



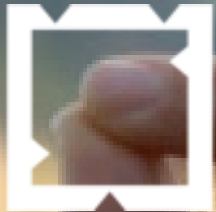
weber
shandwick
engaging, always.

How to Create Measurement Dashboards That Communicate PR's Value to Senior Leaders

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SVP, Analytics, Weber Shandwick

PRNews PR Measurement Conference
Chicago, IL
November 20, 2014



measurement is about more than
accountability

prove and improve

metrics should be part of the narrative,
data should help chart the
course for future success

More Storyboard than Scorecard

- ✓ Think about the organizational flow of your information and the story you are looking to tell
- ✓ Look for cross-disciplinary data sets that help to support your storyline
- ✓ Use metrics to summarize the data narrative



Know Your Audience

- ✓ What do they care about?
- ✓ Who are they sharing the information with?
- ✓ What are reporting objectives?
- ✓ What level of data sophistication?
- ✓ Do they have reporting preferences?



What you show
depends on
what your
audience
cares about

Increased
Awareness

Constituency
Engagement

Lead
Generation
Sales
Donations



KPI categories

INTEGRATED METRICS: PROGRAM ACTIVITIES/AWARENESS DRIVERS

# of News Releases	# of Online Searches
# of Media Interviews	# of Blog Posts
# of Analyst Interactions	# of Video Posts
– Briefings / Inquiries / Consults	# of Podcasts
# of Blogger Engagements	# of Web Site Pages/Edits
# of Customer Engagements	# of Collateral Created
# of Stakeholder Meetings	# of Customer References
# of Stakeholders Engaged	# of Third-Party References
# of Proactive Calls	# of Awards Identified
# of Proactive Emails	# of Awards Pursued
# of Reactive Inquiries	# of Online Ad Placements
# of Product Launches	# Paid Media Impressions
# of Events Managed	# of Offline Ad Placements
# of Event Attendees	# of Direct Mail Campaigns
# of Speaker Placements	# of Emails Sent / Opened
# of Case Study Placements	# of Employee Events
# of Speaker Abstracts	# of Employee Mailings

INTEGRATED METRICS: EARNED & SOCIAL MEDIA

Earned Media Placements	Social Media Placements/Owned Channels
Earned Media Impressions	– # Tweets
Earned Media Prominence/Visibility	– # Posts
Earned Media Favorability	– Community Engagement
News Release Downloads	Social Media Placements/ General Populous
News Release Pick-Up Ratio	– # Tweets/Retweets
# of Executive Quotes	– # Mentions
Share of Executive Visibility	– Likes/Comments
Key Message Penetration	Social Media Favorability
Topic / Issue Associations	Conversation Share (Overall and by Channel)
Market Category Associations	– Social Network References
Brand Attribute Associations	– Comments / Links / Views / Votes
Standalone Story Ratio	Community Penetration
Competitive Invasion Ratio	Share of Voice
Key Audience Penetration	# Fans/Followers
# Analyst Report Mentions	Social Net Promoter

INTEGRATED METRICS: COMMUNICATIONS OUTCOMES

Stakeholder awareness	Online engagement
– Customers, employees, partners, etc.	– Web site registrations / downloads
Stakeholder attitudes	– Average engagement time
– Customers, employees, partners, etc.	– Online sales / donation volume
Stakeholder behaviors	– Customer problem resolution
– Customers, employees, partners, etc.	Reputation
Stakeholder actions	– Corporate Reputation
– Customers, employees, partners, etc.	– Executive Reputation
Customer consideration / preference	– Fortune Most Admired
Customer purchase	– Awards Secured / Won
– Sales/revenue growth	Advocacy
– Market share	– Net Favorability
Customer satisfaction / loyalty	– # of Expressed Opinions
– NetPromoter score	– # of Comments / Votes / Bookmarks
Employee morale / engagement	– # of Recommendations
Company / product brand equity	

