

## Steps for Configuration on QuickMetrix

Below is an example for new configuration (Example taken is Mumbai Airport)

- **Brand name:** Airport Authority of India
- **Keywords (Search keys):**  
If keywords are generic, then enter them in quotes so that exact match is captured. Example "Chhatrapati Shivaji International Airport" and "CSIA"  
If the keywords are not generic and it's limited to brand/company, then enter the keywords separated by comma and space
- Keywords are not case sensitive (Caps or small doesn't matter)
- **Facebook fan pages:** <https://www.facebook.com/CSIAMumbai> (check if link is valid)
- **Twitter handle to be tracked:** @CSIAMumbai (Check if its valid)
- **YouTube channels:** <https://www.youtube.com/user/CSIAMumbai>

(Open the video on YouTube and click on the name to get the correct link

format is - <https://www.youtube.com/channel/UCOTIXrtyRV9Js0nh3pWZ1qQ>)

- **Instagram:** <https://www.instagram.com/csiamumbai/> (Remove the slash from last)
- **LinkedIn:** format is <https://www.linkedin.com/company/6822379> (only company page can be configured)
- **Regions:** Select All regions/India
- **Twitter Policies for configuration (keywords): -**
  - a. If selected 'All region' - keywords data will be captured across the world
  - b. If selected particular region then keyword tracking will be specific only to that region (Example - if 'India' is selected, then keyword data will be fetched only from India)

Note: - On selecting a particular region as location. Tweets of the Users whose Time Zone (location) is blank while creating their Twitter account, might be missed unless they have tagged the brand Twitter handle.

- Set Twitter Historical dates (max. 30 days) if required. Once historical is selected click on get estimate to know the data limit for selected historical period.
- **Exclude Keywords:** - Any specific exclusion in the data collection. Eg: - "Stock price", "Share news". To exclude Retweet add – is:retweet

*Note:- Don't use "#" and spaces while adding Exclude keywords*

## Steps for Configuration on QuickMetrix

Add Brand
×

Brand Name\*

Website Url

Facebook Fanpage

Twitter Account

Youtube Channel

Instagram ID

Linkedin Company ID

Search Keywords (type and press enter)

"Airport Authority of India" ×
#AAI ×

AirportAuthorityofIndia ×

Exclude keywords

Country

Country applies only for twitter source

Get twitter historical

Historical from date

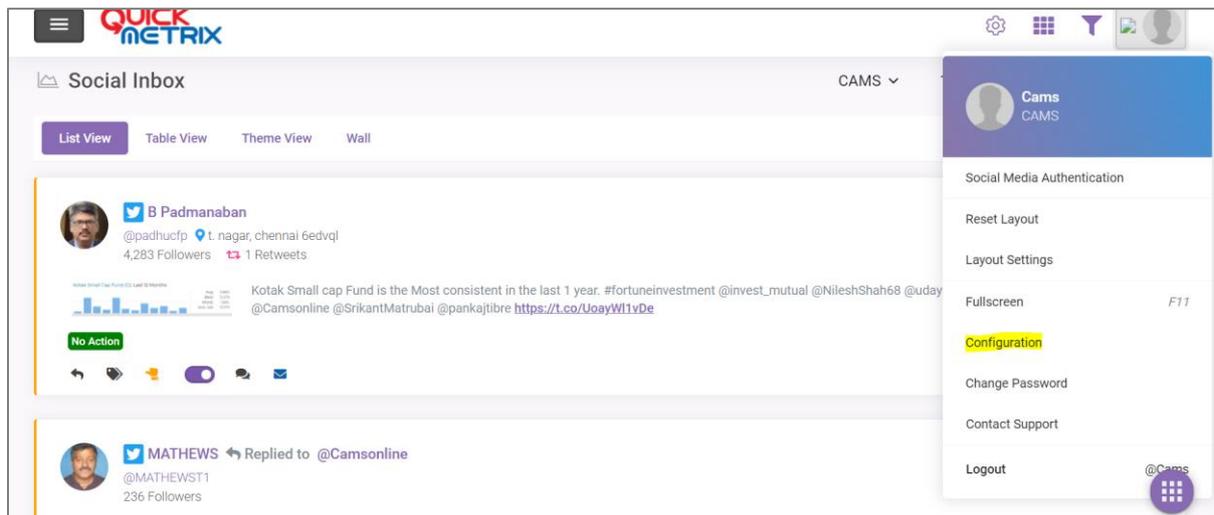
- For more help, move your cursor on the question mark on each field.
- Once all the details are added click on 'Submit' Button.
- The details would be submitted. And a note would be displayed if you want to add another brand, please click on yes if you want to add another brand and repeat the process. Click on 'No' if you don't want to add another brand and logout.
- Once configuration is created, re-login and verify if everything is set right. Login to the page and check from QM.

# Steps for Configuration on QuickMetrix

To Add more Details/ brands in an existing configuration: -

Login using the given Credentials and click on the profile icon at the top right corner: -

Click on the configuration option



A new tab (URL: - <https://admin.quickmetrix.com>) will be opened, click on the plus icon to add more brand

OR

Click on the existing brand and add more details under General & Social by following the above given steps and click update to apply the changes: -

