

# Measurements & Insights

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## Test, Measure, and Learn

Measurement & Insights are essential to a business-focused Social Media investment. Our models show you in real numbers the conversations and activity on the web that impact your business performance. Base-line measures, along with agile test-measure-learn cycles, allow you to adapt, grow, and improve at web speed.

At 7Summits, we champion the principles that align social participation with business value. You went to that a seminar on how to use Twitter, Now we help you create tactical models that measure and watch as your investment delivers tangible results. Our partnerships give us the leading analytics and insights for social measurement. And we show you what to watch, and how to respond. No more guessing and investing in opinions, You've got measured performance.

ROI Modeling – Breakeven should be in months, not years. Together, we input cost, baseline measures and related assumptions into the activity-dependency models we build with you. Sensitivity-type analysis around the behaviors you are changing flows through the model and drives value calculations. Update your model as you evolve and continue to measure. Track your investment in a more meaningful way and understand what you get in return. Web Performance & Analytics – Most companies have the basics down: traffic and transaction measures but those leave out the best parts of the story. We ensure that the right data is collected and analyzed to provide insights on the value of your content and applications as well as your products and brand. We'll get you up to speed on what and how to measure, where your brand is being talked about, and the sentiment of those conversations (positive, negative, or neutral). We also see how your competitors' fair in those same conversations. With this information, you can create a social business strategy that really means something. Behavior and Conversion Tracking – Your content, your apps, your ads, your conversations: it's all about changing or enabling consumer behavior. Our social experience experts understand which behaviors have an impact on desired business value. These powerful stories are written in activity-dependency models. With those models, you'll know what you need to measure to “see” how your investment changes consumer behaviors. Then, watching those behaviors, you can adjust your measures and improve your model to deliver more value from the channels and social venues that are working for you. Optimization Strategies – The social web is a dynamic environment that eschews outside control. Your best strategy is on-going measurement and adjustment. Because 7Summits is a social company, we bring the insights around new trends, new technologies, and new participation approaches that help you focus your investment on those behaviors that truly bring value. Test & learn will become a part of your vocabulary (perhaps your new mantra), and we'll help you transform your strategies to keep pace with social change.