INTEGRATED METRICS: RETURN ON INVESTMENT

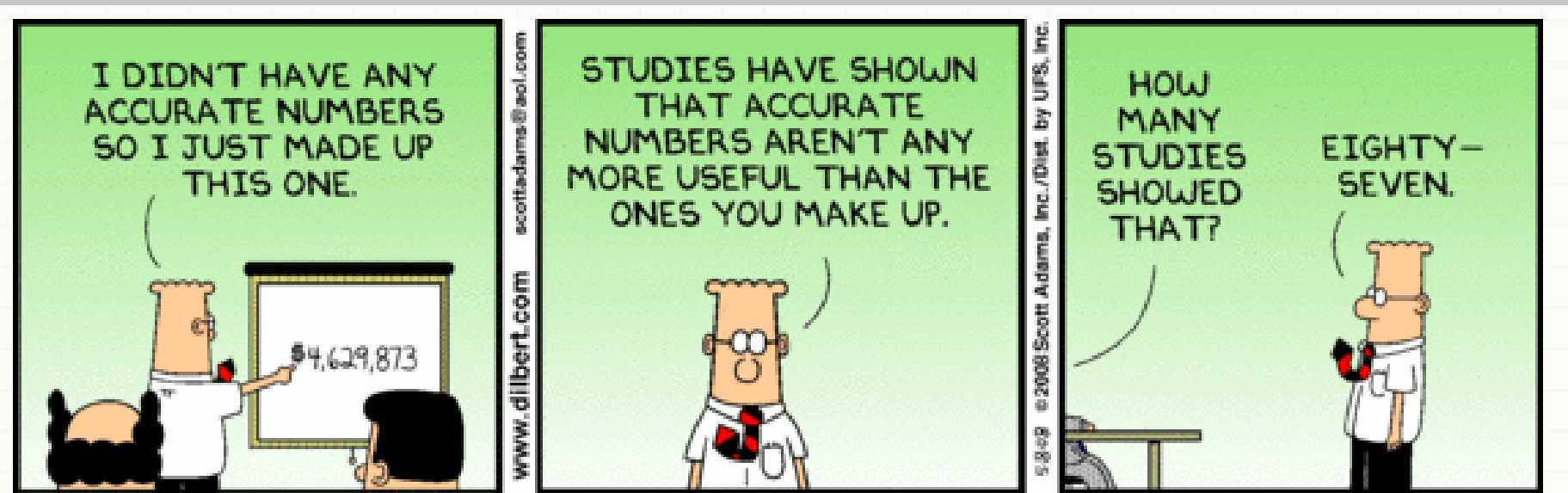
Effectiveness	Efficiency
– Lead Value Contribution	– Cost/Impression
– Sales/Revenue Contribution	– Cost/Thousand (CPM)
– Stock Price Increase	– Cost/Lead
– Market Cap Growth	– Cost/Sale
– Reputation Value Increase	– Cost/Registration
– Brand Equity Growth	– Cost/Download
# of Qualified Leads	– Cost/Expressed Opinion
# of Email Responses	– Cost/Recommendation
# of Event Attendees	– Cost/Engagement
# of Collateral Downloaded	– Cost/Action
Word of Mouth Volume	– Cost/Problem Resolved
– WOM Favorability	– Online Conversion Rate
– WOM Recommendations	Marketing Mix Analysis
– WOM Propensity to Relay	Custom Worth Evaluation
Online Search Rank / Share	
Click-Through Volume / Rate	

Manage Expectations

- ✓ Use data to show what's real
- ✓ Set goals based on data
- ✓ What's realistic, what's not
 - ✓ controlled vs. uncontrolled metrics
 - ✓ actual vs. aspirational



