Facebook Analytics Tools: 7 Alternatives to Facebook Insights

Author: Ian Cleary | Updated: May 16, 2016 13

Are you monitoring your Facebook page activity regularly to assess and improve performance? Facebook Insights provides some good analytics, but there are also some very useful 3rd party **Facebook analytics tools** that go beyond Facebook Insights.

The amount of people you reach through your Facebook page is continuously decreasing so you need to consider every option to make sure that you reach more people than your competitors. There are also some tools that provide analytics as part of a management platform which overall has better functionality than using Facebook directly.

This article is a summary of a detailed guide we have written which gives an independent review of 9 of these tools. So here are 9 Facebook analytics tools that are worth considering.

1. Agorapulse

Agorapulse provides a full management tool for Facebook analytcs which also includes CRM and Facebook applications. If you want one tool to use for Facebook management, apps and analytics consider Agorapulse. Here are some of the features for the analytics component:

- Page and timeline level analytics overview and more detailed reports. Graphs display breakdown of paid, organic and viral reach.
- Agorapulse Barometer – Free access to 8 competitive analysis statistics which compares performance of your page against other pages of a similar size to yours that also ran the barometer.
- Useful analytics related to moderation of posts and content. As moderation of content happens through Agorapulse they can report on this, for example, average time to respond to comments. Very useful for community managers and agencies.
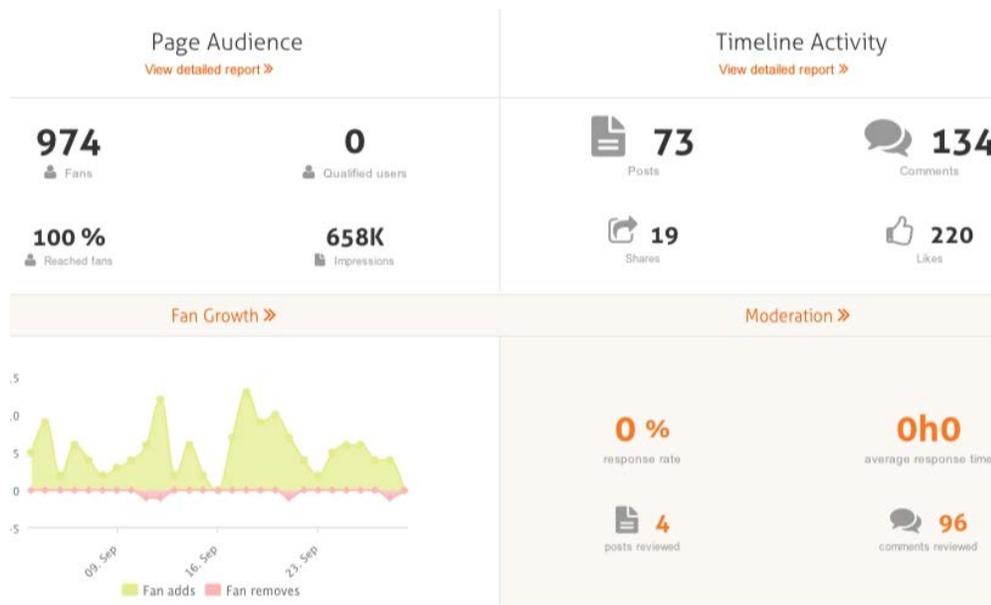
Example of the dashboard provided by Agorapulse analytics

2. Komfo

[Komfo](#) provide a full social media marketing suite (including a suite of Facebook apps) with **social media analytics** as part of this. The company is headquartered in Copenhagen, Denmark but have a global team of 60+ social media marketing specialists. Komfo work with 350+ of the Nordic region's largest companies and partner with 100+ of the leading social networks, agencies and software providers. Here are feature highlights for the analytics component:

- Post analytics on individual posts with categorization provided to allow you to clearly identify posts that were viral, spammy, engaging or penetrating.
- Shows performance for the last 30 days for up to 100 posts for the free version of the tool. This limit does not apply if you have a subscription to Komfo's social media marketing suite
- ROI calculation and display in graph format split up into paid, organic and viral.
- Fan activity and influencer leaderboard
- Useful and simple competitor comparison chart with proprietary scoring which makes it easy to rate.

