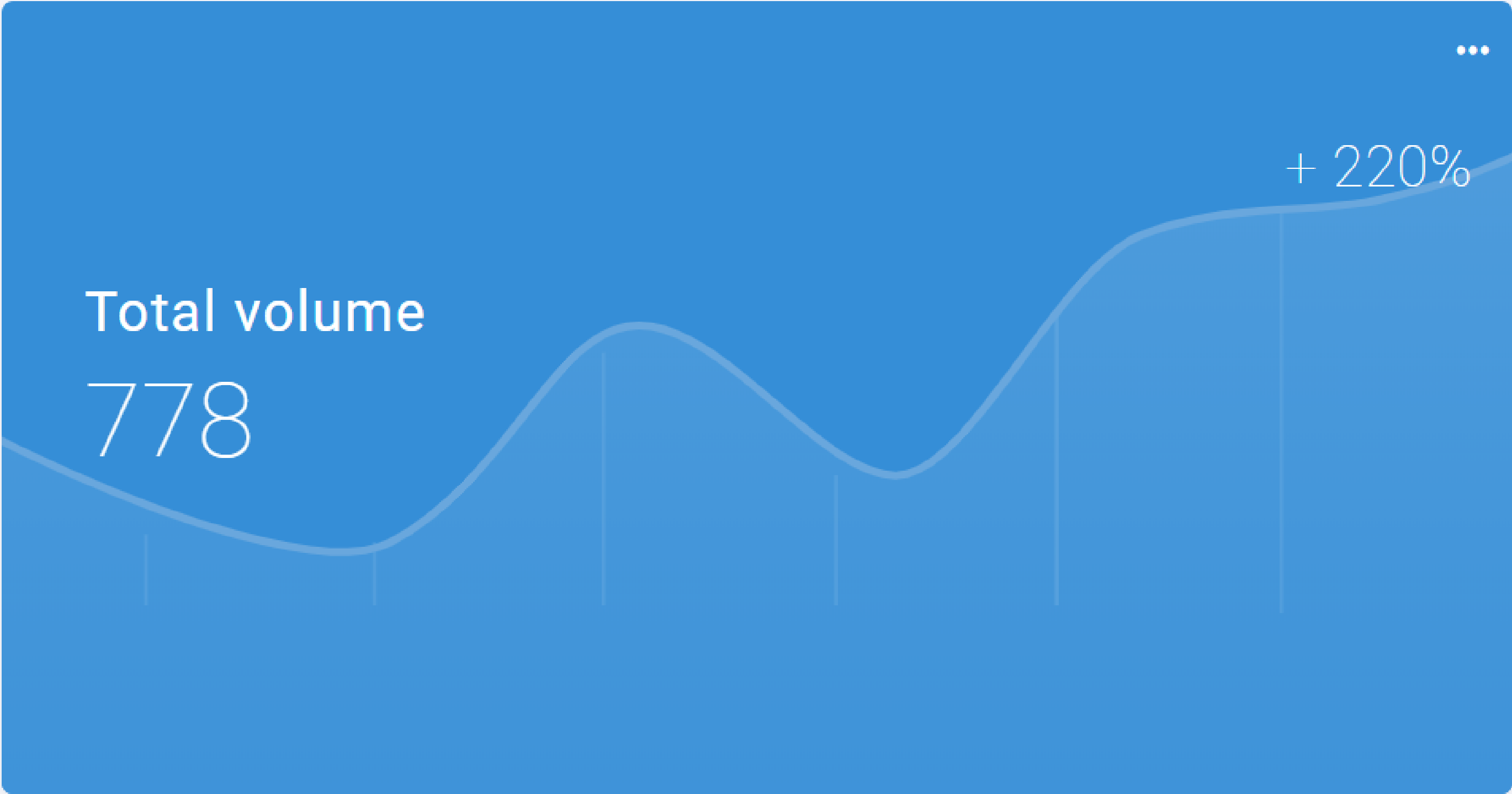
Sentiment by folder

A bar chart comparing the sentiment of your briefs/folders by either volume or potential reach.

Want to analyse your brands by sentiment? The sentiment by folder chart can be used to find out what brief or folder had the highest number of positive, negative or neutral coverage, or which had the largest positive, negative, or neutral potential audience reach.

Data set options

- ⊙ Volume
- ⊙ Potential reach
- ⊙ Advertising Space Rate (ASR)

SENTIMENT BY FOLDER

• 546,444 potential reach

● Negative   ● Neutral   ● Positive   ● Not scored

Sentiment by media type

A bar chart comparing media type sentiment by either volume or potential reach.

Gain strategic insights into the sentiment of different media types reporting your coverage, giving you the knowledge to target channels that accurately represent your brand.

Data set options

- Volume
- Potential reach
- Advertising Space Rate (ASR)

SENTIMENT BY MEDIA TYPE

62 mentions

AM Radio   Ads   Blogs   Conf.   FM Radio   Forums   Images an...   Magazine   News Serv...   Newspaper   Online   Q&A   Social Net...   TV   Various   Other

● Negative   ● Neutral   ● Positive   ● Not scored
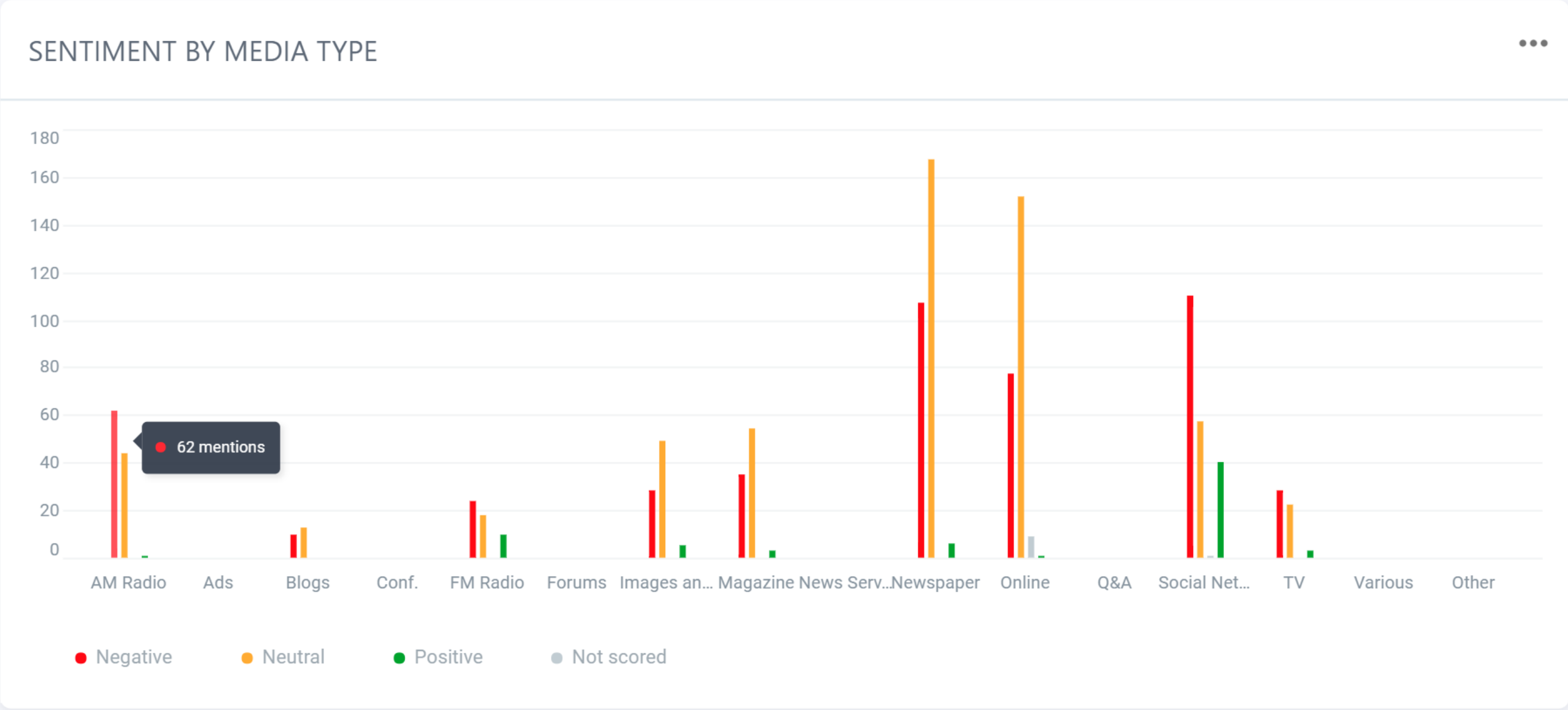
Sentiment over time

A bar chart analysing up to two data metrics: volume, potential reach or ASR by sentiment over a selected period of time.

