

PR News' Measurement Conference

Fear Factor Metrics: A Look at the Metrics Communicators Fear Most

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Fear Factor Metrics: the Metrics Communicators Fear Most

Two categories of metrics cause communicators fear:

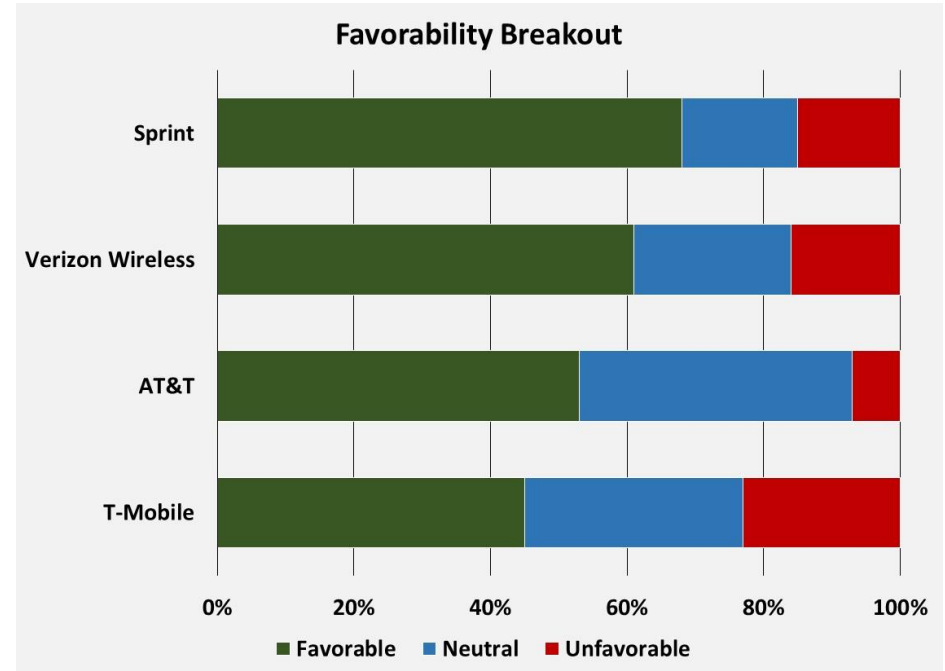
1. The metrics by which their performance is judged
2. The metrics that go beyond a straightforward accounting of their media coverage



Fear Factor Metrics: Metrics Used to Judge Performance

The metrics most used to judge the performance of communicators include:

- Sentiment / Favorability Metrics
- Volume and Share of Voice Metrics
- Key Topics Metrics
- Key Message Metrics
- Performance in Key Media
- Overall Impact Scores



Fear Factor Metrics: An Indirect Assessment of Performance

While important, such metrics provide only **an indirect assessment of the communications team's performance**

That's because many factors beyond communicators' control or influence play significant roles in an organization's media performance:

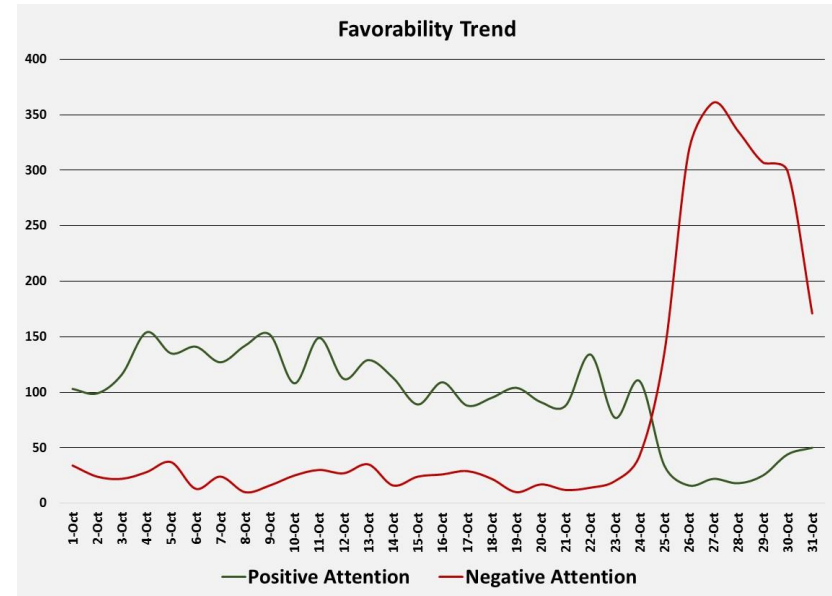
- Quality of Products or Services
- Customer Service
- Strategic Direction of the Organization
- Decisions from Senior Management



