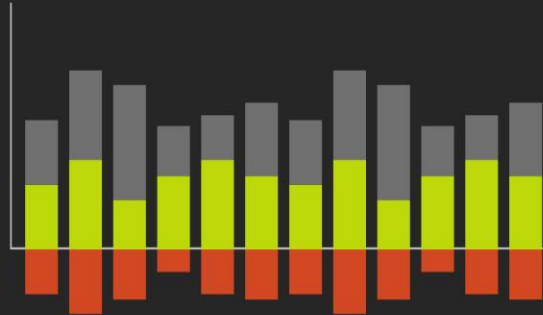


# Create Measurement Dashboards That Communicate PR's Business Value

Jana Thomas  
Justin Greeves  
Porter Novelli SPAR

## SENTIMENT



## IMPACT



**Lorem ipsum** dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis. Suspendisse urna nibh, viverra non, semper suscipit, posuere a, pede.

## CATEGORY 2



- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Aliquam tincidunt mauris eu risus.
- Integer vitae libero ac risus egestas placerat.

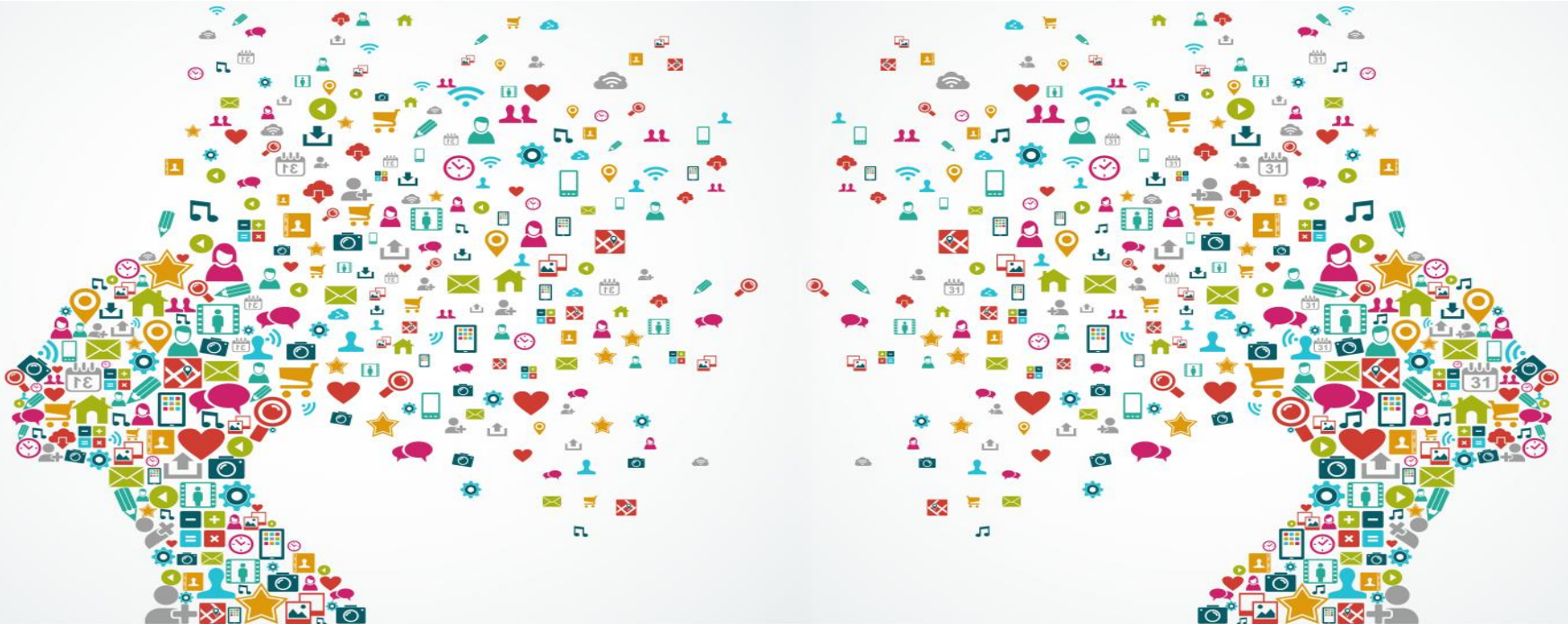
## CATEGORY 3



- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Aliquam tincidunt mauris eu risus.
- Integer vitae libero ac risus egestas placerat.

# Before You Build, Think

- What business problem are we trying to solve?
- What are we *really* trying to measure (attitudes vs. behaviors vs. transactions)?
- How does the frequency of my data match my customer's needs/expectations?
- What's the cost of the "right data" vs. the cost of the actual dashboard?



