



CASE STUDY

# Social Media Link Analytics SaaS

Trackable links, traffic intelligence, and campaign performance analytics.

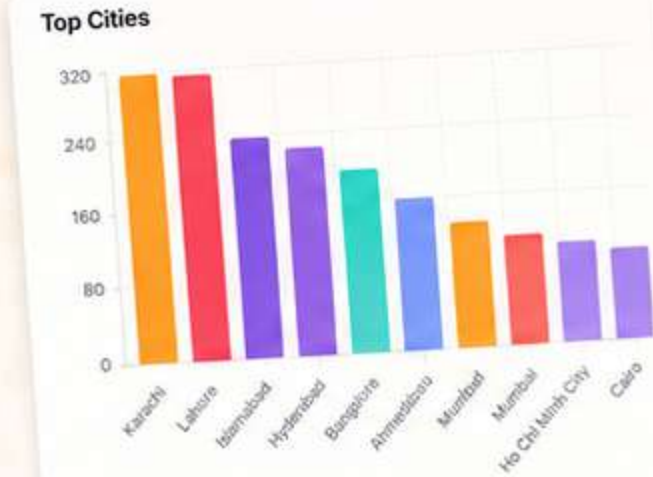
Trackable Link Generation

Cross-Platform Analytics

Growth Insights



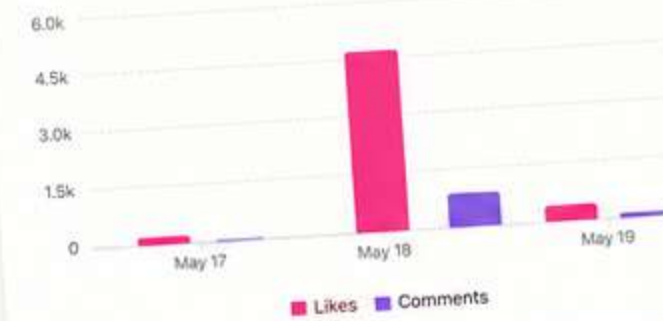
Built end-to-end with Next.js, TypeScript, Firebase, and BigQuery



### Views Dashboard

Track views and engagement for social media posts

#### Recent Engagement Trends



#### Media Mix



Based on last 37 posts 37 analyzed

### Clicks Over Time



### Geographic Distribution



### Your Tracking Links

View and manage all your tracking hashes.

Filters

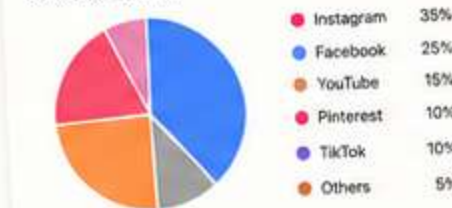
- a1b2c3d4e5  
Instagram • Video • May 18, 2026
- f6g7h8i9j0  
Facebook • Post • May 17, 2026
- K9L0m1N2o3  
YouTube • Video • May 16, 2026

View All Hashes

### Platform Overview

Total Clicks: 25,842 (+312%)  
Platforms: 7 (+75%)  
Accounts: 18 (+300%)  
Countries: 62 (+24%)

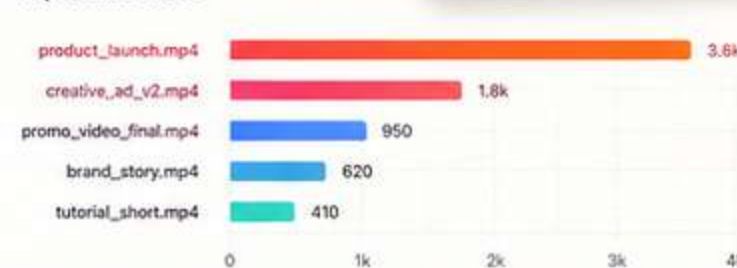
#### Clicks by Platform



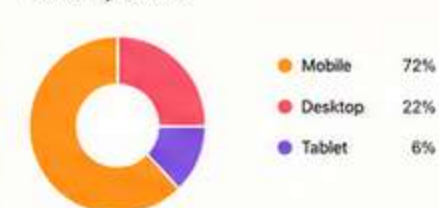
#### Top Countries



### Top Clicked Videos



### Clicks by Device



### Analytics Dashboard

Track and analyze traffic across platforms

Compare Periods

#### Top Changes

Platform	Previous	Current	Change
Instagram	1.2k	4.8k	+300%
facebook	890	2.1k	+136%
youtube	420	1.1k	+162%
pinterest	210	630	+200%
tiktok	120	420	+250%



