

The Social Media Habits of **Amazon, Nordstrom, Buy.com,**
and hundreds of other brands active on **Facebook & Twitter...**

...analyzed by **unmetric**

Some screenshots from the **unmetric** web application...

Pick and choose brands to analyse on **facebook.**

Select brands you compete with or just about any brand you'd like to study in depth (even if they're not in your sector)

The screenshot shows a dialog box titled "Add a Facebook Page to Analyze" with a close button (X) in the top right corner. The dialog is divided into two main sections:

- Select a Sector:** A vertical list of categories including FMCG-Home Care, FMCG-Personal Care, Insurance, Media, Pharma & Health, Publishing, Restaurant & Cafe, **Retail** (highlighted), Technology, Telecom, and Travel. Below this list is a section titled "Suggest a sector" with a text input field and a "Submit" button. The text reads: "We're always looking for new sectors to cover. So go ahead, and tell us what we should include."
- Choose from these 41 Facebook Pages in Retail:** A list of four retail brands, each with a small profile picture, the brand name, the number of likes, and the geo focus. Each entry has a "+ Add" button to its right.
 - Best Buy:** Likes: 4,331,875 - Geo Focus: USA
 - Borders:** Likes: 895,913 - Geo Focus: USA
 - Burlington Coat Factory:** Likes: 51,680 - Geo Focus: USA
 - Buy.com:** Likes: 46,739 - Geo Focus: USA

At the bottom of the dialog, there is a section titled "Looking for a Facebook page not listed here?" with a text input field and a "Submit" button. The text reads: "Let us know what's missing and we'll add it to our 'crunch this' list ASAP. Please enter the name of the page or better still, their Facebook page address (URL)."

At the very bottom of the dialog, there is a link: [See how they grew.](#)

With unmetric

Get a bird's eye view and alerts on brands that matter to you

The screenshot displays the unmetric dashboard interface. At the top, there are navigation icons for unmetric, Facebook (f), and Twitter (t). The main header shows a summary for 'Facebook Pages I sometimes monitor' over the 'last 7 days'. Below this, three brand cards are visible, each with a logo and key metrics:

Brand	Logo	Likes	New Likes (last 7 days)	Geo Focus	Sector
Amazon.com		1,567,172	8,580	Worldwide	Retail
CVS		574,228	2,541	USA	Retail
jcpenny		1,984,619	3,830	USA	Retail

Each card includes a link to 'Detailed Analytics'. Below the brand cards, there is a section titled 'Alerts for your Facebook brands in the last 7 days' with three key insights:

- 89,341** That's the number of fans these 9 brands added to their fan-base.
- With a growth rate of **4.8%**, **Sears** enjoyed the highest fan growth rate amongst the 9 brands you are monitoring. [See how they grew.](#)
- Among the 9 brands you are monitoring, **Sears** was engaging best with their fans. [Learn more.](#)

Additional insights include:

- 2,158** new posts were written across these 9 'brand walls'. That's an average of **40.0** posts per day – per wall!
- 13,466,158** is the total number of fans across these 9 pages. **Kohl's** leads the pack with **5,721,978**. [Learn more.](#)
- A post** by **Borders** struck a chord – with the best engagement amongst 5 posts by the 9 brands you are monitoring.

With unmetric

Dive deep into any brand

The screenshot displays the unmetric dashboard interface. At the top left, the unmetric logo is visible alongside social media icons for Facebook and Twitter. The main header indicates the analysis is for 'Buy.com' over the 'last 7 days'. Below this, a navigation bar includes 'Overview', 'Fans', 'Engagement', and 'Content'. The 'Overview' section is active, showing 'About this Facebook page' for Buy.com, including its location (USA), industry (Retail), and key metrics: 46,739 total likes and 2,725 new likes in the last 7 days. A 'Company Overview' section provides a brief description of Buy.com. To the right, the 'Activity in the last 7 days' section highlights 2,725 new fans (noting the fan base grew faster than average), 15 posts (noting engagement was below average), and 0 tags. A 'Notes & Alerts' section is also present at the bottom.

unmetric

Analysis of [Buy.com](#) for the [last 7 days](#)

[←](#) Overview Fans Engagement Content

About this Facebook page

Buy.com
USA Retail

46,739 TOTAL LIKES
2,725 NEW LIKES (last 7 days)

Company Overview (from Facebook Page)
Welcome to Buy.com, The Internet Superstore™, where you'll always find the latest and greatest brands at prices you can afford.

