

Create Measurement Dashboards That Communicate PR's Business Value



PR News Measurement Conference
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Paine:

Helping communications professionals define and measure success for 25 years.

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 - The Delahaye Group
 - KDPaine & Partners
 - Paine Publishing
- Author of:
 - *Measuring the Networked Non-Profit*
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Paine Publishing:

Providing communications' professionals the knowledge and information they need to navigate their path to perfect measurement

- Newsletters
- Training Courses
- Consulting
- painepublishing.com

The Goal

- Getting from:

| PROBLEM | SOLUTION |
|--|------------------------------|
| Multiple inconsistent and incomprehensible reports | A consistent source of truth |
| AVEs | Barcelona-Compliant Metrics |
| Inaccurate, invalid data | Validated, accurate data |



- Below Target
- At Risk
- On Target

PUBLIC AFFAIRS DASHBOARD

Sales Target

Increases Brand Awareness,
Reduce Sales Cycle

| | Bench- mark | Current | Variance |
|--|----------------|-------------|----------|
| % increase in share of desirable voice | 8.9% | 8.9% | - |
| % decrease in share of undesirable voice | 3.1% | 2.1% | <1 pt |
| % increase in awareness | 11% | 13% | + 2 pts |
| % increase in non-employee unique users to website | 100K | 110k | +10% |

Risk Reduction

Increase Trust, Reduce Threats

| | Bench- mark | Current | Variance |
|---|----------------|------------|----------|
| % Decrease in undesirable Share of Conversation around environmental issues | 10% | 12% | + 2 pt |
| % Decrease in stakeholders not aware | 21% | 21% | -- |
| % increase in Trust scores | 50% | 45% | -5 pts |

New Market Share

Expand the Marketable Universe

| | Bench- mark | Current | Variance |
|---|----------------|-------------|----------|
| % Increase in stakeholder awareness | 10% | 19% | +9pts |
| % Increase in online engagement on issue | 5000 | 5500 | +10% |
| % Increase in in-bound requests for information | 100 | 110 | +10% |

The Barcelona Principles, The Conclave & Industry Standards

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. **Earned Media Value/AVEs are not the value of Public Relations**
6. Social Media Can and Should be Measured
7. Transparency and Replicability are Paramount to Sound Measurement

The Conclave



All standards are available on <http://www.painepublishing.com/standards-central>

Companies that have successfully implemented Standards-compliant dashboards



6 steps to standards-compliant measurement

Step 1: Define your goal(s).

What outcomes is this strategy or tactic going to achieve?

What are your measurable objectives?

Step 2: Define the parameters

Who are you are trying to reach? How do your efforts connect with those audiences to achieve the goal?

Step 3: Define your benchmarks.

Who or what are you going to compare your results to?

Step 4: Define your metrics.

What are the indicators to judge progress?

Step 5: Select your data collection tool(s).

Step 6: Analyze your data.

Turn it into action, measure again



Step 1: Define the goals

- ▶ What return is expected? – Define in terms of the mission.
- ▶ Define your champagne moment. If you are celebrating complete 100% success a year from now, what is different about the organization?



Answer the key questions first:

1. What are your organization's objectives?
2. What other measurement programs are currently under way?
3. From the perspective of senior leadership, how does your function or department contribute to those objectives?
4. Who are your program's key stakeholders?
5. What keeps your stakeholders up at night?
6. What are your key messages?
7. What motivates people to buy your products, or otherwise change their behavior?
8. Who or what is a relevant benchmark?
9. Who influences your audience(s)?
10. How do you distribute your product or service?
11. How do people expect to see your results reported?
12. What other departments or areas will be affected? ⁹

Goals & Suggested Metrics



ACA Measurement Program Parameters



- ▶ Goal: Move to Industry Standards Metrics and away from media value and ad value equivalency
- ▶ Measure quality not just quantity
- ▶ Began in January 2013
- ▶ Established a benchmark: January-March 2013
- ▶ Customized “Quality Score” that indexes message content, tone, and media importance on a scale of +10 to -10
- ▶ Correlated with web traffic to measure outcomes
- ▶ Correlated with longitudinal research to determine impact on preference and intent to visit
- ▶ Data used continuously in strategic decision making



