

Setting Tangible Key Performance Indicators for Your Big 3 Initiatives

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First Things First

What do these words really mean?

- Metrics
- Targets
- Business Objective
- Goals
- KPI



What is the difference between metrics and KPI?

Digital gives you the power to measure a number of things

A Big Pile of "Stuff"

Impressions
Purchase intent
Attribution
Cost per acquisition
Exit page
Social connections
Entrance source
Time on site
Social engagement
Reach
Site visits
Cost per click
Sentiment

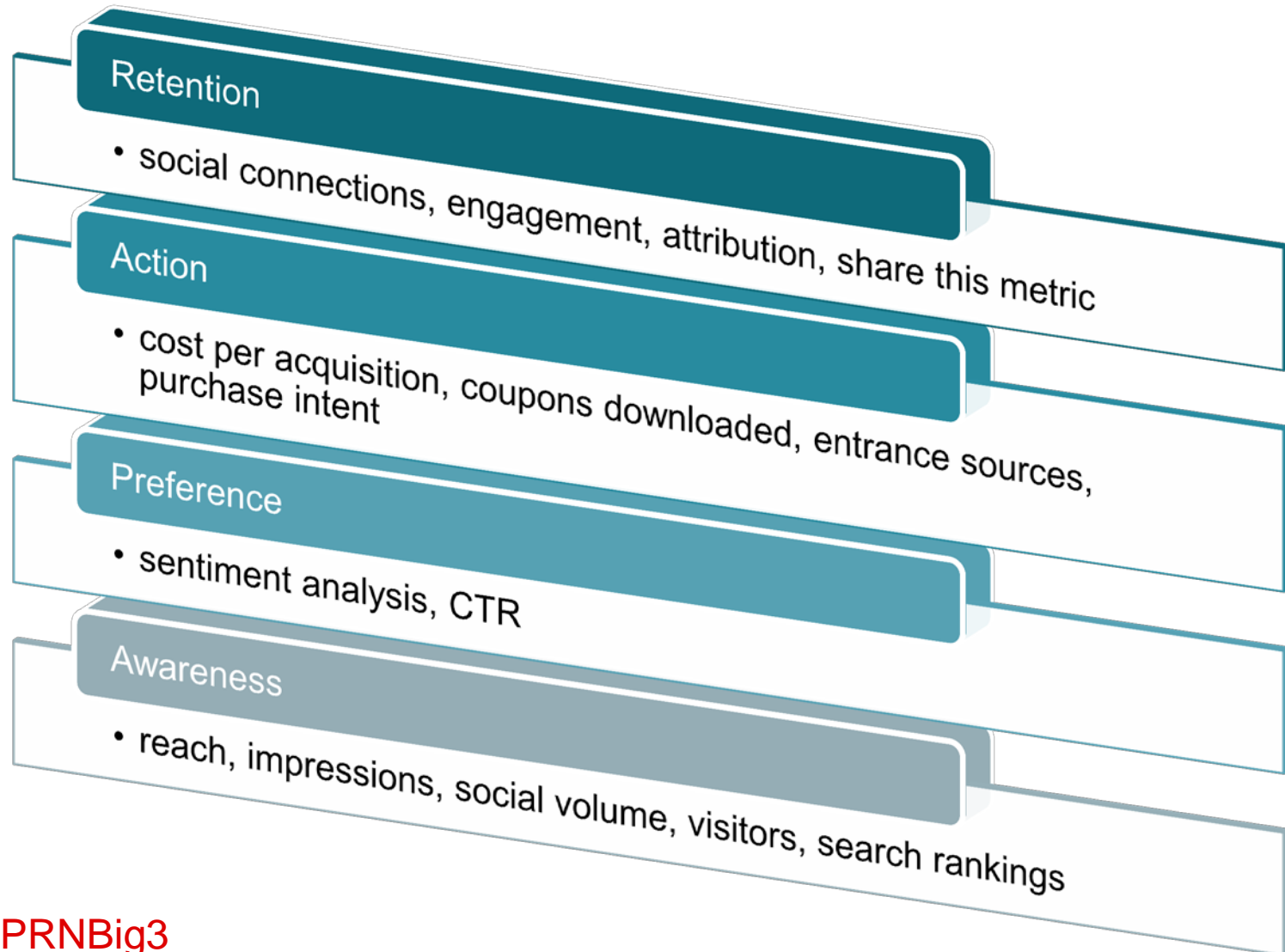
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**But what is
IMPORTANT?**