[Visit the Buy.com facebook page](#)

Activity in the last 7 days

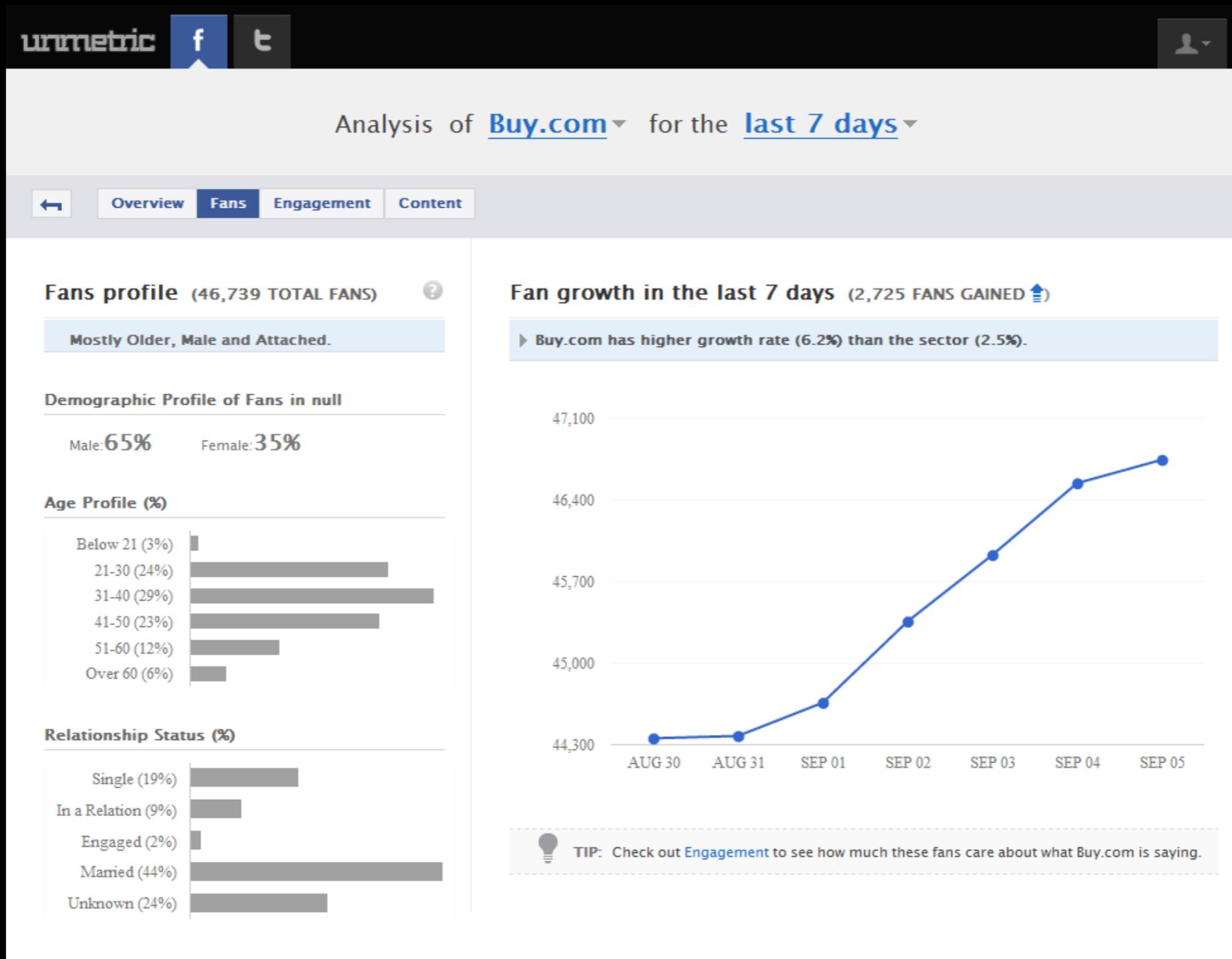
2,725 New Fans
→ Fan base grew faster than the average Retail Facebook page

15 Posts
→ The engagement (with fans) for these posts was below average

0 Tags
→ This gives you an idea of the diversity of content the page admin posted

Notes & Alerts (What's this?)

Study their Fan Growth and Fan Profile...