Definitions of “Success”

- ▶ Workshop defined the criteria
- ▶ All criteria linked back to the goals:

High Quality Media Coverage



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graph TD; A[High Quality Media Coverage] --> B[Intent to visit]; B --> C[Improved reputation]; C --> D[Visits/Non-gaming revenue];
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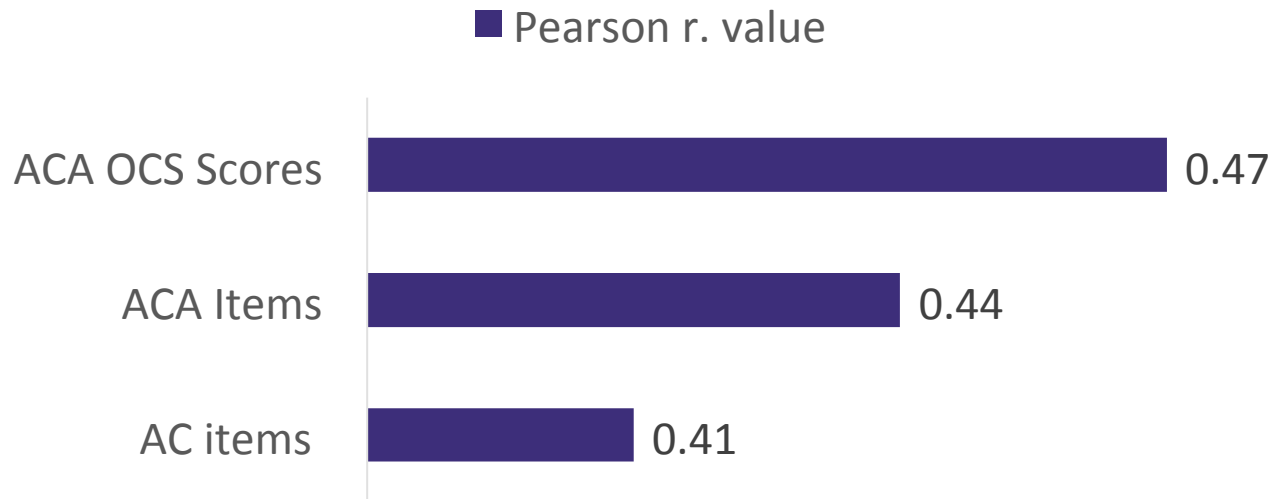
Intent to visit