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Match the measures to the business objectives



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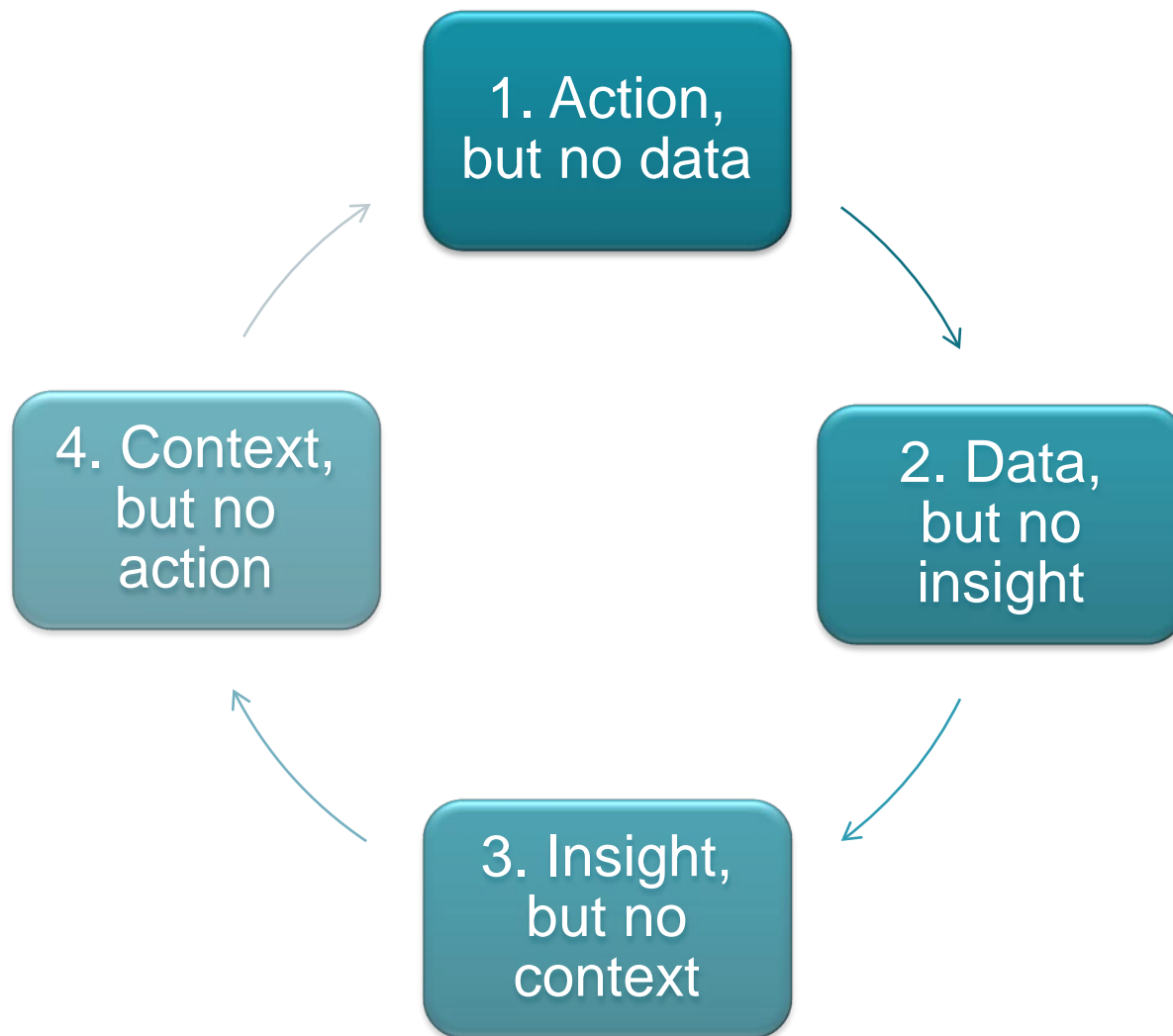
Did that, but it still
isn't really working
for me