...and their Rules of Engagement

The screenshot shows the Wnnetric dashboard for Foot Locker. At the top, there are navigation tabs for Facebook (f) and Twitter (t). The main header reads "Analysis of Foot Locker for the last 7 days". Below this is a navigation bar with tabs for Overview, Fans, Engagement (selected), and Content.

Summary:

- Most posts were by the community.
- More positive than negative vibes on this wall.
- Foot Locker is engaging well with its community. [Here's why](#)

Engagement Details:

- Total Posts: 136
- Admin: 11
- Fans: 125

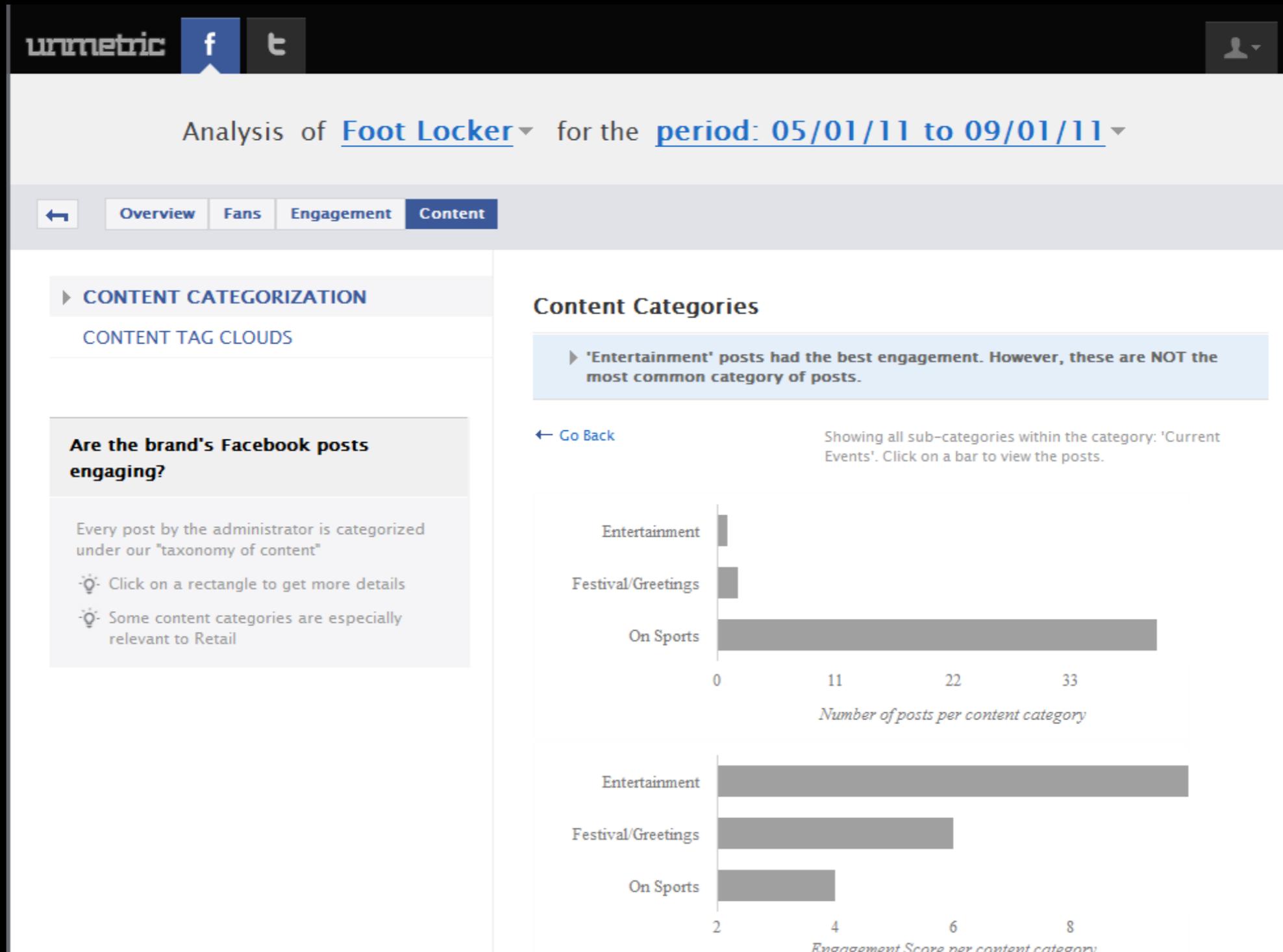
Sentiment Analysis:

