# Acceso Netmonitor

Analyzing and listening to social media

The Acceso NetMonitor platform has been designed to monitor and analyze all the relevant data in online media and/or social media in real time.

This service allows us to report on and analyze everything that people are saying about a brand in social media (industry and competition), report on its results in terms of reputation and take control to avoid online crises.

How?

› Providing a complete overview of what's being said by monitoring and analyzing the brand's and/or its products' presence online and in social media content.

› Helping brands understand what people and stakeholders are saying about them and their products/services, what feelings they transmit and how these messages contribute to create a stronger communication plan.

› Analyzing the results of its communication efforts, contextualizing these compared to competitors to assess their performance within the global industry context and identifying opportunities for improvement.

› Allowing firms to stay ahead of online crises and receive comprehensive reports when they do occur.
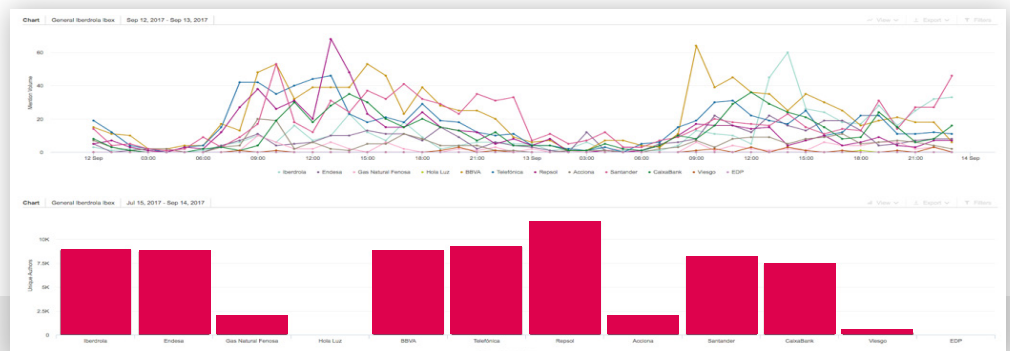
CASE STUDY

Corferias

◉ Challenge

The Corferias convention center needed to measure the impact of its Salón fair on its own social media accounts and their engagement: What content was relevant to create a community? What formats and timeslots worked best? How did these events contribute to enlarge its community?

▶ Solution

We proposed analyzing three key periods: before, during and after the fair, while also comparing them to contextualize results and measure the Salón's exact impact on the different channel KPIs.

≡ Results

We were able to understand the drivers behind the fair's impact on the convention center's owned media, achieving valuable insights to define a content strategy for each of its social media channels.