The sentiment over time chart can be used to examine what date had the highest number of positive, negative or neutral coverage items, which had the largest positive, negative, or neutral potential audience reach, or the sentiment with the highest ASR value.

Data set options

◉ Volume

◉ Potential reach

◉ Advertising Space Rate (ASR)

Sentiment over time

☐ Verified Only

10 Apr: 3,089,410 Total potential reach

● Negative: 120 mentions

● Negative   ● Neutral   ● Positive
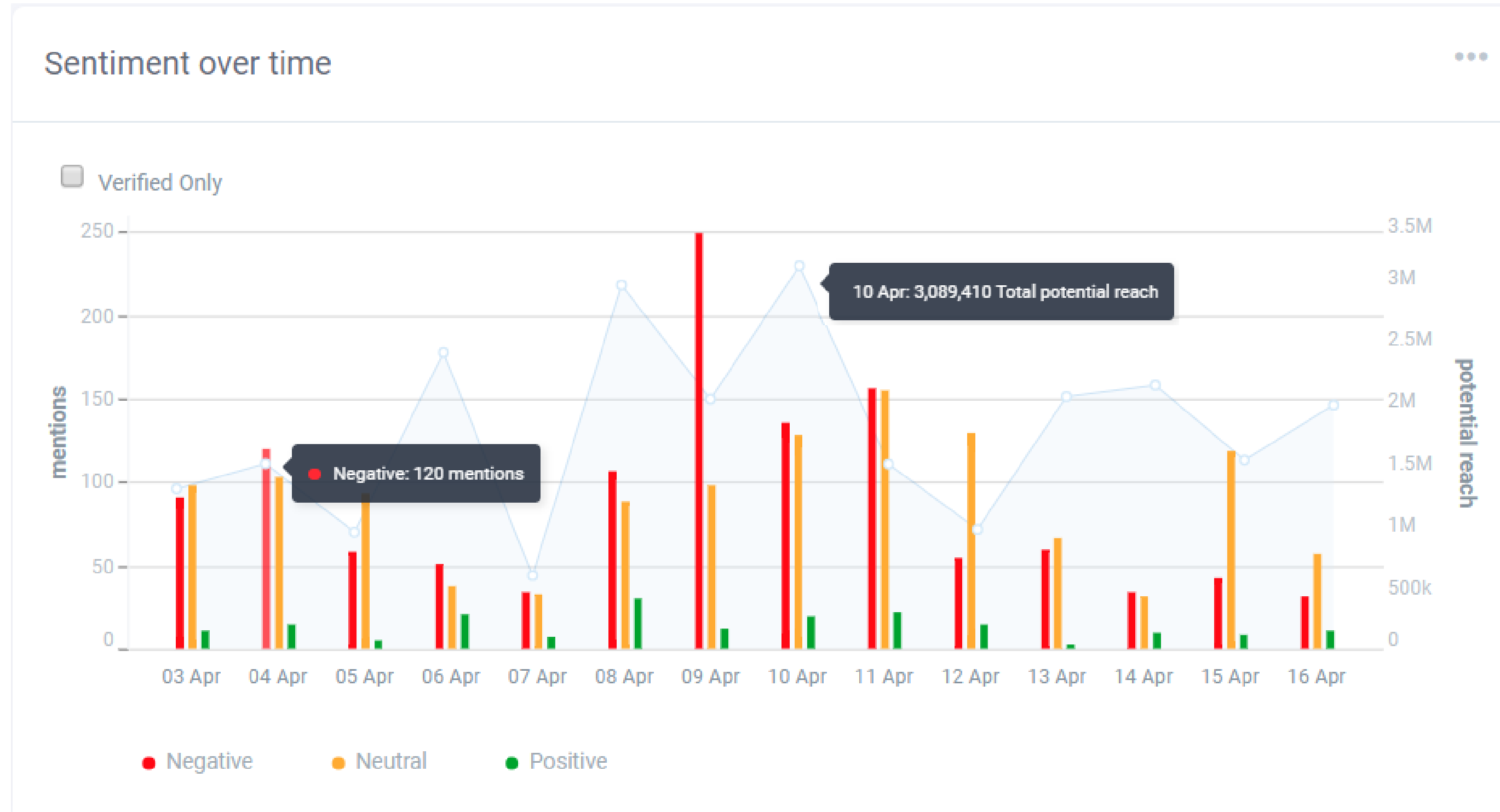
Sentiment overview

A pie chart comparing either the volume or potential reach of positive, negative, or neutral sentiment.

Analyse the overall tone of your media items picked up, or view the potential audience reach of positive, negative and neutral coverage.

Data set options

○ Volume

○ Potential reach

○ Advertising Space Rate (ASR)

SENTIMENT OVERVIEW •••

Positive 5,832,841 potential reach

● Negative   ● Neutral   ● Positive

14
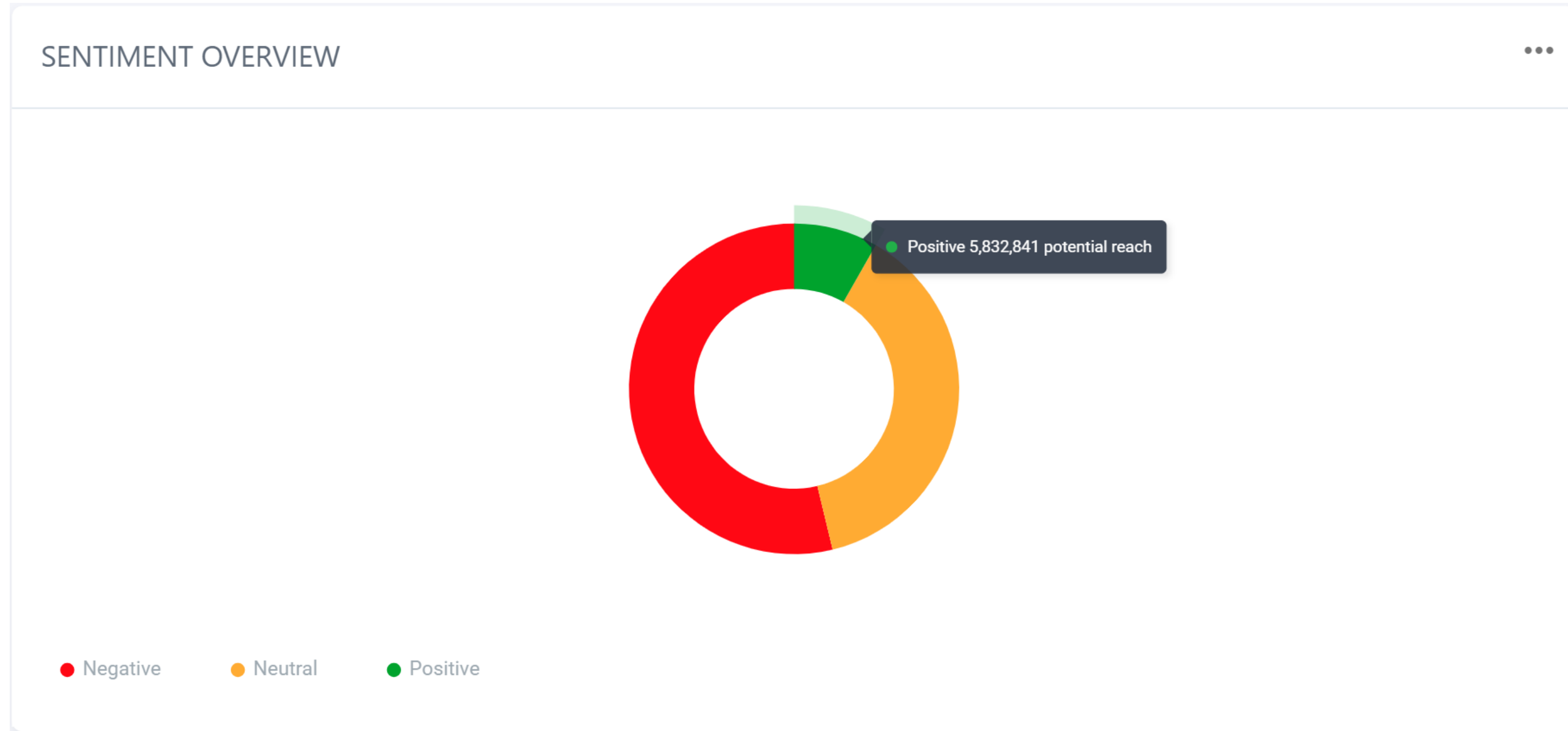
Net sentiment

A stacked bar and line chart showing the sentiment breakdown by volume, potential reach, or ASR over a period in time compared to the overall net sentiment.