Improved reputation

Visits/Non-gaming revenue

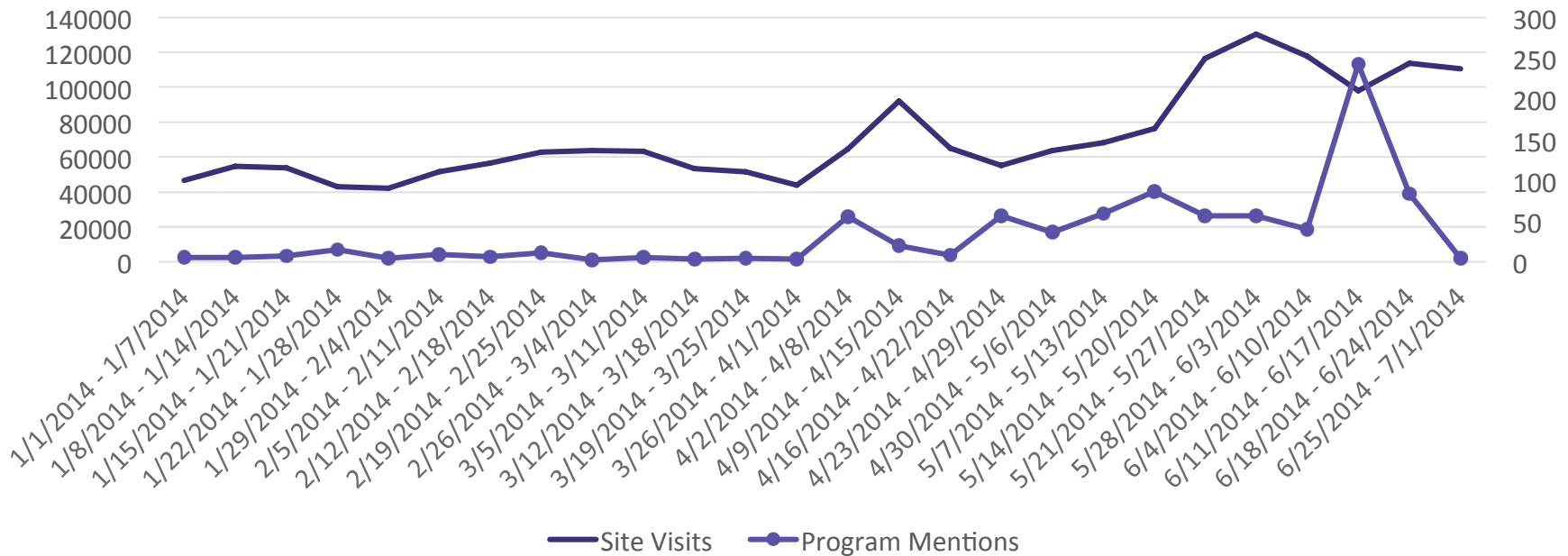
ACA programs drive higher OCS scores, which correlate highly with web visits

Correlations between Web Visits and PR Metrics



When ACA programs received media coverage, traffic followed

Relationship between ACA Program Mentions and Site Visits



PR is having a positive impact on preference and perceptions

- ▶ People who say they have recently heard news about Atlantic City are very likely to perceive AC as fun – a key driver of preference
- ▶ Respondents who remember seeing news reports about Atlantic City are also very likely to associate key messages and positioning statements such as “place I am excited to go to” and “fun place to hang out with friends.”
- ▶ The same respondents are also more likely to recommend Atlantic City to friends.

What we learned

1. Consensus on how PR/SM contributes to the business is critical
2. Tracking down the data and climbing in and out of silos is hard
3. You will need a bespoke “Standards Document” telling everyone, including agencies and foreign offices how to report



"That's just a fancy way of saying you agree with everything the boss says."

Custom Standards

Standards for Media Reporting

2014

The purpose of this document is to ensure consistency of reporting on public affairs, media relations and communications efforts across AbbVie. The definitions and methodologies in this document have been written and tested by the Coalition for Public Relations Research Interim Standards.

| Element | Standard Definition and Methodology |
|--------------|---|
| Item | The standard terminology to identify a clip, story, article or hit is considered an "item." An item to be included in a media analysis or reporting could be an item in a newspaper, a segment of a TV program, a transcript of a radio broadcast, a tweet, a blog post or any other type of content. |
| Mention | In general, the counting of mentions is not recommended. Any individual item might contain multiple mentions of AbbVie or its competitors. The number of mentions of a company is sometimes used as an indication of the extent to which that particular brand or company dominates the item. However, in shorter items, particularly in social media, this assumption may be false. In any analysis, if one is counting the number of mentions for AbbVie, a similar calculation must be done for all competitors. |
| Impression | Impressions are based on a variety of sources including circulation figures from print publications, Nielsen or ComScore data for broadcast, Compete or Alexa data for online media. Consistency is virtually impossible to achieve on a global basis. Unless all affiliates are using the same sources for impression data, we do not recommend reporting impressions. The standard definitions are as follows: <ul style="list-style-type: none">• Print: Impressions based on circulation e.g., "number of copies of a publication as distributed" through paid and free distribution, based on figures such as those provided by the publication. Multipliers should not be used.• Online: Impressions are based on average daily view for the date the item appeared. We recommend using Compete for online visitor data. However, services like Compete only give the unique visitors per month for the entire domain, not the specific post. To estimate the impressions for a specific item, you can use Compete's monthly data for the month the item appeared and then divide the number of unique visitors per month by 30.• Broadcast: Organizations are advised to use the numbers distributed by the broadcast monitoring service provider or go to TVbytheNumbers.com.• Wires: No impressions are assigned.• Blog: Similar to online media, impressions are based on the daily viewers. Use Compete.com to capture the unique visitors per month. Paste the URL into the Compete tool to get the unique visitors per month and then divide by 30 to get the daily readership. |
| Wire Stories | Press release pickups generated from "controlled or paid vehicles" such as posting an item on PR Newswire or Business Newswire do not count as a valid item. Wire services like Dow Jones, AP, Reuters, etc. are NOT controlled vehicles. Items appearing from those wires DO count as a valid item. If a wire item is updated multiple times in one day, only count it once in a 24-hour period using the latest, most updated version. If an item appears in both the online and print version, both items should be "counted" because the readership is different for each channel. Wire stories are not assigned impressions. Only the media in which the wire item appears |

