

Analytics





Exclusive access to metrics to measure KPIs in real time, and at scale

- Metrics to optimize your campaigns
- Isolate sources that matter most
- Advanced filtering
- Track active and passive customer engagements



Analytics: Listings

Exclusive access to analytics for each of your listings in real time. See what's working so you can continue to optimize and refine your strategy.

That's complete control.

Listings Searches: Learn how many times your listings appear in search results.

Listings Profile Views: Find out how many people visit your listings.

Featured Message Clicks: See how popular your specials and featured messages are.

Yelp Page Views: Learn how many people visit your page on Yelp.

Live Listings: Track the number of listings that were live on the day(s) specified in any report.

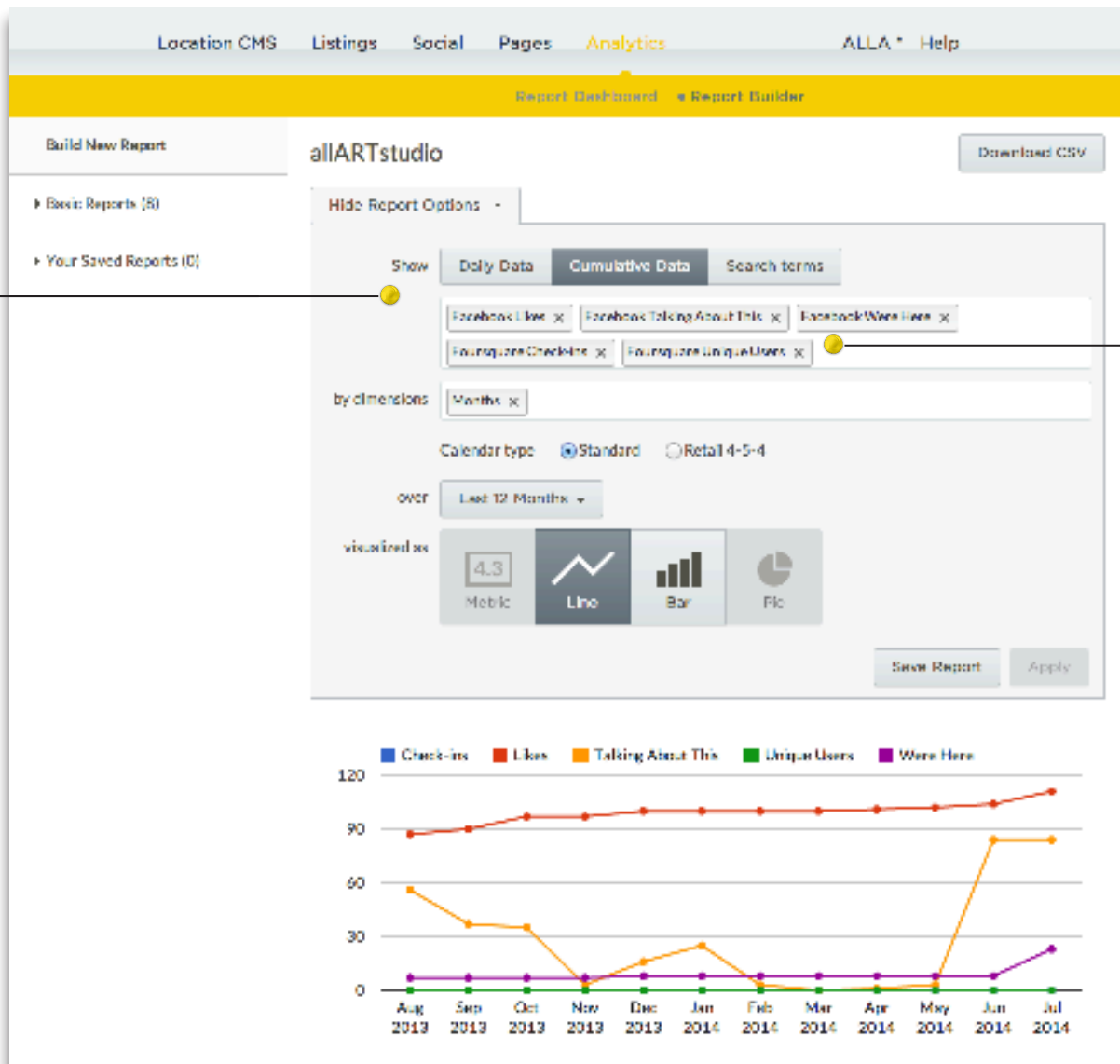
Search Terms: Identify the top terms customers are using in queries for your business and visualize them with a simple and clear word cloud.

The screenshot displays the Yext Analytics Report Builder interface. The main window is titled 'allARTstudio' and shows a configuration panel for a report. The 'Show' section includes 'Daily Data', 'Cumulative Data', and 'Search terms'. The 'by dimensions' section is set to 'Days' and 'over' is set to 'Last 14 Days'. The 'visualized as' section shows a metric value of 4.3 and a line chart visualization. Below the configuration panel, a line chart displays data for 'Featured Message Clicks' (blue), 'Profile Views' (red), and 'Searches' (orange) from Oct 31 to Nov 6. A second window shows the 'Search terms' configuration, including 'Search phrases' and 'Broad terms' options, and a word cloud visualization of search terms.

