



Bulletin

INTELLIGENCE

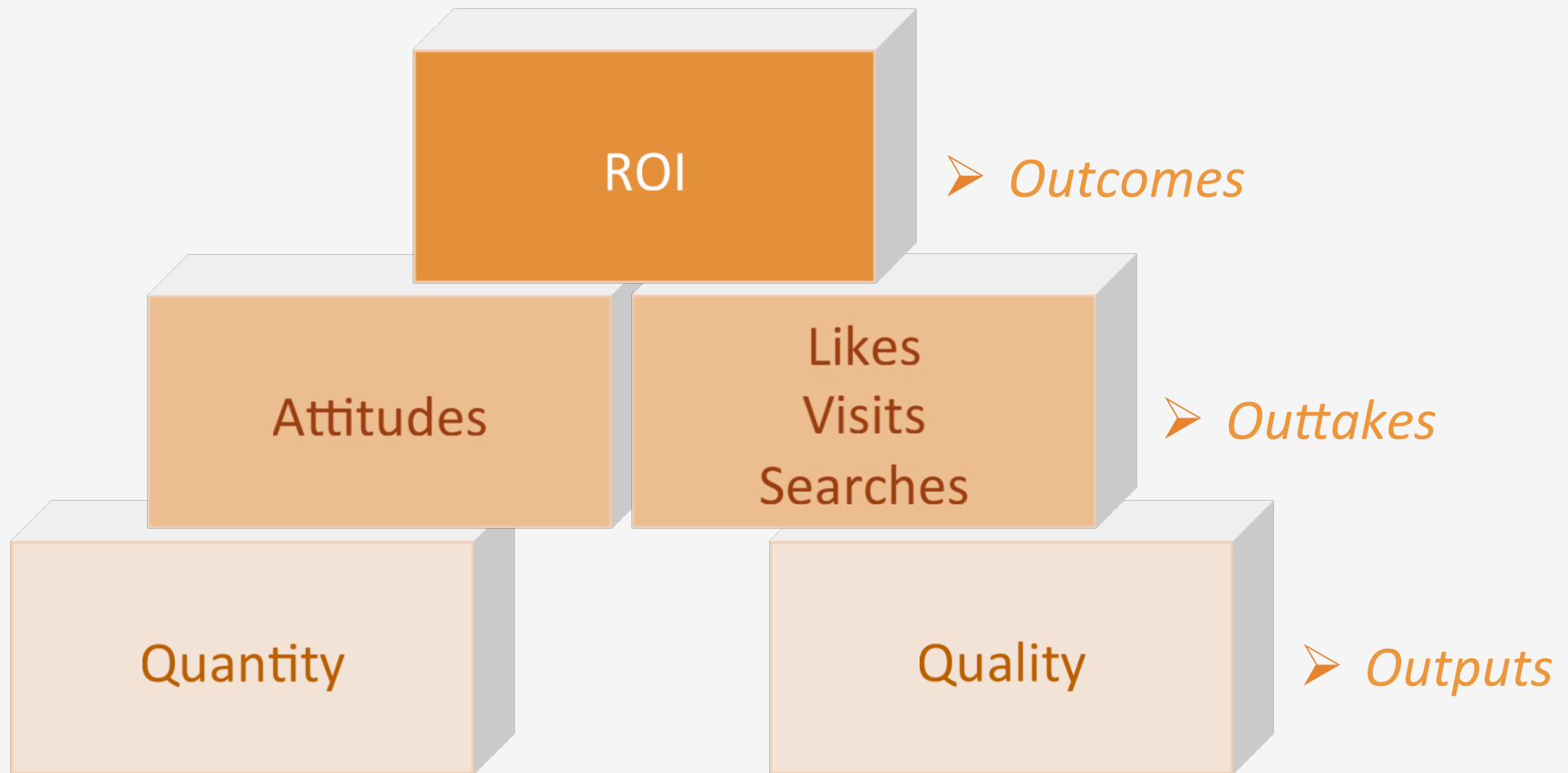
Creating Effective Scorecards

PR News Measurement Conference

5/15/2012

Nick Tabbal

The Building Blocks of PR Measurement



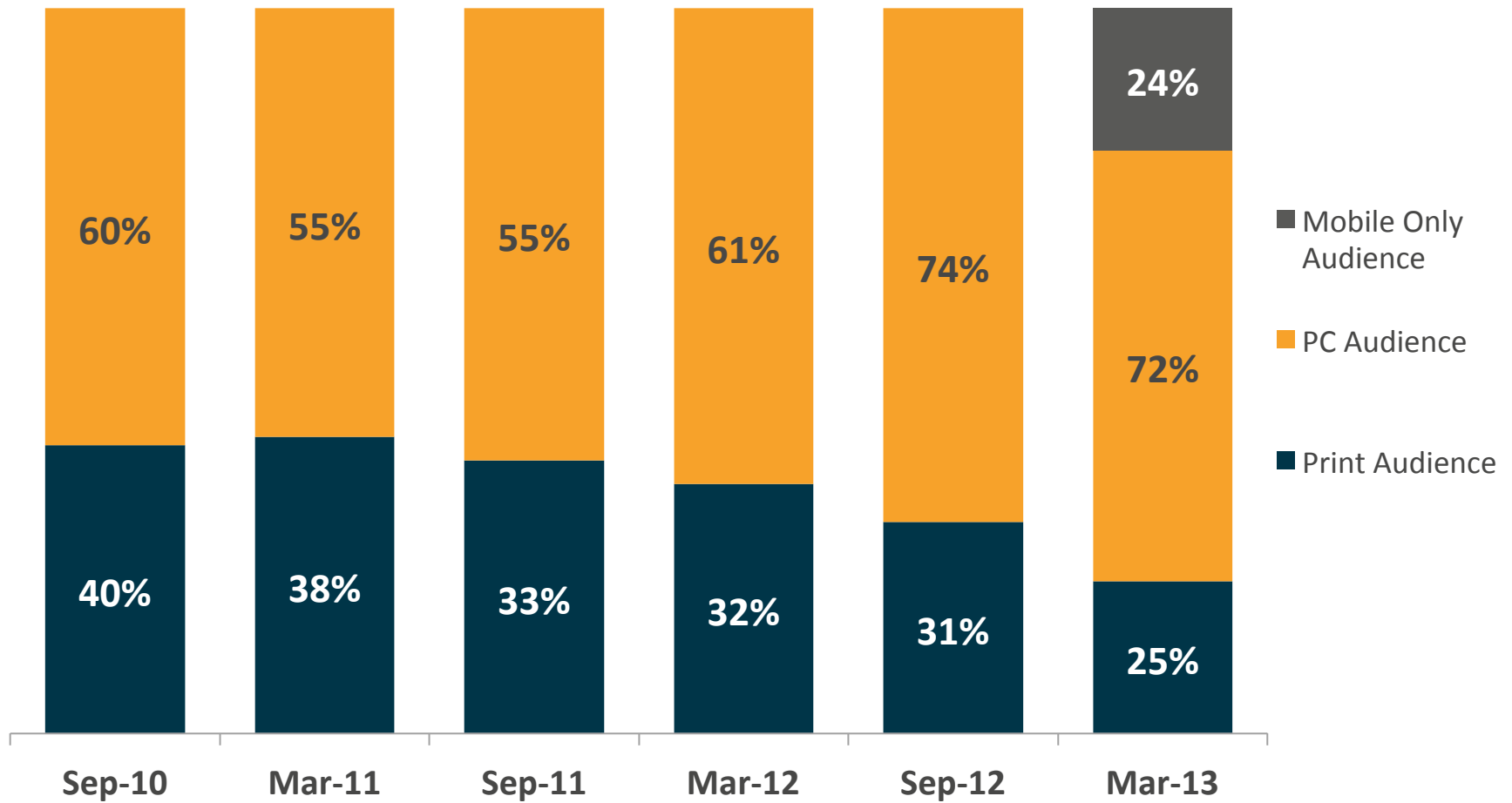
Impressions are like spelling

**Bad impression numbers
undermine your credibility**

**But accurate impression numbers
do not necessarily make
actionable dashboards and scorecards**

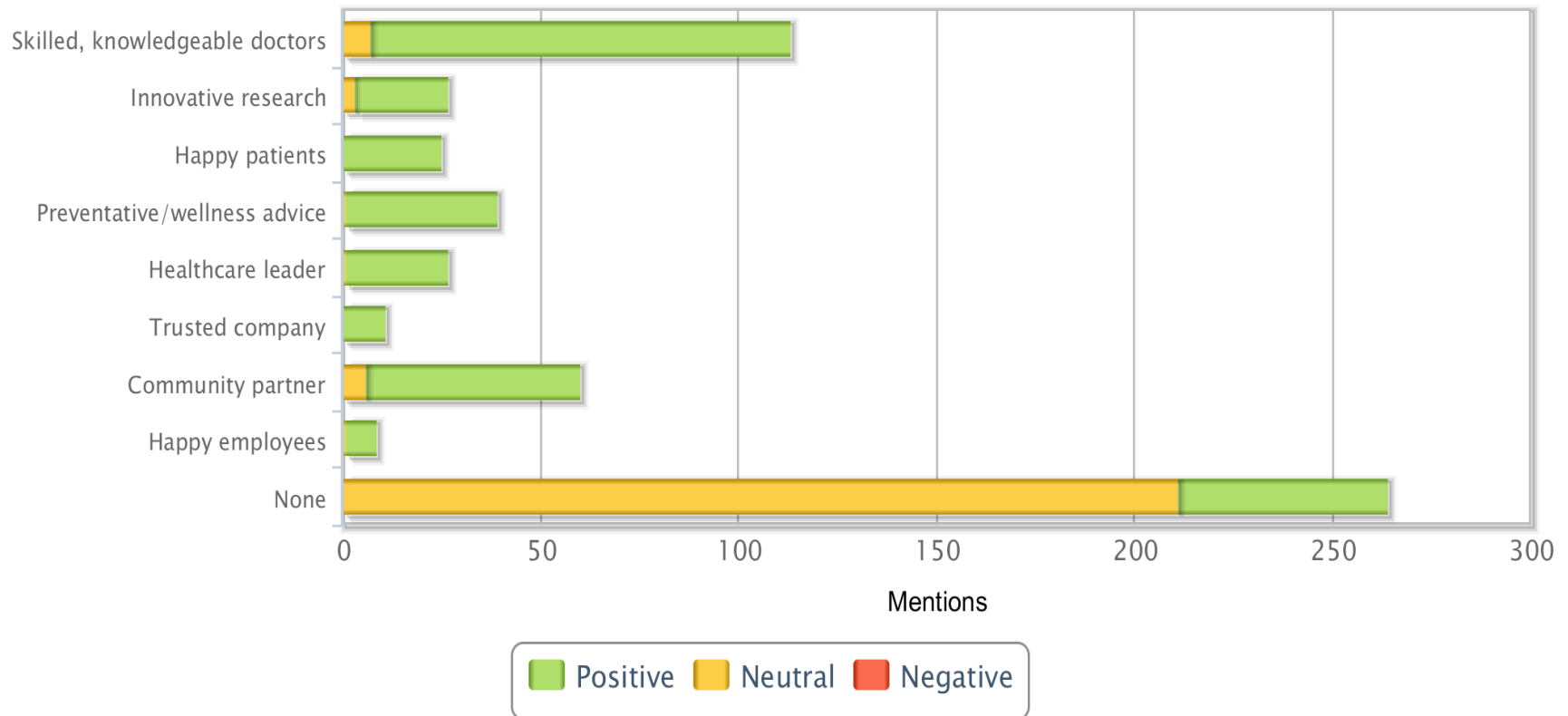
- Don't mix audience numbers (i.e. people) and circulation numbers (i.e. papers)
 - Use audience numbers where possible
- Update your data regularly
 - Monthly for online and TV, yearly for newspapers
- People don't read the entire newspaper every day
