

Prove the Business Value of Your Content Strategy

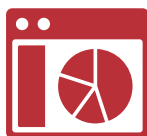


GET INSIGHT INTO THE PERFORMANCE OF YOUR SOCIAL CAMPAIGNS

and measure the return on your investment in creative content across channels—with Hootsuite Impact and Adobe Analytics.

By uniting web analytics and social campaign data across platforms, you'll gain meaningful insights to optimize campaign performance, refine your content strategy, and demonstrate the impact of your cross-channel campaigns on business objectives.

Bi-directional data integration



Add social data from Hootsuite Impact to Adobe Analytics

Analyze and report on the performance of your social marketing initiatives alongside other data sources in Adobe Campaign for omni-channel insights.



Add web analytics from Adobe Analytics to Hootsuite Impact

Visualize Adobe web analytics in Hootsuite Impact to track content performance through the social marketing funnel from impressions to conversion.

Key integration benefits



Attribute web conversions to social posts and campaigns

Compare performance across channels for visibility into what's driving customer behavior and campaign performance.



Use cross-channel insights to design experiences that drive conversion

Gain visibility into campaign performance across the entire content lifecycle to refine your content strategy.



Append custom Adobe link parameters to social posts

Analyze post performance and attribute web conversions across organic and paid social campaigns to prove the return on your investment in social content.



To learn more about how Hootsuite and Adobe Analytics help you gain insight into the performance of your social campaigns across multiple channels, contact your customer success representative or our sales team at sales@hootsuite.com

