

JumpData

Actionable Analytics

NetWorth

Social Media and Web Analytics System

NetWorth



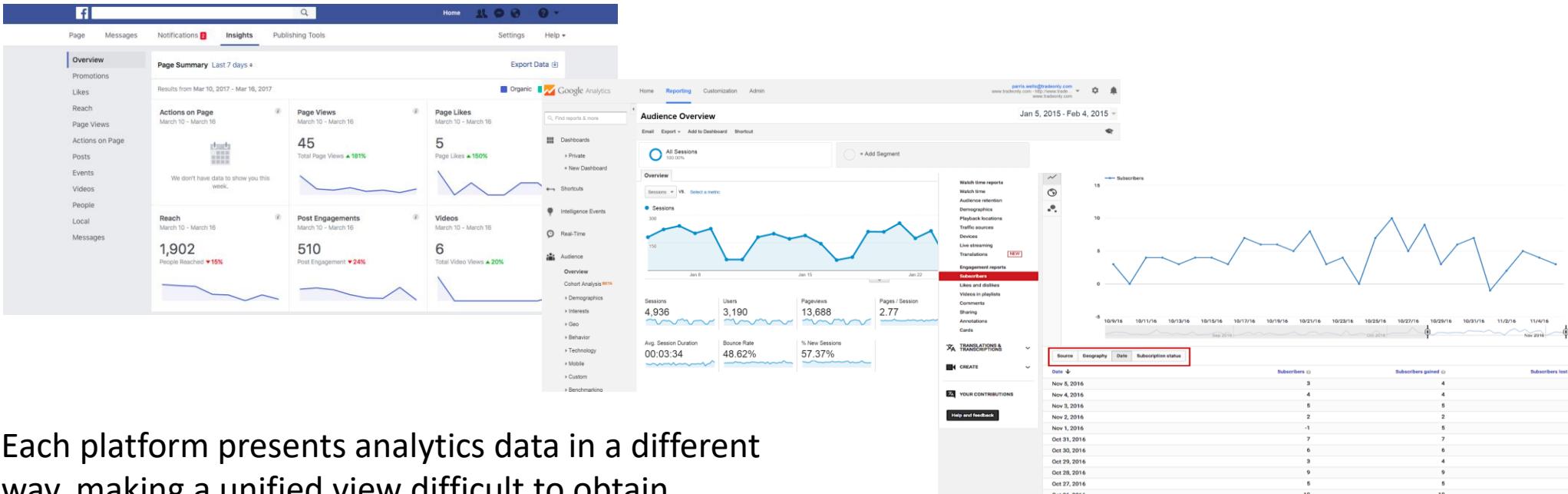
JumpData have produced a tool called NetWorth, which extracts user interaction data from three popular web platforms



The data is then cleaned and displayed in dashboard format...with zero client interaction necessary

The Existing Landscape

Facebook, Google and YouTube Analytics all provide user interaction data. However, assimilating it, reporting on it and ultimately using it to support your digital marketing strategy, rapidly becomes time consuming...time you could better spend generating your campaigns and content



Each platform presents analytics data in a different way, making a unified view difficult to obtain

How Do We Extract the Data

NetWorth interacts with the client's Facebook, Google and YouTube Analytics, via their APIs (Application Programming Interfaces)



Once the client has defined what user interaction they want to measure, the whole process is completely automated and can run every day, week, month or quarter

The process collects data across all three platforms, before presenting it in a **unified way**

User Metrics and Dimensions



NetWorth extracts data according to the client's requirements. Using a list of what to measure (known as Dimensions), the quantity (the Metric) is extracted for each Dimension

Example: New_Users (of your website) = a Dimension, How_Many (new users) = the Metric



Reach, total, paid, organic, viral
Likes, New Likes, Unlikes
Post shares, post comments
Video views, total, unique
Engaged users, Page shares etc.