## AWARENESS

Raise awareness of brand/product



## ENGAGEMENT

Foster brand engagement



## ADVOCACY

Promote advocacy



**Influencer Name**

**REACH: 55,436**

PLACEMENTS: 71

SOCIAL MEDIA POSTS: 98

## SYNDICATION

### Solicit sharing



**30 RT | 5 FAVORITES**

42,750 FOLLOWERS

**Lorem Ipsum** @loremipsum

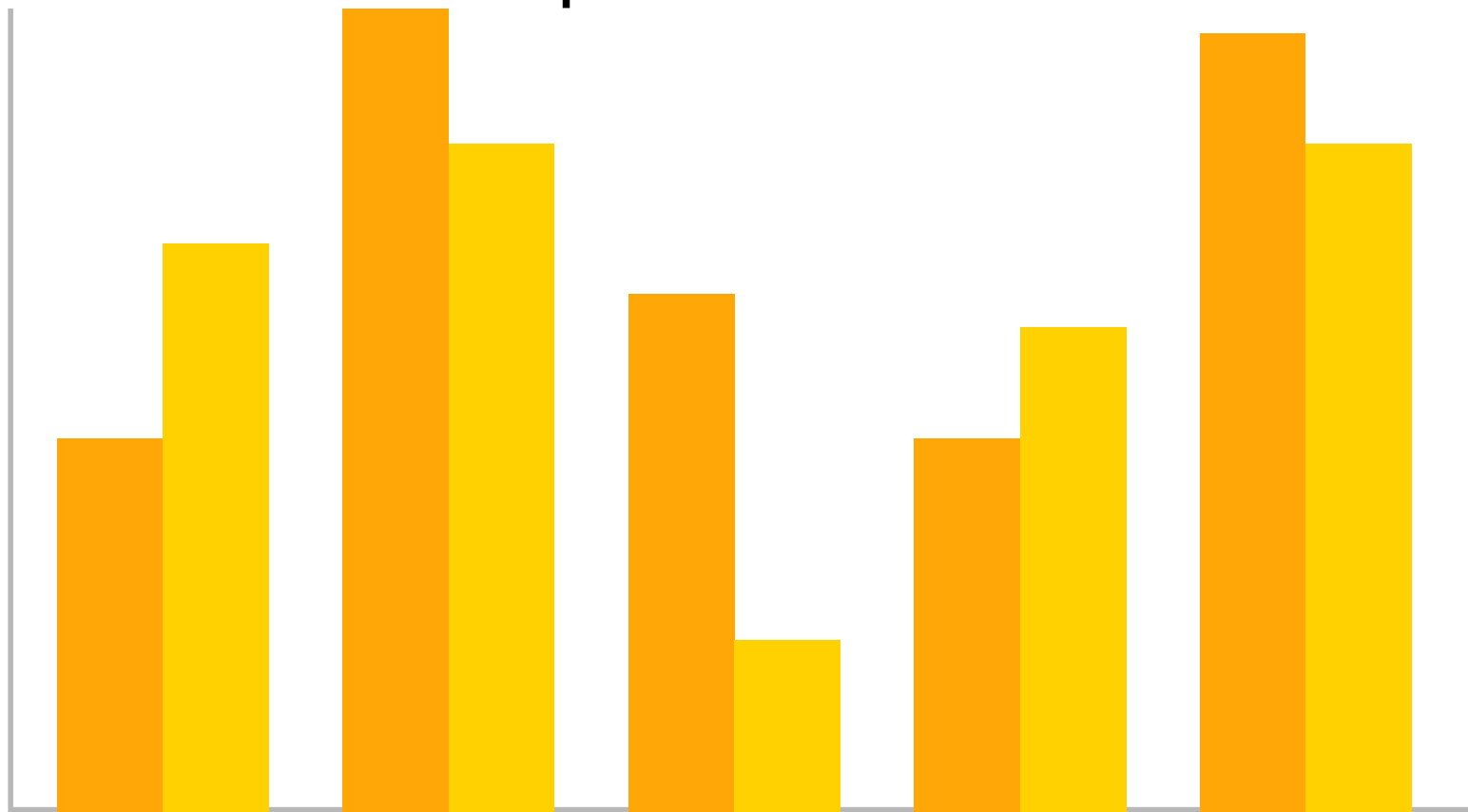
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January 12, 2013

# Some Common PR Business Goals

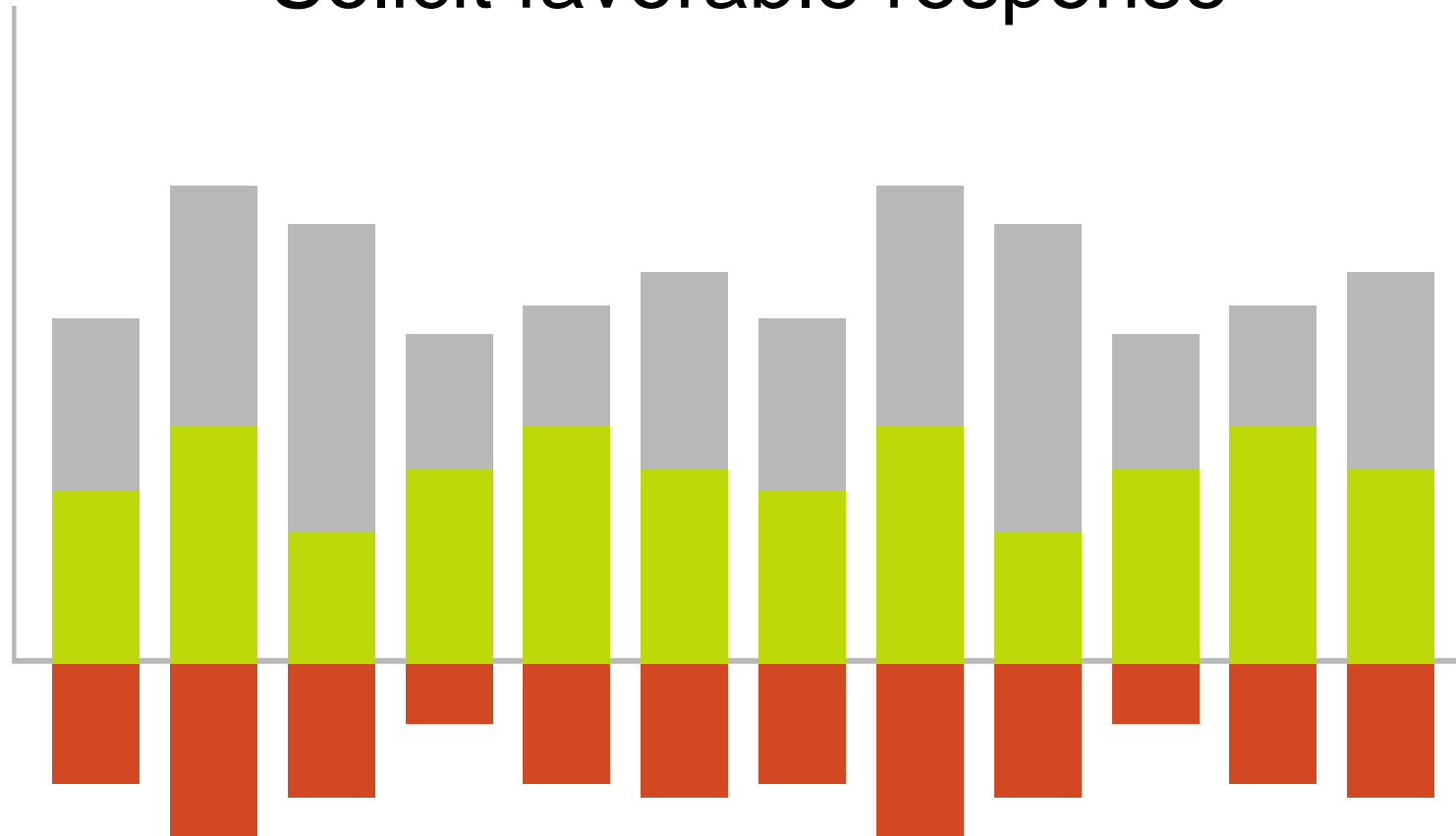
## ACTION

### Fuel purchase intent



## FAVORABLE RECOGNITION

Solicit favorable response





# Bucket Your Metrics Properly

Holistic measurement shows how to deliver optimal performing tactics and long-term impact. Business Results and Outcomes can be KPIs, Outputs are just metrics.

