

Integrated Measurement: How to Sell PESOs to Senior Leaders & Clients

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“Beef. It’s What’s For Dinner.”

@Beef



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Not everything that can be counted counts,
and not everything that counts can be counted.
- Albert Einstein



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**Good work starts with
a good foundation.**



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#PowerOfPR

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Seven Principles of PR Measurement (Barcelona Principles)

1. Importance of **Goal Setting** and Measurement
2. Measuring the **Effect on Outcomes** is Preferred to Measuring Outputs
3. The **Effect on Business Results** Can and Should Be Measured Where Possible
4. Media Measurement Requires **Quantity and Quality**
5. Social Media **Can and Should be Measured**
6. AVEs are not the **Value of Public Relations**
7. **Transparency and Replicability** are Paramount to Sound Measurement



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Measurement Model

EXPOSURE

Create potential audience exposure to content & message.

ENGAGEMENT

Interaction that occurs in response to content on an owned channel 'engaging *with you*'.

Also *earned* social conversation 'talking about you'.

INFLUENCE

Ability to cause or contribute to a change in opinion or behavior.

IMPACT

Effect of a campaign, program or effort on the target audience.

Also Value - the financial impact.

ADVOCACY

Act of pleading or making the case for something. Includes positive sentiment and one of following:

- A recommendation
- A call to action to purchase
- Suggested usage or suggested change to opinion.



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Define Our Audiences

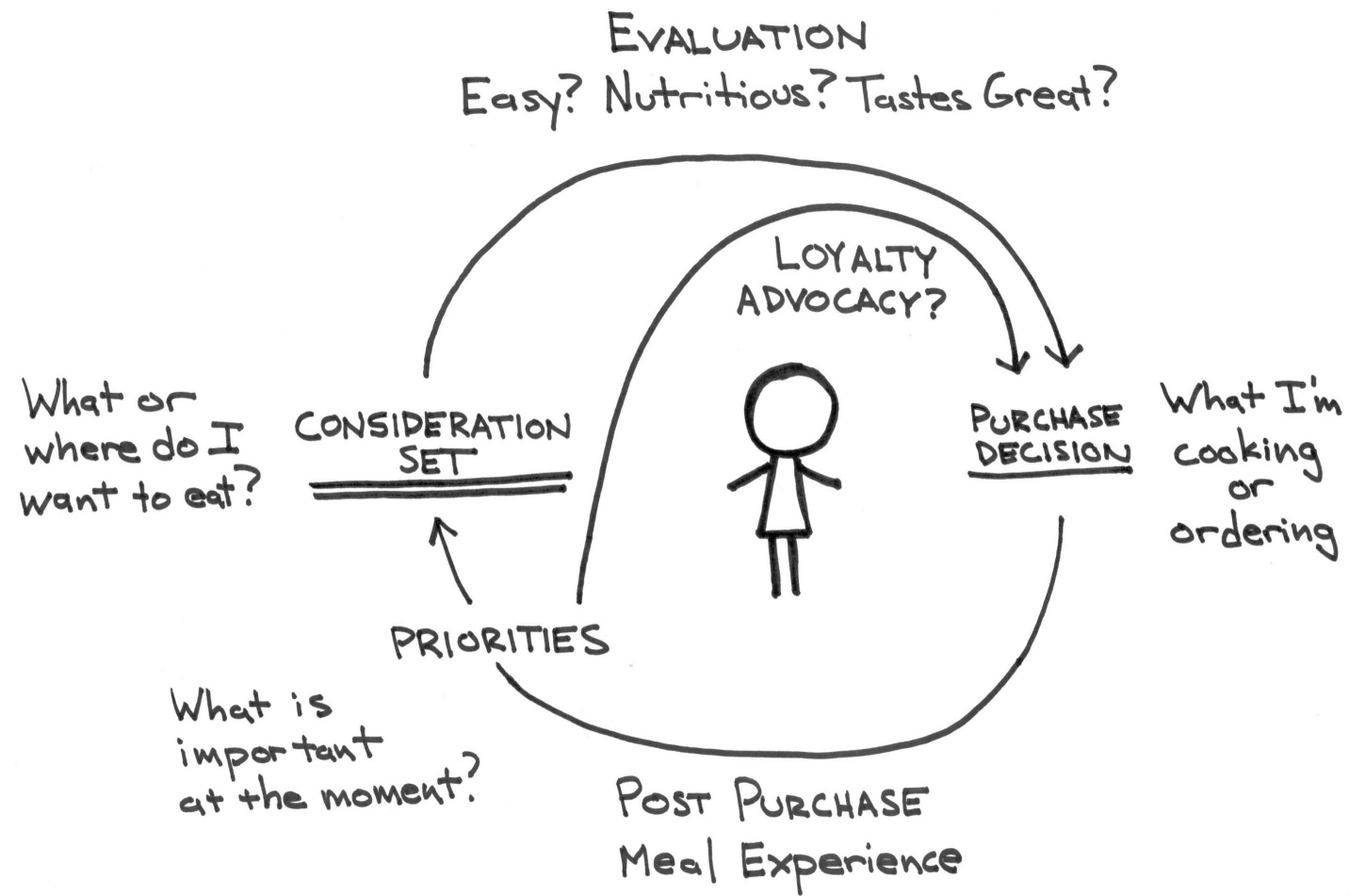
- Who are our audiences?
 - Core Target Audience(s)
 - Non-Core Target Audience(s)
 - Stakeholders
- What does each audience want to understand or what really matters to them?