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Trackable Link Generation

Cross-Platform Analytics

Growth Insights

### Your Tracking Links

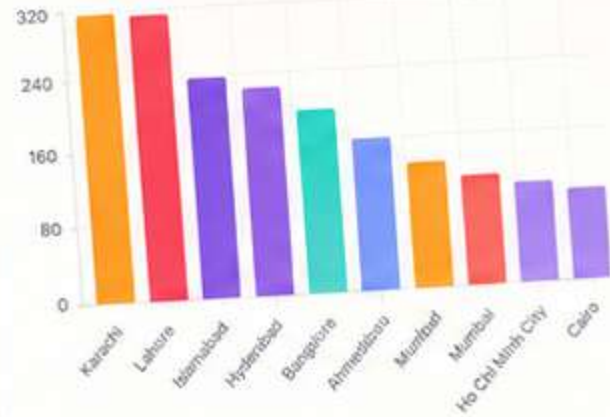
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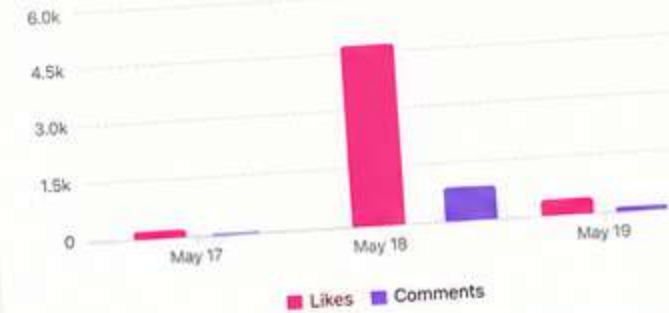
### Top Cities



