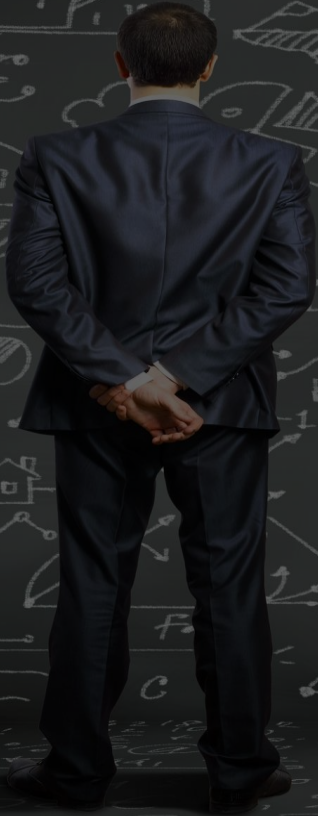




weber
shandwick
engaging, always.

THE FUTURE OF PR MEASUREMENT

What It Means for Your Career



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Macro Trends

Social is the new TV



Marketing is Multi-Channel





... and happens in “Micro-Moments”

90% of smartphone users have used their phone to make progress toward a long term goal or multi-step process while “out and about.”

Source: Google, <http://blog.neosperience.com/mobile-engagement-googles-micro-moments-change-the-rules>



Brands are publishers

Consumers are content creators

1.8B

Photos shared
every day



350M

Facebook photos
uploaded every day



18.7B

Total number of photos
shared on Instagram



58M

Avg. number of
Tweets per day



Sources: <http://tech.firstpost.com/news-analysis/now-upload-share-1-8-billion-photos-everyday-meeker-report-224688.html>;
<http://www.statisticbrain.com/instagram-company-statistics/>; <http://www.digitaltrends.com/social-media/according-to-facebook-there-are-350-million-photos-uploaded-on-the-social-network-daily-and-thats-just-crazy>