SPAM You have posted some content that is considered spammy by your fans. This often happens if messages are too commercial or don't seem related to your brand. Be careful - this could affect your reach.

20.97%
Fan Penetration
↑ 27.87%

0.13x
Viral Amplification
↑ 62.50%

3.56%
CTR Average
↑ 7.88%

search post

Date	Post	Fan Pntr	Viral Amp	CTR	Spam Sc	Stories	Reach
2 Sep 13	Google Keyword Planner: The Ultimate Guide	21.08 %	0.03 x	2.46 %	0.00 %	0	216
30 Aug 13	VIRAL When you say you love a post, is this what you ma...	21.08 %	1.79 x	9.87 %	0.00 %	15	505
30 Aug 13	What wordpress plugin is hot on your list? http://www.jeffbu...	18.65 %	0.00 x	2.94 %	0.00 %	0	193
30 Aug 13	LAST DAY for 50% discount off Social Media Examiner onlin...	17.11 %	0.08 x	2.48 %	0.00 %	7	1,980
28 Aug 13	I'm a bit of ...	25.83 %	0.18 x	6.90 %	2.38 %	20	320
28 Aug 13	What's the best book you have read recently? (it doesn't ha...	29.14 %	0.01 x	4.11 %	0.00 %	5	302

Overview screen for Komfo

3. Postacumen

PostAcumen (from the founders of EdgeRank Checker) aims to examine the "why" and the "how" of competitive social analytics. They don't believe in showing changes in baseline metrics, but instead want to determine why these changes happened and what you can do to take advantage of them. Here are just some of the features they provide:

- Detailed competitive analysis which give good actionable insights.
- Monocle real-time viewer – If you are really active on your Facebook page you can monitor real-time the activity.
- A great feature is the analysis of photos where photos shared on a page are displayed in a visual with the most popular ones appearing on the top of the page.
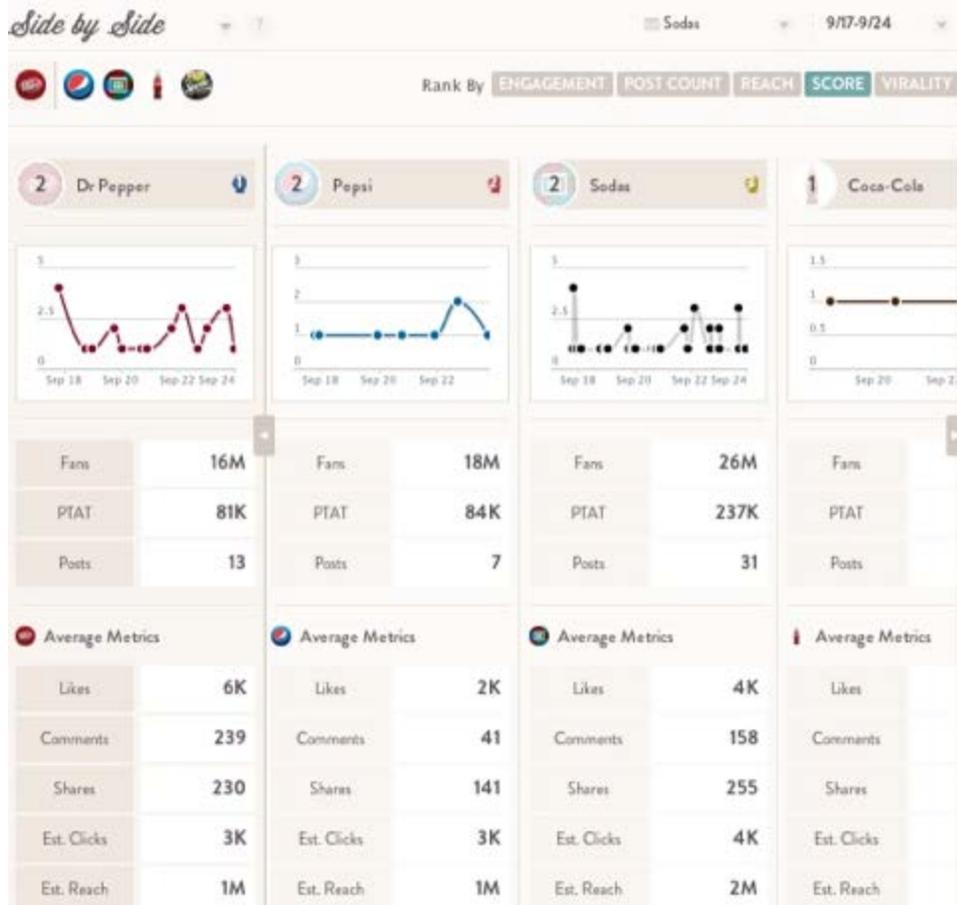
Competitive analysis reports