The net sentiment chart provides a day-by-day net sentiment score and allows you to track fluctuations in the overall tone of your coverage.

Data set options

- ◉ Volume
- ◉ Potential reach
- ◉ Advertising Space Rate (ASR)

Net sentiment (%)

☑ Verified Only

Positive - verified Items: 11
Neutral - verified Items: 6
Negative - verified Items: 17
Net sentiment (%): -17.64
Date: 12 Feb

● Negative - verified   ● Neutral - verified   ● Positive - verified

Folder overview

A pie chart comparing briefs/folders by either volume potential reach or ASR.

The folder overview can be used to quickly find out which briefs or folders received the most coverage or acheived the highest ASR value or reached the largest potential audience.

Employ Personal Folders to collect specific brand, competitor or topic coverage, then compare their share of voice using this chart.

Data set options

- Volume
- Potential reach
- Advertising Space Rate (ASR)

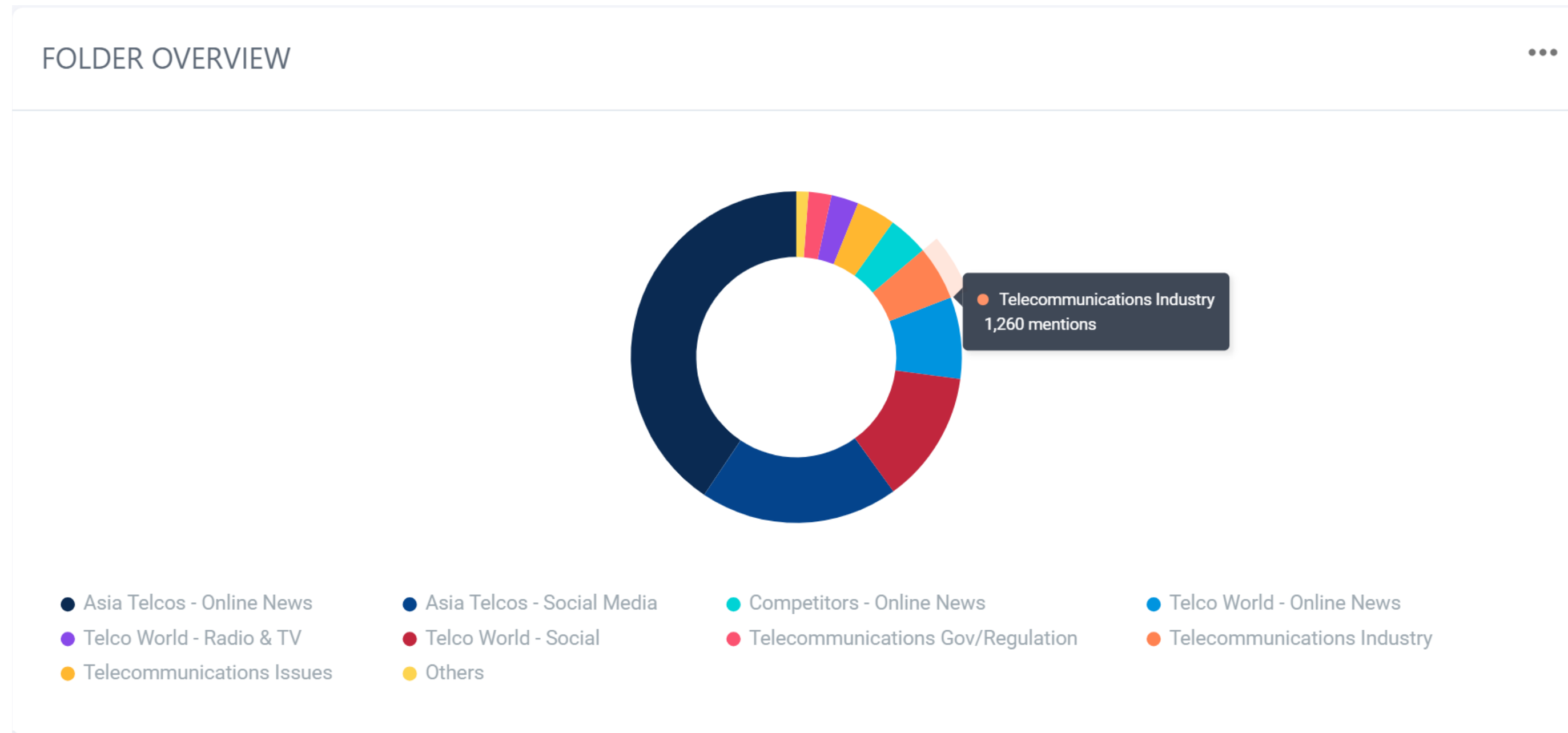FOLDER OVERVIEW   •••

Telecommunications Industry
1,260 mentions

● Asia Telcos - Online News   ● Asia Telcos - Social Media   ● Competitors - Online News   ● Telco World - Online News
● Telco World - Radio & TV   ● Telco World - Social   ● Telecommunications Gov/Regulation   ● Telecommunications Industry
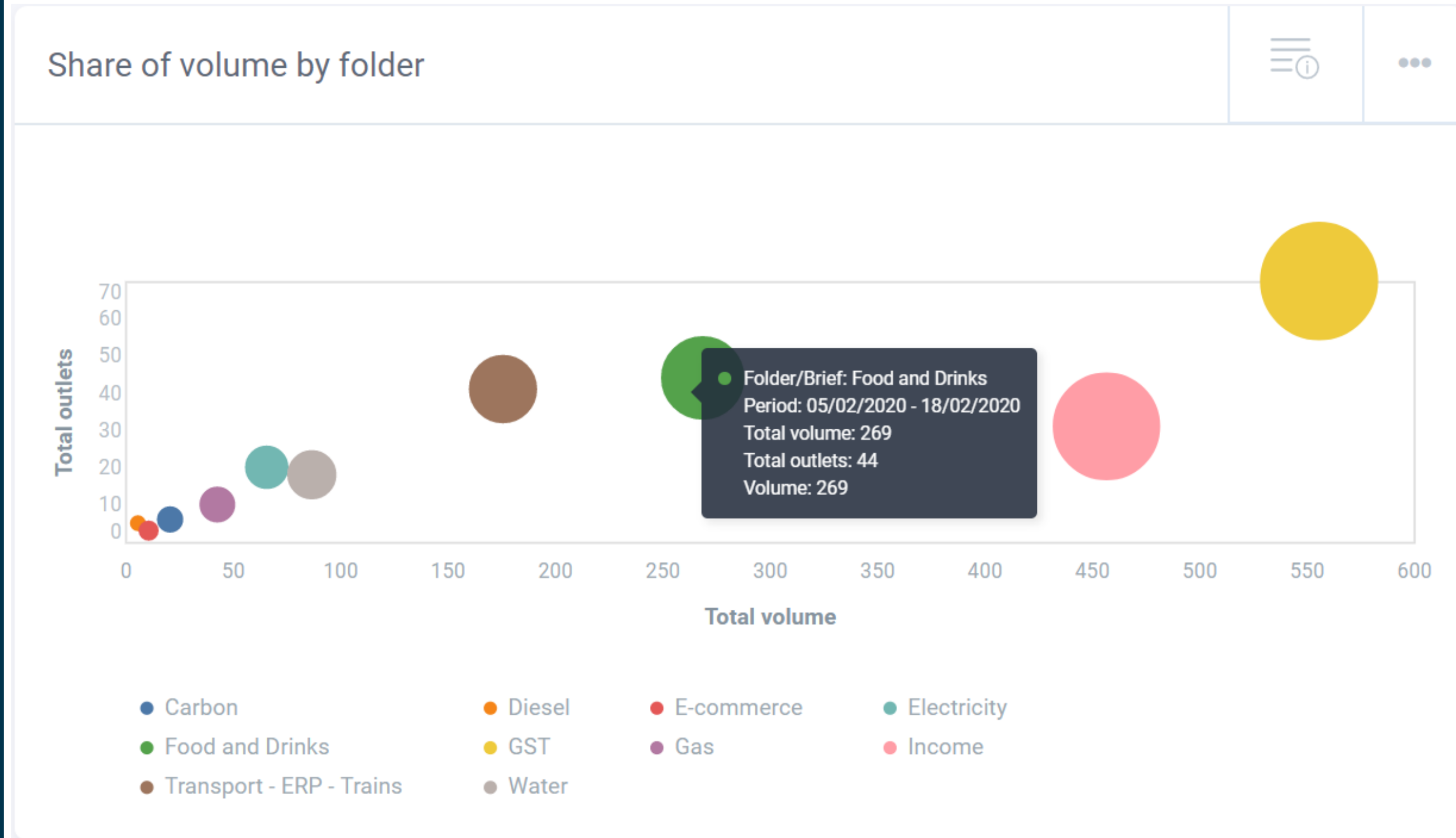● Telecommunications Issues   ● Others

