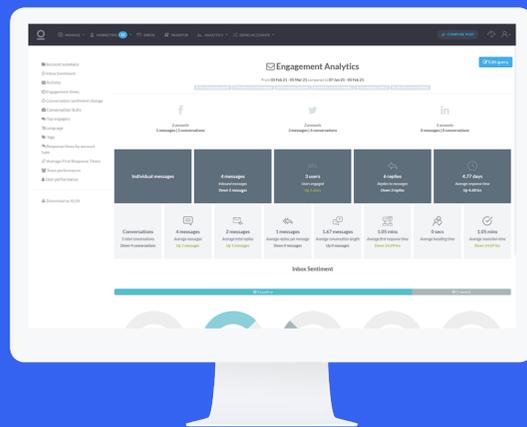




Product Feature: Performance Analytics



Take a deep dive with detailed yet simple to create reports

With a suite of fully customisable, powerful reports, our Performance Analytics solution allows you to understand how you're doing in an instant. Monitor the metrics that matter in real-time to gain an understanding of the impact your marketing and customer service efforts are having right now, compared to month on month, and year on year so you can do more of what works.



Test, learn, repeat

Orlo's Marketing Analytics makes understanding what content is resonating with your audience a breeze. Learn the best times to post, monitor brand sentiment and drill down into the performance of specific content, allowing you to optimise future campaigns and watch followers and engagement soar!



Become customer obsessed

Drive your customer service team's success with performance insights using Orlo's Engagement Analytics. Set SLAs and track team and user performance, from average response times to sentiment tracking across conversations, helping you allocate resources at peak times and offer training and support.





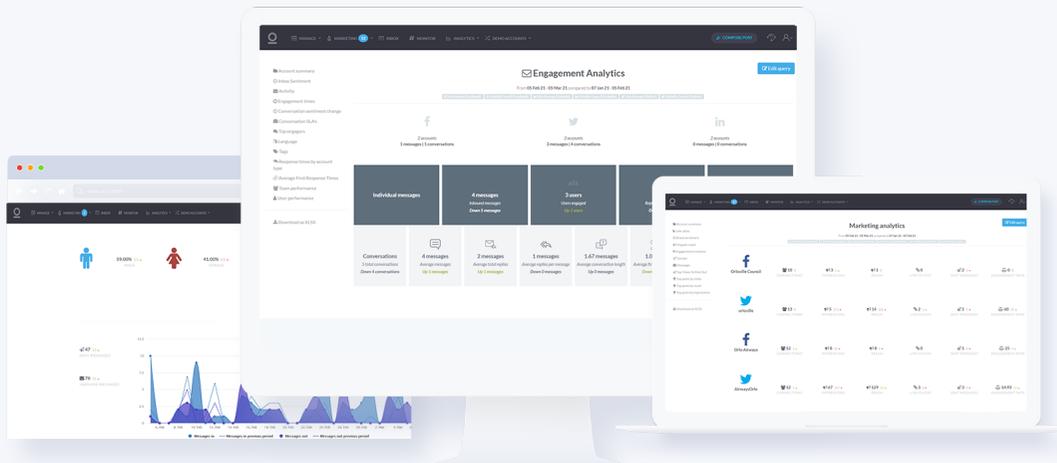
Know your worth

Joining the dots between social clicks and traffic to your site shouldn't be difficult. Orlo's Website Analytics allows you to understand who your visitors are, whether they've visited before and automatically track transactions and subscriptions that come from social, effortlessly attributing ROI.



Talkin' bout an integration

Pull data from Orlo into Power BI and other visualisation tools to cross reference insight, identify trends, create a real-time database of enriched social data and ensure you always have a 360 view of your customer interactions. Downloadable reports make sharing this info across teams a doddle.



Join the herd

Want to find out more or see our platform in action?

There's always a member of Team Orlo who's happy to have a chat, answer any questions and welcome you to the Orlo herd!



orlo.tech



+44 121 368 1420



hello@orlo.tech



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