

Hootsuite Impact

Measure and prove the ROI of social



Hootsuite Impact lets you move beyond engagement metrics to get a true understanding of how social media is contributing to your business goals.

The demands to prove the value of social media have increased. Metrics such as likes and shares are no longer enough, especially if you're trying to justify larger budgets and higher social ad spends.

With Hootsuite Impact you can confidently measure and demonstrate that your social media investments are paying off.

Now you can accurately track the complete social conversion funnel, all the way to the business metrics that matter to you—including purchases, sign-ups, and email acquisition.

Plus, you'll discover the specific actions you need to take to increase revenue and marketing impact from your organic and paid social media content.

It's all part of our ongoing commitment to help you prove and grow the value of social to your organization.

To arrange a demo of Hootsuite Impact, contact your Customer Success Manager or our sales team at sales@hootsuite.com.

Key Benefits



Understand the true return on your social investment

Get plain-language interpretations of your social data to see exactly what's driving results for your business—and where you can boost your social ROI.



Integrate social analytics into your business systems

Incorporate owned and paid social data into existing business intelligence systems, including Tableau, to visualize social data alongside key business metrics and share it with other teams.



Create stunning customized executive reports

Demonstrate how your social media channels and campaigns are driving conversions, leads, and sales with customizable dashboards and shareable reports.



Improve ROI with automated content analysis

Compare and test themes, campaigns, and objectives to identify your top performing content through automated tagging.



Get insights to optimize your paid and organic social

Improve your content strategy through automated, data-fueled recommendations that are generated based on your specific business objectives.



See how you stack up against your competitors

Benchmark your social media efforts against your competitors' top content, follower growth, and historical performance across multiple channels.

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