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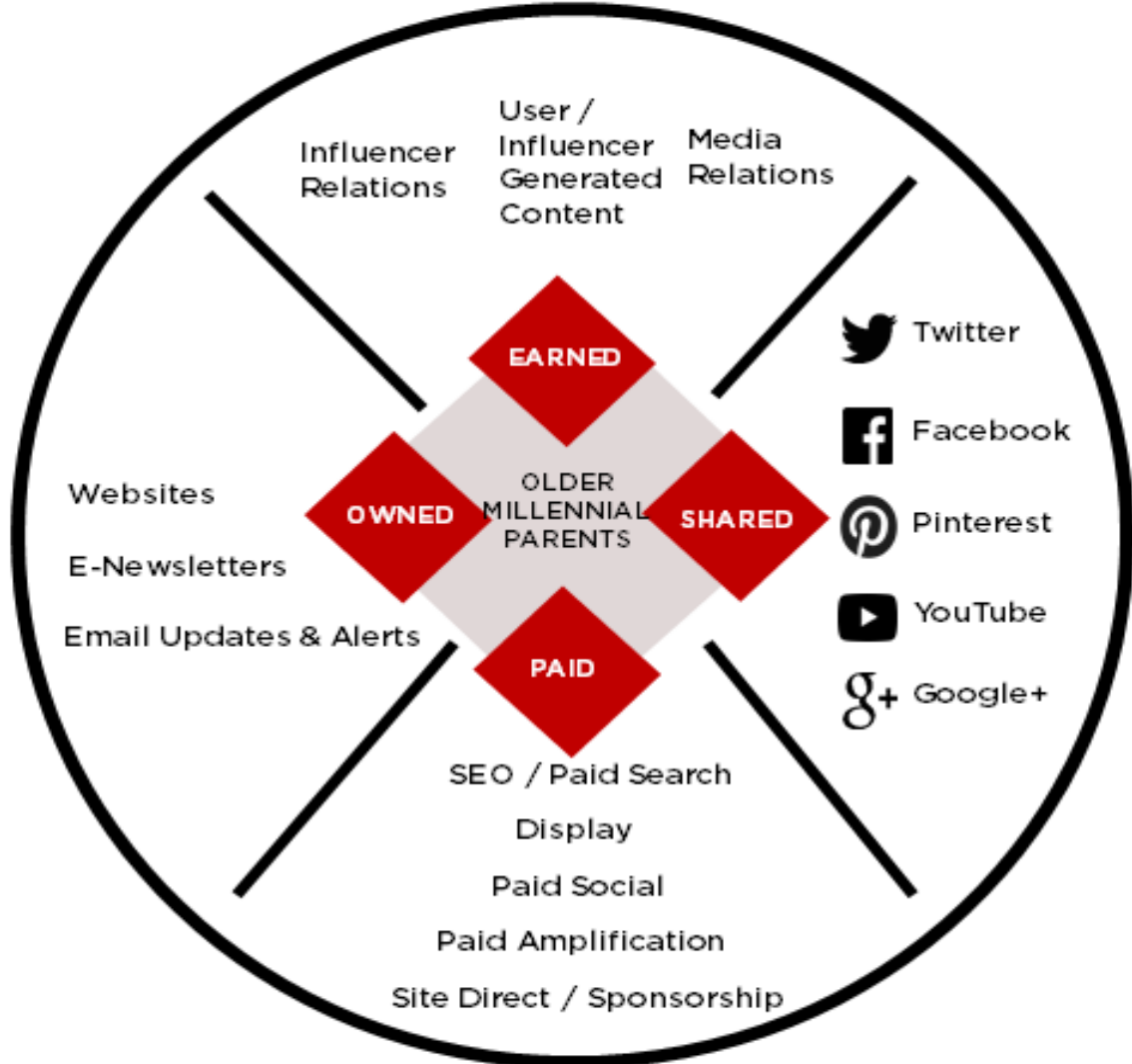
Beef Consumer Purchase Cycle