Fear Factor Metrics: The Impact of Crises

The biggest hindrance to any organization's media performance is when a crisis erupts.

- Media attention spikes
- Negativity surges
- A host of critics emerge
- Social media explodes



Fear Factor Metrics: Most Crises are Heaped upon the Communications Team, Not Caused by the Communications Team



What caused the crisis last week at the University of Missouri? Not the communications team . . .



Fear Factor Metrics: Most Crises are Heaped upon the Communications Team, Not Caused by the Communications Team



Did the communications teams cause the crises this fall at FanDuel and DraftKings? Or were the causes factors beyond the communications teams control?



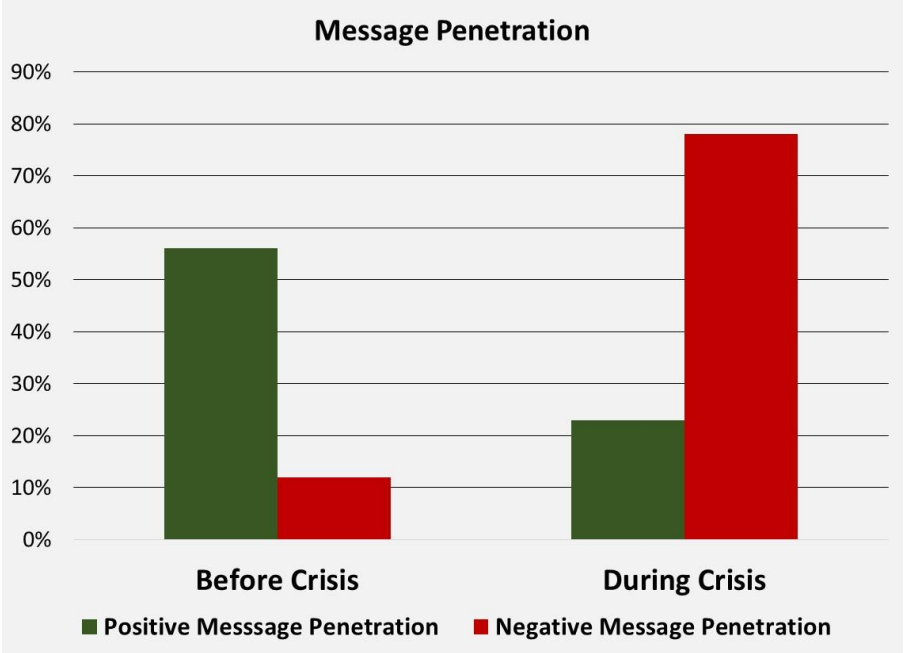
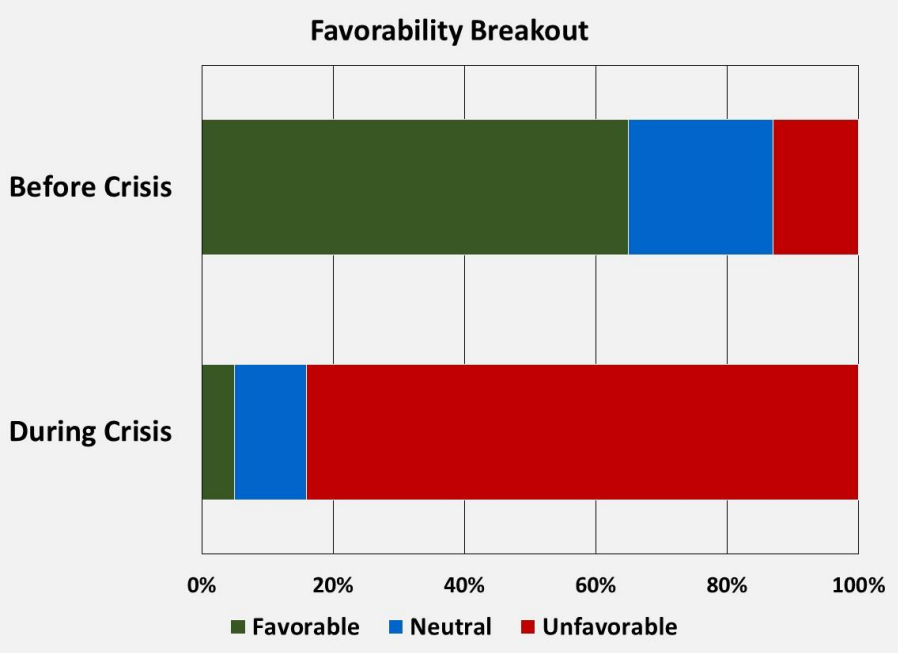
Fear Factor Metrics: When Communicators are Most Needed

