One Platform for Actionable Analytics

Gain deep insight to create vibrant communities and drive real business value

Many brands spend energy on social programs that don't move the needle. Why? Because they don't have the data they need to determine where to focus resources on the right opportunities.

Lithium Social Intelligence or LSI helps you measure and improve the performance of your social programs by gaining insights into your community's health. Through a unique combination of social science, performance metrics and web analytics, we offer the deepest insights into online communities across multiple interaction styles.
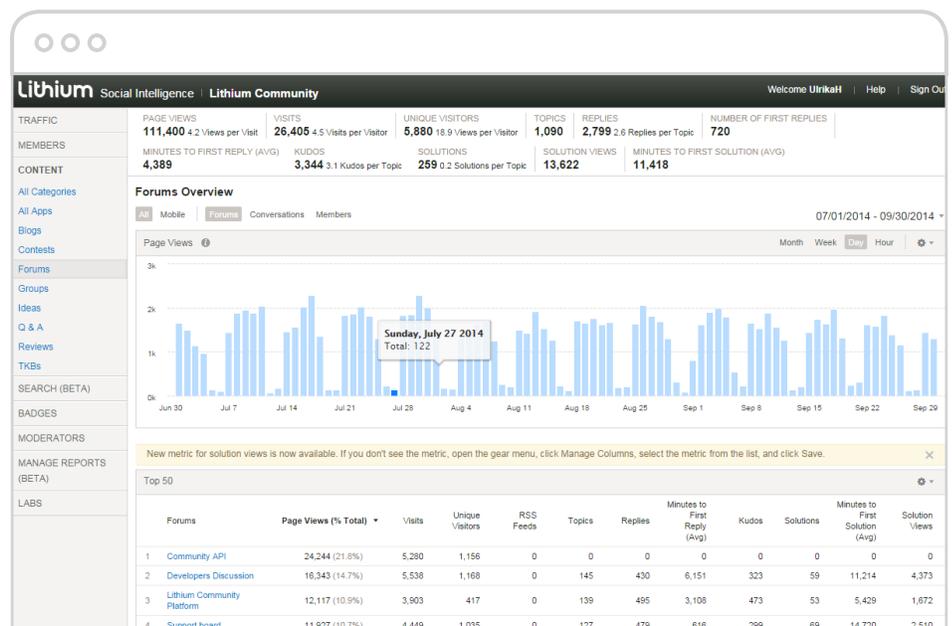
Use Lithium Social Intelligence to:

- Prove the value of your investments to senior executives
- Identify the people and content that are generating the greatest impact across multiple interaction styles
- Focus your energy on effective strategies for increasing customer engagement
- Streamline manual reporting tasks that take time away from strategic initiatives

Lithium Social Intelligence provides community managers and executive stakeholders with deep insight into community health and performance. We capture data on billions of interactions each month and use algorithms developed by our team of social scientists to help you focus attention on the metrics that matter most.

We have over a decade of expertise and a team of social scientists led by Dr. Michael Wu that uses Lithium's data set to create algorithms that provide deep insight into community health and vibrancy.

DOWNLOAD THE EBOOKS

The Science of Social
Beyond Hype, Likes & Followers

the science of social 2

Lithium Social Intelligence helps you:

- Measure community health and engagement through a single metric called the Community Health Index™ that acts like a credit score comprised of six key engagement factors.

- Perform root cause analysis using drill-down reports that show detailed metrics down to conversation threads by community member. Filter reports for more granular data such as country, role, rank, category, thread and user.

- Identify top trending content. Track page views and visits in context with community engagement metrics for deeper insight into your highest performing content and authors.

- Identify top users, influencers and contributors across all interaction styles.

- Export daily extracts of event logs to your own data store for building custom reports and queries in your own reporting tool.

- Benchmark performance against key metrics by industry, community size, age and more.

The Lithium Community Health Index (CHI) provides instant insight into the factors that drive community performance: Traffic, Content, Members, Liveliness, Interaction, Responsiveness

FIND OUT MORE
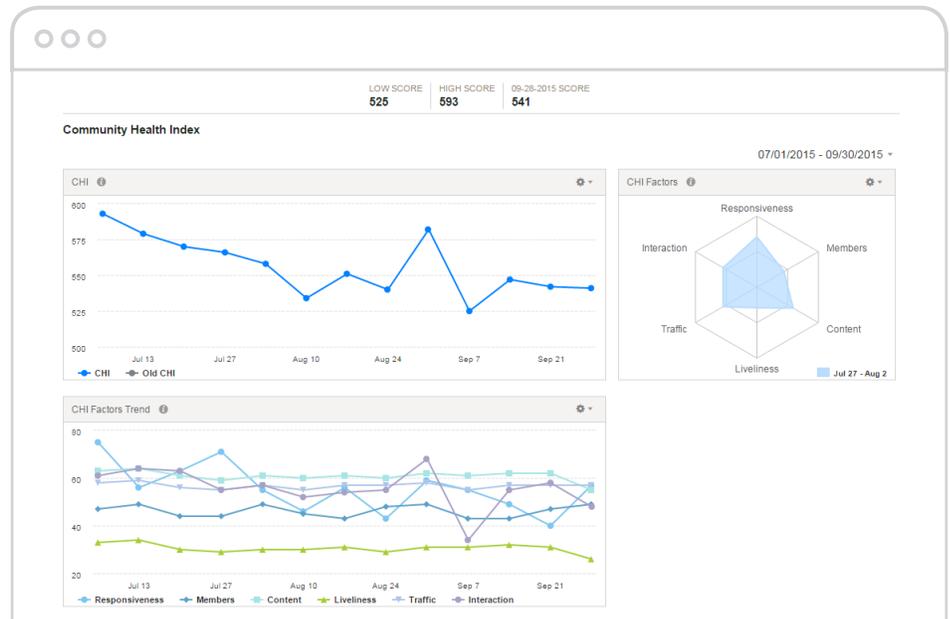
To learn more

For additional information about Lithium or to request a demo, please contact your Lithium Account Representative or visit lithium.com.