- Neutral: 106 Posts
- Positive: 28 Posts
- Negative: 2 Posts

Facebook Posts in the last 7 days:

Post Text	Like	Comment	Share
Gotta have em! Sat, Sep 3 at 04:00 AM • View original Post	294	49	4
Celebrate the 3-day weekend with \$20 off your order of \$100 (or \$10 off any \$50 order) when you shop online at footlocker.com. Valid online-only through Tuesday, 9/6. Sat, Sep 3 at 02:35 AM • View original Post	198	25	3
What was the best movie this summer? Sat, Sep 3 at 01:54 AM • View original Post	314	560	11
The Principal hits you with a warning before the weekend arrives. Sat, Sep 3 at 12:12 AM • View original Post	158	15	2
This weekend, I'm rocking _____ and _____ Fri, Sep 2 at 03:06 AM • View original Post	379	522	11
Ready for the Midnight Release? Click on our Countdown Clock so you can cop your Dark Pines when the clock strikes 12. Fri, Sep 2 at 12:57 AM • View original Post	227	28	3

Dissect their Content Strategy like never before



With unmetric

Dissect their Content Strategy like never before

The screenshot shows the Unmetric web application interface. At the top, there are social media icons for Facebook and Twitter, and a user profile icon. The main header displays the analysis subject: "Analysis of **Foot Locker** for the period: **05/01/11 to 09/01/11**". Below this is a navigation bar with tabs for "Overview", "Fans", "Engagement", and "Content", with "Content" being the active tab. On the left side, there is a sidebar with the heading "CONTENT CATEGORIZATION" and a sub-section "CONTENT TAG CLOUDS". A prominent box in the sidebar is titled "Not just another word in the wall" and contains a paragraph explaining the NLP algorithm used for content analysis. Below this are two bullet points with lightbulb icons: "Select/Unselect 'Ignore Fan posts' to get more insights" and "Select a larger time period to get more relevant insights." The main content area on the right features a "Content Tag Cloud" where various terms are displayed in different colors and sizes. The most prominent terms are "Air Jordan", "Locker", "coming out", "stores", and "shoes". Other visible terms include "Air Max", "Check out", "Foot", "House of Hoops", "Jordan Retro", "Nike Air", "Retro 5", "best", "black", "blue", "foamposites", "concord", "foams", "dark pine", "day", "electric", "lebron 8", "low", "metallic", "midnight release", "pair", "pick up", "ray allen", "release date", "size", "sneaker", "solar red", "true blues", "u guys", "white", "wolf grey", "time", and "year". A checkbox labeled "Ignore Fan Posts" is located in the top right corner of the main content area.

unmetric f t

Analysis of **Foot Locker** for the period: **05/01/11 to 09/01/11**

← Overview Fans Engagement **Content**

CONTENT CATEGORIZATION

▶ CONTENT TAG CLOUDS

Not just another word in the wall

All posts are run through an NLP algorithm to break it up into parts of speech. Then, with the help of a lexical database, Unmetric extracts important nouns and adjectives, and presents them here based on our proprietary assessment of relevance.

- Select/Unselect 'Ignore Fan posts' to get more insights
- Select a larger time period to get more relevant insights.

