



Twitter has long been one of the leading channels for instant communication, and it's holding its ground. Recent statistics show that the number of active Twitter users has been steadily increasing over the years and had reached 317 million by the end of 2016. It'd be a shame not to harness such a large audience. Magora's experts have picked out the best analytical tools that you can use to monitor the activity of your Twitter followers, share great content and analyse the impact it has on your potential customers.

## 10 Useful Metrics for Analysing Your Performance on Twitter

To size up the efficiency of your channel and really take advantage of all that Twitter has to offer, pay extra attention to the following metrics:

- Engagement
- Tweets content
- Retweets/views
- Followers
- Traffic
- Clicks
- Audience interests
- Mentions
- Best time to post tweets
- Twitter hashtags

Let's look at how you can conduct your analysis as quickly and easily as possible.

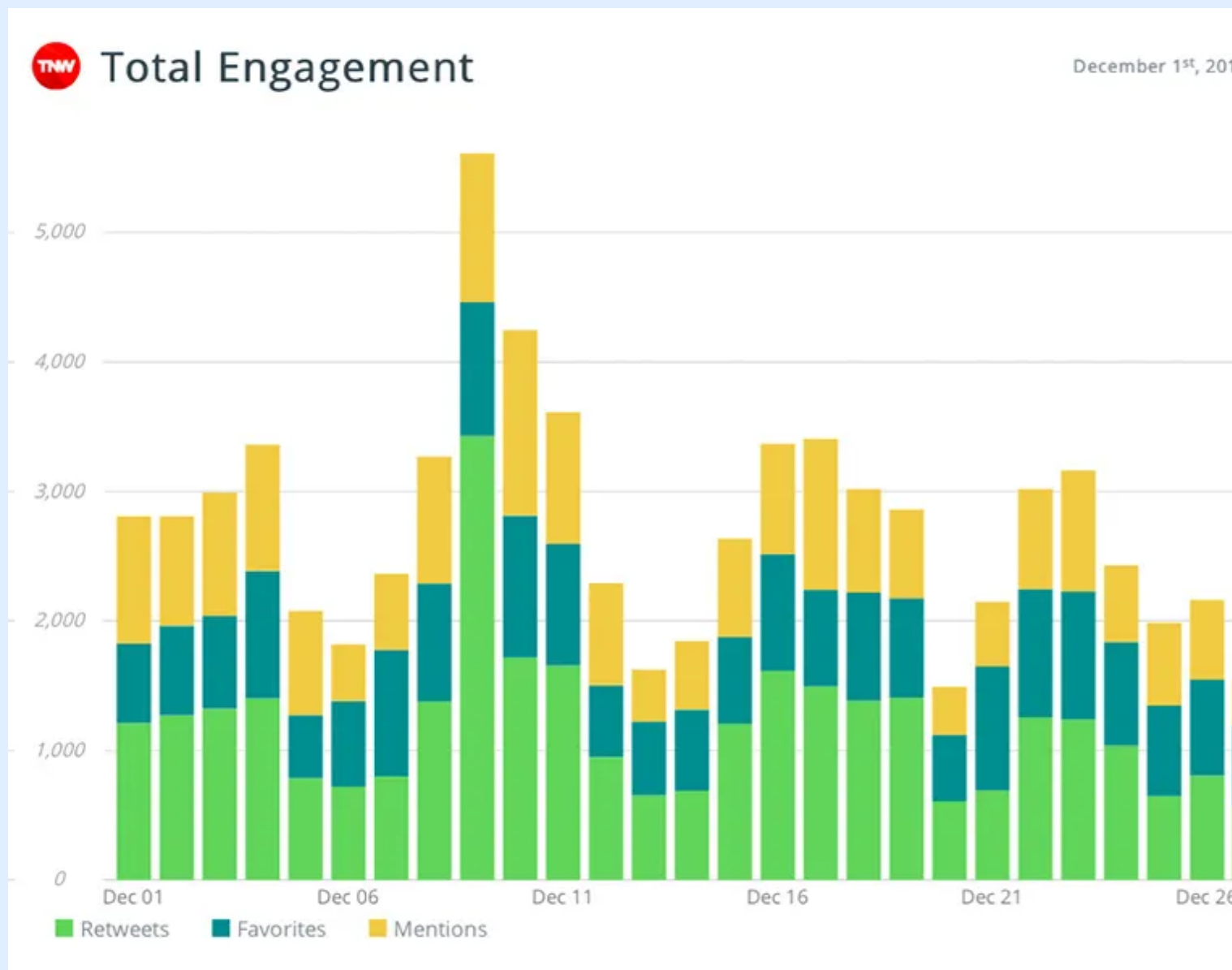
## Twitter Analytics

The Twitter Analytics page can be accessed free by any Twitter account owner. It gives you access to analytics about your followers, tweets, clicks, engagement rate and more. The platform also allows you to see how users react to your tweets. To access this valuable data, you need to log in to **www.analytics.twitter.com** using your Twitter account. If your Twitter page is more than 2 weeks old, you will be able to view the full range of analytical data instantly. Twitter shows you statistics for a 28-day period: you will see how many people have seen your posts, how many have read them along with other useful facts and figures.