Date	Featured Message Clicks	Profile Views	Searches
Oct 31	0.0	3.0	5.0
Nov 1	0.0	4.0	1.0
Nov 2	0.0	2.0	1.0
Nov 3	0.0	5.0	1.0
Nov 4	0.0	10.0	1.0
Nov 5	0.0	3.0	1.0
Nov 6	0.0	3.0	1.0

Analytics: Social

Target specific social platforms for metrics on individual locations or see a snapshot of all your locations at once so you can get to know your customers.



Facebook Likes: Appreciate all the likes your business earns, as well as the number of likes across all your location pages. (Not possible using Facebook's Native Insights.)

Foursquare Check-Ins: Get a sense of your footprint through check-ins and drill down further by age, gender, and time of day.

Foursquare Unique Users: Learn how many individual Foursquare users check into your business during a specified time period.

Facebook Locations Roll-Up: View all your locations on Facebook in one centralized place. (Not possible using Facebook's Native Insights.)

Facebook Were Here: Check out overall traffic across your location pages. (Not possible using Facebook's Native Insights.)

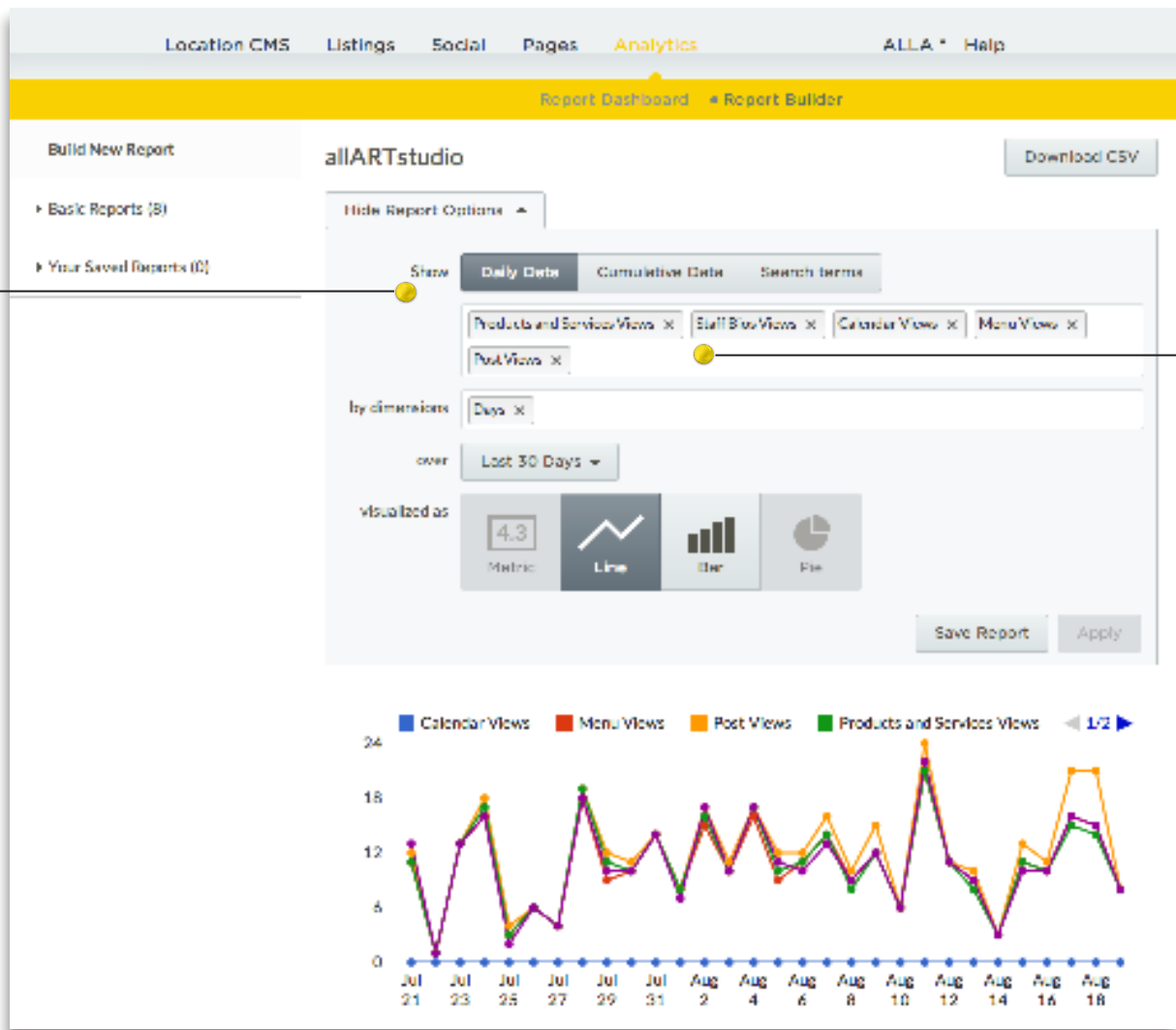
Facebook Talking About This: See (and respond) to customer comments across your Facebook location pages.