	WHAT THEY MEASURE	QUESTIONS ANSWERED
<b>BUSINESS RESULTS</b> <ul style="list-style-type: none"><li>• Sales</li><li>• Registrations</li><li>• Leads</li></ul>	The most “bottom of the funnel” metrics closely aligned with changes in business performance. Required to measure ROI.	<ul style="list-style-type: none"><li>• How did our business grow?</li><li>• How did our communications work impact the business?</li><li>• Which strategies and tactics drove the most value?</li></ul>

# Bucket Your Metrics Properly

Holistic measurement shows how to deliver optimal performing tactics and long-term impact. Business Results and Outcomes can be KPIs, Outputs are just metrics.

	WHAT THEY MEASURE	QUESTIONS ANSWERED
<b>OUTCOMES</b> <ul style="list-style-type: none"><li>• Awareness</li><li>• Perception</li><li>• Intent</li></ul>	Changes in our target audience's perceptions of our brand, product or industry as a result of our communications programs.	<ul style="list-style-type: none"><li>• What does our audience think about us today?</li><li>• How have we changed the way our audience thinks about our brand?</li><li>• Which of our audiences did we most effectively reach?</li></ul>

# Bucket Your Metrics Properly

Holistic measurement shows how to deliver optimal performing tactics and long-term impact. Business Results and Outcomes can be KPIs, Outputs are just metrics.

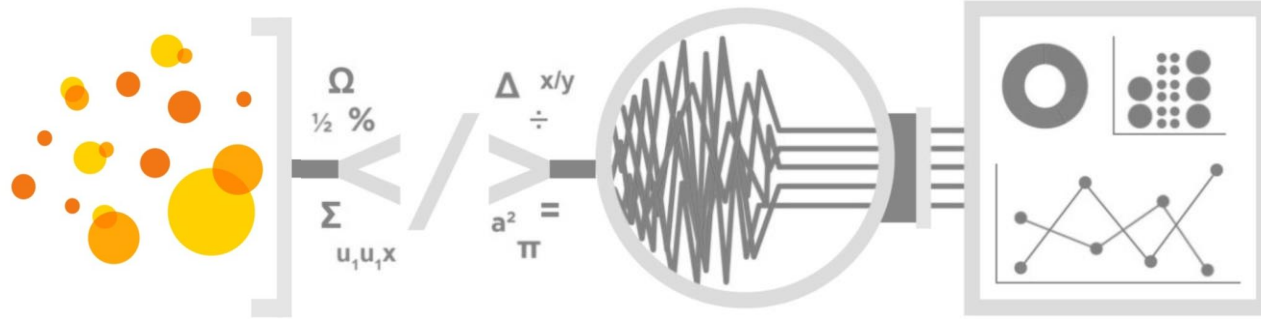
	WHAT THEY MEASURE	QUESTIONS ANSWERED
<b>OUTPUTS</b> <ul style="list-style-type: none"><li>• Impressions</li><li>• Sentiment</li><li>• SOV</li><li>• Message</li><li>• Pull-Through</li><li>• Engagement</li></ul>	Measurement of the activity that communications generates such as press releases, owned channels, events, etc. as well as the relevant media coverage and social conversation from them.	<ul style="list-style-type: none"><li>• What are people saying about us today?</li><li>• Which tactics are working? Which ones aren't?</li><li>• Are our key messages being pulled through in media?</li></ul>

# Use The Right Tool For The Right Job

Business Results and Outcomes KPIs are captured through Audience survey data or Internal data while tactical Output metrics are refreshed through integrated dashboards or reporting.

GOALS	OUTCOMES/KPIs	TACTICS	OUTPUT METRICS
<b>AWARENESS</b> Build brand awareness among target audience	Audience aided/unaided awareness of brand	<ul style="list-style-type: none"> <li>Ongoing media outreach</li> </ul>	<ul style="list-style-type: none"> <li># of placements</li> <li>Reach of placements</li> </ul>
<b>PERCEPTION</b> Increase consumer perception of brand aligning with priority messages	Audience agreement with brand message statements	<ul style="list-style-type: none"> <li>Ongoing media outreach</li> <li>Influencers</li> </ul>	<ul style="list-style-type: none"> <li>Reach of placements w/ messaging</li> <li>Reach of influencer-driven media w/ messaging</li> </ul>
<b>BUSINESS RESULTS</b> Increase trials and sales	Sales volume & revenue	<ul style="list-style-type: none"> <li>Digital coupon</li> <li>Contest</li> </ul>	<ul style="list-style-type: none"> <li>Coupon download/redemption</li> <li>Entries</li> </ul>

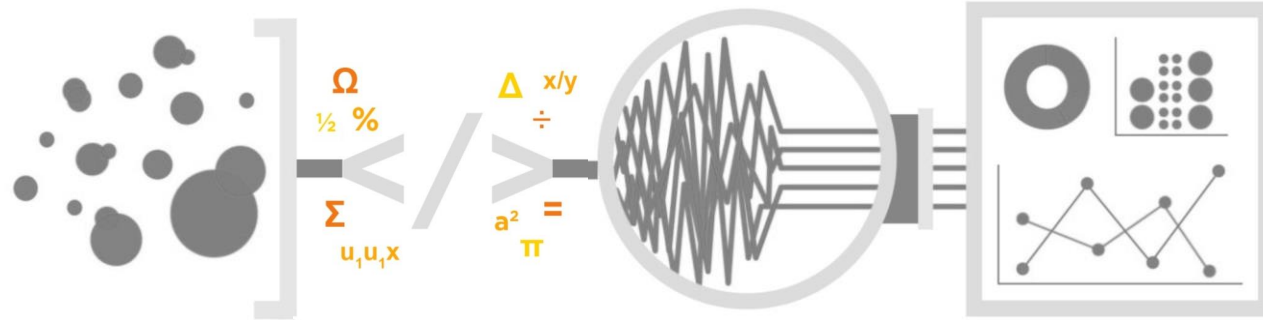
# Follow a Clear Process



Collect.

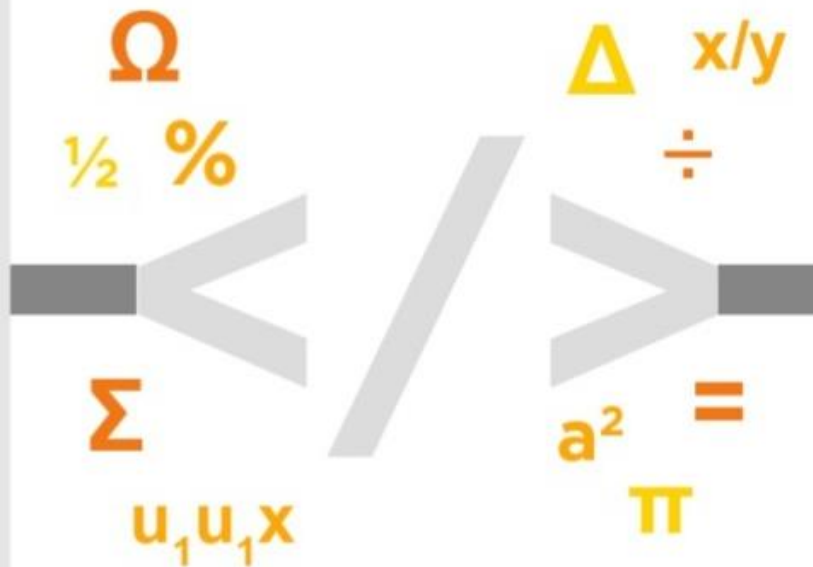
A custom suite of data sources collect the entire conversation in all media.