 - MRI and comScore have syndicated research that show readership levels by newspaper section

San Francisco Chronicle Daily Audience by Platform



Key Messages by Tone

Sep 20, 2012 - Oct 19, 2012



- What does your ideal earned media coverage look like?
 - A positive story that highlights your key messages on the front page of the New York Times
 - A positive story in Wired Magazine?
- Benefits: single metric that combines:
 - Key Messages, tonality, prominence, quotes, article types and publication types
- Customize it to your needs
- Make sure you have the ability to drill down and understand what is driving trends

- Align your metrics with how the company is run
 - Impressions/Quality by division
 - Impressions/Quality by team member
 - Impressions/Quality by stakeholder group
- Establish Benchmarks
 - Past performance
 - Competitors – e.g. share of voice
- Focus on KPI's that measure change
 - Percent increase in impressions/quality
- Act on insights
 - Eliminate worst performing programs
 - Use results to improve processes

Scorecard: Measuring Brand Health

	March 2013	Change vs. last Month
Overall - Brand Health	76	-4
Cardiovascular Brand Health	83	+2
Pediatric Brand Health	85	-1
Brand Health - Local Media	79	-5
Brand Health – National Media	71	-2
Share of Voice	35%	+4

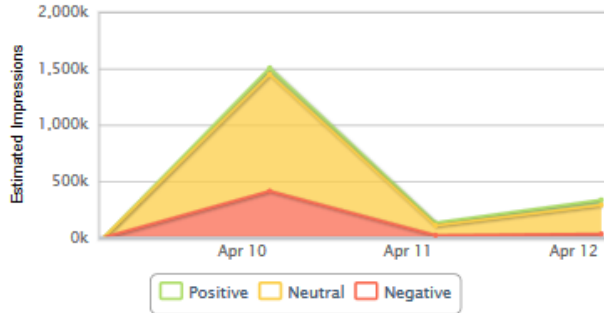
Build Scorecards and Dashboards Around Themes