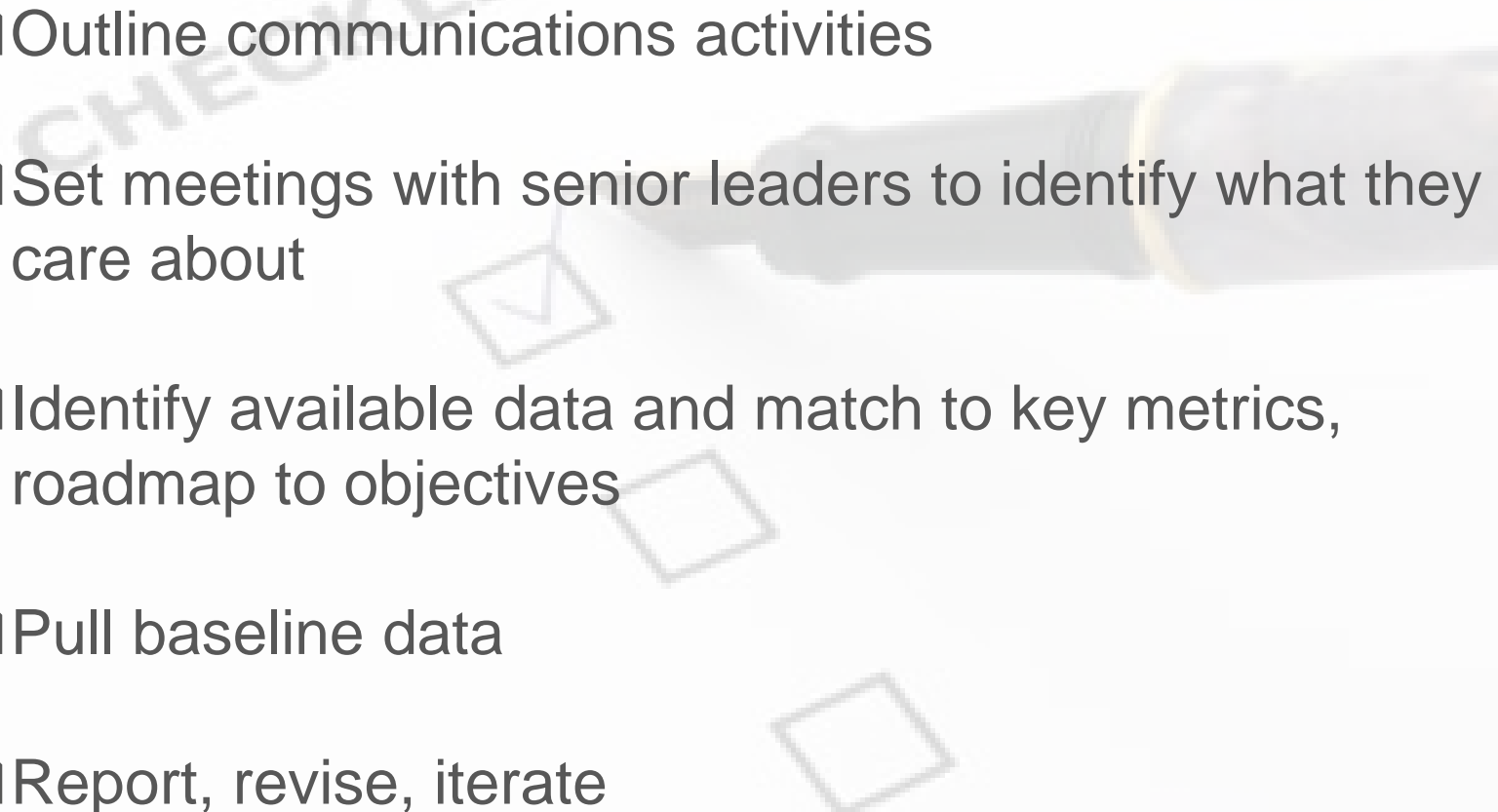
*“Oh, people can come up with statistics to prove anything. 14% of people know that.”
– Homer Simpson*



How?



first things first

- Outline communications activities
 - Set meetings with senior leaders to identify what they care about
 - Identify available data and match to key metrics, roadmap to objectives
 - Pull baseline data
 - Report, revise, iterate
- 
- A pen with a gold band is pointing towards the checklist items. The word 'CHECKLIST' is written diagonally across the background in a light gray font. There are several square checkboxes scattered across the page, some of which are checked with a checkmark.

tell a story

86

- 86 media briefings took place in total during 2013
 - 63% with key influencers/target media

64

- 64 announcements / campaigns driven globally
- Huge success in proactive outreach not reliant on product (BART strike, Yahoo! remote working policy)

15

- 15 analyst briefings
 - 4 executive interviews, 3 on-site tours

<1500
<1.4B

- 1,588 articles secured generating 1.43 opportunities to see the brand
 - 10% increase in reach from 2012
 - 82% of articles featured at least one key message
 - 18 %t of the total coverage secured in 2013 reached small businesses