# Follow a Clear Process

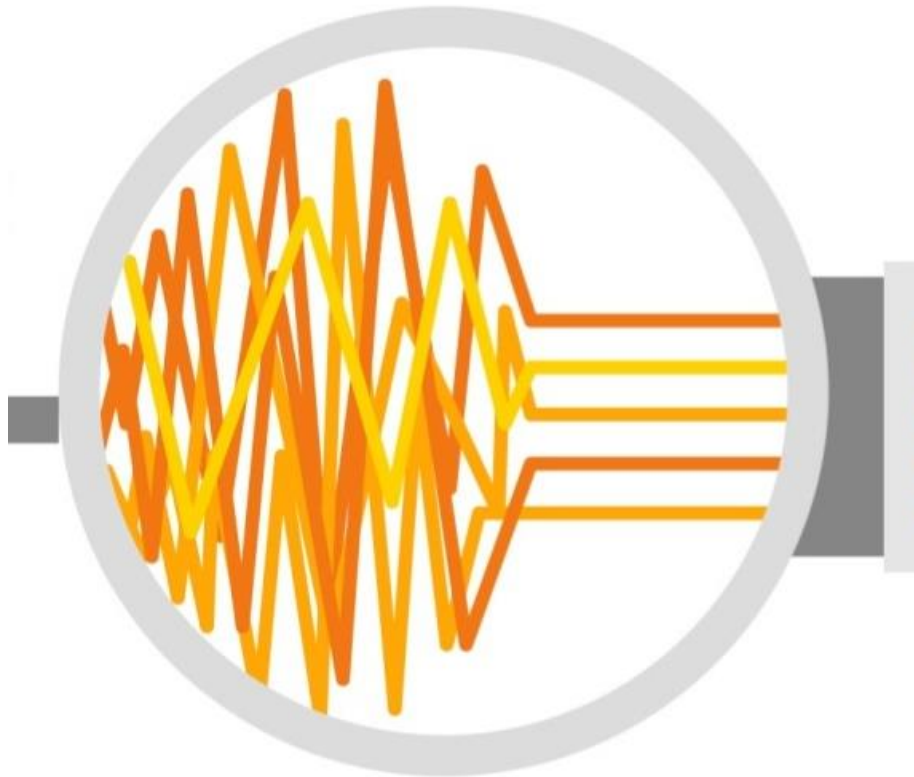
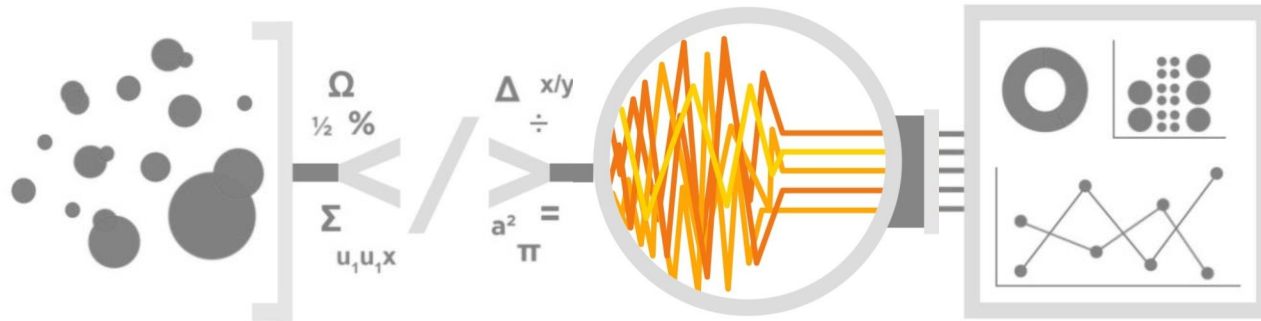


Process.

A combination of machine-learning and human coding algorithms process data for sentiment and conversation analysis.



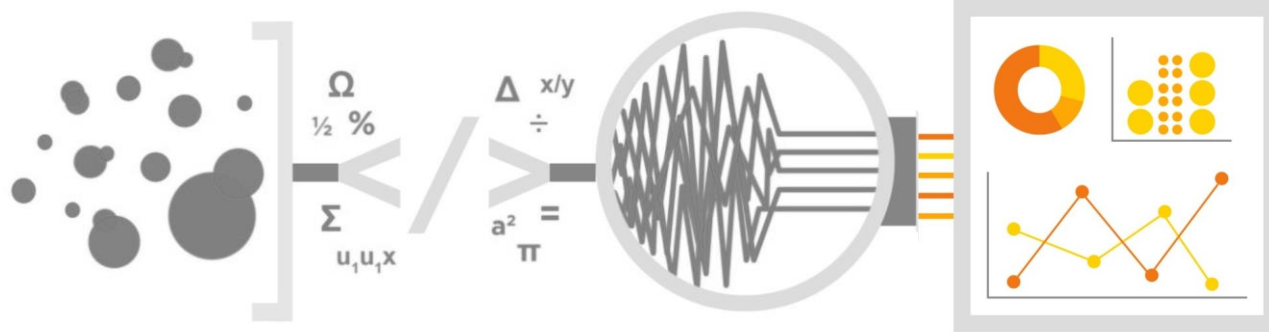
# Follow a Clear Process



Analyze.

We analyze the entire conversation to uncover key business drivers, opportunities, and potential pitfalls to avoid.

# Follow a Clear Process



Report.  
Dashboards and custom reporting solutions report results for a clear picture of data.





# BUILDING A DASHBOARD SYSTEM

## ANSWER THESE QUESTIONS:

How will the brand use this information?

Who will be receiving this information?

What are the 3 to 5 clear metrics tied to strategy?

How can/will this report evolve?