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Paid, Earned, Shared, Owned (PESO) Model



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Measurement 'North Star'

Consumers who agree that the positives of beef outweigh the negatives of beef.



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Measurement = Reach + Engagement

Reach – Target audience’s potential exposure to content and messaging.

- Reach incorporates quantitative metrics such as, impressions, fans, followers and subscribers.

Engagement – Interactions that occur in response to your content, to something you posted, or conversations with/about you.

- Engagement incorporates qualitative metrics such as, comments, shares, retweets and click rate.

Measurement helps evaluate a program’s effectiveness to deliver the right message, to the right audience, at the right time.



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	EXPOSURE	ENGAGEMENT	INFLUENCE	IMPACT	ADVOCACY
PAID	<ul style="list-style-type: none"> • Impressions • Reach • Frequency • Viewability • Video views • Completed views 	<ul style="list-style-type: none"> • Engagements (paid social) • Click-thrus • Page views (page landings) • Interactions: expand, unmute, replay, enter data 	<ul style="list-style-type: none"> • Awareness • Purchase consideration • Purchase Intent • Likelihood to Recommend • Brand attributes or equities 	<ul style="list-style-type: none"> • Visit website • Attend event • Sales Conversion • Download coupon • Leads captured • Promo redemptions 	<ul style="list-style-type: none"> • Mentions in Earned channel • Recommendations • Review • Ratings
OWNED	<ul style="list-style-type: none"> • Unique visitors • Visits 	<ul style="list-style-type: none"> • Return visits • Page views (per visit) • Interactions: clicks, views, use tools, • Subscriptions • Links 	<ul style="list-style-type: none"> • Consideration • Purchase Intent • Tell a friend • Likelihood to Recommend • Brand attributes or equities 	<ul style="list-style-type: none"> • Sales • Leads • Info requests • Download paper • Download app • Cost savings 	<ul style="list-style-type: none"> • Recommendations • Ratings • Reviews
SHARED	<ul style="list-style-type: none"> • Organic impressions • Organic reach • Number of followers 	<ul style="list-style-type: none"> • Likes • Comments • Shares • Replies • Retweets 	<ul style="list-style-type: none"> • Consideration • Purchase Intent • Tell a friend • Likelihood to Recommend • Brand attributes 	<ul style="list-style-type: none"> • Visit store • Attend the event • Sales • Vote for issue • Satisfaction • Loyalty 	<ul style="list-style-type: none"> • Ratings • Reviews • Recommendations • Recommendations rate
EARNED	<ul style="list-style-type: none"> • Number of posts • Impressions • Message delivery 	<ul style="list-style-type: none"> • Hashtag usage • Mentions • Contest entries/ participants 	<ul style="list-style-type: none"> • Awareness • Consideration • Purchase intent • Associations with issue/topic 	<ul style="list-style-type: none"> • Visit website • Attend event • Download coupon • Leads captured • Promo redemption 	<ul style="list-style-type: none"> • Recommendations • Ratings • Reviews

