RADIUMONE™
Sharing Analytics

Track 100% of social sharing in real time.

The Challenge:
Brands miss out on 69% of social sharing insights

Every day, consumers share online content with friends, family and co-workers via channels that most brands and website publishers cannot track. 69% of social sharing is done by copying and pasting content via e-mail, instant messaging, and text messaging – often called **'dark social'** channels because they can't be measured by analytics tools that only capture sharing activity on social networks. This lack of insight leaves marketers in the dark about which content is really trending or going viral. And without this insight, marketers can't take the right actions to engage and grow their audiences.

91% Business	$
82% Shopping/Fashion	
79% Auto	
76% Sports	
70% Travel	
54% Entertainment	

'Dark Social' Sharing by Industry
Sharing Analytics data for month of June, 2016

The Solution:
Sharing Analytics tracks the social sharing that matters to marketers

Sharing Analytics (also known as Po.st™) reveals how users are behaving across your website and social channels. Understand what content drives user engagement and encourages them to share with their friends and family. Our Sharing Analytics tools provide insight into not only the primary users of your website and social media channels, but also the recipients of shared content to help you capitalize on their engagement as well.

Track 100% of Social Sharing
Sharing Analytics captures all social sharing activity from across desktop and mobile websites, and it can even track interactions with shared content to provide a complete, real-time picture of how consumers are engaging with content and how viral the content is.

Discover Unexpected Audience Insights
Sharing Analytics reveals previously unseen audience behaviors to help marketers learn more about consumer social activity and content engagement, including invaluable insight on the users that share their content and those who click back from social platforms.

Improve Paid Media Campaign Performance
The data and insights captured through Sharing Analytics can be used to extend audience reach and help marketers find high-value users similar to their most active social sharers.

Respond to Social Buzz
When marketers know what's trending at any given moment and which content is getting shared the most, they can take immediate action to maximize the exposure of popular content.

Features & Benefits:

Social Sharing Tracking

Analyze the activity of users that share and engage with content through copy & paste activity. We track sharing on normal social channels as well as on dark social channels.

Smart Links

Control the path of a user throughout your site, based on country, state level geo and/or mobile device. Smart Links provides deep insights on users who click on shortened links from social channels and allows you to segment these users for more effective paid media targeting.

Self Serve Portal

Gain access to a robust and easy-to-navigate portal that allows you to access the data you need about your website's usage.

Audience Insights

Gain valuable information on what your users are doing with the content they are sharing, what their preferred methods of sharing are, and the devices that they share most often with.

APIs and Plugins Available

Plugins are available for WordPress, Tealium and Ensighten, while shortener integrations are available with Spredfast, hootsuite and Sprinklr.

Data Activation

Easily model audiences, drive awareness and trials, and retarget users with ads in 3rd-party media using the real-time data captured from your website.

Improved media performance

Make your media dollars work harder by using social data insights to target new customers and improve paid campaign performance.

Customization

You can customize the social sharing buttons look and feel and the order, as well as which features to track.

The Sharing Analytics tool is, and always will be, a free service, with no contract required to get started.

Get started at

radiumone.com/sharing-analytics

or email us at

sales@radiumone.com

RADIUMONE™

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RadiumOne **will not** sell the data you've captured to any third parties