Share of volume by folder

A bubble chart comparing two data set from selected folders or briefs with the volume of media items.

Discover what briefs or folders rank highest for two sets of your choice.

Data set options

- ⦿ Net sentiment
- ⦿ Voices (%)
- ⦿ Total voices
- ⦿ Outlets (%)
- ⦿ Total outlets
- ⦿ Share of volume (%)
- ⦿ Total volume

Share of volume by folder

Folder/Brief: Food and Drinks
Period: 05/02/2020 - 18/02/2020
Total volume: 269
Total outlets: 44
Volume: 269

● Carbon   ● Diesel   ● E-commerce   ● Electricity
● Food and Drinks   ● GST   ● Gas   ● Income
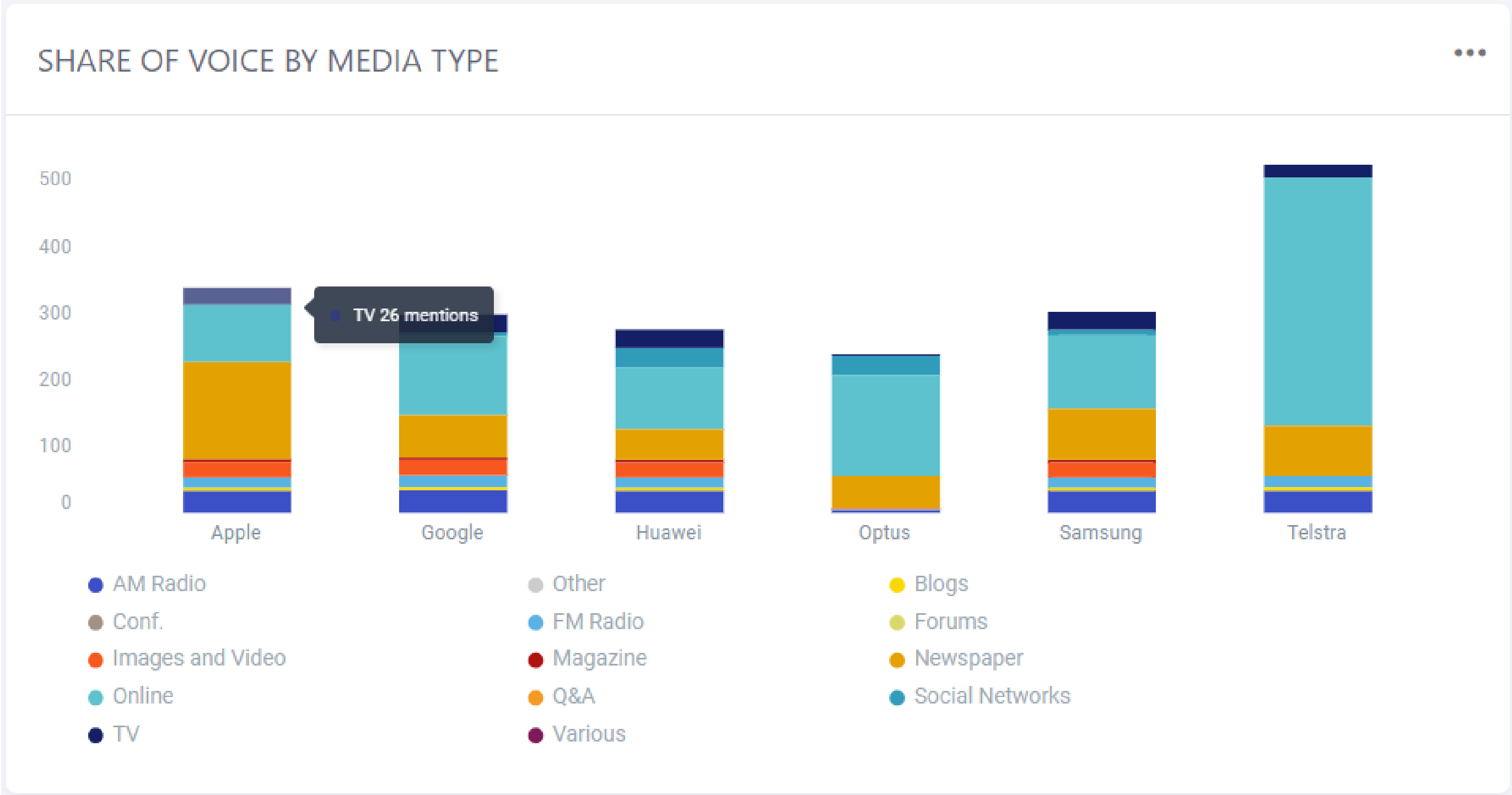● Transport - ERP - Trains   ● Water

Share of voice by media type

A bar chart comparing brief/folder media types by either volume, potential reach or ASR.

Try comparing your brand folders in this chart to find out which had the highest volume of content or largest potential reach by media type.

Data set options

- ◉ Volume
- ◉ Potential reach
- ◉ Advertising Space Rate (ASR)