Ignore Fan Posts

Air Jordan Air Max Check out **Foot**

Locker Griffey HOH House of Hoops

Jordan Retro Nike Air Retro 5 best black

coming out concords dark pine day electric

blue foamposites foams footlocker.com

lebron 8 low metallic midnight release **new**

pair pick up ray allen release date **shoes**

size sneaker solar red **stores** time

true blues u guys white wolf grey year

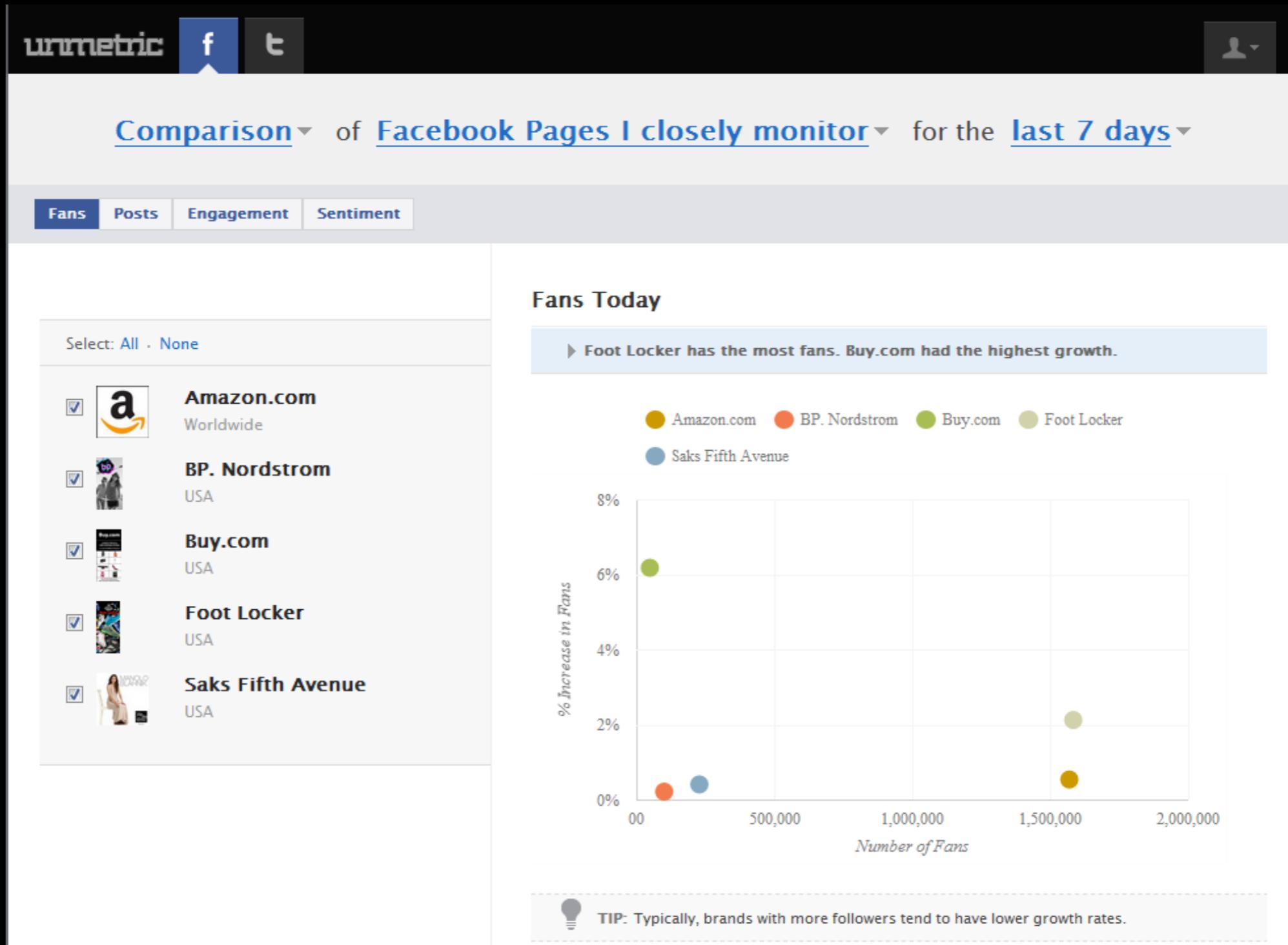
With unmetric

Compare what matters on

facebook.

With UrMetric

Compare Facebook fans and...



Compare Facebook fans and... engagement and more



twitter  is similar

with some unique features of its own...

We have...

unmetric

twitter summary of a brand

The screenshot shows the unmetric dashboard for the Twitter account @macys. The dashboard is divided into two main columns. The left column, titled 'About this Twitter ID', provides profile information: a red star icon, the handle @macys, location USA, industry Retail, 65,414 total followers, and 783 new followers in the last 7 days. It also includes the account bio, active since date (Jun 26, 2009), and a link to visit the account. The right column, titled 'Activity in the last 7 days', shows 783 new followers (noting that the follower base grew faster than the average Retail Twitter account), 43 tweets (noting that most are replies), and an average reply time of 3hr, 57min (noting that this is the ART for @macys). At the bottom of the right column, it displays a KLOUT Score of 66 and a link to see the analysis at klout.com.

unmetric f t

Analysis of [@macys](#) for the [last 7 days](#)

Overview Follower & Followee Frequency & Timing Analysis of Replies

About this Twitter ID

 **@macys**
USA Retail

65,414 TOTAL FOLLOWERS
783 NEW FOLLOWERS (last 7 days)

