



Confidential 02

Social media tracking app

Web app UI & UX and markup

This is another web app developed at Softtek, and again due to privacy policies, the name of the app is not provided and the sensitive information is censored.

The screens are the redesign of a previous platform in order to improve the usability of it as well as to give it a new look and feel, it is according to the material design style requested by the client

Sep 1, '13 to Nov 27, '13 Campaigns Channels Businesses Regions Specials

+ Add Campaign

Customer Focus November	Interest				Engagement				Action
Content Posts Total	Page Views	Unique Pa...	Unique Vis...	Bounce Ra...	Comments			Likes	
	64	52	49	0	10			10	
Internal Comm COE Metrics & ... 11/25/13	Page Views	Unique Pa...	Unique Vis...	Bounce Ra...	Comments			Likes	
	17	17	9	0	4			3	
Branding Your Communicatio... 11/26/13	Page Views	Unique Pa...	Unique Vis...	Bounce Ra...	Comments			Likes	
	47	35	40	0	6			7	
Twitter Posts Total					Favorites			Retweets	Replies
					5			22	2
Welcome to the future of #ma... 11/26/13					Favorites			Retweets	Replies
					4			15	1
Have a question about Advan... 11/26/13					Favorites			Retweets	Replies
					1			7	1
All Links Total	Page Views	Unique Pa...	Unique Vis...	Bounce Ra...					
	3.4M	2.8M	1M	24					
Careers	Page Views	Unique Pa...	Unique Vis...	Bounce Ra...					
	3.4M	2.8M	1M	24					

+ Add Content Filter: Show all Share Go to Dashboard

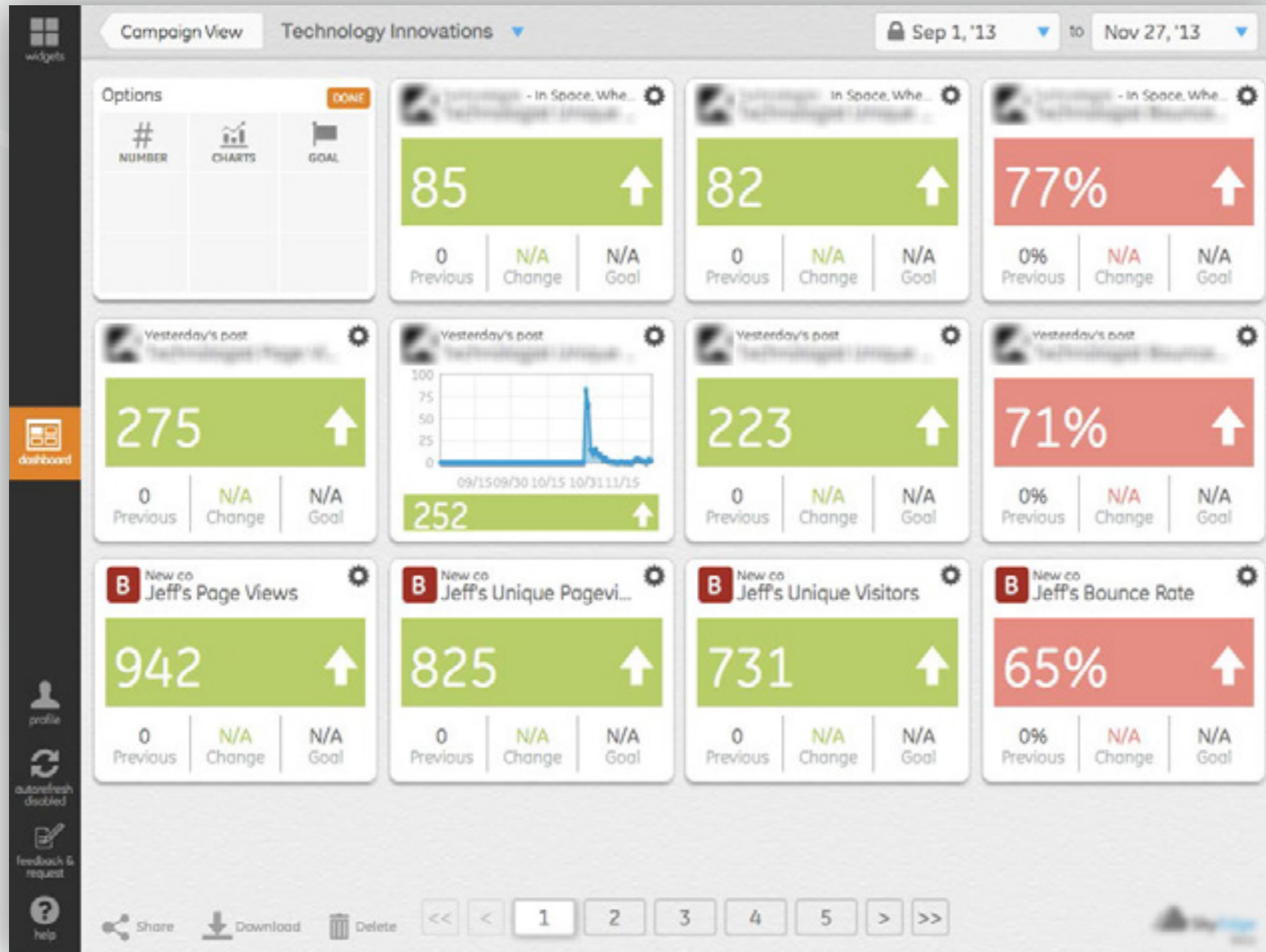
Tagged to: All Businesses

profile
autorefresh disabled
feedback & request
help

Main screen

UI & UX design

Markup (HTML + CSS)



Dashboard

UI&UX design

Markup (HTML + CSS)