Measurement Dashboard

Program Elements	Program Objectives	Key Metrics	Q1	Q2	Q3	Q4	Fiscal Year Total
			Oct. 1 - Dec. 31	Jan. 1 - March 31	April 1 - June 30	July 1 - Sept. 30	
FACEBOOK "Beef. It's What's For Dinner."	Increase engagement with our social target	Comments	FY14: 783 FY15: 514	FY14: 1,985 FY15: 579	FY14: 1,537 FY15: XX	FY14: 2,676 FY15: XX	FY14: 6,981 FY15:
		Likes	FY14: 19,067 FY15: 18,189	FY14: 66,043 FY15: 29,593	FY14: 87,012 FY15: XX	FY14: 164,991 FY15: XX	FY14: 337,113 FY15:
		Shares	FY14: 2,965 FY15: 2,761	FY14: 7,472 FY15: 2,228	FY14: 4,864 FY15: XX	FY14: 10,010 FY15: XX	FY14: 25,311 FY15:
		Engagement Rate (Total Interactions (Likes + Comments + shares) / Total Followers)	FY14: 3% FY15: 2%	FY14: 9% FY15: 4%	FY14: 11% FY15: XX	FY14: 20% FY15: XX	FY14: 44% FY15: XX
		Likes (Fans)	FY14: 815,025 FY15: 878,800	FY14: 822,564 FY15: 880,868	FY14: 855,811 FY15: XX	FY14: 879,504 FY15: XX	FY14: 879,504 FY15: XX
	Maintain/measure reach with our target	Reach	FY14: 7,490,586 FY15: 13,936,931	FY14: 57,382,011 FY15: 7,191,042	FY14: 7,424,713 FY15: XX	FY14: 9,976,186 FY15: XX	FY14: 82,273,496 FY15: XX
	Notes		(Organic reach- little paid promo during FY15)	Until 2/9/15			
TWITTER - @Beef	Increase engagement with our social target	Retweets	FY14: 117 FY15: 354	FY14: 697 FY15: 370	FY14: 445 FY15: XX	FY14: 435 FY15: XX	FY14: 1,694 FY15: XX
		Replies	FY14: 11 FY15: 48	FY14: 79 FY15: 59	FY14: 35 FY15: XX	FY14: 86 FY15: XX	FY14: 211 FY15: XX
		Favorites	FY14: 41 FY15: 322	FY14: 825 FY15: 624	FY14: 355 FY15: XX	FY14: 335 FY15: XX	FY14: 1,556 FY15: XX
		Engagement Rate (Total interactions (RT+Rep+Fav)/Followers)	FY14: 2.3% FY15: 6.3%	FY14: 19% FY15: 8.2%	FY14: 9.7% FY15: XX	FY14: 7% FY15: XX	FY14: 28% FY15:
	Maintain/measure reach with our target	Followers	FY14: 7,300 FY15: 12,850	FY14: 8,500 FY15: 13,284	FY14: 9,815 FY15: XX	FY14: 12,371 FY15: XX	FY14: 12,371 FY15: XX
	Notes			Until 2/9/15			
TWITTER - @BeefRD	Increase engagement with our social target	Retweets	FY14: 89 FY15: 92	FY14: 102 FY15: 21	FY14: 88 FY15: XX	FY14: 59 FY15: XX	FY14: 338 FY15: XX
		Replies	FY14: 46 FY15: 36	FY14: 68 FY15: 10	FY14: 46 FY15: XX	FY14: 25 FY15: XX	FY14: 185 FY15: XX
		Favorites	FY14: 27 FY15: 92	FY14: 83 FY15: 20	FY14: 108 FY15: XX	FY14: 67 FY15: XX	FY14: 285 FY15: XX
		Engagement Rate (Total interactions (RT+Rep+Fav)/Followers)	FY14: 7.8% FY15: 8.7%	FY14: 11.4% FY15: 2%	FY14: 10.4% FY15: XX	FY14: 6.2% FY15: XX	FY14: 10.2% FY15:
	Maintain/measure reach with our target	Followers	FY14: 2,084 FY15: 2,542	FY14: 2,226 FY15: 2,554	FY14: 2,336 FY15: XX	FY14: 2,429 FY15: XX	FY14: +345 FY15: XX
PINTEREST "Beef. It's What's For Dinner."	Increase engagement with our social target	Re-Pins	FY14: N/A FY15: 113	FY14: N/A FY15: 13	FY14: 869 FY15:	FY14: 298 FY15:	FY14: 1167 FY15: 126
		Likes	FY14: N/A FY15: 9	FY14: N/A FY15: 4	FY14: 38 FY15: XX	FY14: 9 FY15: XX	FY14: 47 FY15: 13
		Comments	FY14: N/A FY15: 0	FY14: N/A FY15: 1	FY14: 0 FY15: XX	FY14: 0 FY15: XX	FY14: 0 FY15: 1



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Measurement – It's an Art and a Science

$$\frac{((B \times G \times H \times 25) + (.1 (C \times G \times H) + (.05(D \times G \times H)))) + ((E \times G \times H) + (.5(F \times G \times H)))}{A}$$

A = Total Authorization Request Cost

B = Industry Voice Amplification (Reach and Engagement of Key Opinion Leaders who Reach Consumer Audiences)

C = Reach to Core Target Audience (Older Millennial parents)

D = Reach to Non-Core (Audiences other than Older Millennial parents)