Page Views, Bounce
Rate, Goal Achievement,
Paid search, Click
through from which
channel



Views, Watch Time
Likes, Comments,
Subscribers gained/lost

Cleaning the Data



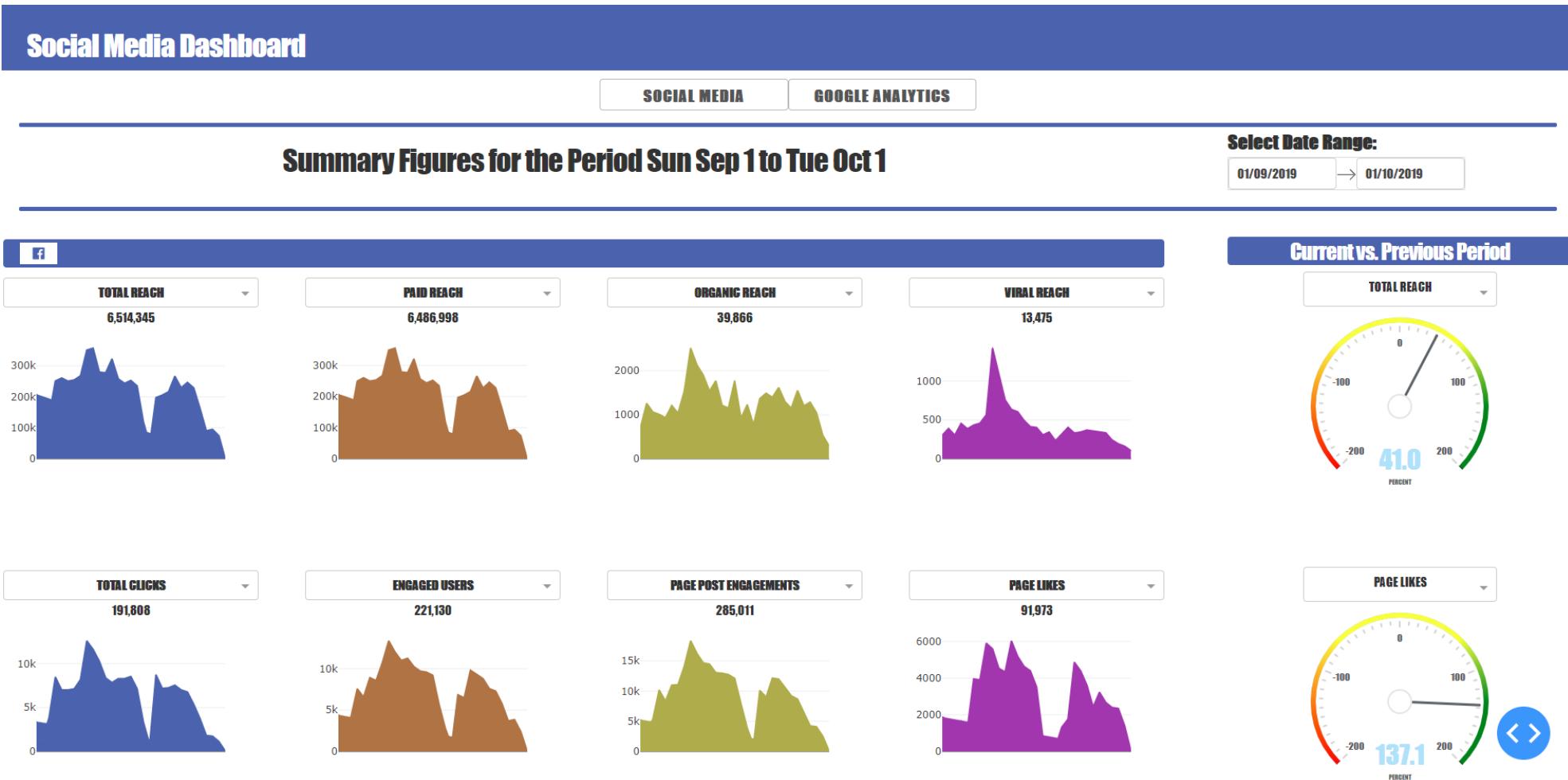
Each platform's API can be used to extract considerable amounts of user interaction data (likes, shares, searches etc.). NetWorth automatically cleans this data dump and sorts it into meaningful information, which can then be used to populate a dashboard