SHARE OF VOICE BY MEDIA TYPE

TV 26 mentions

500
400
300
200
100
0

Apple Google Huawei Optus Samsung Telstra

- ● AM Radio
- ● Conf.
- ● Images and Video
- ● Online
- ● TV
- ● Other
- ● FM Radio
- ● Magazine
- ● Q&A
- ● Various
- ● Blogs
- ● Forums
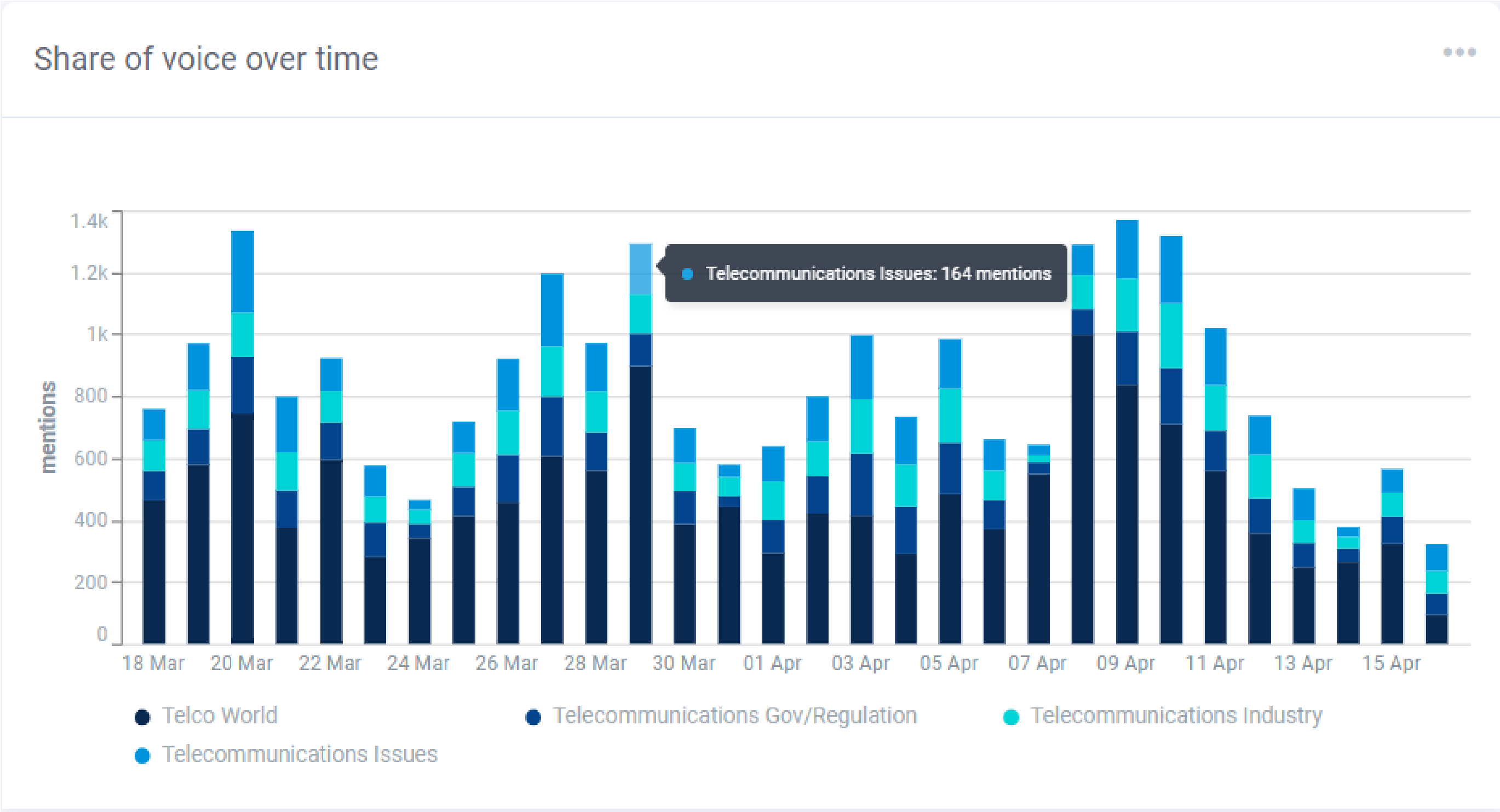- ● Newspaper
- ● Social Networks

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Share of voice over time

A bar chart comparing briefs/folders by either volume, potential or ASR over a period of time.

Investigate cumulative coverage volumes, potential audience reach of different topics, or spikes in ASR value over time.

Data set options

- ◉ Volume
- ◉ Potential reach
- ◉ Advertising Space Rate (ASR)

Share of voice over time

● Telco World   ● Telecommunications Gov/Regulation   ● Telecommunications Industry
● Telecommunications Issues

Telecommunications Issues: 164 mentions

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Heat map

A map overlay pinpointing the location and hot spots of your coverage by volume, potential or ASR.

Find out exactly where your coverage is coming from at a glance and compare state, city and national markets.

Data set options

- ⦿ Volume
- ⦿ Potential reach
- ⦿ Advertising Space Rate (ASR)

Heat map

NT

QLD

WA

SA

NSW

V

TAS

Brisbane
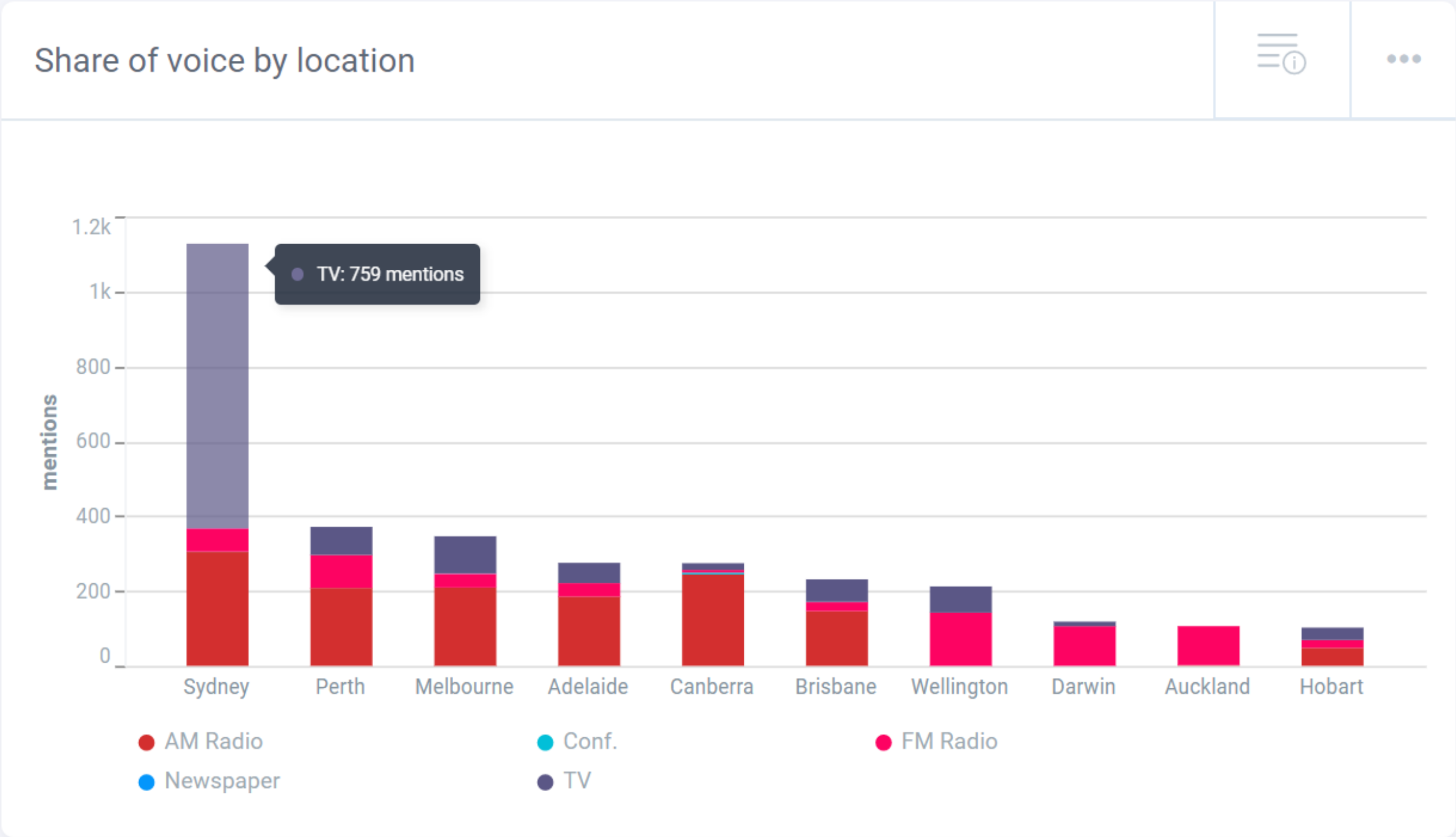37 mentions
2,239,730 potential reach
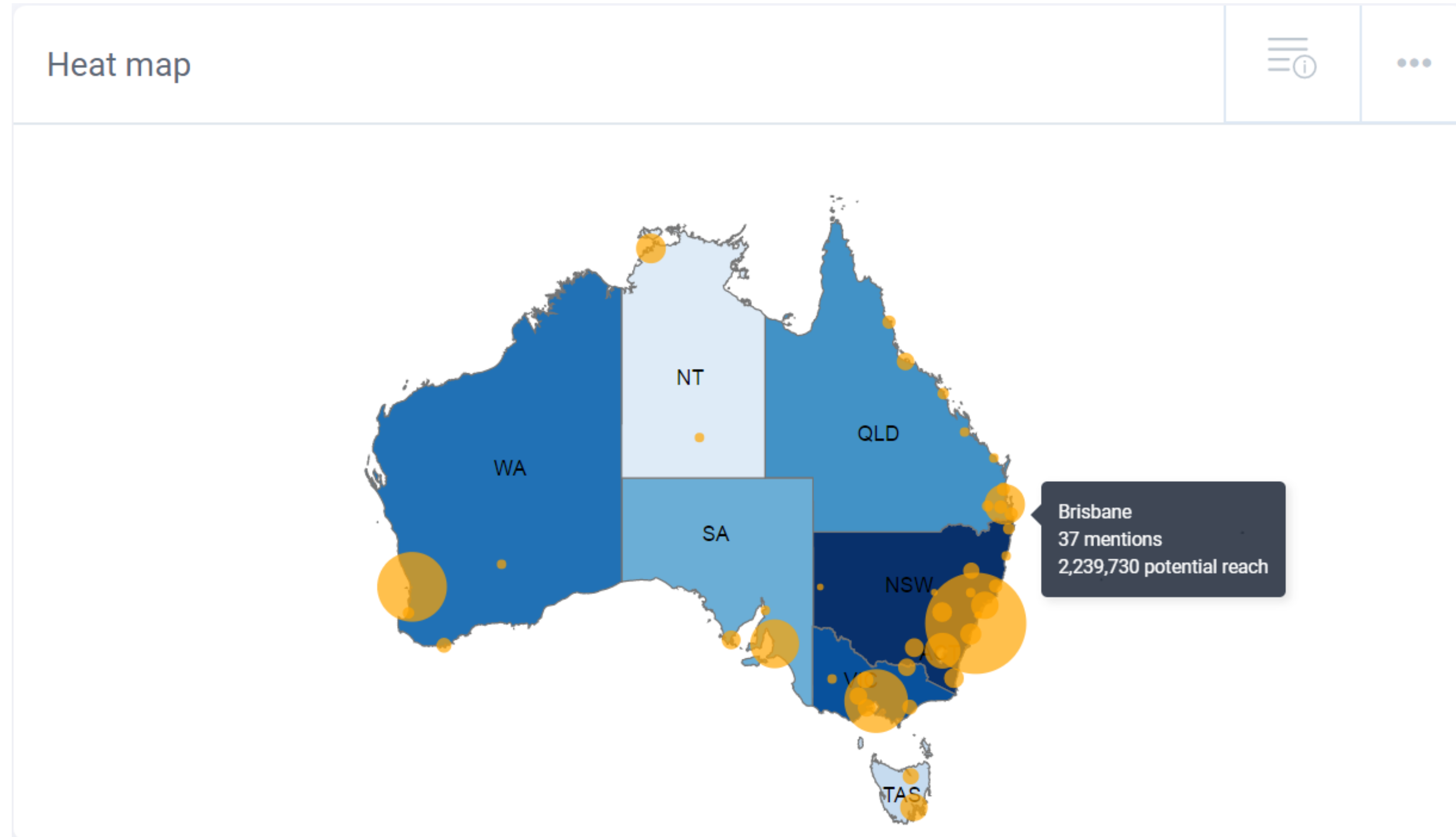
Share of voice by location