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#### Media Mix



Based on last 37 posts 37 analyzed

### Clicks Over Time



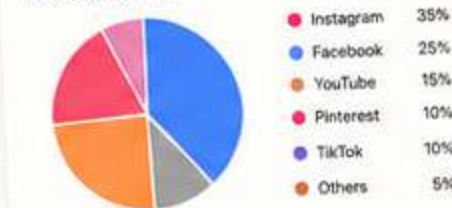
### Geographic Distribution



### Platform Overview



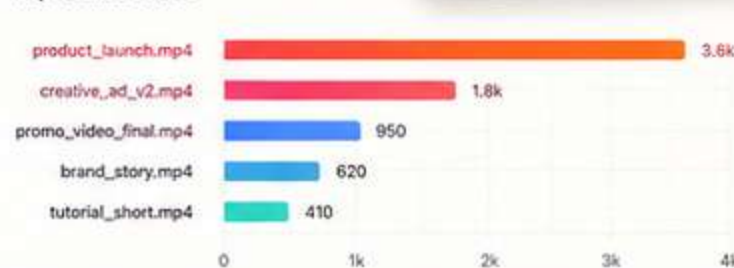
#### Clicks by Platform



#### Top Countries



### Top Clicked Videos



### Clicks by Device



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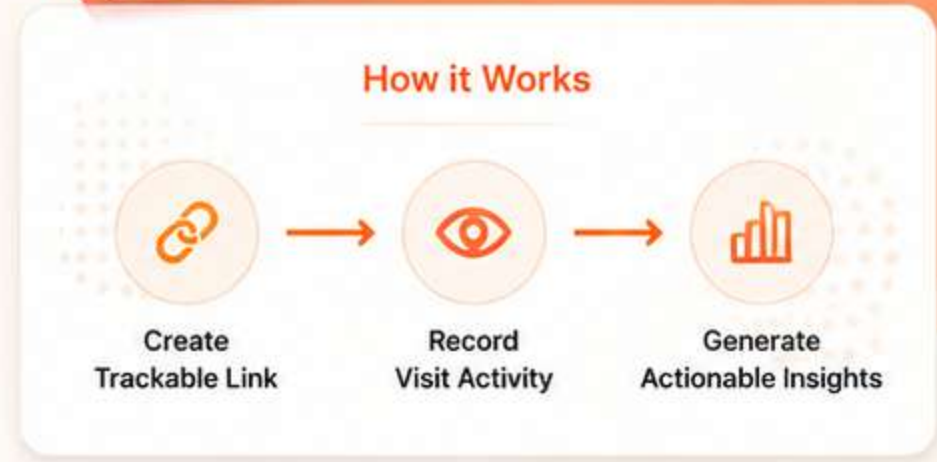
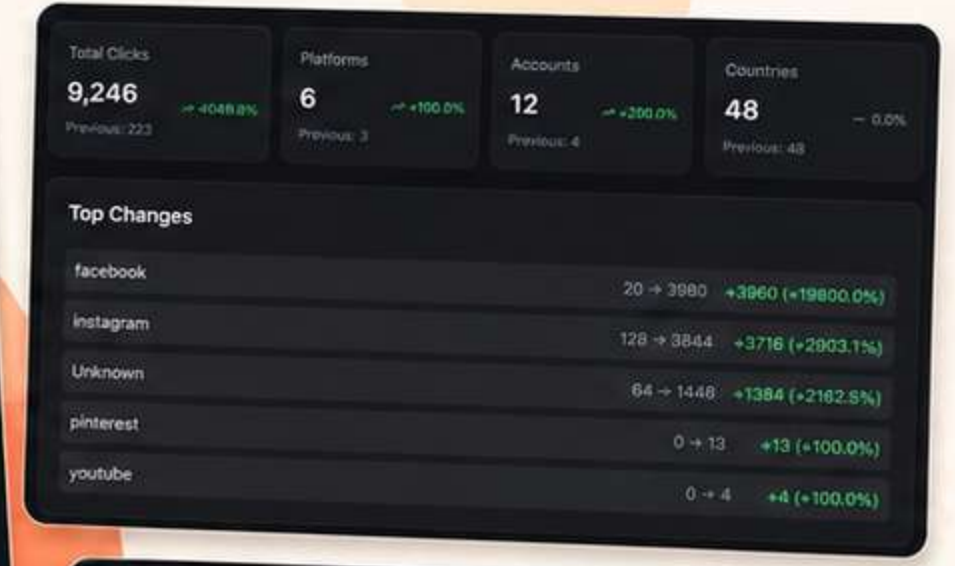


CASE STUDY

# Product Overview

A SaaS platform for tracking social media traffic and link performance.

- What it does**  
Creates trackable links for social media and other channels.
- How it works**  
Records visit activity and turns it into actionable analytics.
- Who it helps**  
Creators, brands, and businesses who want better visibility into traffic sources.
- Why it matters**  
Helps optimize content strategy and improve audience growth.



- Trackable link generation
- Traffic monitoring
- Visitor insight dashboard
- Performance analysis

## ✨ WORKFLOW

# Link Generation & Tracking Workflow

From hash creation to insights—track every click, measure every impact.

1

## Create a trackable hash

Select your platform, account, video, and add campaign or comment details.

**Create New Hash** ✕

<small>Platform Name *</small>	<small>Account Name *</small>
Instagram	demo_brand_ai
<small>Video ID *</small>	<small>Comment Name *</small>
vid-8921	Launch Campaign 🚀
<small>Video Link</small>	
https://youtu.be/abcd1234	
<b>Generate Hash</b>	



2

## Share across channels

Generated links are ready to be placed in posts, bios, or campaigns across your social channels.

**DB Demo Brand AI** @demobrand\_ai

New episode is LIVE! 🚀  
Watch now and let us know what you think.

👉 [youtu.be/abcd1234?hash=7f4a9c1d](https://youtu.be/abcd1234?hash=7f4a9c1d)

#Alltools #Launch

👍 128    💬 24    ➦ Share

Link in bio → [youtu.be/abcd1234?hash=7f4a9c1d](https://youtu.be/abcd1234?hash=7f4a9c1d)



3

## Store and manage links

All your tracking hashes are saved. Search, filter, and revisit anytime.

**Your Tracking Links**

🔍 Filters

Search across all fields...

<small>Platform</small>	<small>Account Name</small>
All Platforms	@demobrand_ai

**7f4a9c1d** Instagram • vid-8921    **Launch Campaign** 🚀  
May 20, 2026 • 4:39 PM

**c2b8e0f0** Facebook • vid-5512    **Product Update**  
May 19, 2026 • 3:12 PM

**b1d9a4e2** Instagram • vid-3301    **Creator Collab**  
May 18, 2026 • 10:05 AM

213 total hashes



4

## Analyze performance

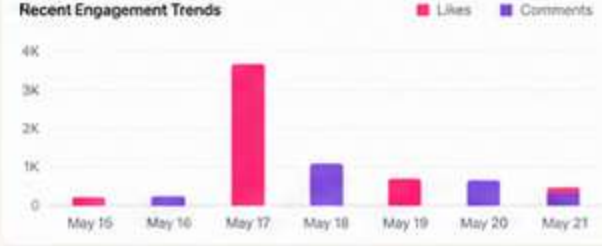
Every click flows into the analytics pipeline—turning engagement into actionable insights.