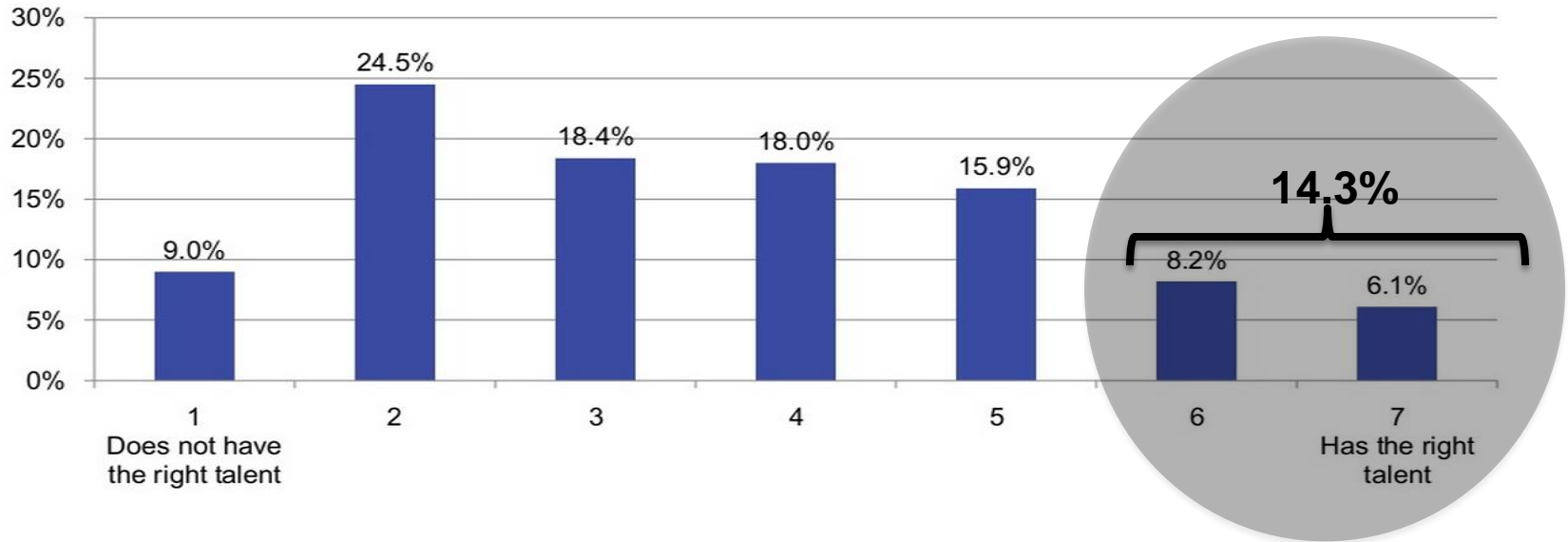


Analytics is more promising
(and more complicated) than ever

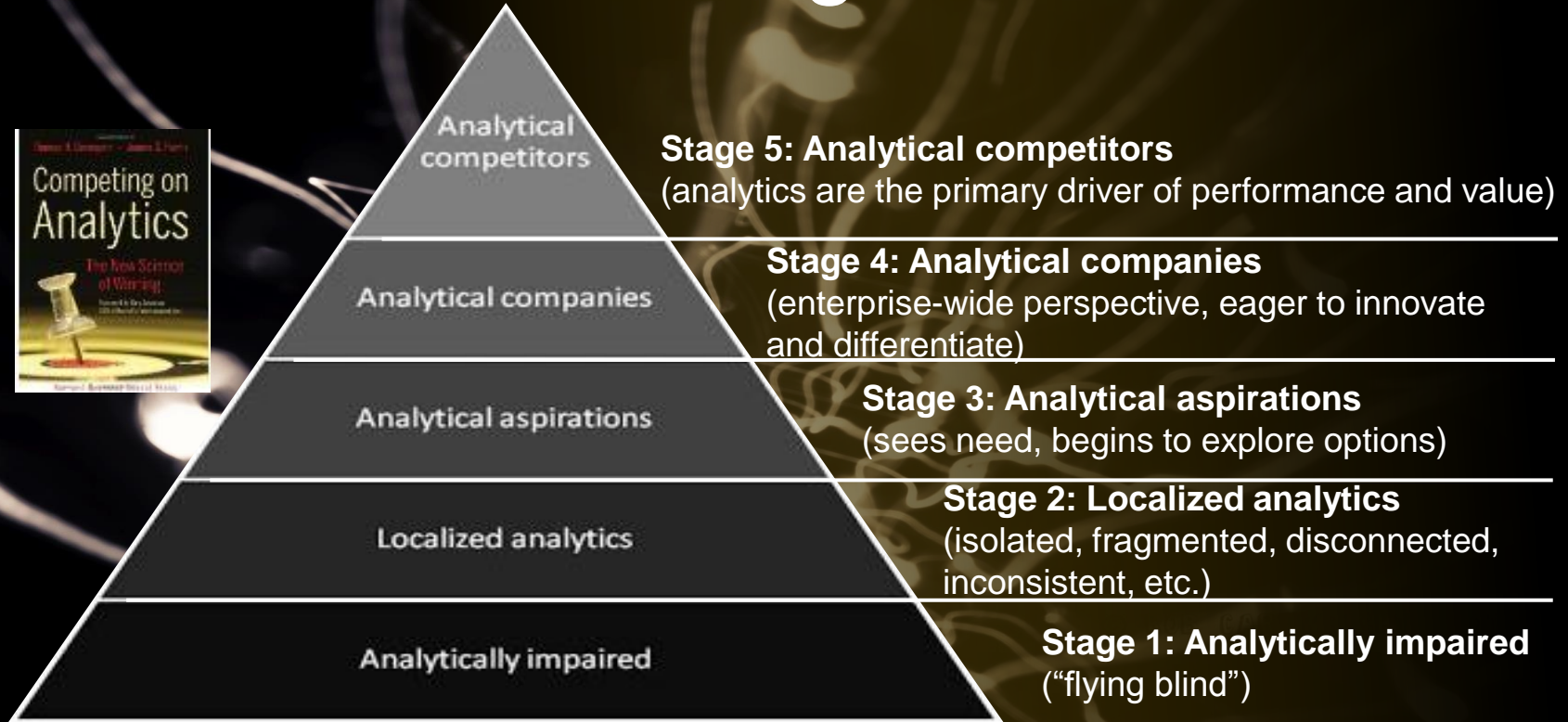
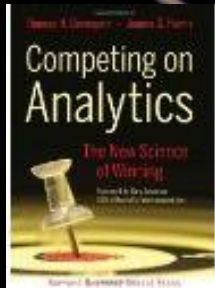
So, how do you chart your professional course forward?

