Important Analytics Elements

Hi, I'm Mike

Analytics Maturity Model

	Level I Initial Solve	**Level II** Long Term Solution Success	**Level III** Additional Value Opportunities	**Level IV** Breathing Social Data	**Level V** Competing on Analytics
Objective	A basic reporting solution with common metrics	Reporting that provides actionable insight	Leverage social data to solve business challenges across BUs	Automation & Data Visualization	Predictive Modeling the business case
Goals	- Develop a Measurement Roadmap for the next phase of Shell	- Implement reporting for various stakeholders - Layout framework for campaign database	- Influencer & detractor IDing - Social psychographic trends - Social observational data streams	- Work across IAT to create an integrated solution - Data visualization, Increased automated - Social data shared across the business	- Building predicative models - Social data integration in MMM - Prove out the business value of social vs. other channels
Requirements	- Alignment on Roadmap so we can transition to Phase II - Agreement of reporting elements	- Consistent team usage of Tag Strategy - IAT collaboration for campaign database	- BI support allowing for hypothesis testing	- Technology Stack evaluation - Closer integration with various data providers	- Data science and organization investment in measurement
Timeline	Today	End of Q1	End of Q2	End of Q4	Social Enterprise 2017

# Steps in the Roadmap

1. Establish the Measurement Framework

2. Define the Primary KPIs for Benchmarking

3. Delineate Reporting Roles

4. Create the Reporting Cadence

5. Develop the Data Map

6. Data Governance

7. Reporting Dashboards Development

8. Automation & Data Visualization

[*] Optional for social media only reporting. Required for data integration with other agency partners.
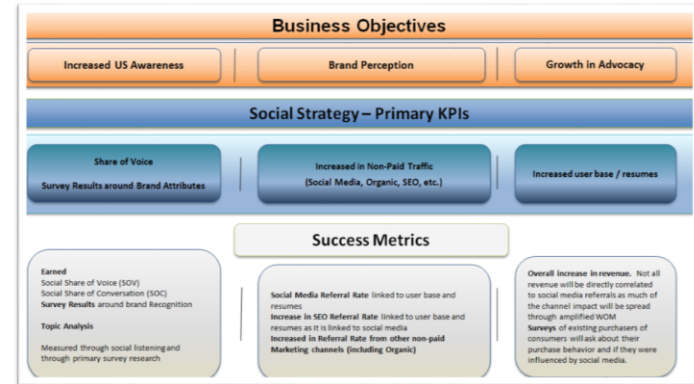Dependent on future discussions to map into other existing reporting infrastructure from other agency partners
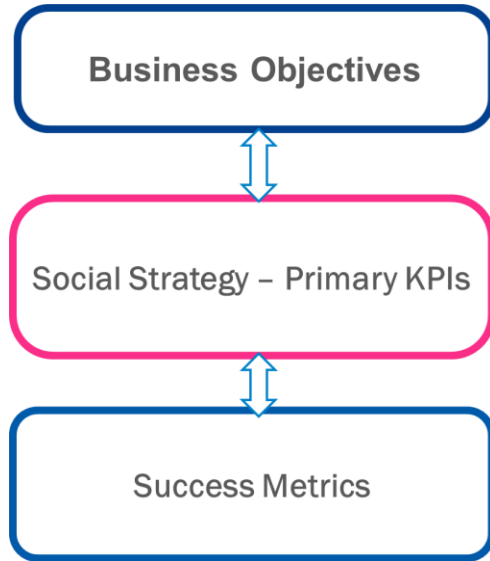
Create a Data-Driven Culture
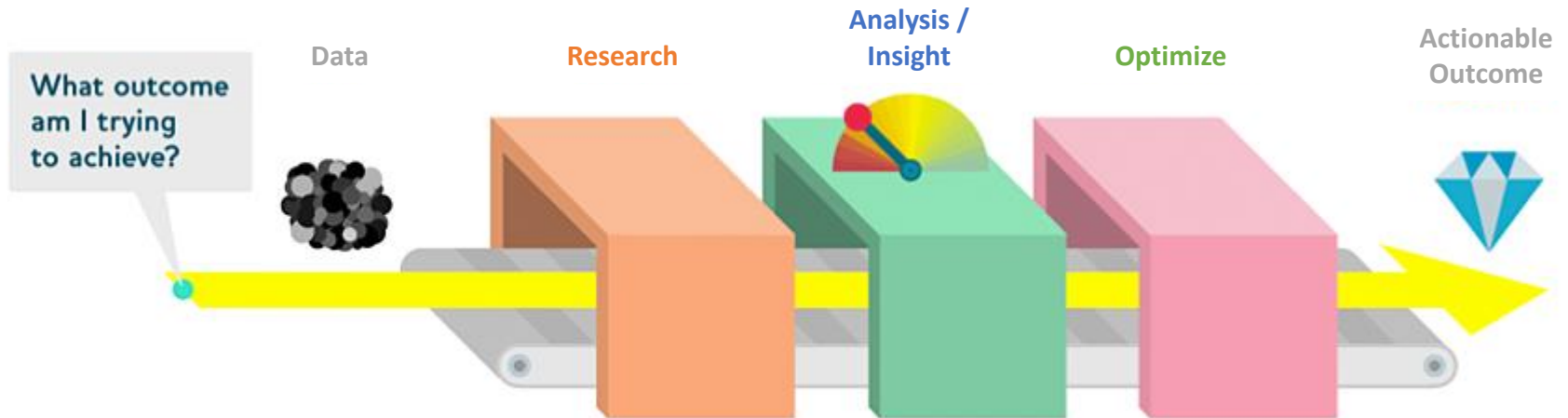
2016 PR / Social Media Measurement Framework