## BUSINESS CONSIDERATIONS:

- Context over time
- Context across brands/category
- Divergent needs: Listening & Measurement



- Data sources and bias
- Frequency/depth
- How to integrate within business process, i.e. marketing decision-making, and mindset

# CONSIDER TIMING AND EVOLUTION

## REPORTING TIME CYCLES: *ANALYTICS* → *DECISIONS*

### **Annual:**

Business and comms planning, long-range strategy, KPI assessment and goal setting

### **Quarterly:**

KPI executive reviews, strategy shifts, problem escalation, cross-discipline impact

### **Monthly:**

KPI trends and insights, strategy evaluation, program optimization, problem resolution

### **Weekly:**

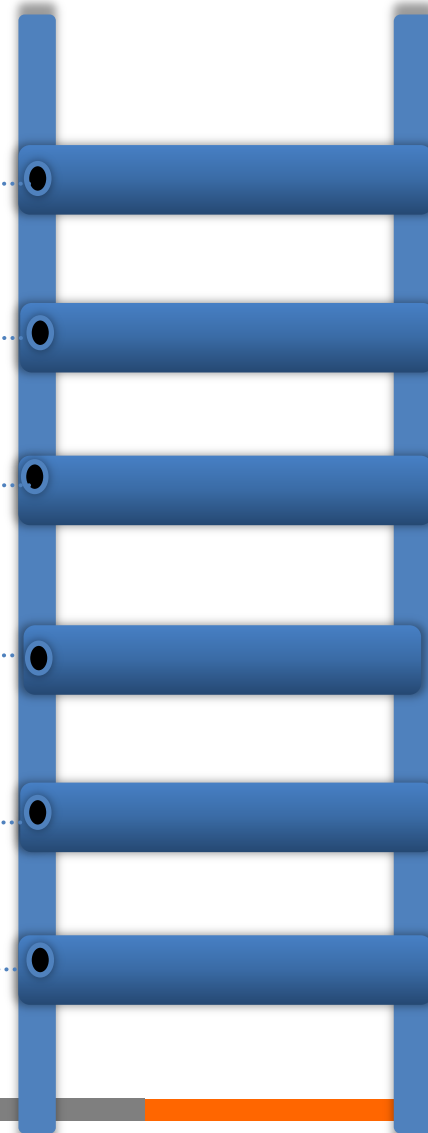
KPI tracking, red flags, tactical decisions, editorial planning, traffic/sales impact