- ✓ Crises are when the communications team is most needed
- ✓ Crises are when communicators often serve the organization best



Fear Factor Metrics: What Happens to Performance Metrics Amid a Crisis?

Just when the communications team is most valuable, what happens with the organization's media performance metrics?



Fear Factor Metrics: How To Approach these Feared Performance Metrics

Educate your senior management about the fundamental purposes of media measurement:

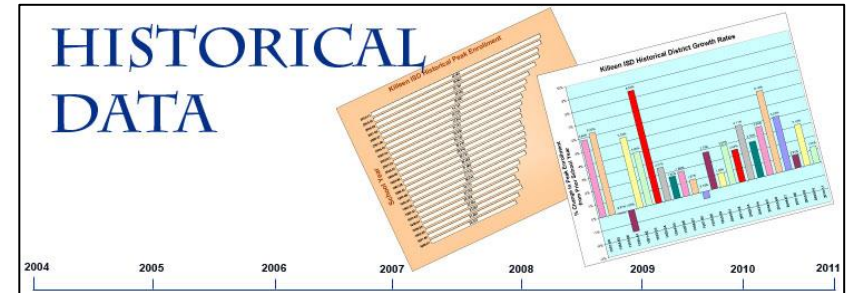
- ✓ measure and assess the quality of your media attention
- ✓ use those findings to improve and refine your communications strategies and tactics



Fear Factor Metrics: How To Approach these Feared Performance Metrics

Work with your measurement provider to use normative and historical data that can provide context:

- ✓ Don't look at coverage in a vacuum
- ✓ Include peer organizations
- ✓ Seek out other normative data from your measurement provider
- ✓ Ensure that your historical data is utilized



Fear Factor Metrics: How To Approach these Feared Performance Metrics

Foster a long-standing relationship with a measurement provider to build up your historical data

- ✓ Best source of normative data is your own past performance
- ✓ Methodological consistency



These suggestions will help you present your results in better context, enabling you to better convey to senior management the true nature of your performance

CONTEXT
MATTERS



Fear Factor Metrics: Beyond Straightforward Metrics

One consequence of trying to dig deeper into your media coverage and **answer more complicated questions** is that the ensuing **metrics become less straightforward**.

It is easy to understand volume or audience reach metrics, but things grow complex when you move to impact metrics and to correlating outputs to outcomes.