E = Engagement with content by Core Target (Older Millennial parents)

F = Engagement with content by Non-Core (Audiences other than Older Millennial parents)

G = Message Delivery Adjustment (Consumer Demand Drivers)

H = Channel Effectiveness Adjustment (Messenger/Conduit Effectiveness)



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Key Takeaways

- Clear definition for who your target audiences are and what you ultimately want to achieve:
 - Attitudinal Change
 - Shift in Perception
 - Purchase Behavior
 - Tool/Resource/Content Utility
- Focus on measuring outcomes
 - Still measure outputs as performance indicators
- Measurement =
 - PESO Ecosystem + Reach (Quantitative) + Engagement (Qualitative) with Consistent Timing (e.g. Quarterly or Annually)



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Questions?

Thank You!

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**National Cattlemen's Beef Association,
a contractor to The Beef Checkoff
"Beef. It's What's For Dinner."**



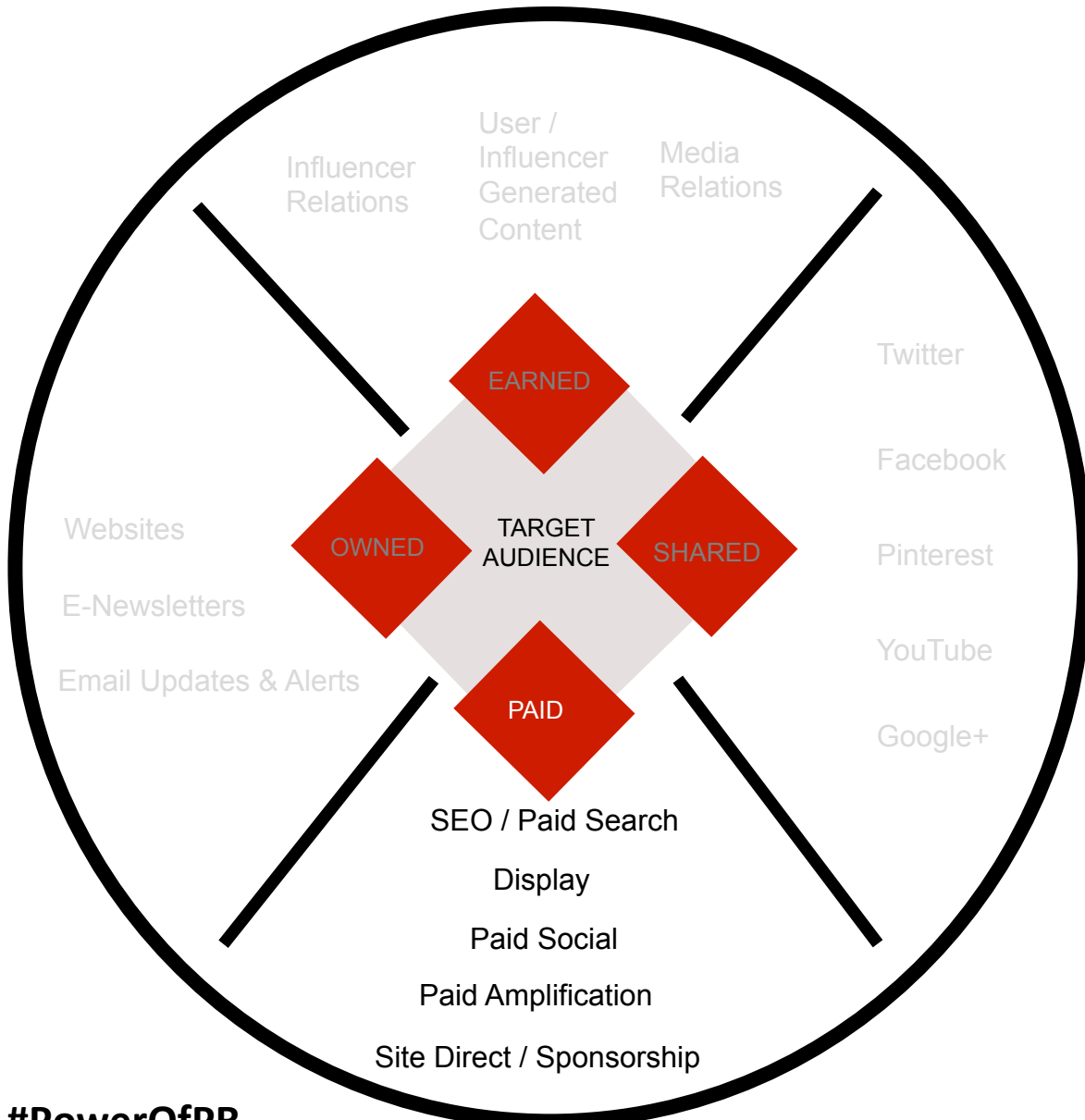
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Paid Earned Shared Owned (PESO) Model