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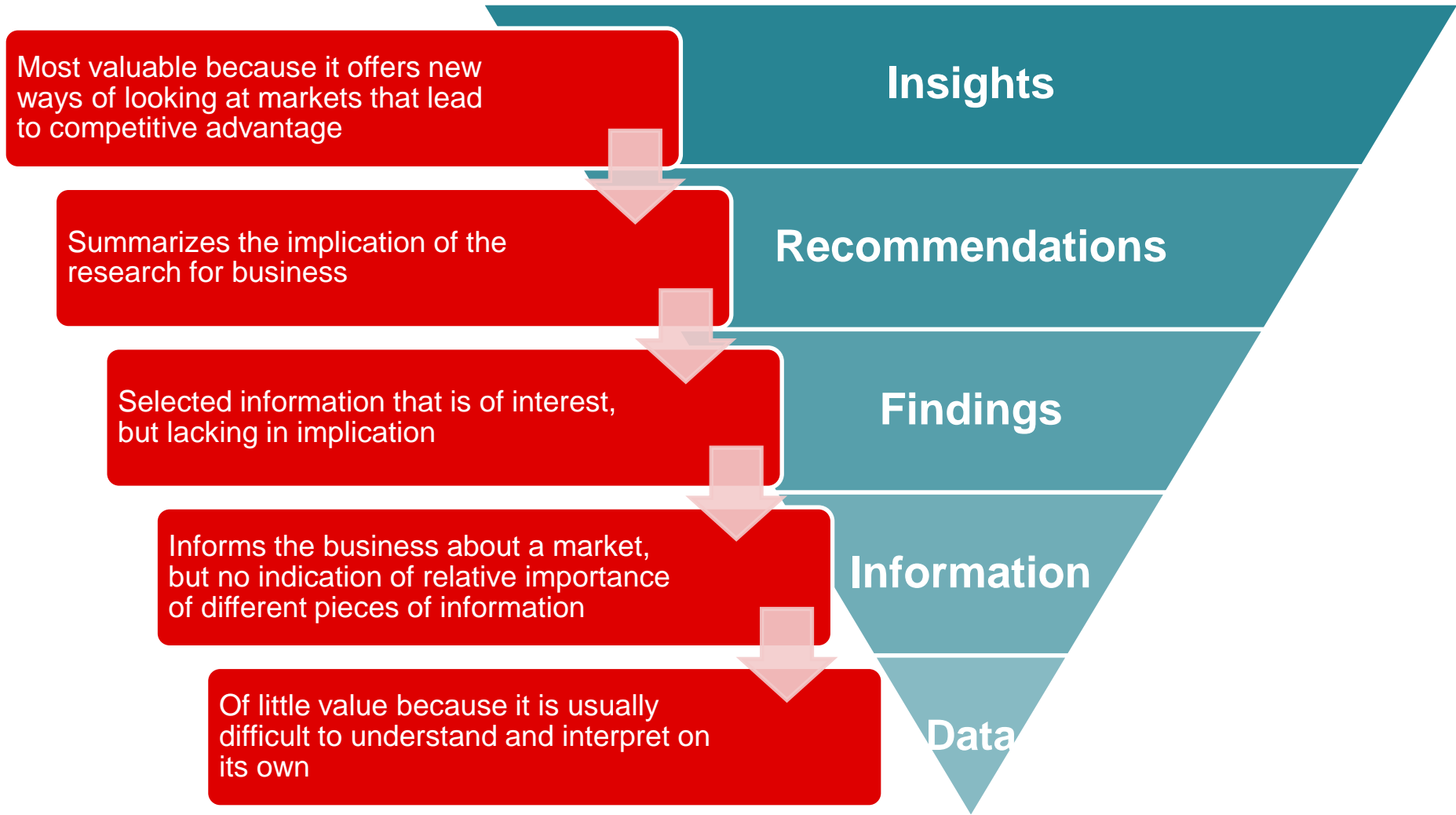
The measurement meltdown cycle



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I get it, but how
can I fix it?