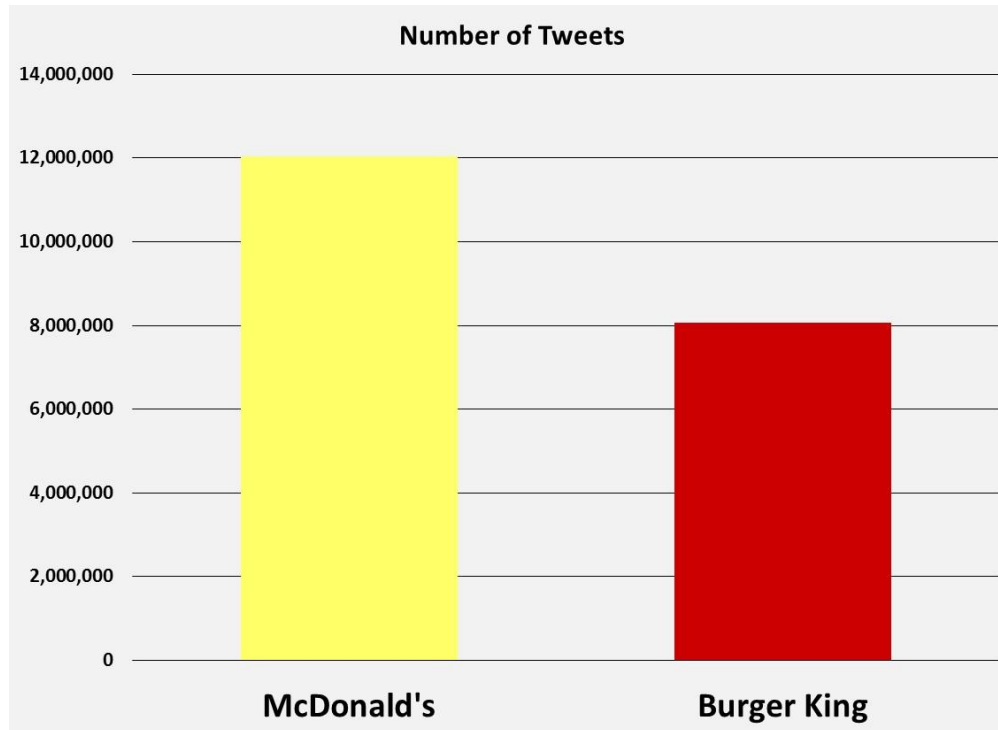
Metric Correlated to Favorability Rating	Previous Month	Previous 2 Months	Previous 3 Months	Previous 4 Months	Average Correlation
BrandIndex Attention	0.378	0.949	0.838	0.733	0.725
BrandIndex Buzz	0.355	0.901	0.725	0.668	0.662
BrandIndex Recommend	0.249	0.740	0.628	0.461	0.520
BrandIndex Purchase Intent	0.358	0.676	0.556	0.485	0.519
BrandIndex WOM Exposure	0.157	0.376	0.362	0.330	0.306
BrandIndex Index	0.009	0.522	0.414	0.151	0.274
BrandIndex Value	-0.138	0.154	0.416	0.249	0.170
BrandIndex Reputation	0.002	0.408	0.220	-0.004	0.157
BrandIndex Impression	-0.214	0.439	0.211	-0.026	0.103
BrandIndex Awareness	-0.215	0.172	-0.200	-0.418	-0.165
Average Correlation	0.094	0.534	0.417	0.263	