- Deep Dive
 - Company level
 - By brand
 - ◆ Identify problem areas and how to deal with them
- Competitive benchmarking
 - Corporate or brand level
 - ◆ Identify how to learn from competitors
- Daily Versus monthly views
- By stakeholder group
- By internal audience

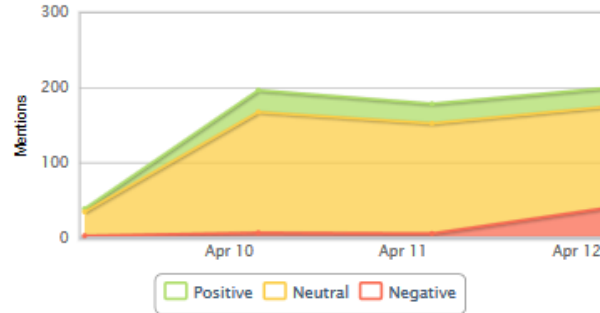
Dashboard: Company view – Past 3 Days

High level view

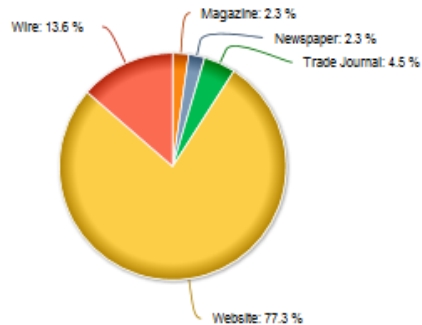
Traditional Media Impressions by Date and Tone
Apr 9, 2013 - Apr 12, 2013



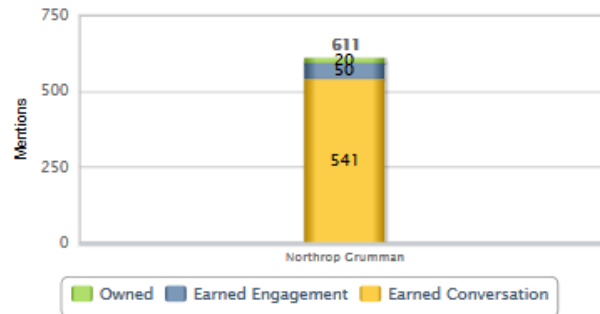
Twitter Mentions by Date and Tone
Apr 9, 2013 - Apr 12, 2013