**Views Dashboard** 🔄 Sync Now

📱 Instagram    📘 Facebook

<small>Total Views</small>	<small>Total Likes</small>
<b>1,341,003</b>	<b>19,025</b>
<small>Total Comments</small>	<small>Avg Likes/Post</small>
<b>9,745</b>	<b>488</b>

**Recent Engagement Trends** 📊 Likes    💬 Comments





### Campaign-level organization

Keep every link tied to the right campaign and goal.



### Searchable tracking records

Find any link, filter with ease, and pick up where you left off.



### Built for repeatable growth experiments

Run, measure, learn, and scale what works.



# Analytics Dashboard

Traffic intelligence across platforms, countries, devices, and time.



## Cross-platform monitoring

Track clicks across multiple social sources.



## Time-based analysis

Daily trends and hourly activity patterns.



## Audience breakdown

Country, city, and device insights.



## Performance comparison

Top changes, top clicked content, and platform mix.



Total Clicks

9,514

↑ 4,054.6%  
vs previous period



Platforms

6

↑ 100.0%  
vs previous period



Accounts

14

↑ 250.0%  
vs previous period



Countries

50

— 0.0%  
vs previous period

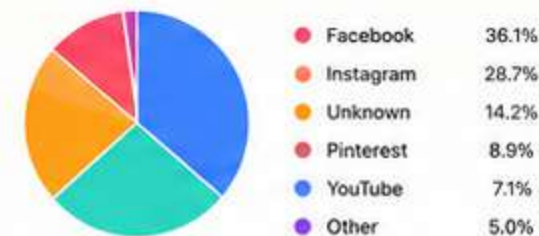
### Clicks Over Time

42 data points

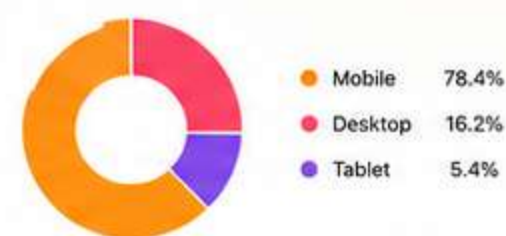


### Clicks by Platform

6 platforms

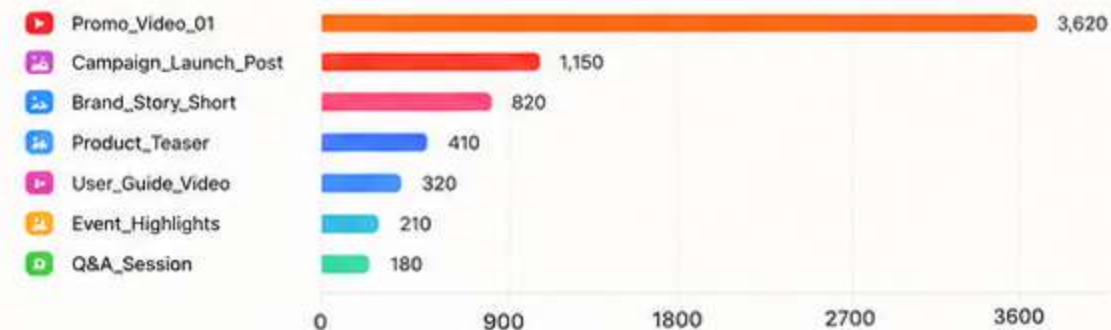


### Clicks by Device



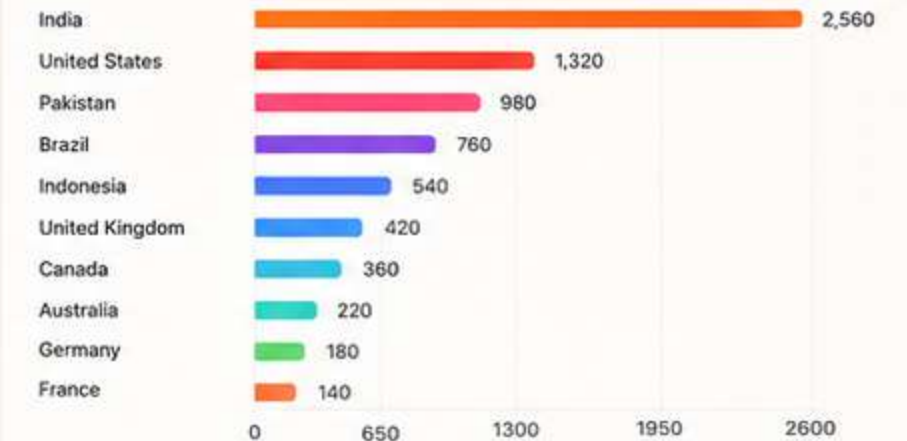
### Top Clicked Content

View All



### Top Countries

View All



### Top Changes

Facebook	21 → 4,003	+3,982 (+18,961.9%)
Instagram	139 → 3,927	+3,788 (+2,725.2%)
Unknown	69 → 1,564	+1,495 (+2,166.7%)
Pinterest	0 → 14	+14 (+100.0%)
YouTube	0 → 5	+5 (+100.0%)

### Clicks by Hour of Day (UTC)





CASE STUDY

# Views & Engagement Insights

Deep-dive into post-level performance to understand what connects and drives results.

Link Tap Dashboard Analytics Views Last updated less than a minute ago

## Views Dashboard

Track views and engagement for social media posts Sync Now

Instagram Facebook

ACTIVE ACCOUNT @brand\_placeholder