Role of Comms	Social CRM	Build Brand Favorability	Brand Protection	Promote Engagement
How many?	Volume of Concerns	Grow Mentions of Objectives (e.g. STEM)	Volume of Positive & Negative Mentions	Mentions of Specific Initiates
		Specific Owned Channel Impressions		Specific Owned Channel Impressions
How engaged?	Category/Types of Questions	Content Engagement by Pillar	Overall Brand Sentiment Ratio	Specific Owned Channel Content Eng.
		SOV within specific conversation		
How long?	Response Times	Shift is Mentions Over Time		
Secondary KPIs	Media Mix of Questions	Adjectives to describe Shell	Fans across channels	High Value Media Placements
Key	Owned Social Data	Earned Social Data	Blend of Data Sources	May Require New Tool

KPIs

Not all Engagements are Equal

Vanity or Engagement… or both

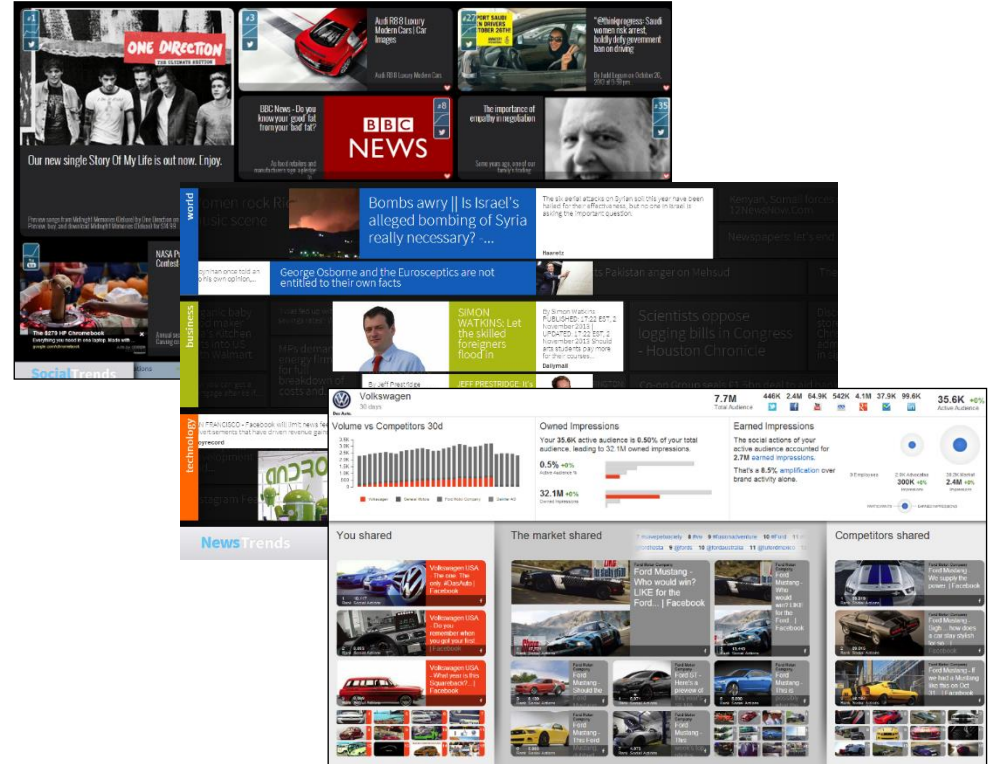|	Facebook	Twitter	YouTube	Instagram	Pinterest	.com	Tumblr	Google+	On Platform
Awareness	• Total Fans • Reach • Impressions • PTAT • Defining Audience Segments	• Total Followers • Impressions • Brand Mentions • #Hashtag Impressions	• Total Subscribers • Views • Demographic Insights	• Total Followers • Impressions	• Total Followers • Impressions	• Page Views • Visits/Unique Visitors • Time on Site • Pages per view	• Total Followers • Page Views • Unique Visitors • Visits	• Total Circlers • Impressions	• Defined by Nestle and Edelman Digital
ENGAGEMENT	• Likes • Comments • Shares • Votes • Fan Wall Posts • Click-throughs	• Retweets • @Replies • Favorites • Click-throughs	• Likes/Dislikes • Comments • Favorites • Video Replies	• Likes • Comments • Facebook & Twitter Engagement	• Pins • Repins • Likes • Comments	• Comments • Bookmarks • On Site Video Views • Downloads • Bookmarks • Social Shares	• Likes • Comments • Reblogs	• +1s • Comments • Reshares	• Defined by Nestle and Edelman Digital
Advocacy	• Shares • Recommendations • App Installs	• Retweets • Positive @Mentions	• External Views & Embeds • Shares • Referral Traffic	• Shares on Facebook & Twitter	• Repins • Organic pins	• Social Shares • Inbound Links • External Coverage • Referral Traffic	• Reblogs • Inbound Links • External Coverage	• Reshares	• Defined by Nestle and Edelman Digital
Defining Success	• Creating a two way dialogue • Achieving fan base goals • Activating advocacy base • #1 PTAT in industry	• Increased share of voice with positive sentiment • Customer assistance satisfaction • Demographic insights	• Increased engaged views; a.k.a. length of videos watched	• Identify how users tag brand related content • Increased follower base	• Increased brand loyalty • Increased pins from brand owned sites	• Increased brand awareness via site views • Increased average time on site • Increased content sharing	• Increased page views by defined goal • Increased Engagement	• Increased fan base by defined goal • Top (or #1) engaged brand in the industry	• Defined by Nestle and Edelman Digital