A bar chart comparing the location of media types by either volume, potential reach or ASR.

Monitor the media type distribution of your message, brand, spokespeople, industry etc to understand the most valuable media channel in each location.
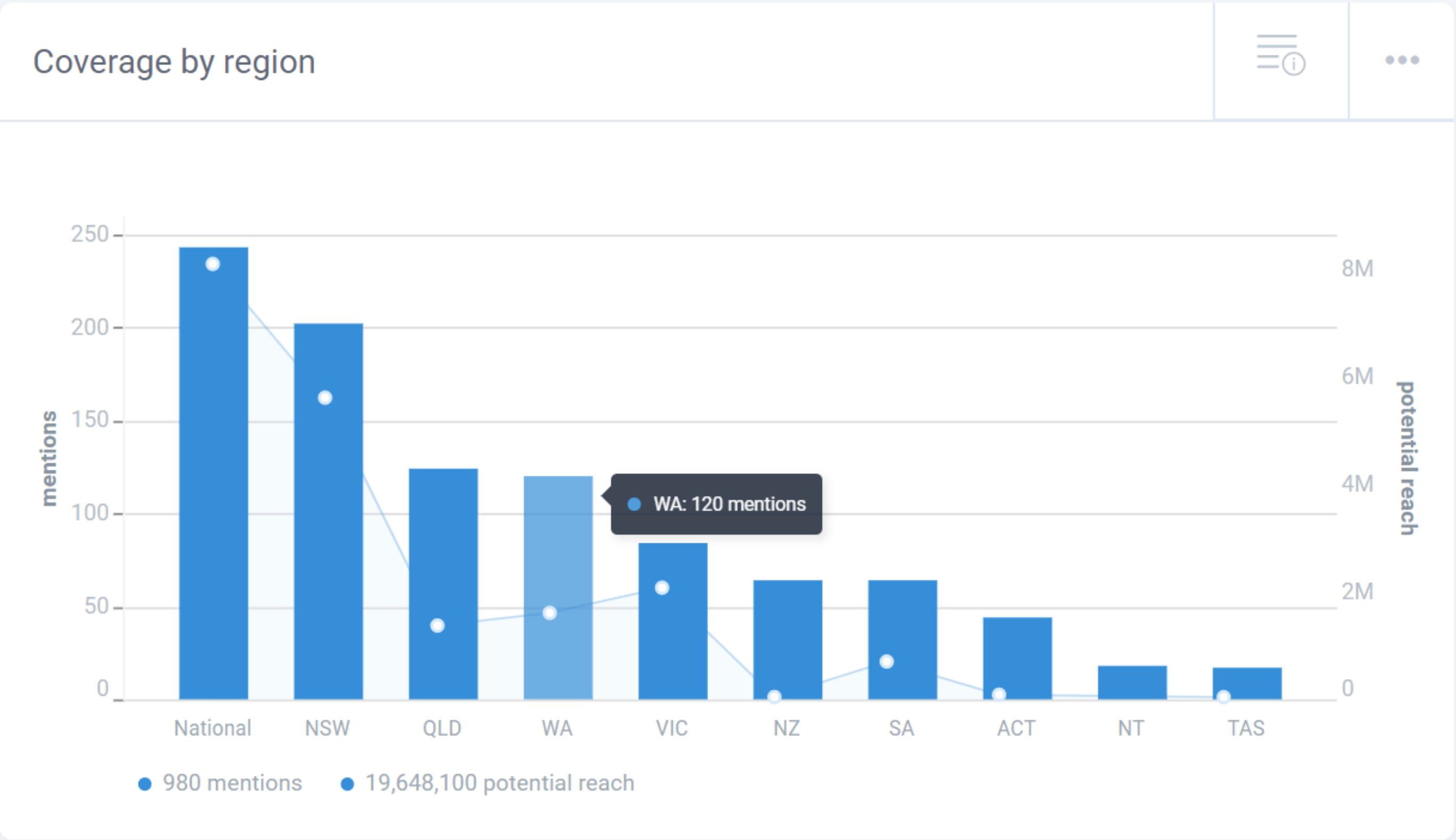
Data set options

- ◉ Volume
- ◉ Potential reach
- ◉ Advertising Space Rate (ASR)

Share of voice by location

TV: 759 mentions

mentions

1.2k
1k
800
600
400
200
0

Sydney · Perth · Melbourne · Adelaide · Canberra · Brisbane · Wellington · Darwin · Auckland · Hobart

● AM Radio   ● Conf.   ● FM Radio
● Newspaper   ● TV

Coverage by region

A bar chart analysing up to two data metrics (coverage volume, potential reach or ASR) by geographic region.

A simple chart to use for comparing multiple data sets and in your most prominent regions.