Bio (from twitter.com)
The Magic of Macy's. Follow us for inside information about must-have fashion and exciting events from your favorite store. Customer Care: social@macys.com

Active since: Jun 26, 2009

[Visit the @macys twitter account](#)

Activity in the last 7 days

783 New Followers
→ Follower base grew faster than the average Retail Twitter account

43 Tweets
→ Most of their tweets are replies

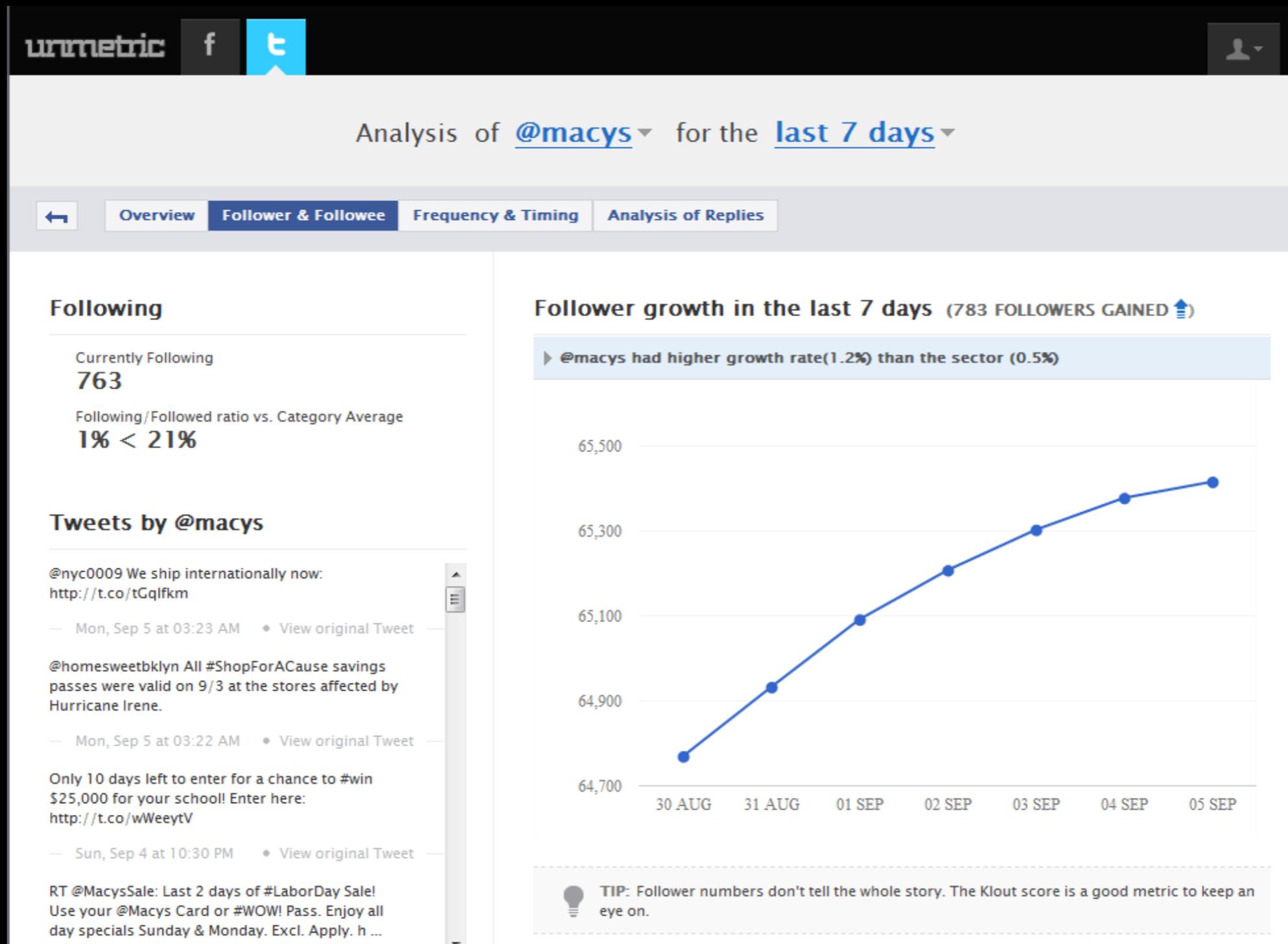
3hr, 57min
→ That's the Average Reply Time (ART) for @macys