### **Daily:**

Media flow, news synopses, topline opinions

### **Hourly:**

Competitive alerts and crisis management



# A GREAT DASHBOARD (WEEKLY)

Medicare.gov

CMS Open Enrollment Campaign

Period: 10/22/2015 - 10/28/2015



## Visits to Medicare.gov

2,220,546

YoY: 15.8% ▲

WoW: -0.4% ▼

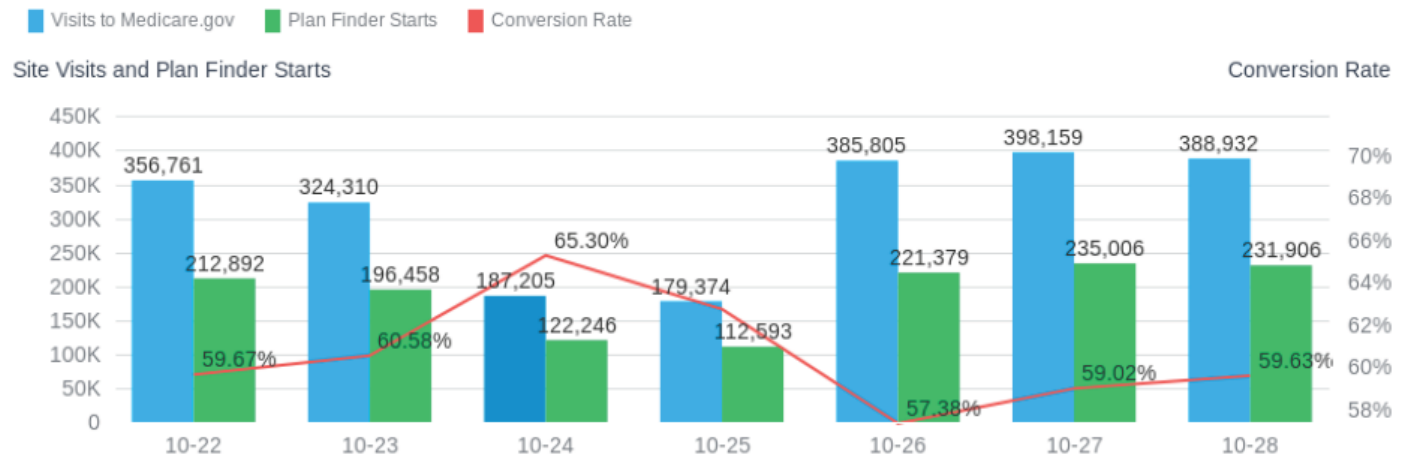
## Plan Finder Starts

1,332,480

YoY: 18.6% ▲

WoW: 1.1% ▲

## Visits and Plan Finder Starts Over Time

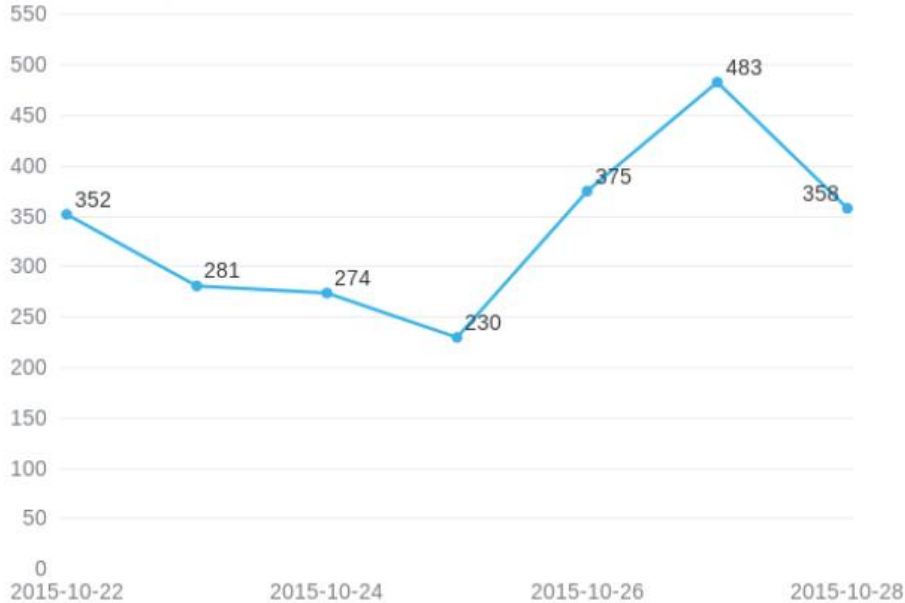


**Campaign Highlights:** Plan finder starts and conversion rates have increased since Week 1.

# A GREAT DASHBOARD (WEEKLY)

### Medicare.gov Sessions from Facebook Over Time

Visits to Medicare.gov



### Reach and Engagement Rate by Day of Week



Avg Engagements Per Tweet

14.75

55.3% ▲

Total Tweets

4

Sessions from Twitter

96

83.9% ▲

Twitter Followers Since 10/15

+136

# Incorporate Mixed Metrics Into a Single Dashboard (Monthly)

## TRADITIONAL

Contains image

Product: boots

Key message: style

Sentiment: positive

## SOCIAL

Contains image

Product: heels

Key message: style

Sentiment: negative



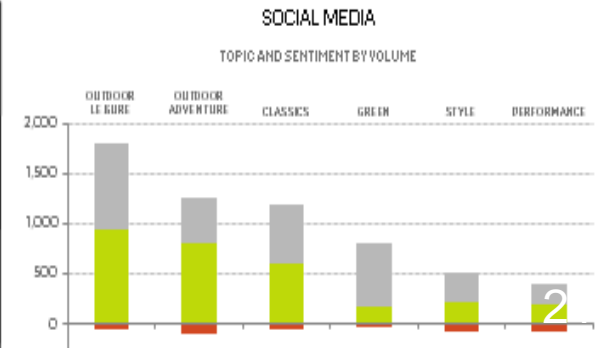
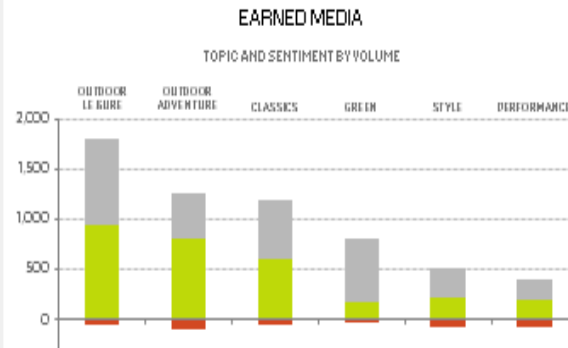
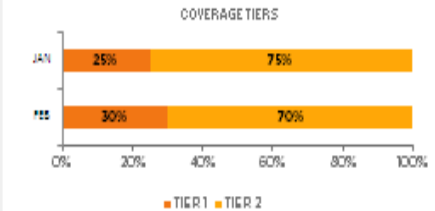
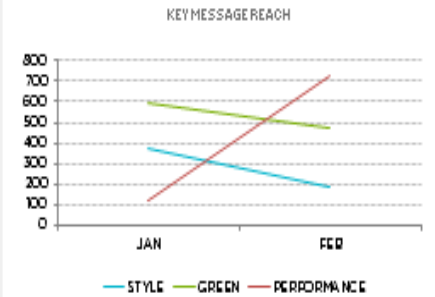
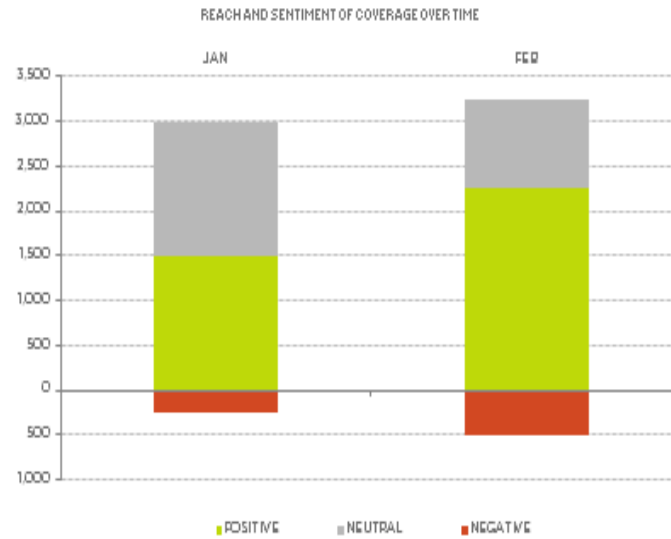
### TIMBERLAND MEDIA MONITORING DASHBOARD

JAN - FEB 2013



POWERED BY PORTER NOVELLI

MONTHLY REACH	IMPRESSIONS FROM EARNED	IMPRESSIONS FROM SOCIAL	UNIQUE PLACEMENTS	% POSITIVE COVERAGE	SOCIAL MEDIA	% POSITIVE MENTIONS	% DELIVERY ON SPG	TBD
1,000,000	300,000	700,000	22	55%	55,555	35%	67%	TBD
<i>Previous: 55,000</i>	<i>Previous: 200,000</i>	<i>Previous: 550,000</i>	<i>Previous: 30</i>	<i>Previous: 60%</i>	<i>Previous: 25,550</i>	<i>Previous: 45%</i>	<i>Previous: 62%</i>	<i>70%</i>



