



GETTING STARTED WITH

Twitter Bot Engagement

Analyze Twitter bot engagement and performance metrics to validate your strategy and identify opportunities to enhance workflows.



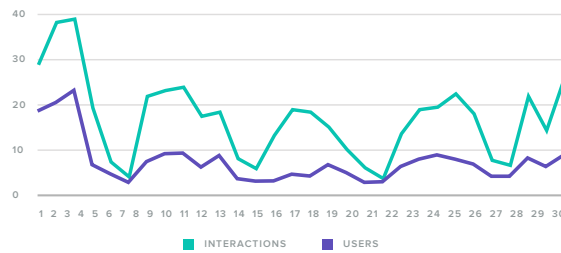
sproutsocial

Twitter Bots

Analyze Twitter bots data at a granular level for deeper insights.

Interactions

INTERACTIONS BY DAY

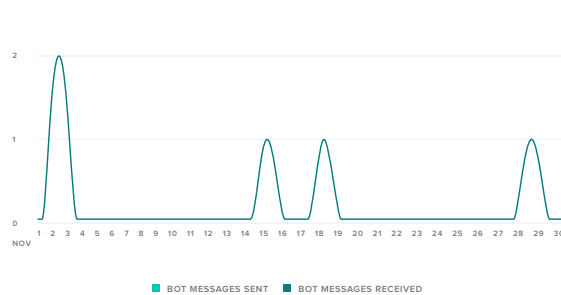


| | |
|--------------------|-----|
| Total Interactions | 994 |
| Unique Users | 156 |

The number of users increased by
▲ 1.8%
since previous month

Bot Message Volumes

SENT MESSAGES BY DAY



| Sent Messages | Totals |
|------------------|--------|
| Bot Message Sent | 10 |
| Welcome Messages | 5 |
| Auto Responses | 5 |

The number of users increased by
▲ 1.8%
since previous month

| Sent Messages | Totals |
|-----------------------|--------|
| All Received Messages | 20 |
| Quick Replies Clicked | 10 |
| Restart Command | 10 |

The number of users increased by
▲ 25.0%
since previous month

Bot Message Volumes

SENT MESSAGES BY DAY

| | |
|-----------------------------|---|
| I'd like to buy beans! | 2 |
| Dark Roast | 1 |
| Blends | 1 |
| Tea | 1 |
| My order was damaged. | 0 |
| My order was wrong. | 0 |
| My promo code didn't apply. | 0 |

DATE RANGE

Last Month | This Month | Last Week | This Week

12/01/2017 — 12/11/2017

CHOOSE PROFILES



Twitter

PROFILES

- ☐ Sprout Coffee Co.
- ☒ Sprout Coffee Chicago
- ☐ Sprout Coffee SF
- ☐ Sprout Coffee NYC
- ☐ Sprout Coffee Boston

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EXPORT

Determine peak usage or trends over time and plan for spikes accordingly.

Measure the breakdown of received messages - Quick Replies vs. Restart Commands vs. Restart Button Clicks to uncover gaps in bot workflow.

Track how often users are restarting conversations with your chatbot.

Maintain visibility on bot activity by sending or scheduling PDFs of report data to stakeholders.

Start to discern how share increases or decreases over time.

Understand which topics and content drive the most engagement for bot conversations through Quick Reply performance analysis.