Traditional Media Mentions by Medium
Apr 9, 2013 - Apr 12, 2013

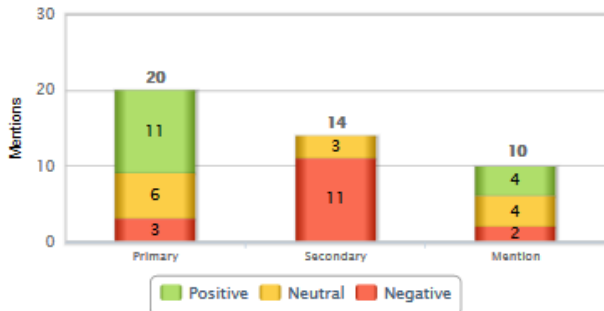


Twitter Mentions by "Owned" vs. "Earned"
Apr 9, 2013 - Apr 12, 2013

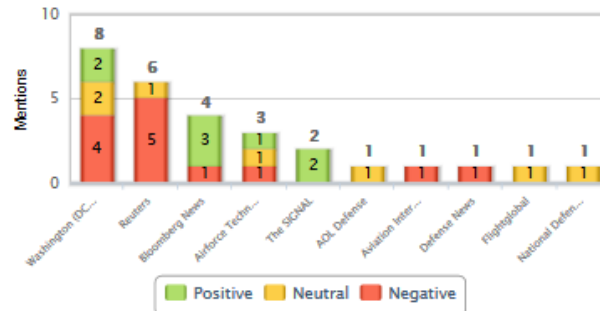


Drill down

Northrop Grumman Mentions by Prominence and Tone
Apr 9, 2013 - Apr 12, 2013



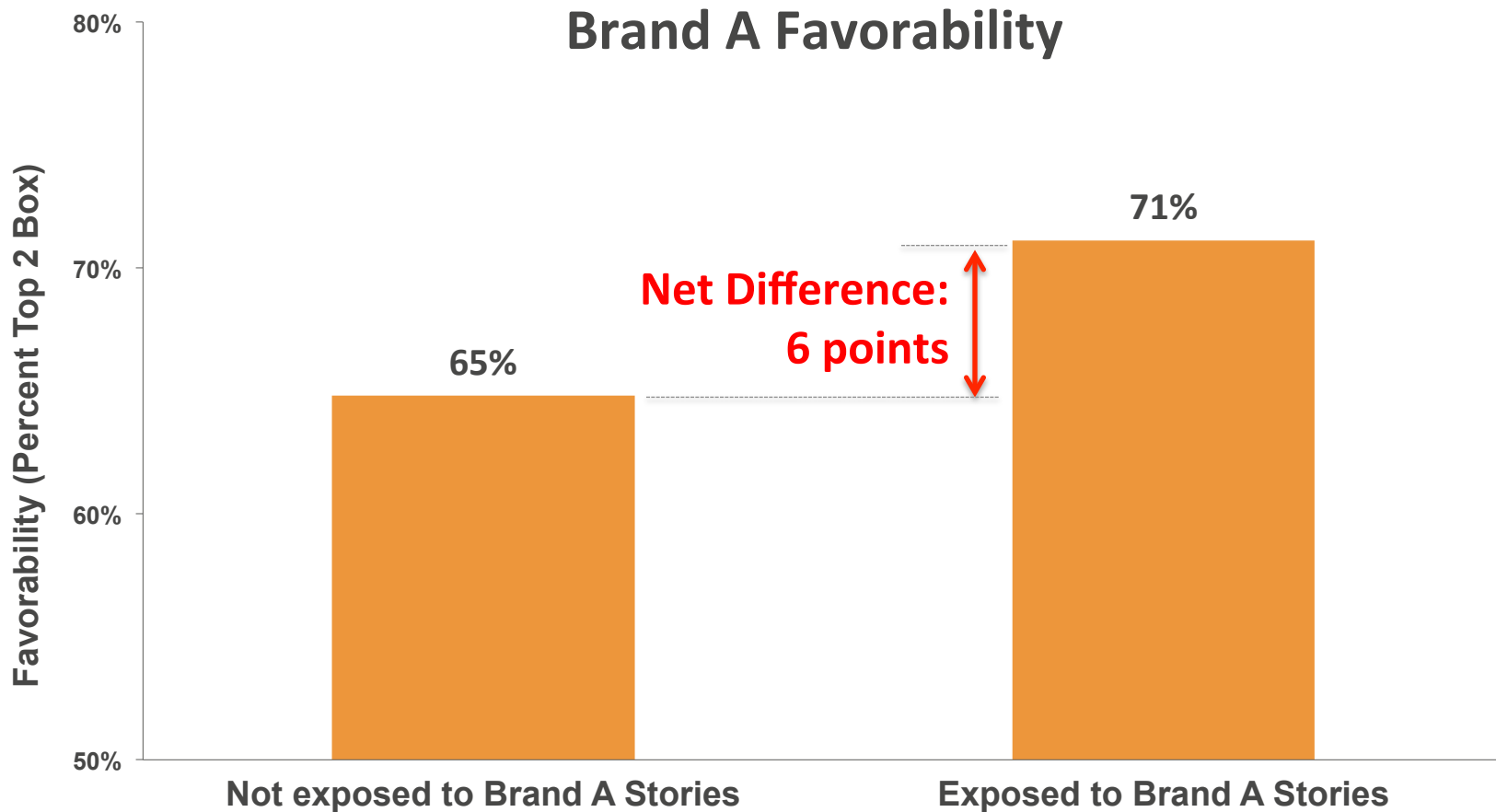
Trad Media Mentions by Top Sources/Tone
Apr 9, 2013 - Apr 12, 2013



Actionable information

Measuring Outtakes and Outcomes

- Exposed versus not exposed - causation



Here is my profile on www.bluekai.com which uses big data to drive online ad targeting

- Gender: Male
- Geography: DC
- Pets: Dog
- TV service: FIOS
- International Travel
- Non-profits: Environment & health
- Mortgage
- Streaming
- Computers

- Age: 29
- Geography: Philadelphia
- Income: \$49k-99k
- Student
- Work part time
- Single
- Infants (<2) in household
- In market for luxury cars, compacts, sub-compacts, minivans, hybrids
- Pets: 1
- Cruises

- Understand how your data is collected
- Be aware of skews and limitations of the data
- Test your assumptions
- Data is not a substitute for common sense
- Leverage smart data
- Make sure your metrics and business goals are aligned
- Measure business outcomes where possible