 **KLOUT Score** (What's this?)

 See analysis of @macys at klout.com

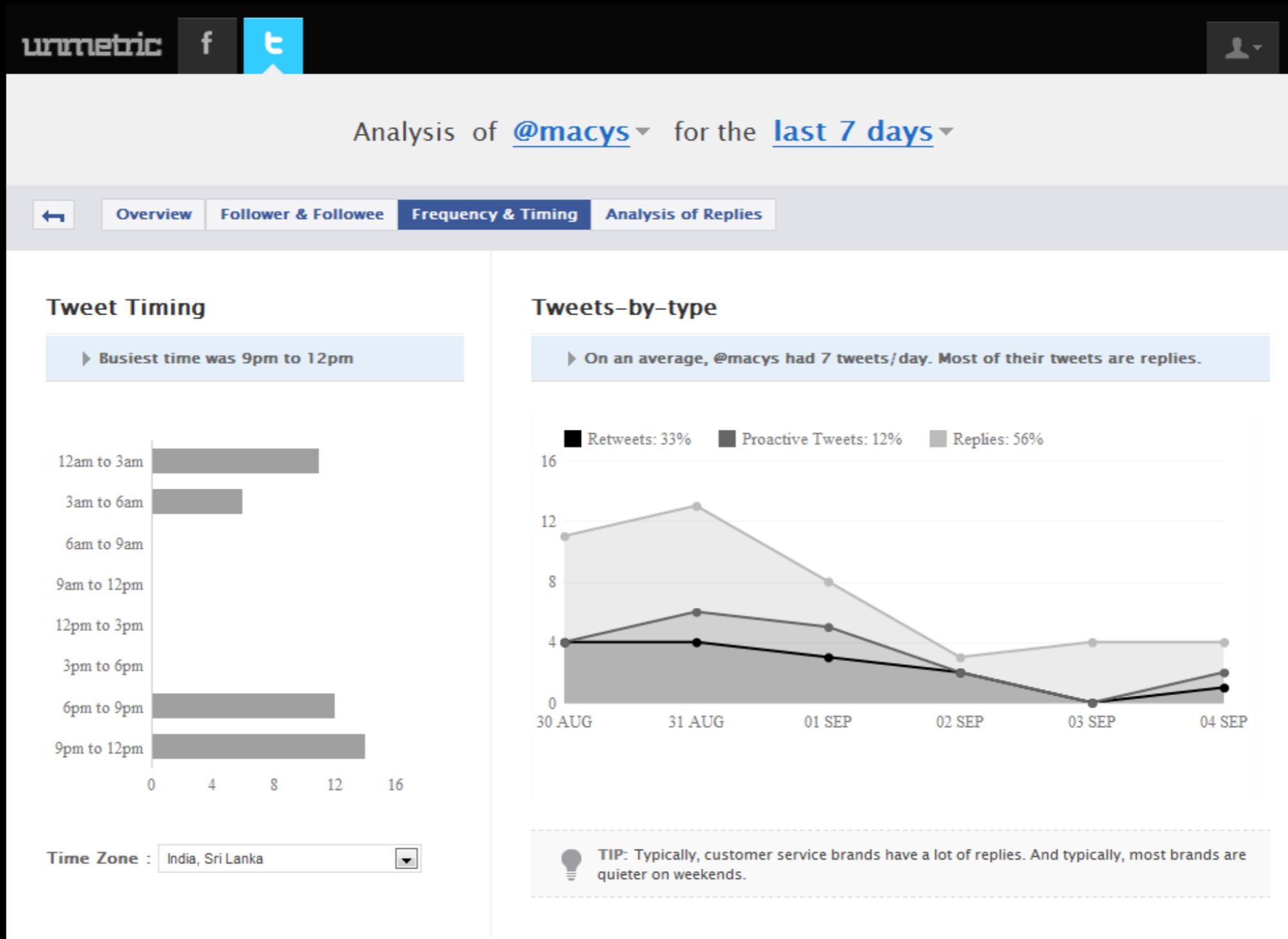
We have...

follower growth & followee ratio



We have...

tweet timing (in various ways)



and lots more, including...

