

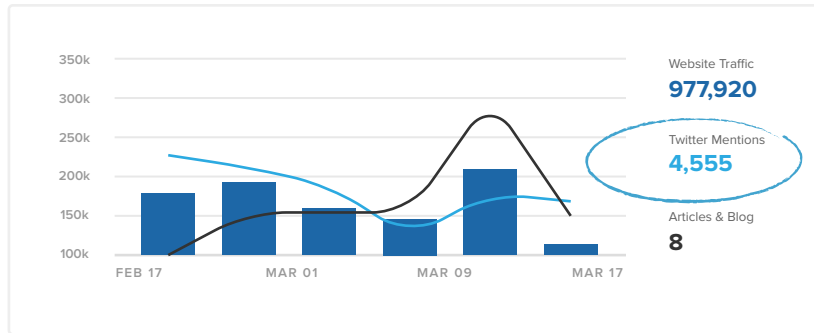


GETTING STARTED WITH THE

GOOGLE ANALYTICS REPORT

View website traffic from a social lens for deeper
insight on messages that drive acquisition.

WEBSITE VS. SOCIAL REPORT From Feb 17 to Mar 17



Compare traffic driven by social and organic traffic.

Twitter Mentions only include Tweets with a link to your site.

A chronological list of all your sent messages with a link to your site.

See what other sites are sending referral traffic!

ALL POSTS
MY POSTS
WEB

MySproutCoffee
Bring a buddy and get 10% off both your coffees bit.ly/aFSD83
(Tweet) by Darryl V. Mar 29 at 10:29 am

MySproutCoffee
@JohnMayer will be playing out our SF coffee house bit.ly/aFSD83
(Tweet) by Darryl V. Mar 28 at 6:29 pm

MySproutCoffee
It's sale time! All mugs and travel cups on sale now bit.ly/aFSD83
(Tweet) by Sarah M. Mar 28 at 1:15 pm

MySproutCoffee
Interested in learning about our CEO? Read this: bit.ly/ASFD89
(Tweet) by Darryl V. Mar 27 at 10:29 am

MySproutCoffee
2 for on pastries all this week at your local Sprout bit.ly/ASFD89
(Tweet) by Darryl V. Mar 26 at 5:45 pm

MySproutCoffee
We just opened a store in London. Check it out bit.ly/ASFD89
(Tweet) by Sarah M. Mar 26 at 8:29 am

MySproutCoffee
Tea Tuesdays are back! Buy a tea and get 10% off bit.ly/ASFD89
(Tweet) by Darryl V. Mar 25 at 10:29 am

MySproutCoffee
Stop by after 2pm and get 15% off your coffee bit.ly/ASFD89
(Tweet) by Darryl V. Mar 24 at 4:57 pm

MySproutCoffee
Interested in helping your community? We can help bit.ly/asf6HJK
(Tweet) by Darryl V. Mar 24 at 9:29 am

Social Traffic Sources

- Facebook 11,386
- Twitter 11,287
- Others 5,363
- YouTube 463
- Blogs 149
- Q&A Sites 140
- Yelp 134

See which of your networks bring in the most clicks.

Refers to LinkedIn, Foursquare, reddit, Digg and more.