201

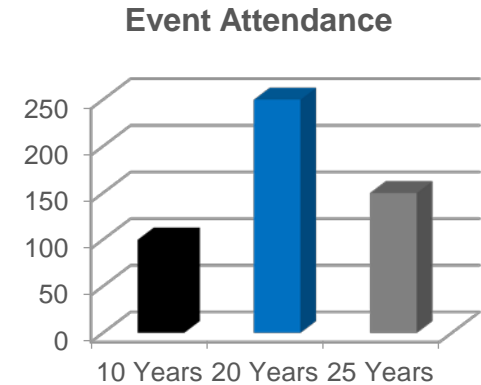
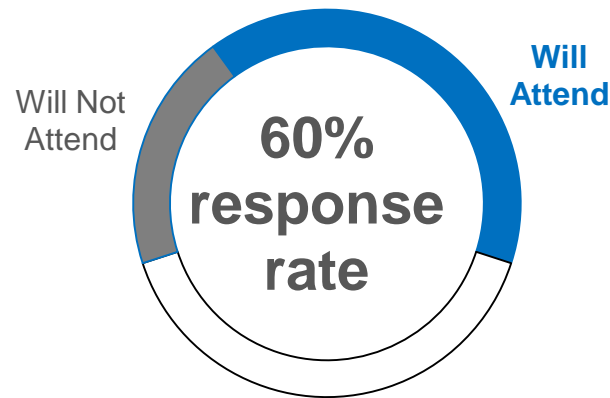
- 201 reviews across product suite
 - 47% of coverage included multiple product references

10

- 10 awards won for innovation, technology and executives

start simple

Event Tracking



Conversions

756K

visitors

500

downloads

50

leads

provide context

Monthly Scorecard

January 2014

EXECUTIVE SUMMARY

Highlights

- Several news outlets and Tweeters posted news about Client's Exceed VA TurboX (ETX).
- Client's announcement to spearhead \$100 million fund for enterprise apps received the most Tweets (44, 27 tweets and 17 retweets) garnering 170,252 impressions.
- Positive coverage included a feature story on Deb Miller where she spoke favorably of the company, in addition to news on Client's 2013 Partner Award Winners.
- Other coverage drivers included the acquisition of GXS, the company's "Project Red Oxygen" and new contract wins.

Activities Summary:

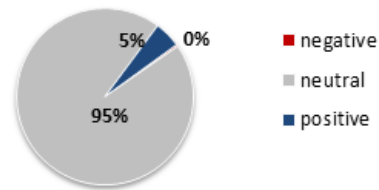
- # Press Releases
- # Briefings
- # Special Projects
- # Speaking Opportunities Submitted
- # Speaking Opportunities Accepted

TRADITIONAL MEDIA

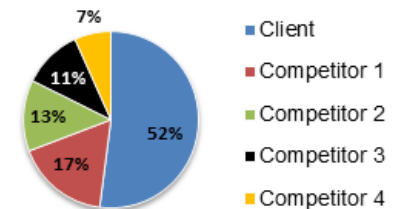
PLACEMENTS

	Corporate	Initiatives	Total
North America			
Europe			
APAC			
LatAm			
Total Coverage			