# Event Coverage Dashboard

May 2015 - Jul 2015

All

## ASCO COVERAGE

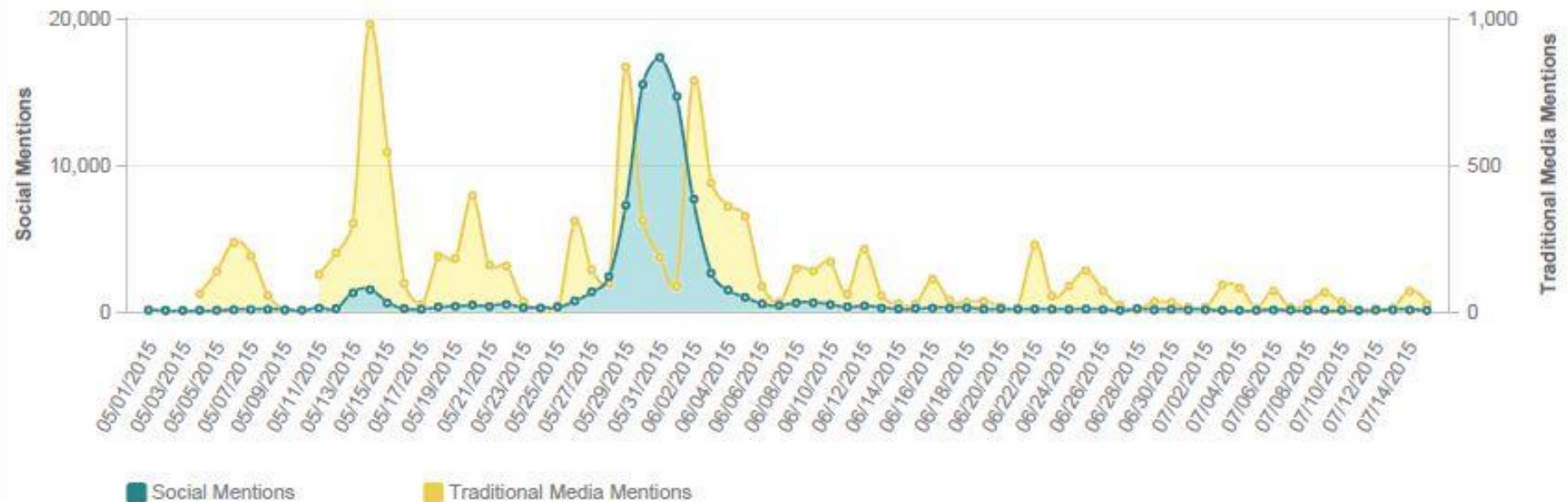
### TRADITIONAL MEDIA



### SOCIAL MEDIA



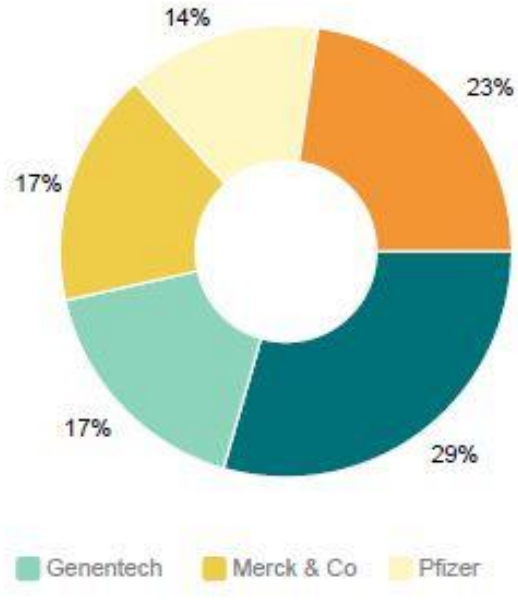
### TRADITIONAL AND SOCIAL MENTIONS OVER TIME



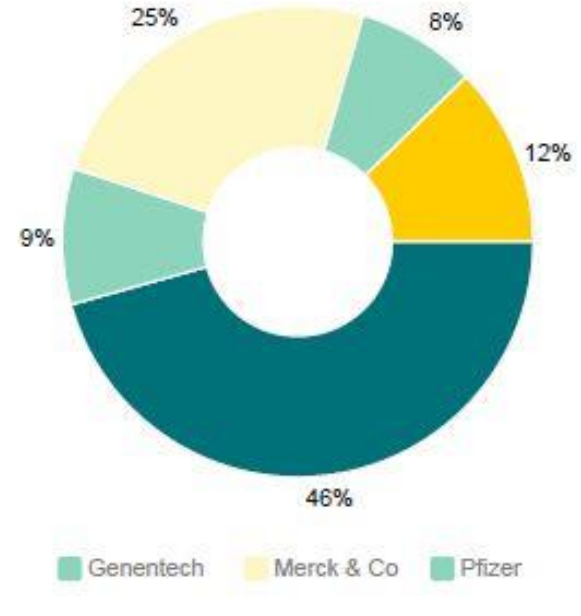
# Event Coverage Dashboard

## SHARE OF VOICE

### TRADITIONAL MEDIA BY BRAND



### SOCIAL MEDIA BY BRAND



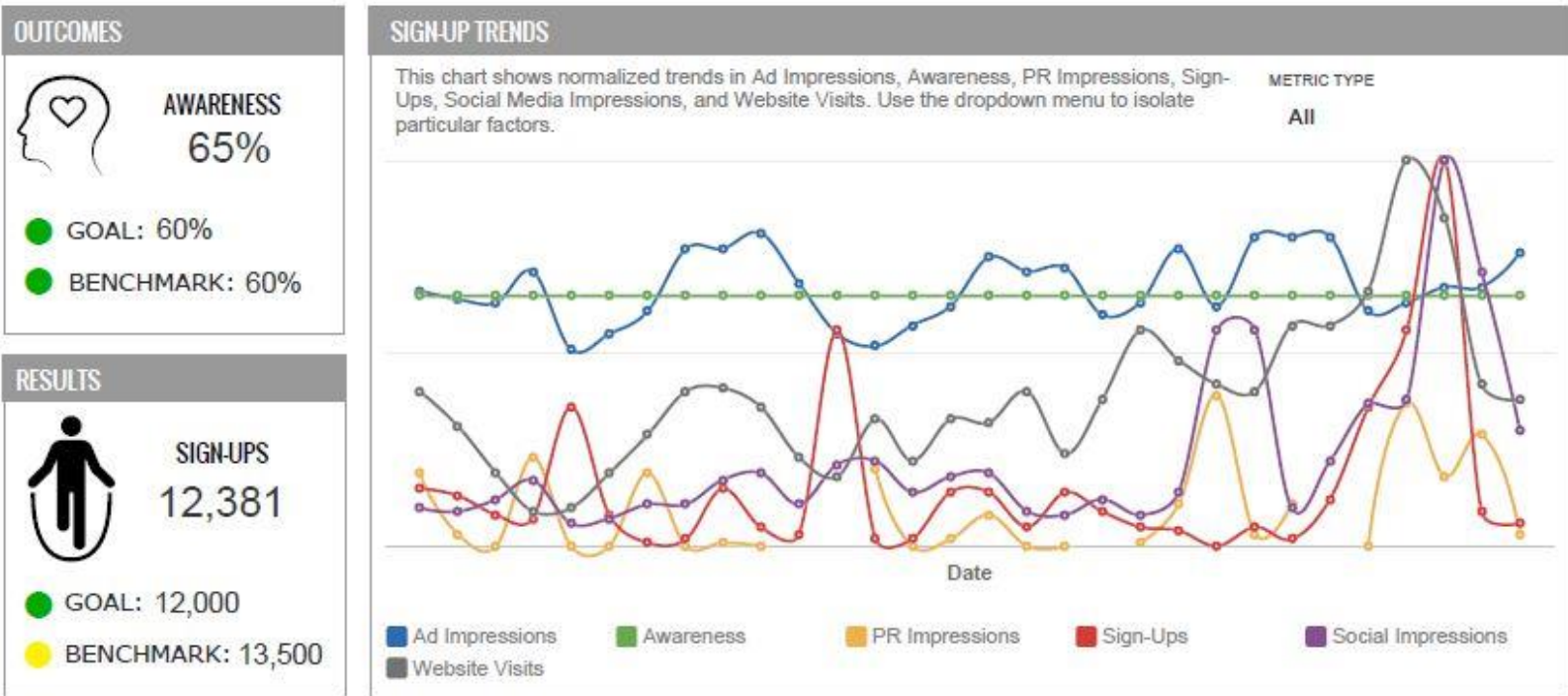


# Advertising Measurement Dashboard



## Jump Rope for Heart 2015 Campaign Dashboard

This dashboard shows the impact of PR activities on the American Heart Associations two key KPIs: heart diseases awareness and sign-ups for Jump Rope for Heart. Use the figures on the left to track the progress of these KPIs against 2015 goals and 2014 benchmarks.



