

# Brand Manager

Functionality

Omnibox

Account

Reports & Analytics

Support



# Omnibox

## Brand Manager

- Can directly respond to the mention in Omnibox
- Assign or Approve workflow:
  - a. Approve mention assigned to Brand Manager
  - b. Comment on mention assigned to Brand Manager
- Assign FYI workflow or an email a specific mention to the following roles:
  1. Back Office User
  2. Super Admin
  3. Marketing User
  4. Agency Manager
  5. Agent
- You can set the status of the mention
- You can tag the mention basis customizable tags
- You can set the sentiment of that mention
- You can see chat history
- You can see related post
- You can see post traction
- In Omnibox you also be able to see the following details with respect to the mention
  - Date & time
  - Unique mention ID
  - Social profile name of the sender
  - Status in life cycle with color coding



# Account

## Brand Manager

- **View Pack info** - View the balance number of mentions available and the date the subscription expires



# Reports & Analytics

## Brand Manager

- Access to the the Analytics section organized by
  - Brand (aggregate across all social media channels added for that brand)
  - Facebook
  - Instagram
  - Twitter
  - YouTube
  - LinkedIn
  - Team
  - Sentiment
  - Email



# Support

## Brand Manager

Access our Support 24x7x365

- Email
- Chat
- Zoom Calls
- WhatsApp
- Raising Tickets to support team