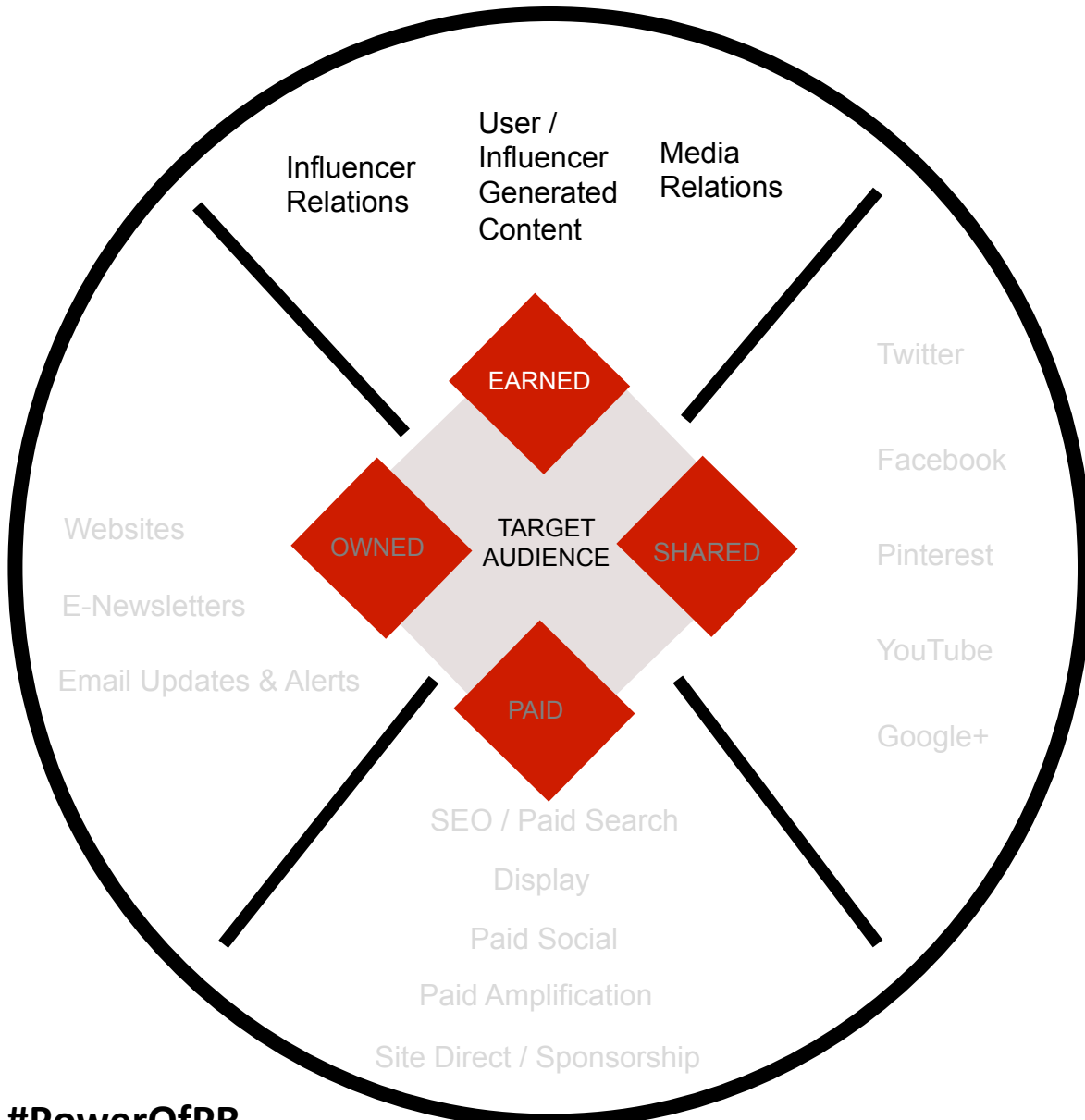
Reach Metrics:

- Impressions
- Video Views
- Total Reach / Viral Reach

Engagement Metrics:

- Comments
- Page Views
- Cost Per Page View
- Video Completion Rate
- Total Engaged Users
- Total Engagement Rate
- Cost Per Engagement

Paid Earned Shared Owned (PESO) Model



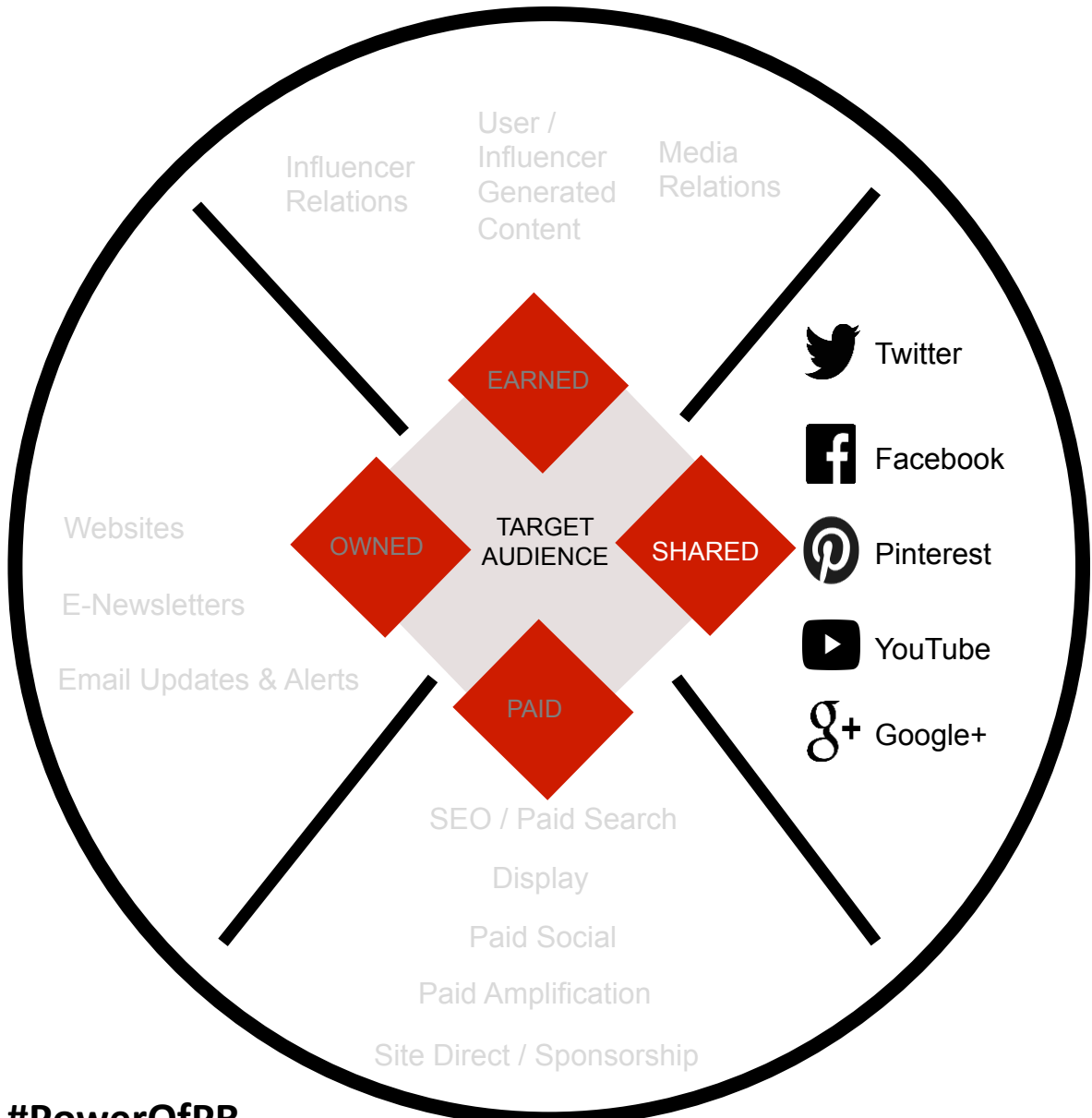
Reach Metrics:

- Impressions
- Total Participants
- Proactive Reach
- Reach Rate

Engagement Metrics:

- Total Stories
- Total Mentions
- Engagement Rate
- Comments
- Social Reach / Social Sharing
- Recommendations
- Pre- and Post-Survey