SENTIMENT

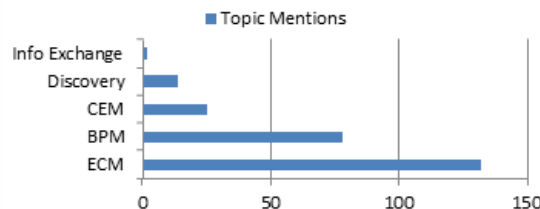


SHARE OF VOICE

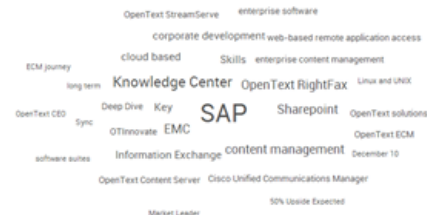


SOCIAL DISCUSSIONS

COVERAGE BY PILLAR



KEY TOPICS



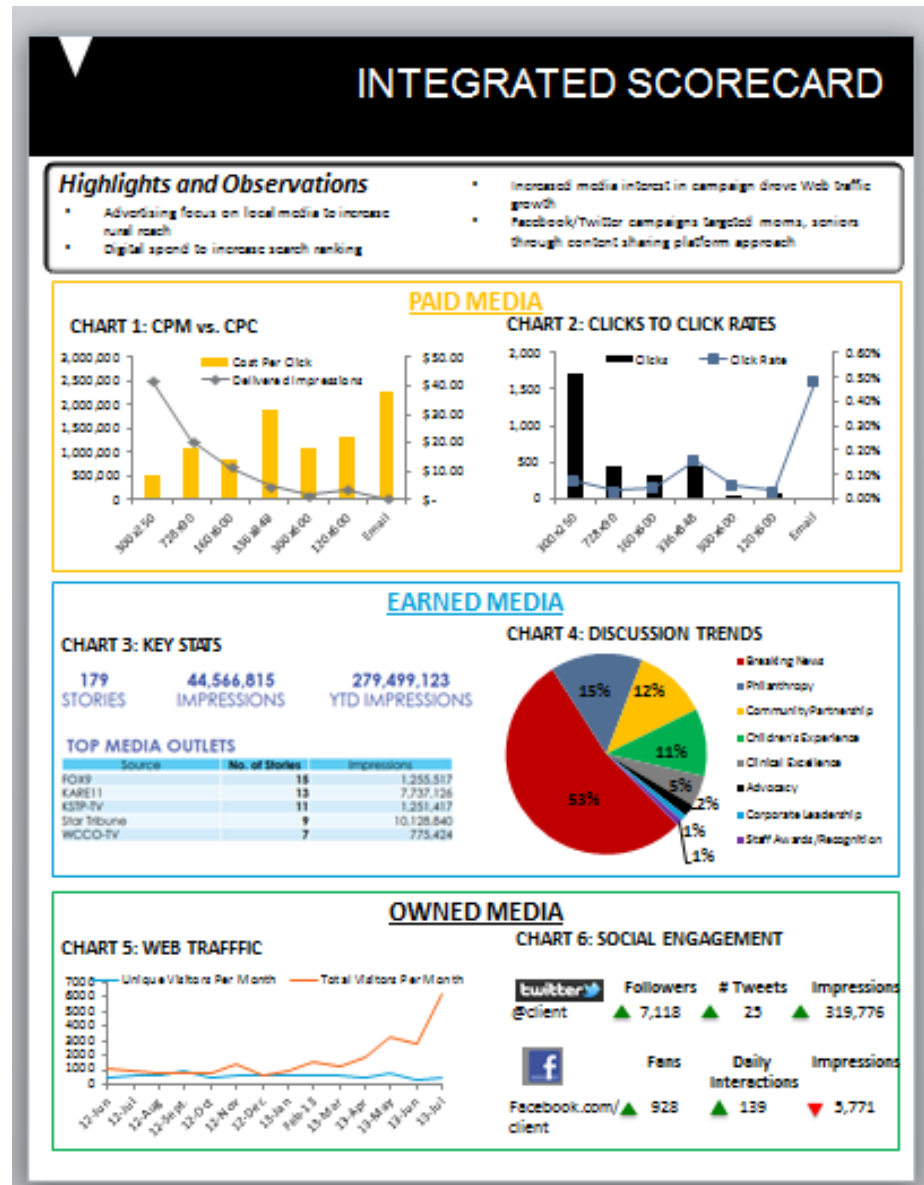
SOCIAL

- News: 172 mentions
- Blogs: 172 mentions
- Forum: 187 mentions
- Twitter: 354 mentions
 - 5 @mentions
 - 23 retweets
- Facebook: 120 mentions