Fear Factor Metrics: Beyond Straightforward Metrics

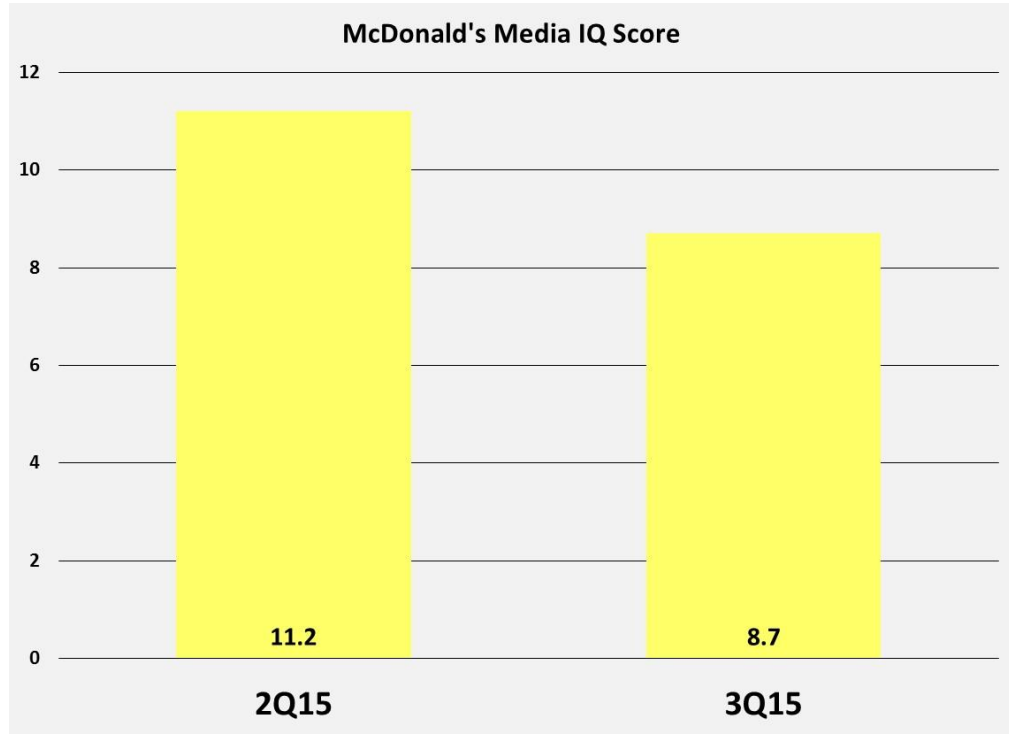
Advance metrics and the scales they use are not always intuitive. Rather, they require **effort to understand them**.

Easy to Understand Intuitively



Fear Factor Metrics: Beyond Straightforward Metrics

Not Easy to Understand Intuitively



Fear Factor Metrics: How To Approach Advanced Metrics

First, do not be intimidated. Jump in and educate yourself about the metric:

- ✓ Learn what key question about your media performance the metric is designed to answer
- ✓ Learn what factors are included in the metric
- ✓ Learn the scale used in the metric
- ✓ If all else fails, reach out to a measurement expert for further explanation



Fear Factor Metrics: Do Impressions Have Meaning?

How many people consume your media attention is immensely important:

- your depiction in the media affects the thoughts and actions of those who consumed that media attention

The better coverage your organization receives and the more people who actually consume that coverage, the **better your outcomes will be.**

The worse coverage your organization receives and the more people who actually consume that coverage, the **worse your outcomes will be.**



Fear Factor Metrics: Do Impressions Have Meaning?

But in the context of thinking about impressions, what were the key words of those pronouncements I just made?



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Fear Factor Metrics: The UVM Problem

Unique Visitors per Month (UVM) pose a significant issue:

- A story on a news website typically is readily available for a day
- UVM counts the site's traffic the whole month
- It is tremendously misleading to count traffic that occurred when the story wasn't easily accessible

What to do about UVMs?

1. Use Average Visitors per Day (AVD) metrics
2. If AVDs aren't available, adjust UVM data by dividing by 30 to give an approximate daily average



Fear Factor Metrics: The Impression Problems Caused by Reprinted Press Releases

Many web monitoring tools include press releases appearing on sites like *Yahoo Finance* in impressions metrics.

But, how many people actually consume these press releases?

This got me thinking: How easily can I find and read press releases on *Yahoo Finance*?

- If it's easy for me to find and read the press releases, maybe more people than I imagine consume them
- If it's hard for me to find and read the press releases, probably only a few people consume them



Fear Factor Metrics: The Impression Problems Caused by Reprinted Press Releases

The screenshot shows the Yahoo Finance homepage. At the top, there are search bars for Finance and Web, and a user profile for Christopher. Below the search bars is a 'SHOPSTYLE' banner featuring clothing items from brands like Cavallini. The main content area is titled 'Wed, Nov 11, 2015, 11:24AM EST - US Markets close in 4 hrs and 36 mins'. It features three market performance charts: S&P 500 futures (2,071.50, -6.50 (0.31%)), Dow futures (17,635.00, -4.00 (0.02%)), and Nasdaq futures (4,634.00, -9.00 (0.19%)). Below these are commodity prices for Crude Oil, Gold, EUR/USD, and 10-Yr Bond. The main article is titled 'Facebook top exec reveals surprising ways it plans to grow' by Carolyn Everson, vice president of global marketing solutions at Facebook. The article text is partially visible, mentioning a discussion with Yahoo Finance editor-in-chief Andy Serwer. To the right of the article is a 'SHOPSTYLE' section with two clothing items: a black jacket by Alexander McQueen and a red jacket by Forte Forte. Below the article are sections for 'Top News', 'Markets News', and 'Personal Finance'. The 'Must-Reads' section lists several investment and market-related articles. At the bottom, there are navigation links for 'All Finance', 'Top News', 'My Quotes', 'Yahoo Originals', and 'CNBC'. A 'Bond traders miss out in bankers' pay rise' headline is visible at the very bottom.



