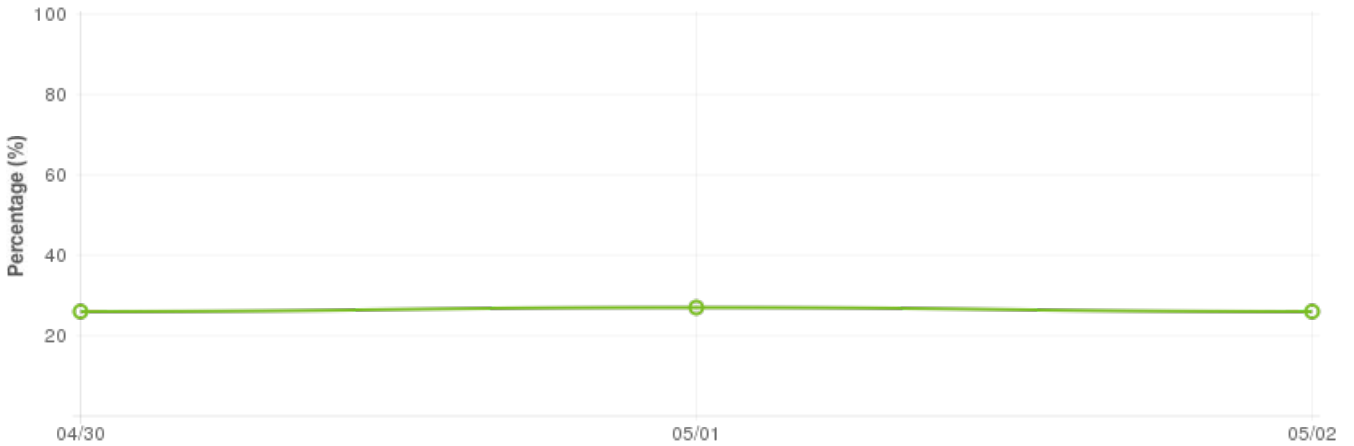


Reach

Reach measures the range of influence of your brand. To get this percentage, we look at the number of unique authors and divide that number by the total results.



Repeat

Repeat measures the likelihood that consumers who are talking about your brand (good or bad) will do so repeatedly.



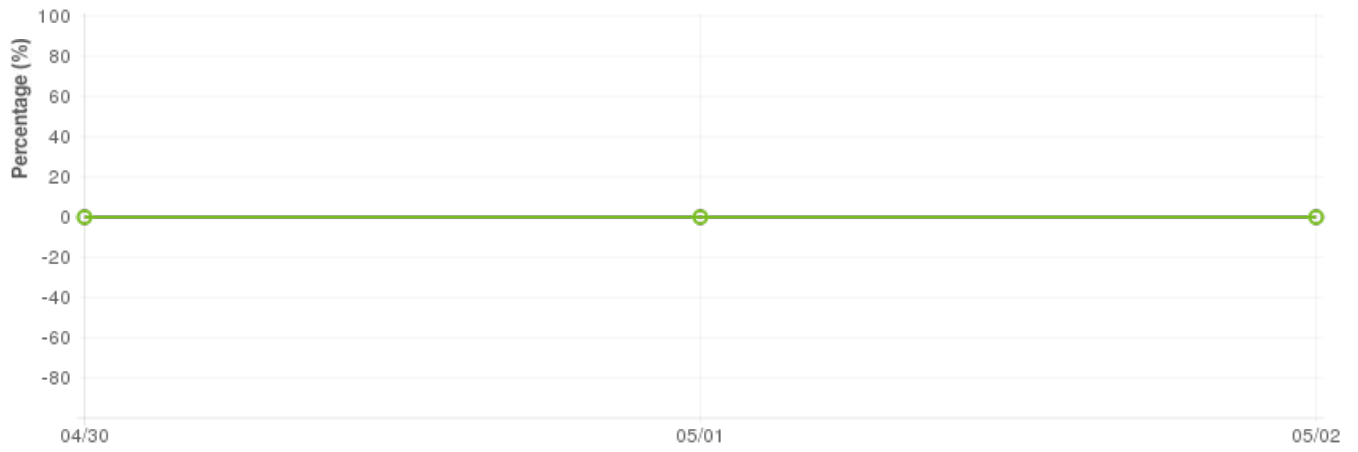
Strength

Strength measures the likelihood that your brand is being discussed in social media. We calculate this by taking mentions within the last 24-hours and dividing by possible reports.



Perception

Perception is the ratio of reports that are generally positive to those that are generally negative.



Top Keywords

coachella	1513
2012	255
2014	248
2010	207
flag	198
saved	151
delicious	151
link	150
jpgcoachella	88
music	51
valley	50

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Top Users

weepingelvis	132
therealkrisantidel	84
coachella	56
henderer	32
methodman13	21
dijonadienunca	18
mle spinosa blog	13
diego figueroa - tresrolas.com	12
jeancarloom	12
theneverendingrory	10
pancakestacker	8

Top Sources

photobucket	300
delicious	150
flickr	150
youtube	150
answers_wiki	142
facebook	73
topix	60
wordpress	30
ask	29