

Hootsuite Impact

One command center for your paid and organic social



Hootsuite Impact gives you one view of your paid and organic content so you can easily control your ad spend, make better informed decisions, and compare results.

Without a central way to manage all your social activity, it's difficult to make informed decisions about how to optimize your ads.

With Hootsuite Impact, you can manage all your organic and paid social media under one roof. You'll save money by making smarter, more data-driven decisions.

- **View your social content regardless of channel**
With leading social network coverage, you can analyze your organic and paid content across all major social channels.
- **Quickly and easily browse content**
View a stream of your posts and ads to understand what's performing best and why. You can filter ads according to tags to compare ad performance.
- **Get more control over your paid spend**
Hootsuite Impact creates a custom ROI formula for all your social activity, so you can invest your time and resources into the right programs.

To arrange a demo of Hootsuite Impact, contact your Customer Success Manager or our sales team at sales@hootsuite.com.