Measurement framework



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Source: Mohan Sawhney, Kellogg School of Management⁹

**Can you just show me
an example?**

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Lucky You case study

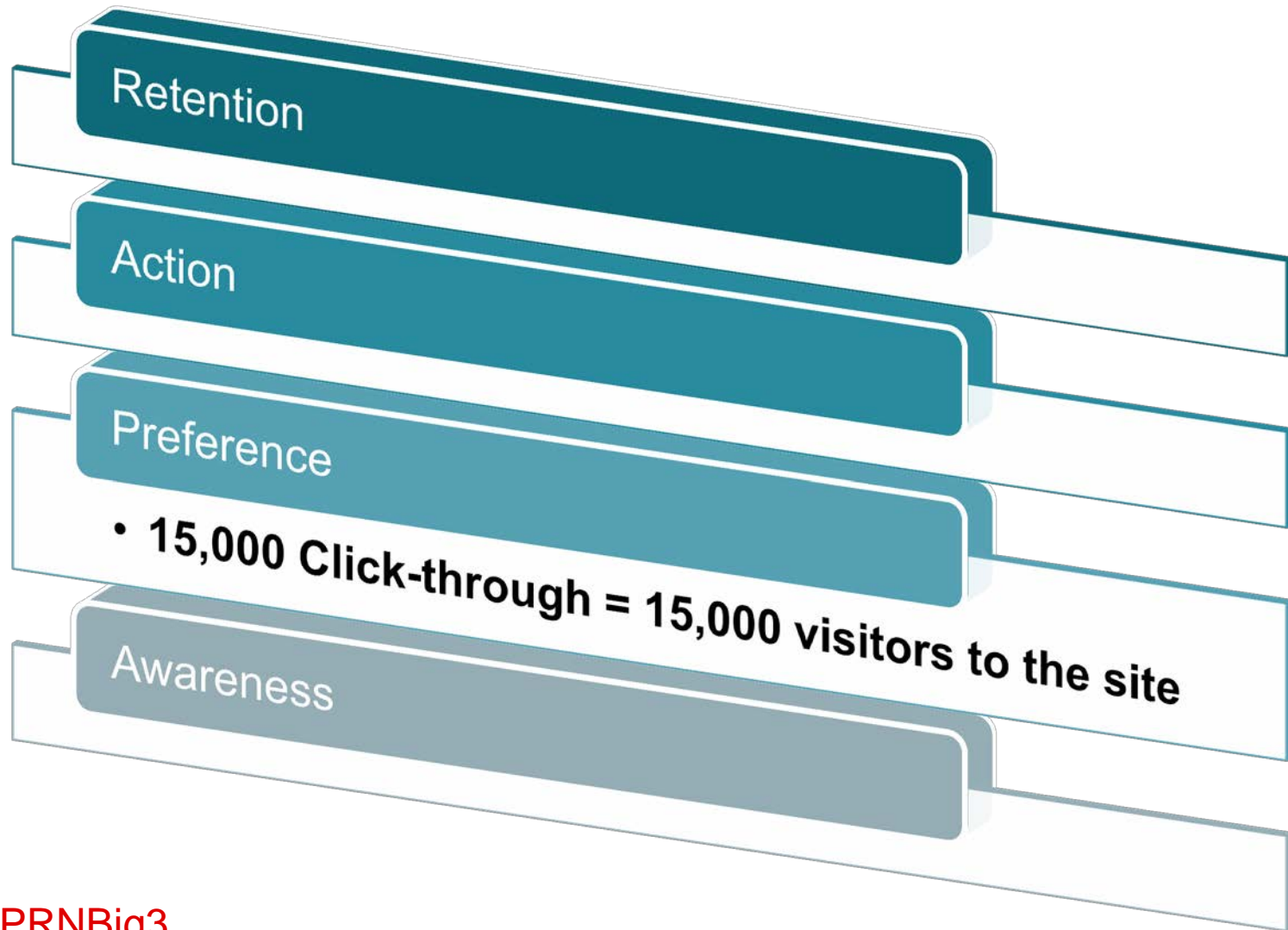
Facebook budget \$15,000

- Average click-through rate 0.05%
- Cost per click \$1.00

$15,000/1 = 15,000$ visitors to site



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First impressions count... so does the 30,000,000th

A CTR of 0.05% means out of 10,000 views of the ad, 5 clicked through.

$$\frac{15,000 \text{ clicks}}{X} = \frac{0.05}{100}$$

$$1,500,000 / 0.5 = 30,000,000 \text{ impressions}$$



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Retention

Action

Preference

- 15,000 Click-through = 15,000 visitors to the site

Awareness

- 30,000,000 impressions to target audience

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Ready, set, ACTION

- 10% of the people that clicked through purchased a sample product
- $15,000 \times 0.1 = 1,500$



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Retention

Action

- **1,500 samples purchased**

Preference

- 15,000 Click-through = 15,000 visitors to the site

Awareness

- 30,000,000 impressions to target audience

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Sweet Sentiments

- Monitoring comments and tweets related to the campaign using a system that has sentiment ratings.
- Average sentiment score during the campaign was 8 out of 10 when normal score is 6.