Web Analytics

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1. Background

Currently Web and social analytics are reported in a variety of ways across . Data collected by Adobe's Site Catalyst is used across the company to track Web activity and measure results. However, results are reported differently and thus can be confusing at best and misleading at worst.

To rectify and standardize Web and social reporting, we have developed a set of standard metrics and recommended reporting procedures. These procedures are based on industry-standards developed by The Conclave, a cross-industry coalition of companies, organizations and agencies that have been endorsed by many leading advertisers. These standards also conform to those set by the Digital Analytics Association, The Word of Mouth Marketing Association (WOMMA) and the Advertising Research Foundation Digital Metrics Field Guide. (For more information on Social Media Measurement Standards go to www.smmstandards.org.)

2. Principles

A. Any reporting of Web and social analytics must reflect the goals established for the campaign/initiative/program. Typical goals might be:

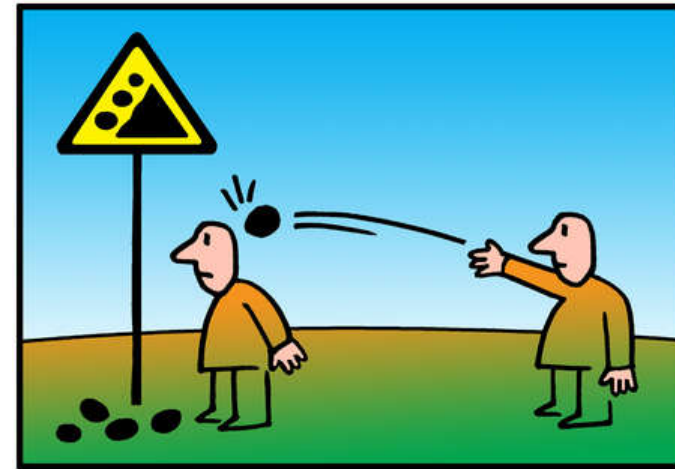
- Increase demonstrated engagement
- Increase advocacy
- Increase awareness
- Increase the marketable universe (i.e., leads)

Social Media Engagement Index

| Action | Score |
|--|-----------|
| Like/Follow/Opens/+1 | .5 |
| Favorite or Opens or Views | 1 |
| Comment | 1.5 |
| Share content | 2 |
| Signs up to receive email or other owned content | 2.5 |
| Shares a link to an owned site | 2.5 |
| Total | 10 |

Implementation Steps

1. Pull together a dashboard with the best data you can find and point out the gaps
2. Put on your bulletproof vest & explain to EVERYONE
3. Make changes, make more changes
4. Produce the first report
5. Repeat Step 2
6. Draw conclusions, make decisions.
7. Take it to the board



Thank You!

- ▶ For more information on measurement, read my blog: <http://www.painepublishing.com/blog>
- ▶ For a copy of this presentation or to subscribe to our newsletter, give me your card or **email me at measurementqueen@gmail.com**
- ▶ Follow me on Twitter: [@queenofmetrics](https://twitter.com/queenofmetrics)
- ▶ Friend me on Facebook: Katie Paine
- ▶ Or call me at 1-603-682-0735