Data set options

- ⊙ Volume
- ⊙ Potential reach
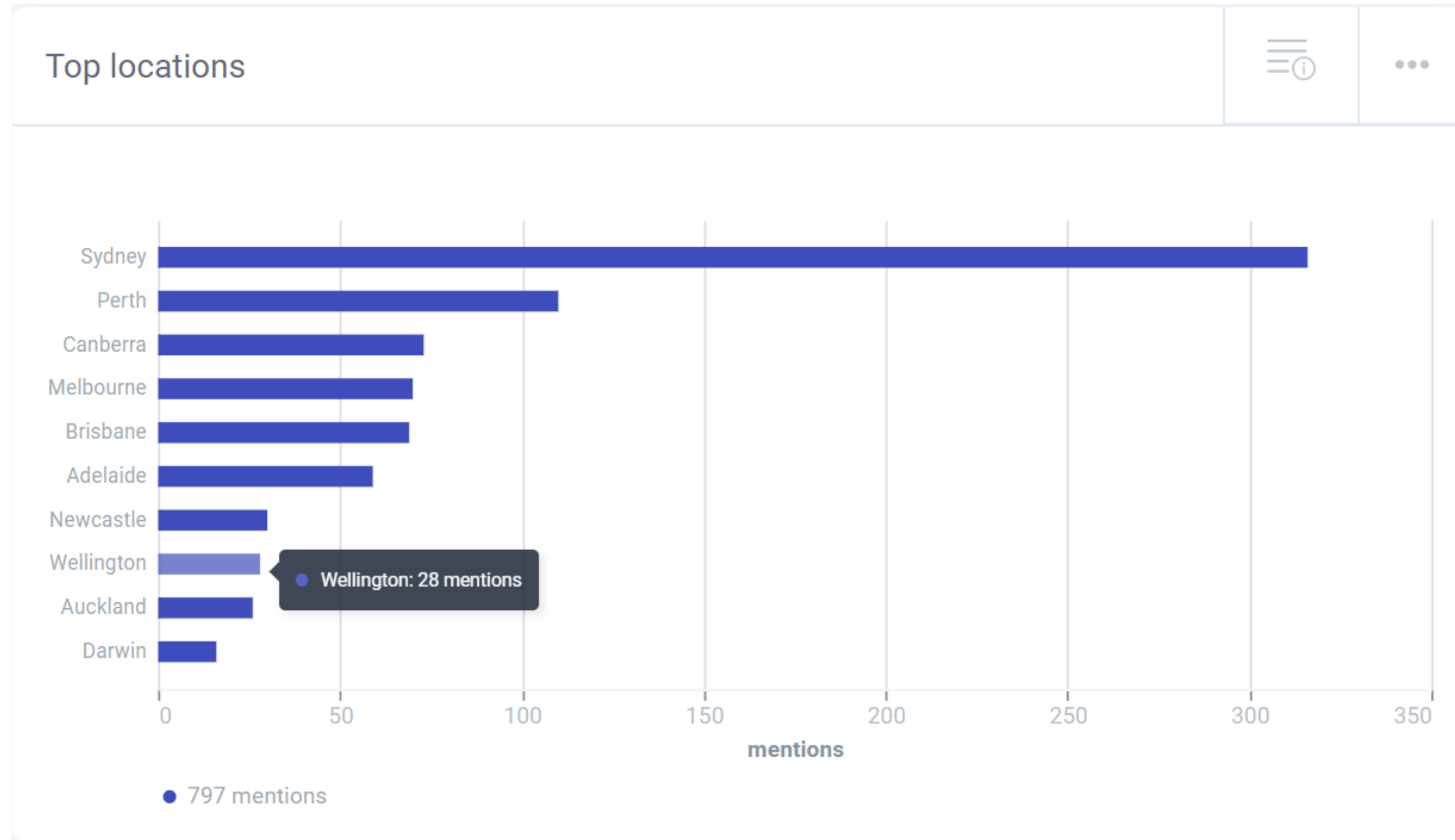- ⊙ Advertising Space Rate (ASR)

Top locations

A stacked bar chart comparing geographic locations by either volume, potential reach or ASR.

Compare your top 10 locations by the number of articles you have picked up, the total potential audience reach of the content you have captured in the area or total ASR values.

Data set options

- ◉ Volume
- ◉ Potential reach
- ◉ Advertising Space Rate (ASR)

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Top voices

A stacked bar chart comparing authors, comperes and influencers by either volume, potential reach or ASR of their articles.

Compare your top 10 content producers by the number of their articles you have picked up, the total potential audience reach of their content you have captured, or their ASR value.

Data set options

- ⦿ Volume
- ⦿ Potential reach
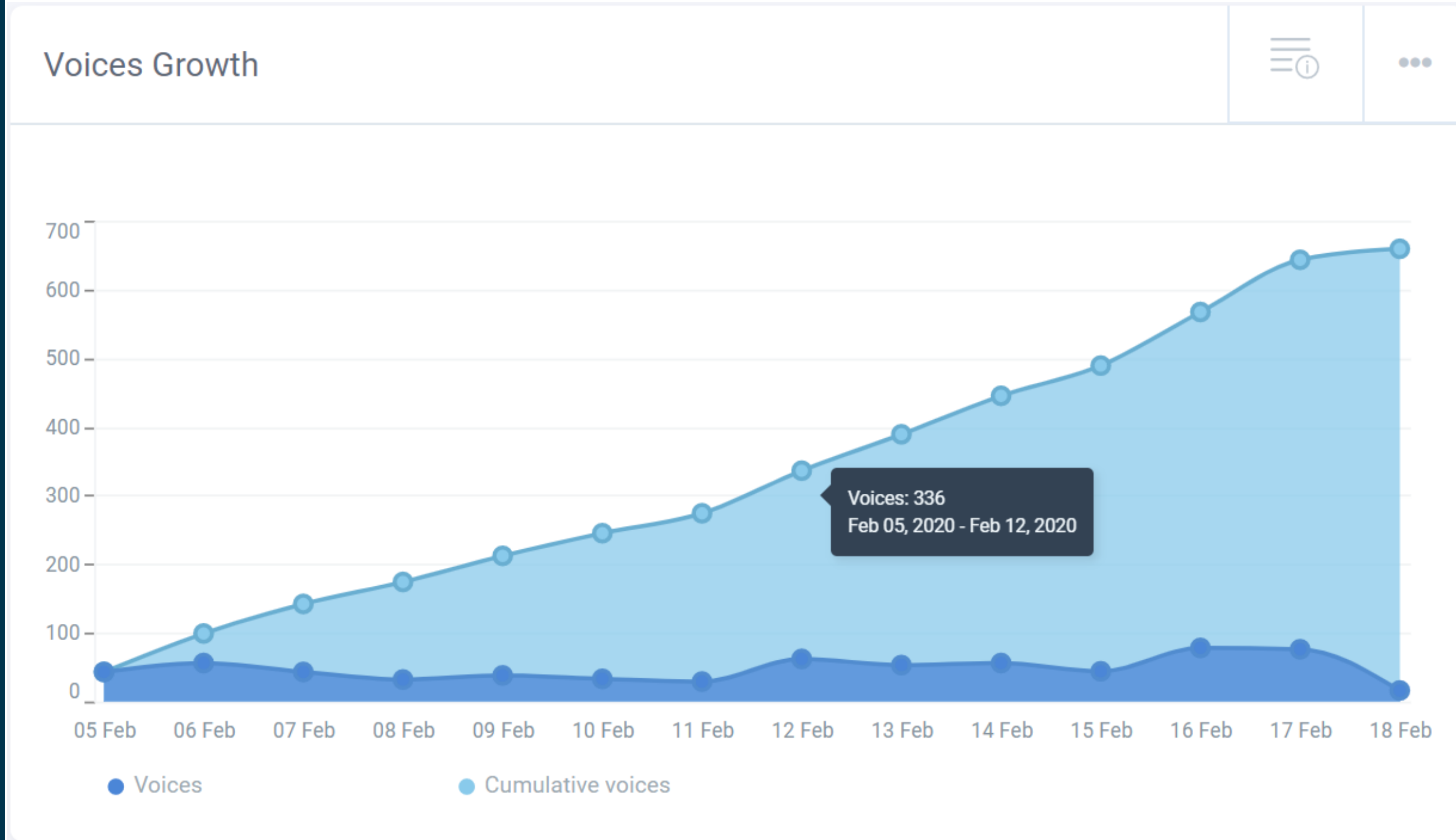- ⦿ Advertising Space Rate (ASR)