### CORRELATION SCORES

Correlation scores show the relationship between two variables on a scale of 0 to 1. Scores closer to 1.0 indicate stronger relationships.

	PR IMPRESSIONS	SOCIAL IMPRESSIONS	AD IMPRESSIONS	WEBSITE VISITS
SIGN-UPS	0.04	0.30	0.06	0.24
AWARENESS	0.06	0.41	0.04	0.10



# Sentiment/Key Message Dashboard

## MEDIA MEASUREMENT DASHBOARD

NOVEMBER 2014 - SEPTEMBER 2015

POWERED BY  
**PORTER  
NOVELLI**  
PUBLIC SERVICES



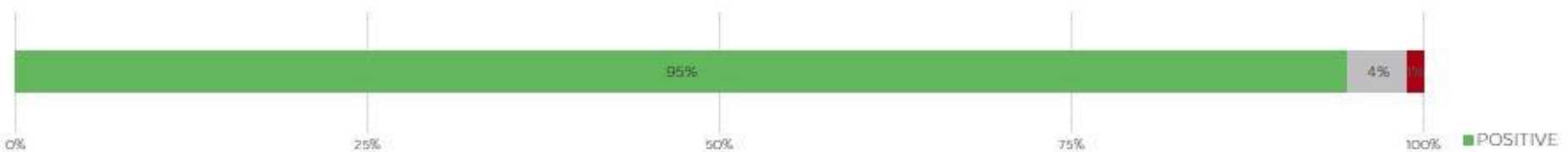
### TRADITIONAL MEDIA MENTIONS

TOTAL MENTIONS	TOTAL IMPRESSIONS	PERCENT POSITIVE
94	152,571,761	95%

### SOCIAL MEDIA MENTIONS

TOTAL MENTIONS	TOTAL IMPRESSIONS	PERCENT POSITIVE
365	1,798,836	84%

### TRADITIONAL MEDIA SENTIMENT

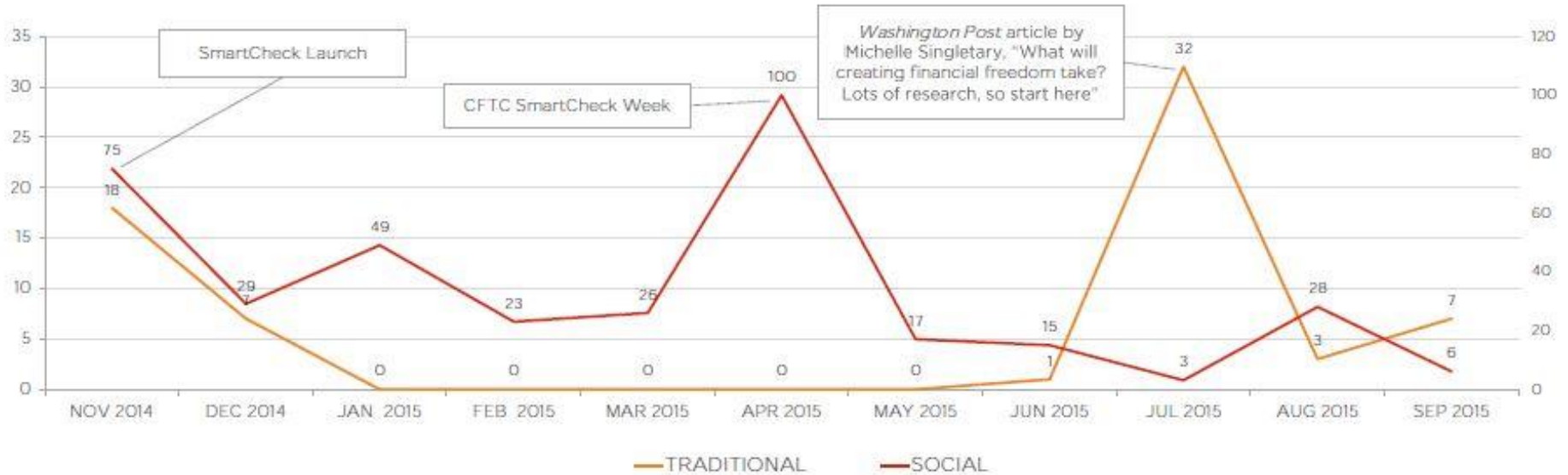


### SOCIAL MEDIA SENTIMENT

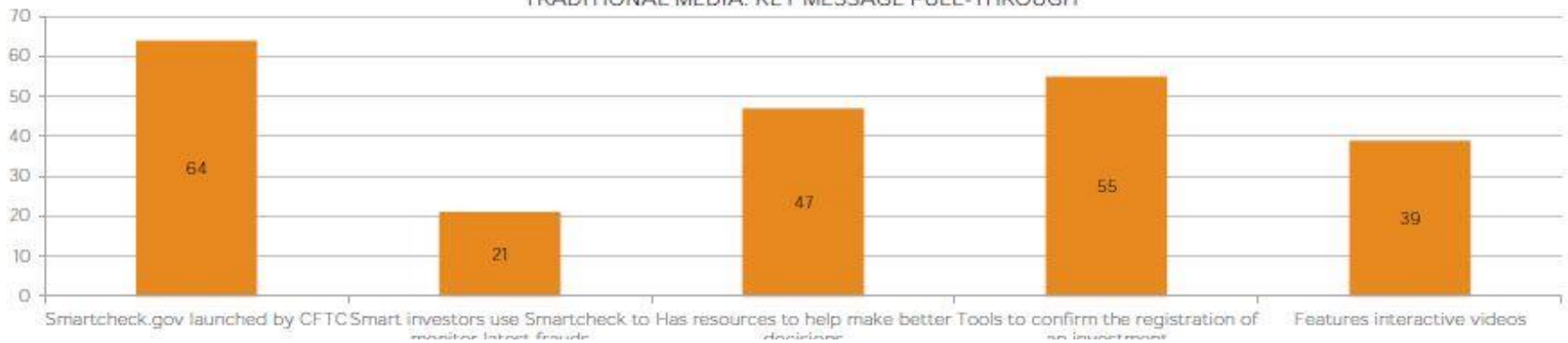


# Sentiment/Key Message Dashboard

TRADITIONAL AND SOCIAL MEDIA MENTIONS OVER TIME



TRADITIONAL MEDIA: KEY MESSAGE PULL-THROUGH



# Observations and Lessons Learned

- Don't report what you don't influence
- Don't hide bad data – it's a learning opportunity
- Watch the shift from research as measurement to research as content
- Listen *and* measure
- Dashboards aren't infographics



# Contact Us



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