4. Quintly

Quintly helps to track, analyze and benchmark Facebook, Twitter, YouTube, Google+, LinkedIn and Instagram profiles.

- Market Benchmarking – Benchmark your page against competitors to compare performance.
- Customizable Dashboards – Set up customizable dashboards to monitor key metrics for you or your competitors. The dashboards can be converted to PDF's.
- Automatic Reporting – Based on your dashboards you can set up automatic reports to be sent to relevant people within your organization.
- Facebook Insights Integration – You can import all your Facebook analytics data to the tool.
- Mission control – This is a live dashboard where you can monitor changes live up on the wall.
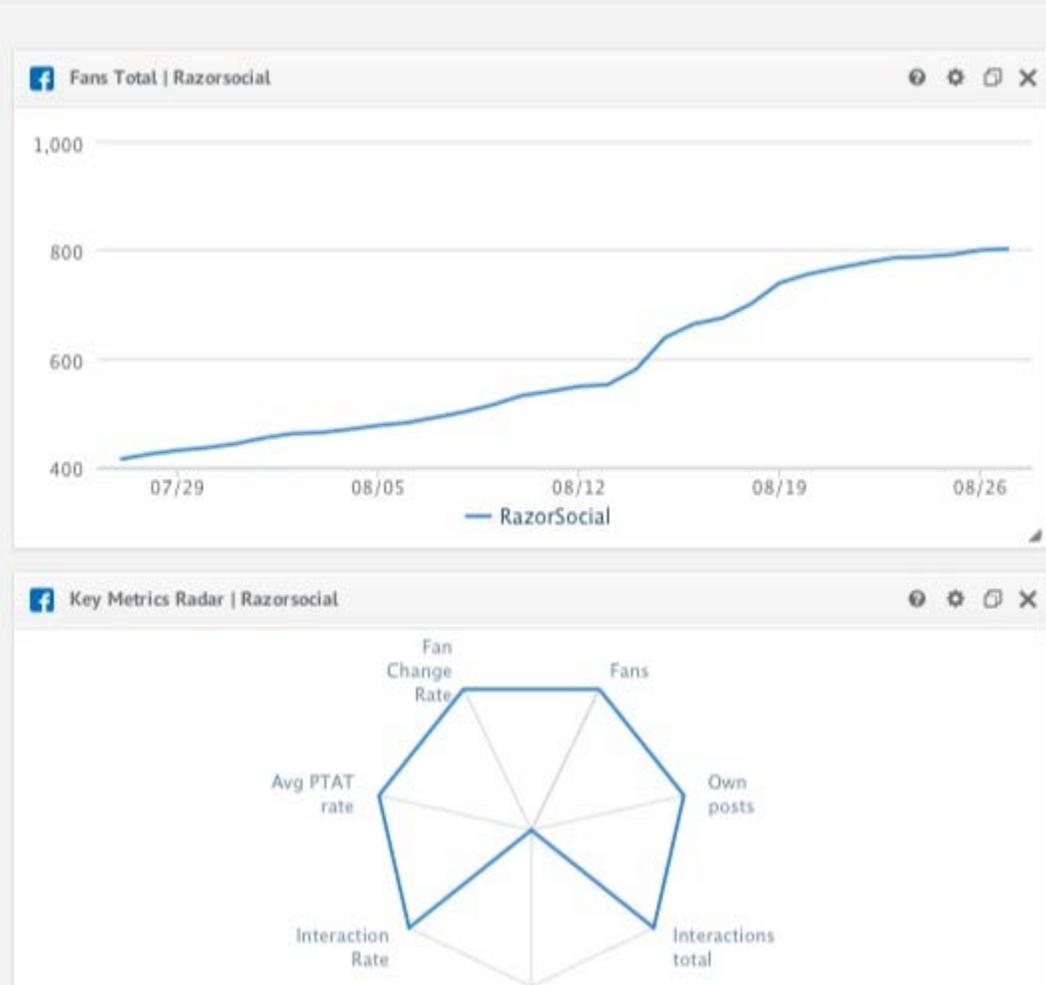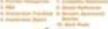
An example of the quintly widgets