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Retention

- Overall sentiment score went up from 6 to 8

Action

- 1,500 samples purchased

Preference

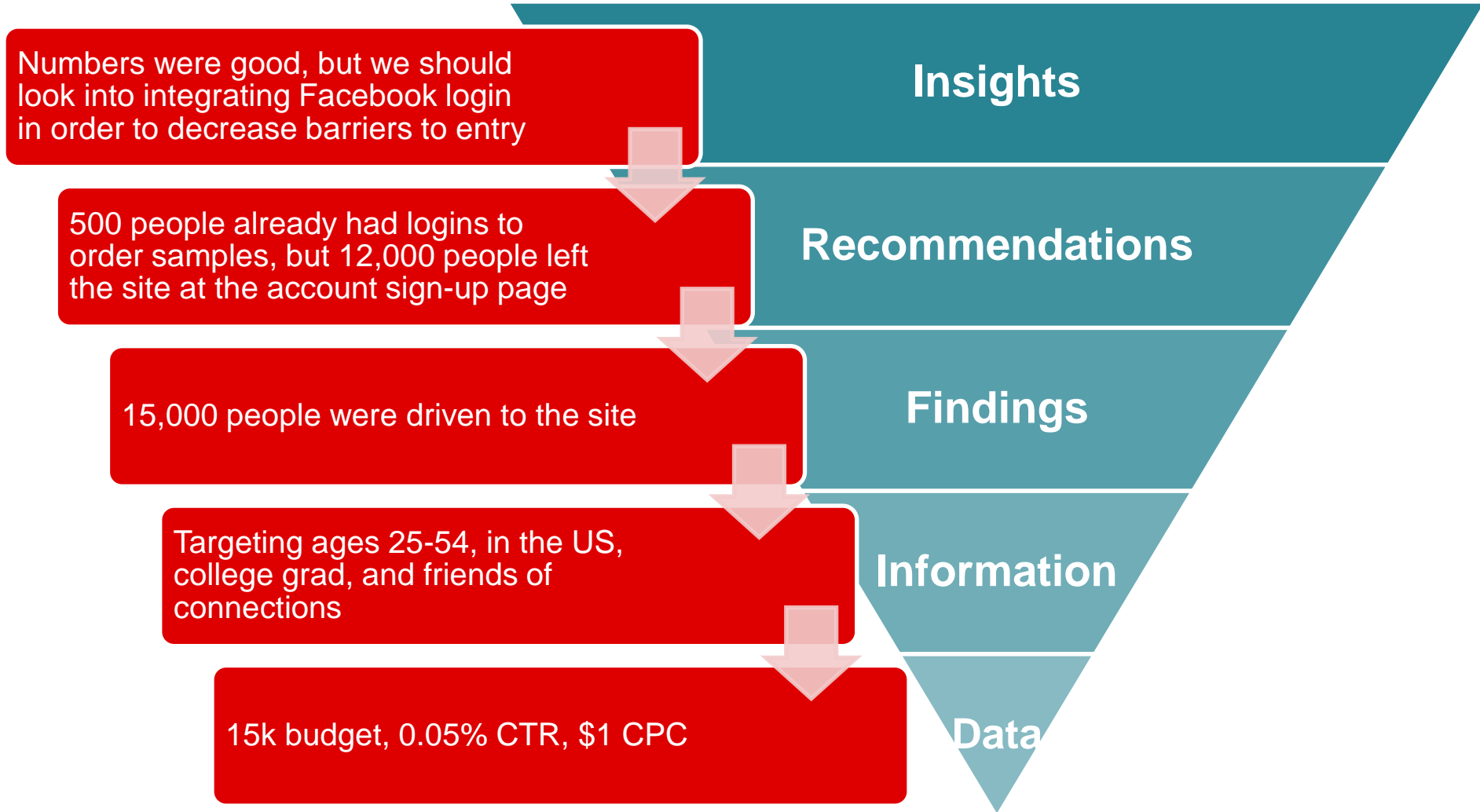
- 15,000 Click-through = 15,000 visitors to the site

Awareness

- 30,000,000 impressions to target audience

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Measurement framework



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Questions?

