Adobe expands global capabilities of Adobe Social

Social marketers can now publish to China's largest social network, Sina Weibo, from a single interface in Adobe Social that also supports Facebook, Twitter, LinkedIn, Google+ and YouTube.

This follows the company's expanded global publishing capabilities and additional upgrades to [Adobe Social](#), a key element of [Adobe Marketing Cloud](#).

Several new capabilities, including Sina Weibo publishing, social author attribution and YouTube channel management, are built on tighter integration with Adobe Analytics. Additional new functionality includes tweet delivery by country, a new listening rule builder for advanced searches across all major social networks and thousands of blogs, and enhanced moderation support.

"Expanding the global capabilities ensures that social marketers can reach and engage with the right customers across geographies better," said Bill Ingram, VP of Adobe Social and Adobe Analytics, Adobe. "We are committed to making it easy for marketers to not only interact with a global customer base, but also measure the impact of those interactions to maximise ROI."

In all, 70 new features across six core capabilities were designed to improve marketers' abilities to easily publish, moderate, listen and measure social activity.

Key functionalities

- Sina Weibo publishing and management - Social marketers can now access all Sina Weibo pages within a single tool, enabling text and image publishing, page management, and workflow oversight. In addition, integration with Adobe Analytics ensures that all posts published to Sina Weibo can be measured against brand metrics, such as website visits and conversions.

- Tweet delivery by country - Marketers can now geo-target organic tweets by country, region and city to deliver content that is more relevant to specific regional audiences.

- Social author attribution - Through integration with Adobe Analytics, the enhanced Social Authors Report enables marketers to identify easily the key influencers on Twitter, Pinterest, Tumblr and YouTube who are driving conversions and directly influencing key business metrics.

- YouTube analytics, publishing and channel management - Analytics enhancements enable marketers to customise metadata and track 30 plus metrics at the channel and video level, including channel/video engagement, subscriber metrics, top performing videos, watch-time metrics, referral sources and viewer demographics. Social marketers can also add, remove and reauthorize channels, establish approval workflows and publish videos to managed YouTube channels and playlists.

- Listening rule builder - A new listening rule builder enables marketers and analysts to make advanced queries across all major social networks and thousands of blogs to capture more precise and relevant types of social conversations and reduce unwanted noise.

- Enhanced moderation support - A simplified moderation tool now enables marketers to manage inbound content from all supported social platforms in one cohesive interface. With this newly redesigned tool, marketers can more easily identify, mark and escalate content for responses, and monitor the overall number of queries directed to the

brand on social channels.

The upgraded features of Adobe Social are available immediately. For more information, go to http://adobe.ly/HJdY4I.

For more, visit: https://www.bizcommunity.com