@reply metrics: in depth

unmetric f t

Analysis of [@macys](#) for the [last 7 days](#)

Overview Follower & Followee Frequency & Timing **Analysis of Replies**

Sentiment of Queries

What were the replies by @macys in response to: customer's criticism, praise or some other sentiment?

37% of the queries were neutral

54% positive 8% negative

Sample Queries & Replies

Response Time: 2hr, 32min

@_motomeru at 07:56 PM on 09/03/2011
@Macys phone service sucks. stop outsourcing to people who don't know how to talk on the phone! the person couldn't even enter my info!

@Macys at 10:29 PM on 09/03/2011
@_motomeru Sorry to hear about that. Email social@macys.com with details so we can help!

[<< Previous Tweet](#) [Next Tweet >>](#)

ART (Average Reply Time)

As more brands embrace Twitter as a customer service channel, the ART will become an increasingly important metric - to benchmark for oneself and against the competition

On an average, @macys replied in 3hr, 57min

Reply Time Range	Percentage
Within 15 mins	~30%
15 mins to 1 hour	~20%
1 hour to 24 hours	~45%
More than 24 hours	~5%

REMEMBER: Reply does NOT necessarily mean resolution. Nevertheless, acknowledging someone's tweet is the first step to engaging with them.

Compare Followers

The screenshot shows the urmetric interface for comparing Twitter followers. At the top, there are navigation tabs for 'f' (Facebook) and 't' (Twitter), with 't' selected. Below this, a header indicates a comparison of 'Twitter IDs I closely monitor' for the 'last 7 days'. A menu of comparison metrics is shown, with 'Followers' selected. On the left, a list of brands is displayed with checkboxes: Amazon (@amazon), CVS/pharmacy (@CVS_Extra), Gap (@gap), JCPenney (@jcpenny), and Macy's (@macys). On the right, a scatter plot titled 'Total Followers' shows the relationship between the number of followers and the percentage increase in followers for each brand. A legend identifies the brands by color: @amazon (yellow), @CVS_Extra (orange), @gap (green), @macys (light green), and @jcpenny (blue). A tip at the bottom states: 'TIP: Typically, brands with more followers tend to have lower growth rates.'

Comparison of Twitter IDs I closely monitor for the last 7 days

Followers | Followees | Frequency | Timing | Replies | Sentiment | Klout

Select: All · None

- Amazon (@amazon)
- CVS/pharmacy (@CVS_Extra)
- Gap (@gap)
- JCPenney (@jcpenny)
- Macy's (@macys)

Total Followers

► @amazon has the most followers. @amazon had the highest growth.

Brand	Number of Followers	% Increase in Followers
@amazon	~110,000	~1.8%
@CVS_Extra	~45,000	~0.7%
@gap	~75,000	~1.0%
@macys	~65,000	~1.2%
@jcpenny	~20,000	~1.1%

TIP: Typically, brands with more followers tend to have lower growth rates.

And comparisons too...

Compare Followers... and a lot more

The screenshot displays the Unmetric interface for comparing Twitter IDs. The top navigation bar includes the Unmetric logo, Facebook and Twitter social media icons, and a user profile icon. The main header shows a comparison of "Twitter IDs I closely monitor" for the "last 7 days". Below this is a tabbed menu with "Followers", "Followees", "Frequency", "Timing", "Replies", "Sentiment", and "Klout". The "Timing" tab is active, showing a list of brands on the left and a bar chart on the right.

Timing of Tweets (%) in the last 7 days

► On an average, 47% of tweets were between Midnight and 6AM.

Brand	12AM-6AM	6AM-12PM	12PM-6PM	6PM-12AM
@amazon	0%	100%	0%	0%
@CVS_Extra	25%	0%	75%	0%
@gap	55%	10%	35%	0%
@macys	35%	0%	65%	0%
@jcpenny	20%	0%	80%	0%

Current Time Zone: India, Sri Lanka

The time zone shown above will apply to all brands you are analyzing.

Today, most brands are “flying blind” on Social Media !

unmetric helps you navigate better – with objective metrics & benchmarks



unmetric

Competitive Social Media Intelligence

SECTORS WE COVER

Airlines
Automotive
Banks & Financial Institutions
Consumer Packaged Goods
Insurance
Pharma
Publishing
Restaurant Chains
Retail Chains
Technology
Telecom
Travel Portals

Contact :

Lakshmanan (Lux) Narayan
CEO & Co-Founder

lux@unmetric.com

+1 (415) 651 4524
+91 9840 573784