Too Many Dashboards

- Audience Matters

- Digestible vs. Complex

- Universal Truth: Automation
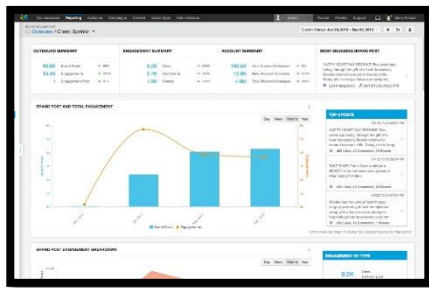
- Speed to access data
- Actionable insights
- Increased visualizations
- Cost-conscious
- Utilizing tools already available
- Closer reflection to strategy
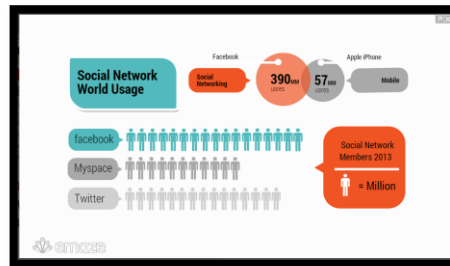- Tech and People Strengths
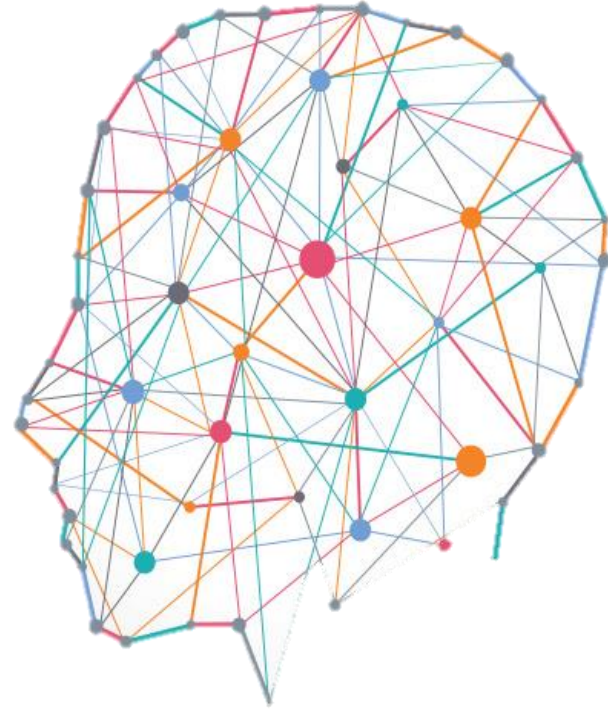
Marketing Management

Executive View

Campaign Wraps

METRICS INCLUDED IN EACH REPORT

	Marketing Management	Executive View	Campaign Reports
Volume of Concerns (CS)		X	X
Types of Concerns (CS)	X	X	X
Response Times (CS)	X		X
Platform Mix (CS)	X		
Grow Mentions of Brand			X
Owned Content Impressions	X		X
Owned Content Engagement	X		
SOV of Specific Conversation			X
Shifts in Mentions over Time			X
Adjectives to Describe Shell		X	X
Volume of Sentiment Mentions			X
Sentiment Ratio			X
Total Channel Fans	X		X
Mentions of Specific Initiatives			X
Specific Owned Channel Impressions	X		X
Specific Owned Channel Engagements	X		
High Value Media Placements		X	X
Competitive Context		X	X
Highlights		X	