Embrace the Opportunity! Data Fluency Is a Critical Differentiator

Does your company have the right talent to fully leverage marketing analytics?

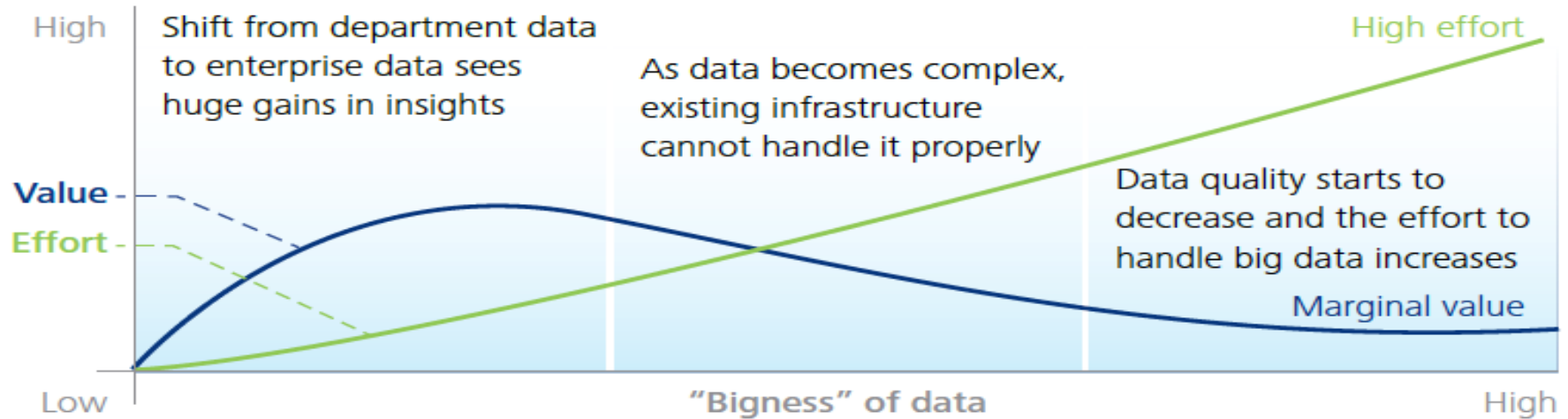


Champion a culture of intent – a commitment to being data-driven



Keep data investments and value in balance

"Bigness" of data vs. value of data and effort



Make your data
imperative analytics,
not measurement



**Real analytics is the actionable
use of data**
(not report cards or score cards)

Evolve from using data to measure success to using data as a catalyst for success

Descriptive

Prescriptive


Predictive

Today

Tomorrow

Facilitate breaking down silos

Integrate data from across communications disciplines and SBUs for more actionable intelligence



Get comfortable managing a different

cast of characters

with complementary skills

data scientists

who provide statistical knowledge

technical specialists

who manage the hardware, software and processing needs

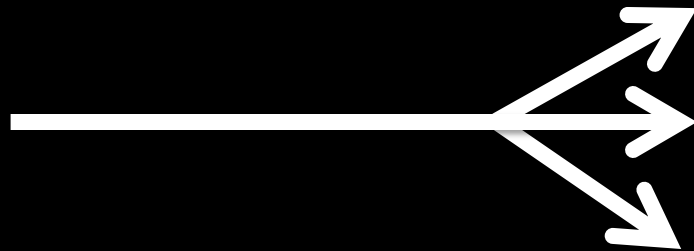
strategic planners

who prioritize the problems and determine data relevance

**“A DIFFERENT LANGUAGE IS A DIFFERENT
VISION OF LIFE.”**

FEDERICO FELLINI

**Learn new
languages**



Statistics
Python
SQL
R

Get smarter about

Google

Tailor balance of data and insights to align with your audience



Gone are the days when communications success is solely measured in “impressions”



Our ability to measure so much more deeply and accurately today means we're much more accountable for the ideas we generate as communicators



Thank You

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engaging. always.