

# Benchmarking of International Social Media Platforms

Partner up with Psyma’s digital experts and gain user-driven insights for targeted optimization of your social media activities!

- ✓ Understand your audience
- ✓ Best Practices & Benchmarks
- ✓ Any social platform
- ✓ Create relevance, increase conversion



## Independent expertise

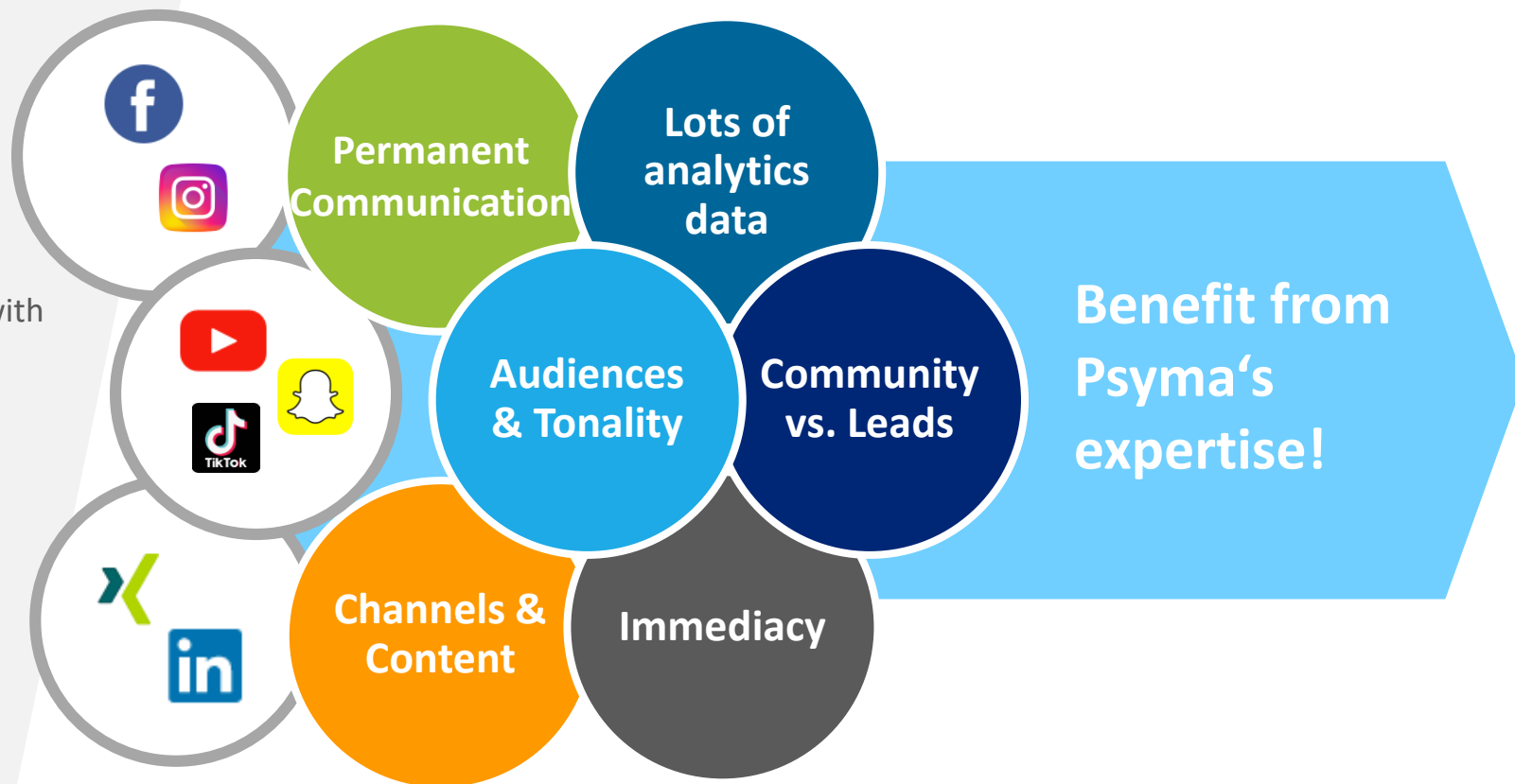
Unbiased results with a fresh look at challenges at hand

## User centered approach

Sampling of social media fans / followers with specific needs for content & presentation

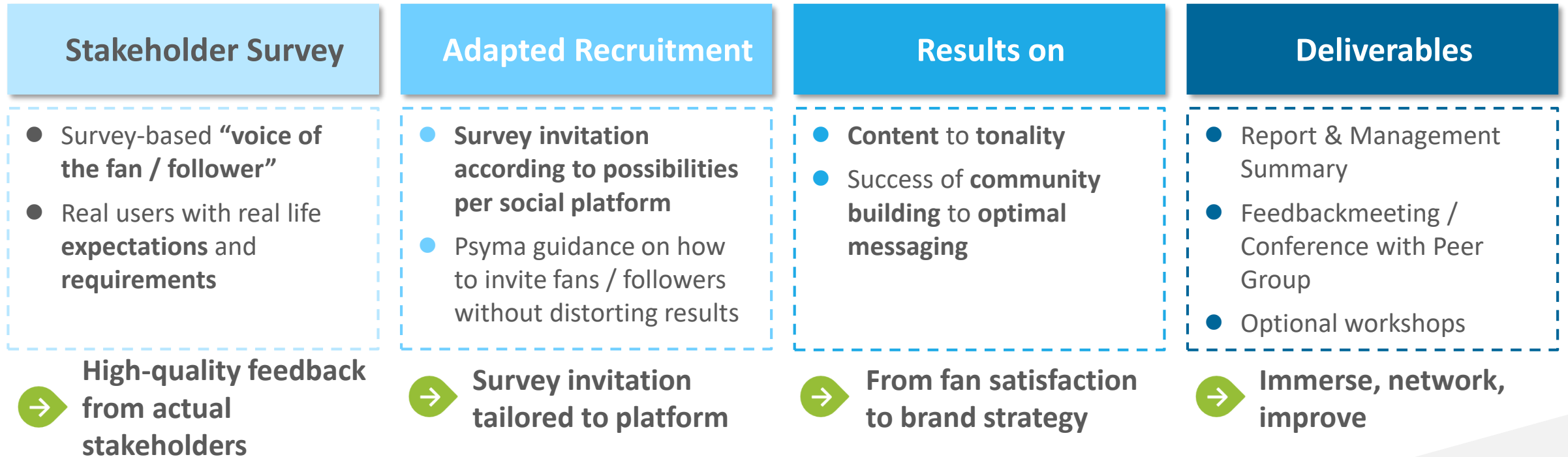
## Proven concept

Actionable insights through solid KPIs covering user requirements & satisfaction



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## Fan-/Follower-insights paired with Psyma's Digital Expertise



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