5. Scoreboard Social

Scoreboard Social provides simplified competitive and benchmark reporting for Facebook, Twitter and Instagram.

- PDF reporting to your inbox – Get a weekly PDF which outlines the performance of your own, and/or your competitor's pages.
- Create multiple watchlists – A watchlist is a collection of pages. You can create multiple watchlists based on different categories of pages you are targeting. You can also have the same page in multiple watchlists.
- View snapshot of performance – Based on the competitors in your watchlist you can view a quick overview of the top 2 posts for your competitor over the last 24 or 72 hours.
- Create watchlists to track your page or your competitors

Top 2 Posts From Each Page

Post		Likes	Comments	Shares	Engagement
TIPS & TRICKS	Facebook recently gave four tips to help you create quality content and help you get out into the news feed. #1: Make your post timely and relevant. ... (more)	57	22	17	**0.22 %**
	HubSpot now has 160 more stock images you can download for free. Check them out! (more)	56	10	13	**0.18 %**
	If you've started updating images in old blog posts to optimize for the new BIG thumbnail size, you've likely encountered a problem. Here's the solutio... (more)	12	9	1	**0.12 %**
	How many of these are you using? (more)	13	3	1	**0.09 %**

Scoreboard social tracks the top performing posts for your competitors

6. Socialbakers

Socialbakers provide a suite of social media management tools, one of which is an analytics module for Facebook, Twitter, YouTube, VK.com (Russia's #1 social network), and more recently Instagram and LinkedIn.

- Facebook page country breakdown – Overview of country level statistics such as number of Facebook fans
- Industry benchmarking – compare your page by industry and region
- Competitive analysis – compare performance of your page versus other competitor pages
- View key influencers that are interacting on the page.
- Good reporting options, for example, side by side comparison with multiple competitors.

Example report from Socialbakers

7. SumAll

[SumAll](#) is a cross platform analytics tool that works with over 30+ services ranging from Instagram to Paypal. One of the supported platforms is Facebook and through the tool you can view Facebook analytics on it's own or combine this data with data from a variety of other platforms. For example, compare traffic through your website against Facebook analytic data.

- Cross platform analytics – View your Facebook analytics in conjunction with other analytics. This will help you understand the correlation between channels (e.g. does more Facebook interaction lead to website traffic?).
- View side by side analytics with multiple pages
- Adjust date view to whatever date you require
- Can track as many Facebook pages as you want. Really useful for agencies with a large number of clients.

You can view analytics across Facebook and many other platforms

Facebook Analytics Tools Summary

To increase the amount of people that sees and interact with your content on Facebook requires some investigation to previous results and also investigation of your competitors. The above 7 Facebook analytic tools and Facebook management tools help you achieve better performance on Facebook. What Facebook tools do you use for improving performance of your Facebook page?