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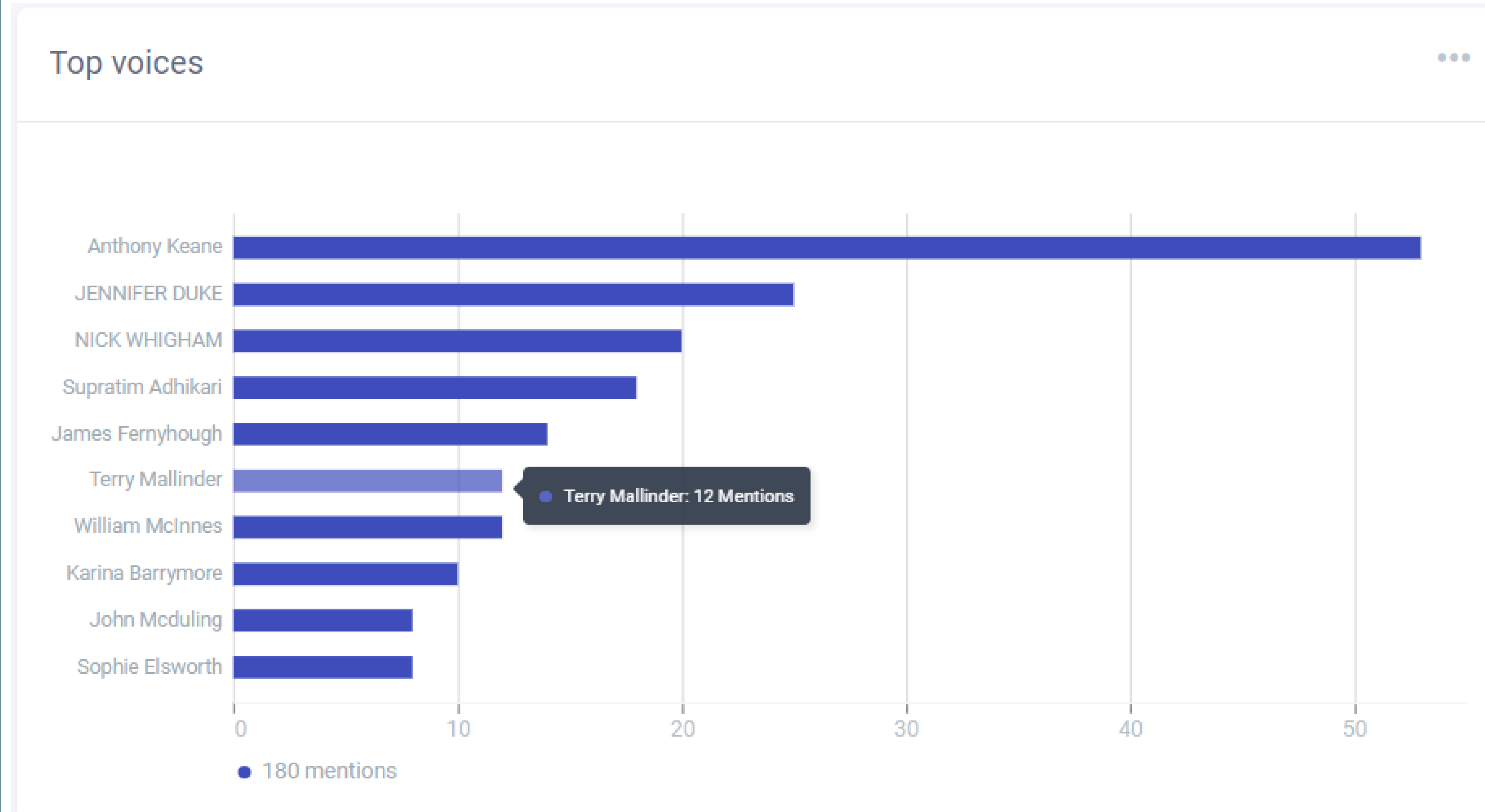
Voices Growth

A line graph measuring the cumulative and total volume of media voices (media contacts) over a period of time.

Discover at what point in time the most media contacts were reporting on a particular issue, and the overall count of voices reporting on the story at intervals to date.

Data set options

◉ Volume

Voices Growth

Tooltip: Voices: 336
Feb 05, 2020 - Feb 12, 2020

Legend:
● Voices   ● Cumulative voices

Conversations Growth

A line graph measuring the cumulative and total volume of conversations (media items) over a period of time.

Discover at what point in time the highest number of media items were reported for a particular issue, and the overall count of media items at intervals to date.

Data set options

◉ Volume

Conversations Growth

Conversations: 443
Feb 05, 2020 - Feb 09, 2020

● Conversations   ● Cumulative conversations

26
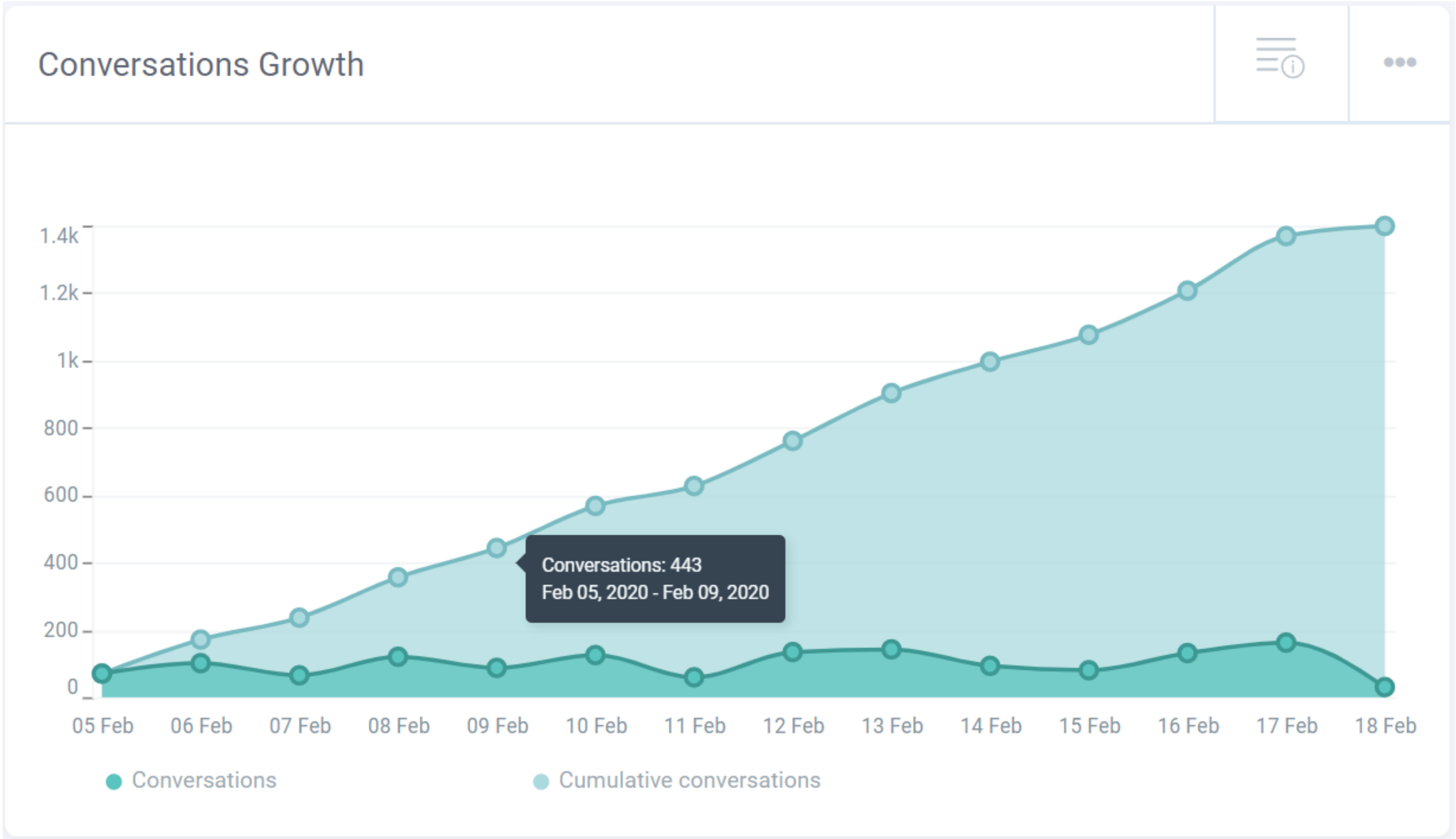
Language by media type

A bar chart comparing language by media type volume, potential audience reach, or ASR value.

When monitoring your brand globally, use this chart to identify the top platforms used for each language.

Data set options

- ◉ Volume
- ◉ Potential reach
- ◉ Advertising Space Rate (ASR)

Language by media type

| | 2k | 1.5k | 1k | 500 | 0 |

AM Radio   FM Radio   Images and Vid...   Magazine   Newspaper   Online   Social Networks   TV

● Korean: 221 Mentions

● English   ● Korean   ● Chinese - Simplified
● Chinese - Traditional