Analytics: Pages

Drill into how local customers are engaging with Pages and identify what's effective for clear insights that inform nimble decisions.

Pages Pageviews: Total number of customers who have viewed your pages.

Pages Widget Views: Total number of customers who have viewed your widgets.



Analytics: Dashboard

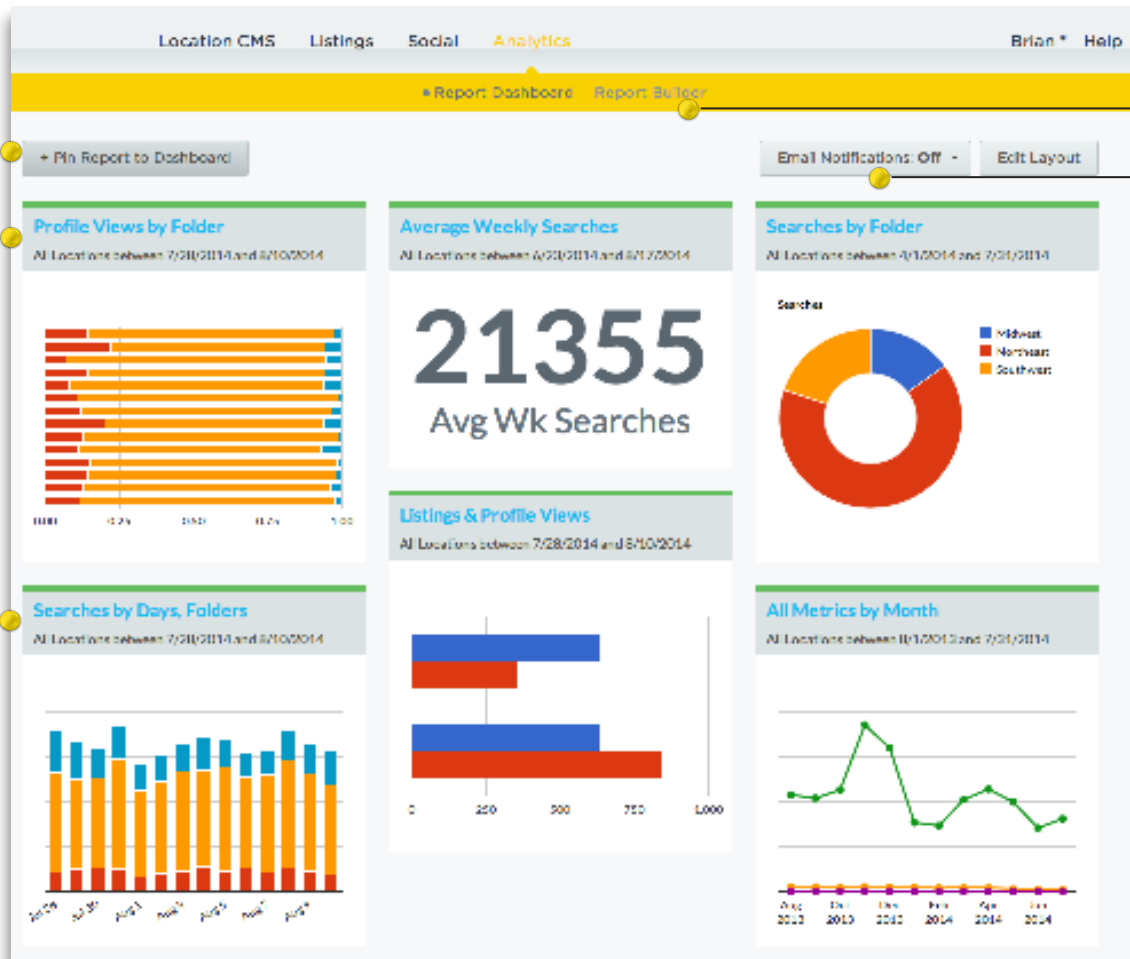
Sophisticated tools for advanced analysis. Segment your data to shed light on insights that can give you serious competitive advantage. Review details and finetune your business practices with dozens of metrics and filters.

Saved Reports: Save up to 10 reports to reference later with a click and save you valuable time.

Pin Reports: Pin up to 12 reports to the dashboard to monitor specific metrics and sources over time with just a quick glance.

Report Notification: Notification for custom analytics reports.

Report Builder: Build reports for metrics from specific suite products.



Filter By Time: Everyone is on a schedule. Add to that seasonal rhythms and holidays. Analyze engagement patterns over time.

Filter By Location: Chances are there will be a variance of traffic and revenue across your locations. Scan performance by location.

Display for Folders: Rigorous reporting based on your organization.

Data Visualization: Display your results in metrics, bar graph, line, or pie charts to help you tell your story clearly and effectively.

CSV Report: Diagnose findings and share them so you can take action. Export results into a CSV.

Site-Specific Reporting: Review how your content performs on specific sites. See engagement by individual publisher.

Display for Time: Discover peak engagement times and other insightful patterns.

Retail 4-5-4 Calendar: Optional 4-5-4 retail calendar to view your analytics the way you view your business.

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