Paid Earned Shared Owned (PESO) Model



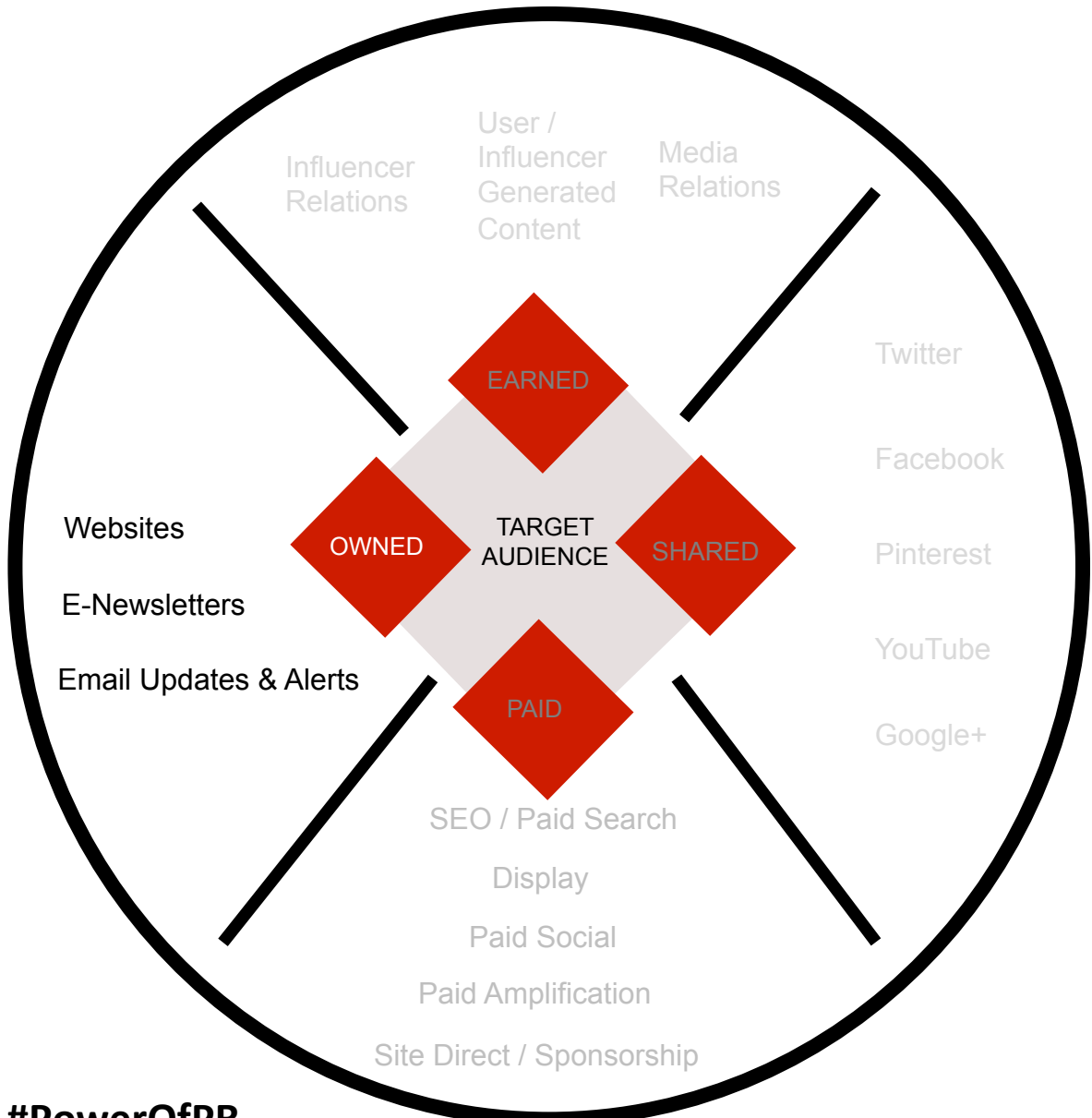
Reach Metrics:

- Followers
- Total Likes
- Subscribers
- Reach

Engagement Metrics:

- Likes
- Comments
- Shares
- Retweets
- Replies
- Favorites
- Re-Pins
- Engagement Rate
- Total Views

Paid Earned Shared Owned (PESO) Model



Reach Metrics:

- Unique Visitors
- Total Visits
- Total Subscribers
- Bounce Rate

Engagement Metrics:

- Return Traffic
- Interactions
- Interaction Rate
- Open Rate
- Click Rate
- Opt Out Rate