KEY SUCCESSES

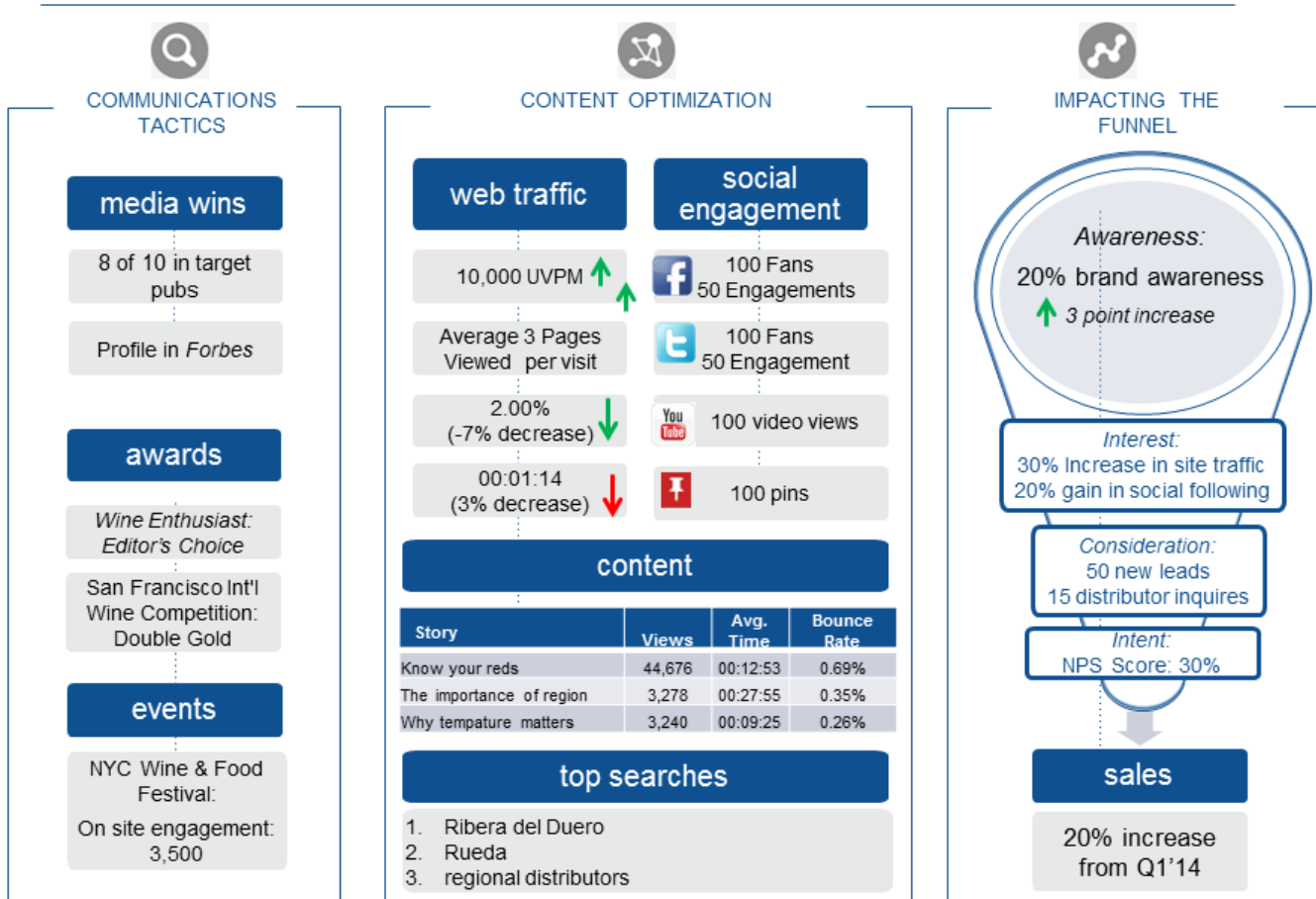


include cross-disipline data



be part of the bigger picture

cross-function metrics comparison



make it pretty

80%

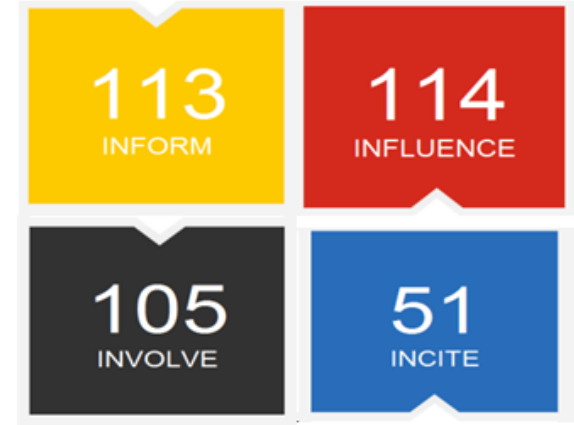
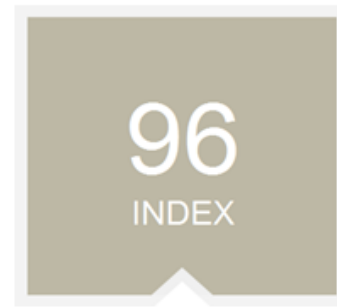
the degree to which color visuals increase the willingness to read