## Top Third-Party Services for Twitter Analytics

Of course, Twitter Analytics alone isn't enough for a thorough analysis. You also can use third-party platforms to measure the efficiency of your digital strategy. Here are some of our favourite online tools:

- **<https://twittercounter.com/>**: A platform with user-friendly flowcharts and detailed information on audience engagement. It displays info including average number of tweets, most popular retweets and what time is best for posting, which makes it a great tool for anyone in need of basic statistics.



Twittercounter.com: Total Engagement

- **<http://keyhole.co/>:** Once you've learned how your Twitter account is performing, it's time to find the most popular topics, words, hashtags and links that you will use to create relevant content that appeals to users. **Keyhole.co** will help you in this task. The tool provides flowcharts and diagrams that are easy to understand for even the least experienced user.

[Save Sample & Continue](#)
[Advanced Options](#)


178

POSTS



395,094

REACH



129

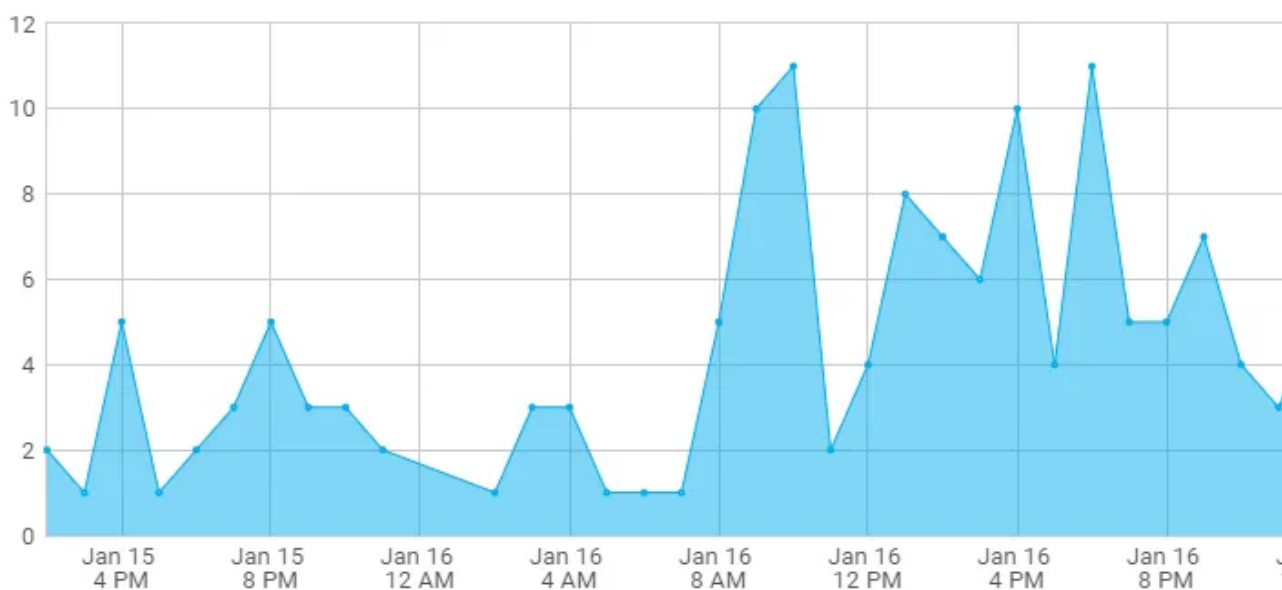
USERS



623,456

IMPRESSIONS

## Timeline

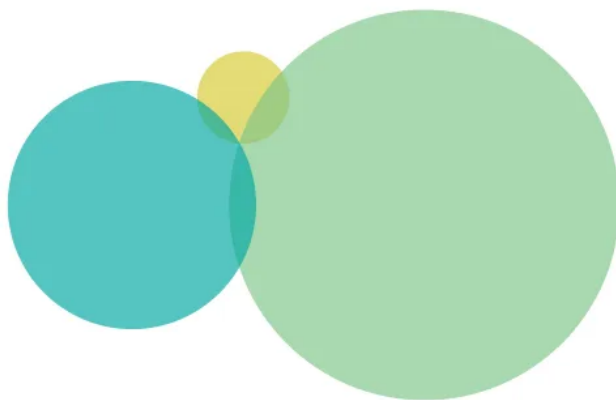


Keyhole.co real-time Twitter tracker

- <https://moz.com/followerwonk>: While the aforementioned services give you basic information on your Twitter account and social network trends, Moz is an advanced tool indispensable for anyone who wants to develop a powerful social network strategy based on detailed information about the competition and audience preferences. Followerwonk by Moz allows you to use an advanced search tool for any profile data, compare the audiences of any selected users to find overlaps, break down your followers based on different filters and view interactive charts of tweet performance. With Moz, you will learn everything you need to outstrip your competitors and harness the most active audience interested in your product.

## Comparison of users Google & Yahoo & Bing follow

This cached report will expire soon.



450 users followed by Google  
8,085 users followed by Yahoo  
3,025 users followed by Bing

followed only by Google » 340  
followed only by Yahoo » 7,975  
followed only by Bing » 2,886  
followed only by Google & Yahoo » 73  
followed only by Google & Bing » 10  
followed only by Yahoo & Bing » 102  
followed by all three » 27

combined total friends 11,413

Google	Yahoo	Bing
 Social Authority: 76 Followers: 16,814,661 Days on: 2,897 Retweets: 0.0% @Contacts: 96.0% URL: 71.5% tweets:	 Social Authority: 78 Followers: 1,481,290 Days on: 2,916 Retweets: 24.0% @Contacts: 0.0% URL: 76.0% tweets:	 Social Authority: 76 Followers: 697,914 Days on: 3,161 Retweets: 1.0% @Contacts: 92.0% URL: 35.0% tweets:

## Moz's Followerwonk: comparison of Google, Yahoo and Bing audiences

- app.buzzsumo.com/research/most-shared:** Now that you know when to post your tweets, which topics to cover and whom to follow, you need to increase your visibility and get your account noticed by as many Twitter users as possible. App.buzzsumo.com gives you this opportunity. The tool can find key influencers in any industry by topic or username and monitor mentions of your brand.

Filter by Type:

- ☒ Bloggers
- ☒ Influencers
- ☒ Companies
- ☒ Journalists
- ☒ Regular People

Active Influencers

Ignore Broadcasters

Location:

E.g city or country

Filter

Reset Filters




IOS app development

Q Search!

Export

Sort by: Relevancy

Advanced Search Options All Links Shared Save Search

	PAGE AUTHORITY	DOMAIN AUTHORITY	FOLLOWERS	RETWEET RATIO	REPLY RATIO
<div>  <div> <b>148Apps</b> @148apps            148apps.com            we talk about casual mobile games and all sorts of <b>apps</b>. we know our stuff. check us out at <a href="https://t.co/3qbzrwkxy">https://t.co/3qbzrwkxy</a>            Company         </div> </div> <div> <p>Follow</p> <p>View Links Shared</p> <p>Save Influencer</p> </div>	61	59	50.6K	5%	1%
<div>  <div> <b>Cocoa Controls</b> @cocoacontrols            cocoacontrols.com            custom ui component database for <b>ios</b> and mac os x. created by @aaronbrethorst.            Blogger         </div> </div> <div> <p>Follow</p> <p>View Links Shared</p> <p>Save Influencer</p> </div>	54	48	13.3K	2%	1%
<div>  <div> <b>Aaron Hillegass</b> @aaronhillegass            bignerdranch.com            author of books on cocoa, <b>ios</b>, and objective-c. founder of big nerd ranch, inc.            Blogger Influencer         </div> </div> <div> <p>Follow</p> <p>View Links Shared</p> <p>Save Influencer</p> </div>	65	58	19.2K	15%	64%



*App.buzzsumo.com: key influencers in iOS app development*

Utilising these online instruments, you will be able to create a full-fledged strategy in just four steps:

- Evaluate your performance;
- Analyse your competitors;
- Involve the key influencers;
- Post content that creates buzz.

Twitter web analysis tools give you access to interesting facts about your audience as well as valuable data that can help you optimise your social network strategy. If you feel that none of these services provide the functionality you need, there is always the option of creating a custom tool that will incorporate all the filters and metrics you want to use. Magora's experts are ready and waiting to advise and consult on bespoke analytics solutions.