

# Boost the Value of Your Promoted Posts

WITH BOOSTED METRICS FOR FACEBOOK, INSTAGRAM, AND TWITTER

With Boosted Metrics tracking within the Relo Metrics platform, you can measure and optimize the holistic performance of *all* your branded social media posts, including both organic and paid social. View social media engagement and audience reach for your Facebook, Instagram and Twitter paid and organic content.

## WITH BOOSTED METRICS YOU CAN:

- **Have more data** at your fingertips - Provide your sponsors with complete information in **less time**, all in one platform.
- **Gain a better understanding** of the audience you're reaching from boosted posts and how they are performing compared to organic posts.
- **Identify** which posts perform better when boosted. Develop a content strategy based on best performing content types and formats.
- **Meet and validate** contractual impressions and engagement obligations for brand sponsors.
- **Capture more sponsor media value.** This is added value that can be reported back to partners.
- **Reduce data discrepancy** to increase sponsorship value. Deliver more complete and accurate data back to your partners throughout the season or for end-of-season recaps and renewal discussions.