Fear Factor Metrics: The Impression Problems Caused by Reprinted Press Releases

The screenshot shows the Yahoo Finance homepage as of November 11, 2015. A red circle highlights the 'Finance Home' link in the left-hand navigation menu. The main content area features market data, a featured article about Facebook's growth plans, and various news sections like 'Top News', 'Markets News', and 'Personal Finance'.

Navigation Menu (Left):

- Finance Home (circled in red)
- My Portfolio
- My Quotes News
- Market Data
- Yahoo Originals
- Business & Finance
- Personal Finance
- CNBC
- Contributors

Market Data (Top):

Wed, Nov 11, 2015, 11:24AM EST - US Markets close in 4 hrs and 36 mins

S&P 500 futures	Dow futures	Nasdaq futures
2,071.50 -6.50 (0.31%)	17,635.00 -4.00 (0.02%)	4,634.00 -9.00 (0.19%)

Featured Article:

Facebook top exec reveals surprising ways it plans to grow

Carolyn Everson, vice president of global marketing solutions at Facebook, discusses the company's plans with Yahoo Finance editor-in-chief Andy Serwer.

FB 108.57 +0.66 (+0.61%) GOOG 737.6599 +9.3399 (+1.28%)

Other Sections:

- Top News:** Investors are 'really pessimistic', Schwab
- Markets News:** The stock to buy with a Republican win in 2016: Strategist
- Personal Finance:** The case for buying a home you can't afford

Must-Reads:

- 20 best investments for your 401k
- Men in Blazers bank on soccer's growth with BlazerCon event
- 8 iconic flicks about Silicon Valley
- The 25 American Companies Burning the Most Cash
- Cheap oil may be good for gas guzzlers but not for the S&P 500
- Gap sales slump continues; D.R. Horton tops estimates; Vodafone lifts outlook