Color also accounts for

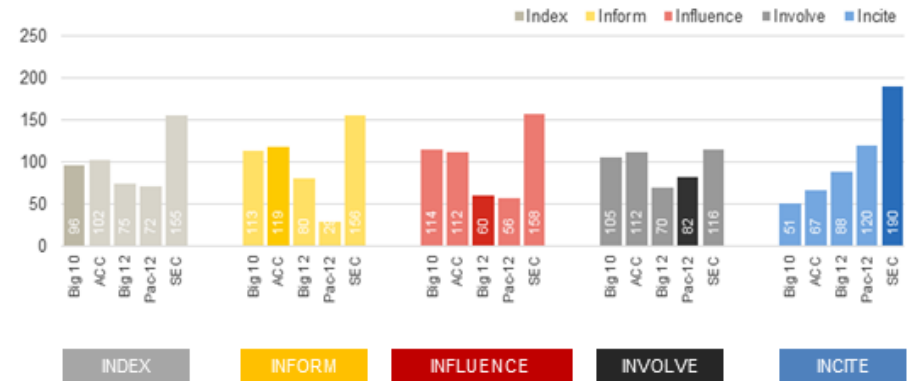
60%

of acceptance or rejection of an object, making it a critical factor in the success of any visual presentation

BIG



Competitive / All Brands

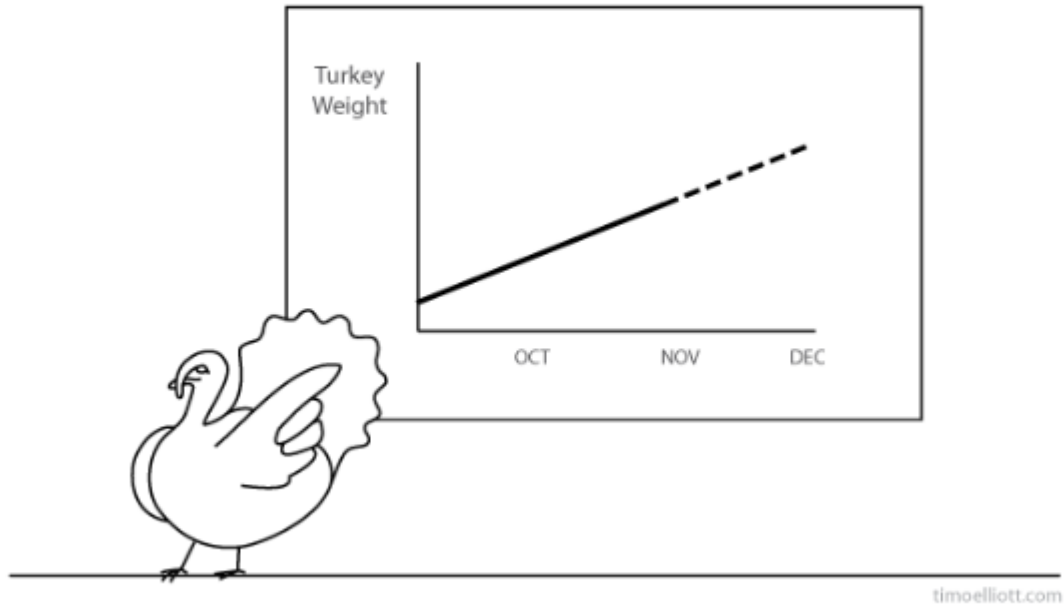


Big 10 outperformed two of the four key competitors and had an overall Index score of 96 with strong scores in Inform (brand awareness) and Influence (influencers talking about the brand). For all competitors, March Madness dominated the discussion, followed by conversations around conference line-up changes and NFL draft picks.

- Talk around the Big 10's impressive showing for the NCAA Men's basketball tournament helped to drive the volume and engagement for the brand.
- Big 10 had the most traditional news and blog mentions, as it compared to its competitors, due to controversial remarks from Ohio State's President, Gordon Gee.

be realistic

THANKSGIVING PREDICTIVE ANALYTICS



timoelliott.com

"I see no reason why excellent growth shouldn't continue..."

timoelliott.com/blog/analytics-cartoons

So where do you go from here?



Connect with
your audience

Ask questions and determine priorities

- What does your leadership care about?
- Who do they present too?
- What data point do they most want to show?

Tell a story

Data can be boring; it's up to you to develop the narrative

- Frame within business objectives
- Roadmap: how do you get from A to B

Start sharing
data. Now.

Develop a starting point. Simple is better.

- Share regularly
- Think iteratively



weber
shandwick
engaging, always.



Thank you

Inga Starrett

SVP, Analytics, Weber Shandwick