

# Brand Analytics

## Product Overview

To learn more about Brand Analytics, register for our [live webinar](#) or check out the [latest recording!](#)

Brand Analytics gives multi-location businesses the ability to easily monitor their overall reputation and pinpoint their best and worst performers. By improving their reputation at a local level, they can positively influence their overall image.

Brand Reports are compiled of Reputation Management accounts that have been grouped together. The reports compare these accounts in regards to listing presence and accuracy, as well as reviews.

## Adding Brands

As a Partner Central admin, you can manage and access Brand Reports via the **Brand Analytics** tab. To create a brand, select **Add Brand**, and then enter the name, business category and country.

Next, think about the ideal groupings for your brand, and then begin to build the hierarchy:

1. To add a region: Select the brand name and then click **Add Region or Location**. Enter a region name and click **Add**.
2. To add sub-regions: Select the region and then click **Add Region or Location**.
3. To add a location: Select the bottom-most region or sub-region and then click **Add Region or Location**. Search for a Reputation Management account and then click the **plus button**.

### Add a new Brand

Brand Name \*

Market

**SOURCE FILTERS**

Business Category

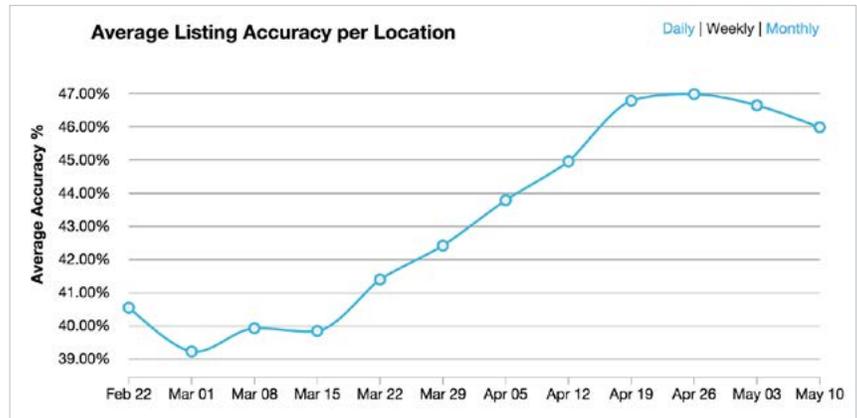
Location

*Note: Newly created or edited reports will not be accessible for 24 hours*

## Visibility

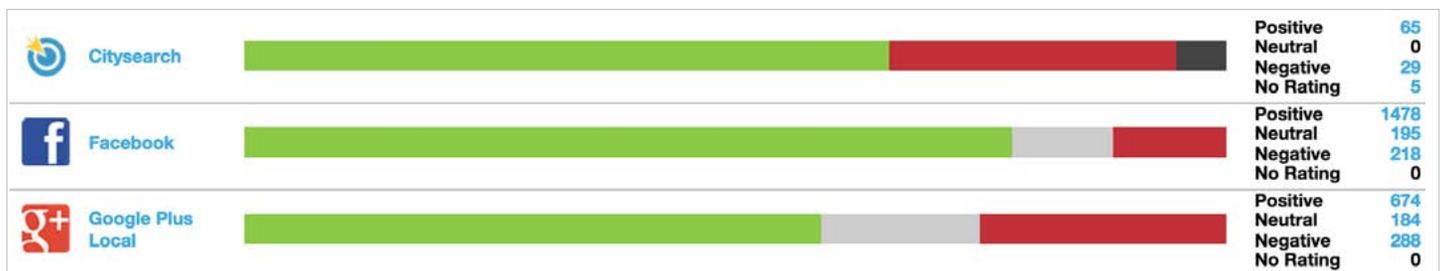
Visibility helps a brand manager ensure all of their locations are listed on the sites they should be on and that every listing is accurate and consistent which in turn will improve SEO and the likelihood that customers will find the individual locations online. Here's how it works:

- Visibility analyzes your Presence, which is the number of sources you're found on, as well as Accuracy, which is how accurate your listings are on the sources you've been found on.
- There are two dropdowns on the page to filter results by presence/accuracy and location/source.
- The top of the page shows the graph for your dropdown selection, while the bottom shows details.
- Select the blue text for any number, source or location to filter the results below.



## Reviews

The **Reviews** tab shows the most recent customer reviews. This is an easy way for brand managers to see what people are saying about their brand at a local level. They can then take action and ultimately manage their overall brand reputation.



## User Permissions

From the **Users** tab in Partner Central, you can give Business Center users access to the report. Select the **Account Permissions key icon**. Next, hit the **plus button** for the reports you want them to access.

Accounts

Brands

Brands
Add

▼ Olive Garden
+

▼ Midwest
+

▸ East North Central
+