Raw data dump in .JSON format

A	B	C	D	E	F	G	H	I	J
Date	Engaged users	Net likes	New likes	Impressions	Organic reach	Page answers	Page claims	Page comments	Page likes
01/06/2019	0	0	0	0	0	0	0	0	0
02/06/2019	0	0	0	0	0	0	0	0	0
03/06/2019	0	0	0	0	0	0	0	0	0
04/06/2019	0	0	0	0	0	0	0	0	0
05/06/2019	0	0	0	0	0	0	0	0	0
06/06/2019	0	0	0	0	0	0	0	0	0
07/06/2019	65	29	29	919	409	0	0	0	43
08/06/2019	94	35	35	1205	425	0	0	0	60
09/06/2019	375	41	41	3010	1860	0	0	20	130
10/06/2019	163	14	14	1922	1227	0	0	8	77
11/06/2019	91	9	9	1173	630	0	0	5	45
12/06/2019	116	15	15	1584	733	0	0	8	62
13/06/2019	67	7	7	817	353	4	0	2	27
14/06/2019	218	20	20	2566	1438	2	0	15	90
15/06/2019	149	12	13	1712	923	1	0	3	98
16/06/2019	97	4	4	1021	513	0	0	6	43
17/06/2019	109	4	4	1418	743	0	0	6	58
18/06/2019	63	3	3	998	461	1	0	2	34
19/06/2019	64	3	3	845	338	0	0	6	27
20/06/2019	3630	13	13	810	340	47	0	15	1688
21/06/2019	6714	18	19	4329	2542	118	0	41	3029
22/07/2019	8164	24	25	2977	1514	32	0	19	1497
23/07/2019	3136	12	12	2761	1420	4	0	4	513
24/07/2019	2700	10	10	2391	1147	195	0	7	690
25/07/2019	360	1	1	2338	1049	65	0	4	260
26/07/2019	3607	10	11	1918	907	125	0	13	708
27/07/2019	5511	16	16	2005	904	2	0	10	749
28/07/2019	5359	21	21	2233	983	1	0	16	635
29/07/2019	6898	10	11	3316	1661	0	0	20	1176
30/07/2019	5213	11	11	2320	1227	6	0	11	614
31/10/2019	2871	4	4	2509	1071	383	0	16	2504
32/11/2019	2187	49	51	2898	1056	183	0	18	1410
33/12/2019	3259	8	9	2397	886	5	0	9	516
34/13/2019	6919	13	13	3242	1575	374	0	27	2868
35/14/2019	4655	4	4	2310	1086	139	0	18	1554

Cleaned data in .CSV format

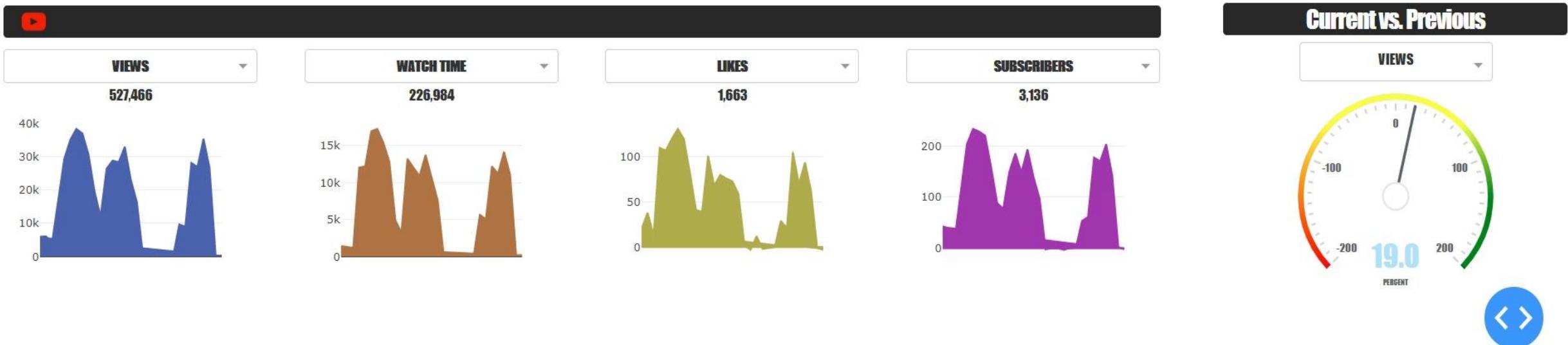
Visualising the Data



Here is a example dashboard showing user interaction with the client's Facebook page, over a selected month

The “rev counters” show the % increase or decrease compared with the previous time period

Visualising the Data



YouTube data is visualised in a similar way to Facebook but with its own metrics for measuring user interactions with video posts on the client's YouTube channels