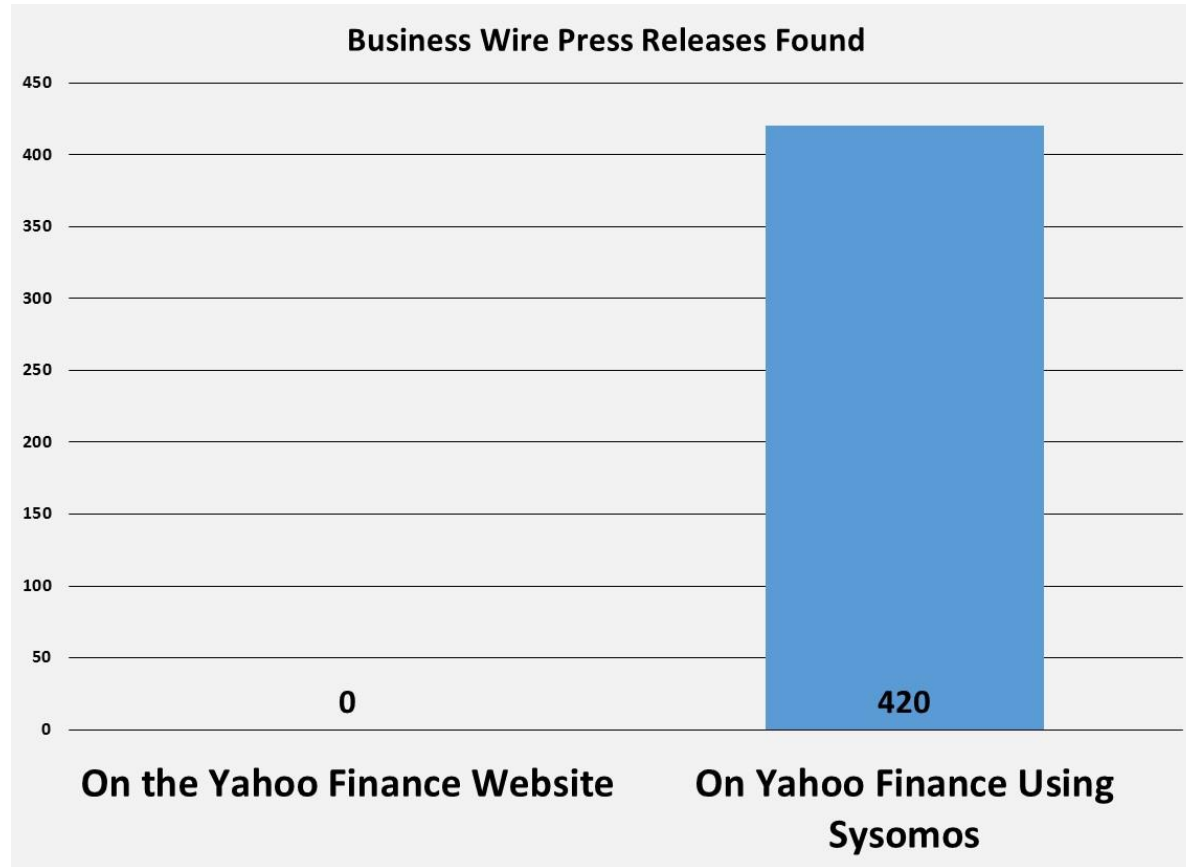


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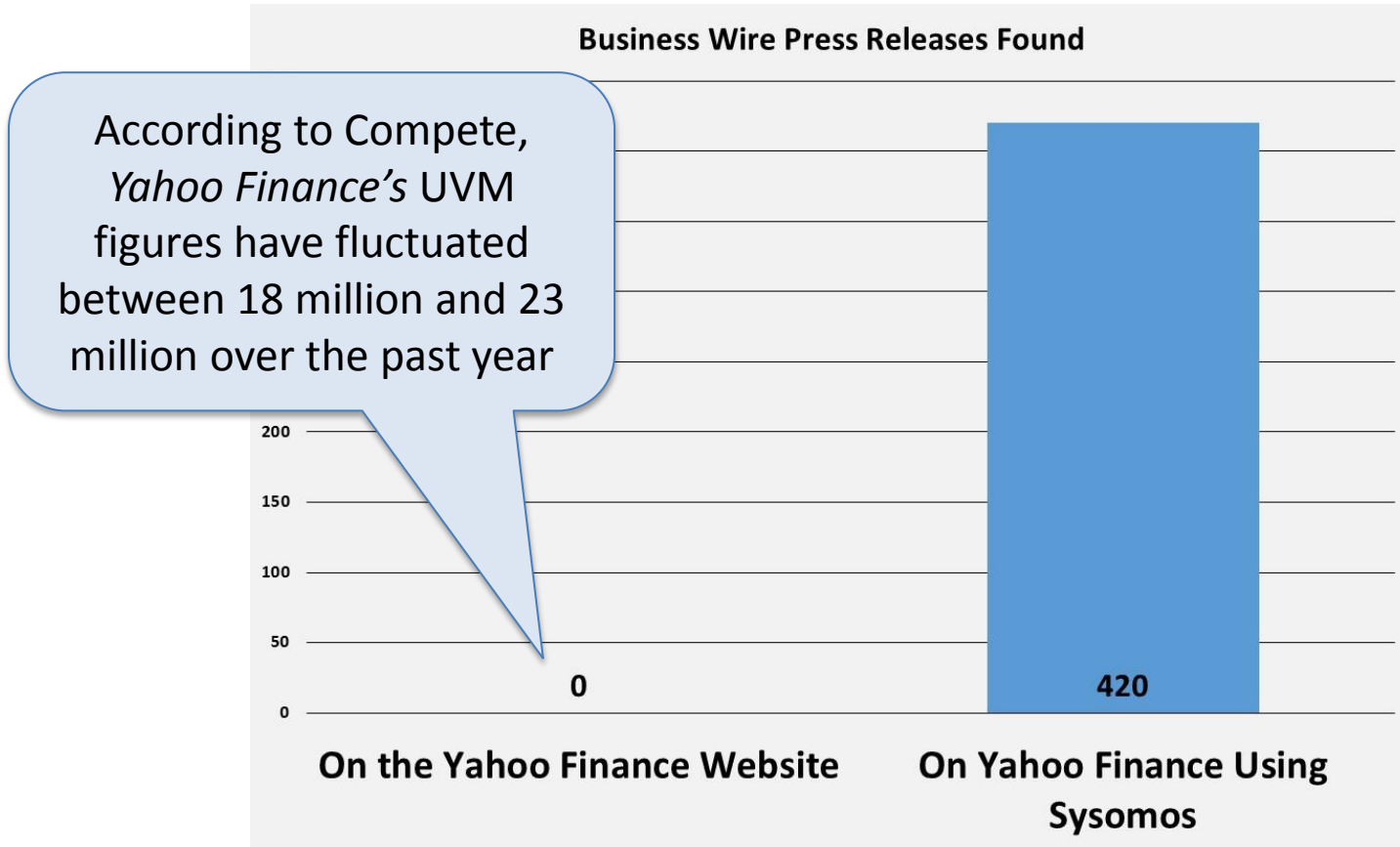
The image is a screenshot of the Yahoo Finance website. The top navigation bar includes the Verizon logo, the Yahoo! Finance logo, and search buttons for 'Search Finance' and 'Search Web'. Below the navigation bar is a 'Watchlist' section with a dropdown arrow and a 'Go' button. A 'SHOPSTYLE' banner features images of clothing items. The main content area displays market data for Nov 11, 2015, and a 'Company News' section with several news items. On the left sidebar, the 'Company News' link is circled in red. Other sidebar links include 'Finance Home', 'My Portfolio', 'My Quotes News', 'Market Data', 'Yahoo Originals', 'Business & Finance', 'Economic News', 'Market News', 'Personal Finance', 'CNBC', and 'Contributors'. The main news items include: 'Google X cofounder's Udacity valued at \$1 billion in latest funding', 'Thomson Reuters says exploring options for IP & Science business', 'Drug might help breast cancer patients avoid heart damage', 'Mitsui & Co., Ltd. Earnings Q2, 2016', 'Free Tickets in Alexandria & Bethesda', and 'ITOCHU Corp. Earnings Q2, 2016'.



Fear Factor Metrics: The Impression Problems Caused by Reprinted Press Releases



Fear Factor Metrics: The Impression Problems Caused by Reprinted Press Releases



Fear Factor Metrics: Conclusions about Online Impressions

1. Be skeptical about your online impressions data, especially if UVMs were used
2. Utilize Average Visitors per Day or, if not available, adjust your UVM figures
3. Remove press releases that were picked up online from your impressions results



Fear Factor Metrics: How to Know if You're Measuring Too Much or Too Little

1. If you are overwhelmed by your results, then you are measuring too much.
2. If you have too little information about key elements of your media performance, then you are not measuring enough.
3. If you are tracking many similar or overlapping topics and messages, then you are measuring too much.



Fear Factor Metrics: How to Find the Right Balance

1. Identify the organizational objectives and goals that your team is supporting.
2. Outline the strategies and tactics that you have implemented to achieve those organizational goals and objectives.
3. Develop the measurement parameters that will enable you to track your media performance relative to your strategies and tactics.
4. Focus your program on your part of the organization; avoid having an omnibus measurement program for the whole organization.



Fear Factor Metrics: Key Takeaways

- ✓ Educate your senior management about your media measurement program
- ✓ Put your results in context
- ✓ Take the time to learn about your advanced metrics and solicit help as needed
- ✓ Impressions matter, but avoid UVMs and measuring republished press releases
- ✓ Focus your media measurement program on work done in support of your organization's overall objectives and goals





CARMA

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