Search posts... Track

Total Likes	Total Comments	Avg Likes/Post	Total Views (Approx)
19,025	9,745	488	1,341,003

**Recent Engagement Trends**

**Media Mix**

Reels & Videos	97%
Carousels	3%
Single Images	0%

Based on last 39 posts 39 analyzed

### Top Performing Posts

Cinematic Drive Feb 18, 2025 4.2K Likes 1.1K Comments 234K Views	Seedance 2.0 Feb 17, 2025 3.6K Likes 892 Comments 198K Views	City Energy Feb 16, 2025 2.9K Likes 741 Comments 156K Views	Product Highlight Feb 15, 2025 2.6K Likes 612 Comments 132K Views	Style in Motion Feb 14, 2025 2.1K Likes 498 Comments 110K Views

**Views dashboard**

Track total likes, comments, average engagement, and total views at a glance.

**Media mix insights**

Understand which content types—Reels, Carousels, or Images—drive the most attention.

**Top-performing posts**

Identify which posts or creatives attract the highest engagement and views.

**Decision support**

Use insights to refine content strategy, formats, and posting priorities.

Why this matters

**Spot winning content faster**

Quickly identify posts that generate the most engagement and views.

**Understand audience response**

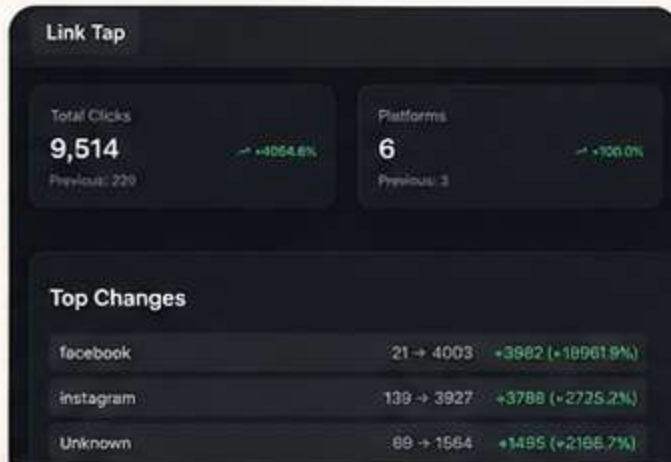
See what content types and themes resonate most with your audience.

**Scale what performs**

Double down on proven formats and refine what doesn't.

# Business Value, Tech Stack & My Role

One platform. Clear insights. Smarter growth.



## 1. Business Value

Helps teams understand where traffic comes from, which channels perform better, and how to optimize content and campaign decisions.



## 2. My Role

End-to-end full-stack development: frontend UI, backend logic, analytics flow, and dashboard experience.

Turning every link  
into **measurable impact**  
and every insight into  
**confident action.**



## Outcomes at a Glance



Better source attribution



Smarter growth decisions



Reusable campaign tracking



Actionable reporting



## 3. Tech Stack

Next.js, TypeScript,  
Firebase, BigQuery.



From trackable links to **actionable growth insights.**

