




# 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

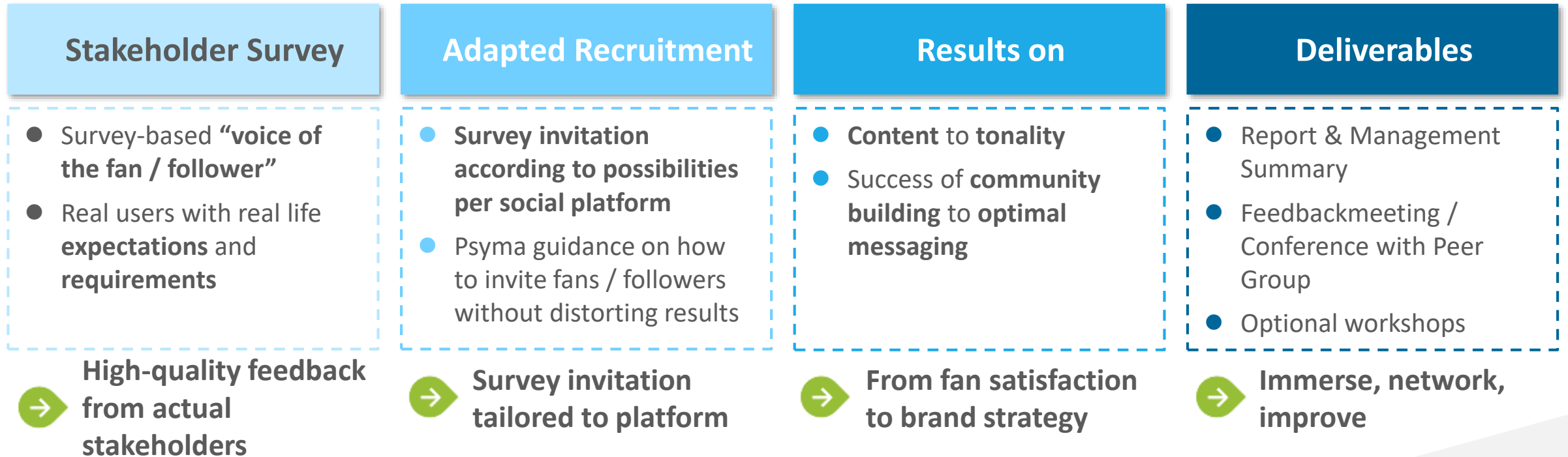
 **User centered approach**  
Sampling of social media fans / followers with specific needs for content & presentation

 **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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