Visualising the Data

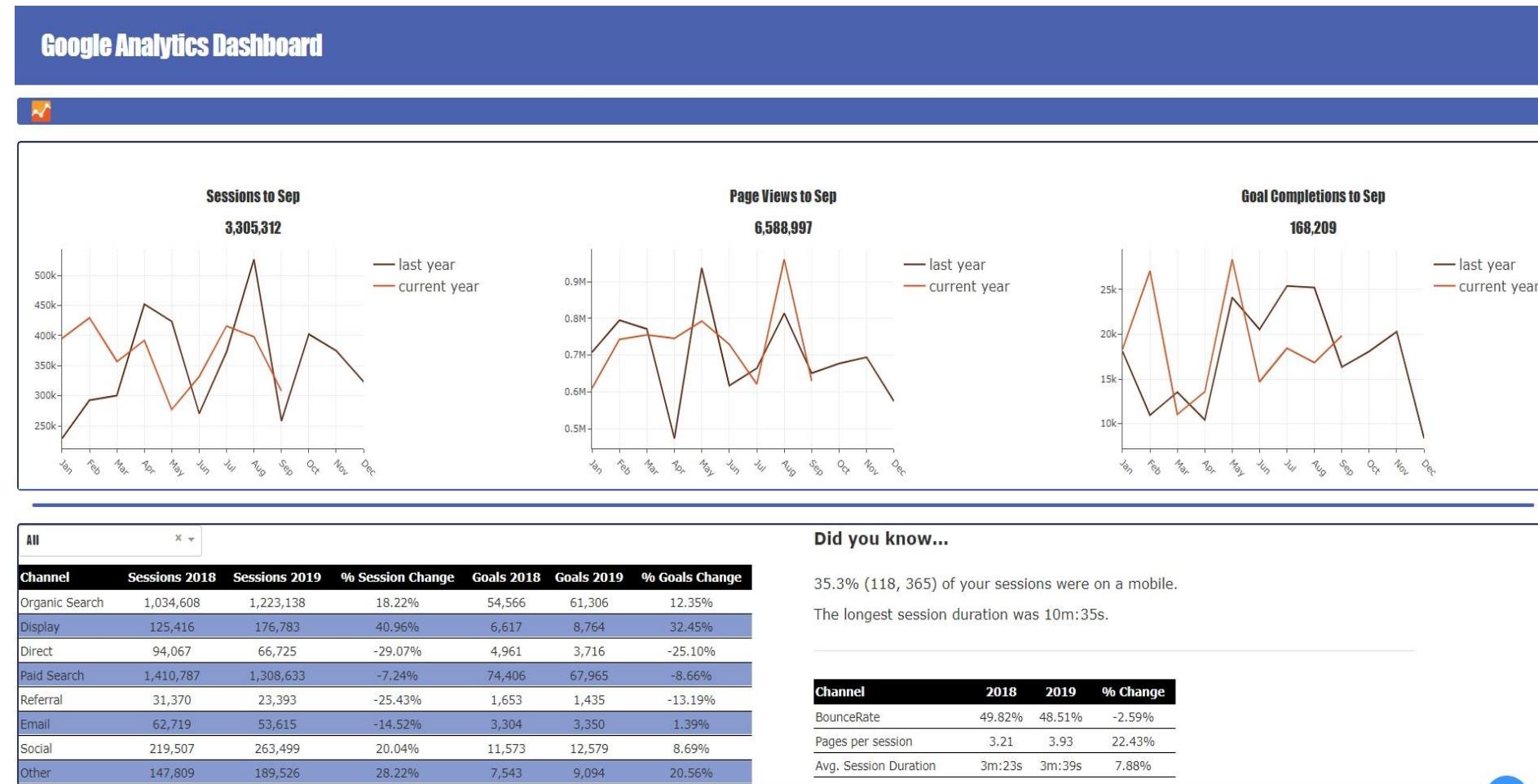


Google Analytics measures the user interaction with a client's website such as

Sessions: how many times the site is accessed

Channels: where did the user arrive at the site from

Goals: user stays on site for longer than 5 mins, downloads some content, makes a purchase, views new product pages etc.



Why use **NetWorth**



The current ways of extracting social media and web analytics data are either expensive, time-consuming or often both

NetWorth is fast, affordable and runs without any interaction from the client

Measure your brand's web presence and effectiveness of your digital marketing strategy, via daily, weekly or monthly dashboard reports

Get in touch if you want to know more about how NetWorth can help elevate your business