MEASUREMENT IN THE REAL WORLD: A CITRIX CASE STUDY

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Citrix PR Measurement: An Evolution

2009
- # of articles
- # of product mentions

2012
- Impressions

2015
- Impact scores
- Audience reach

2017
- Theme-based approach
- Audience Reach & Message Penetration
- Share of Voice

2018
- PR-driven web traffic
- Global integration

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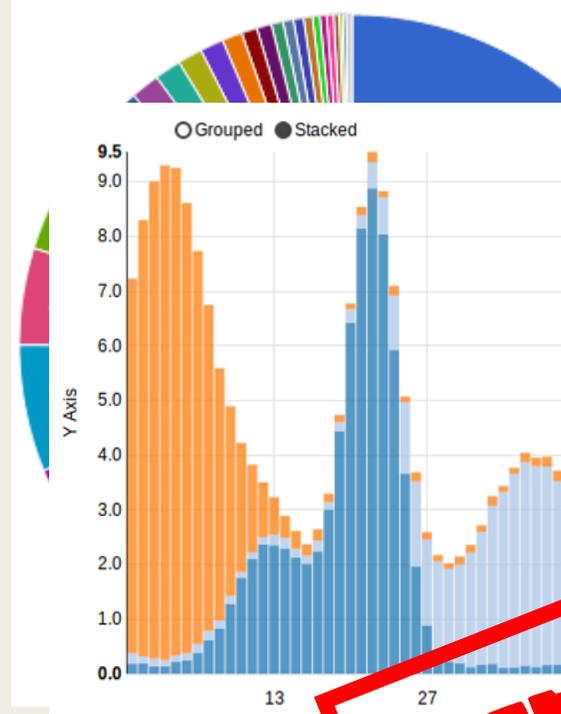
Narrowing it Down

- Who are we trying to reach?

- What are we trying to tell them?

- The metrics that matter: Audience Reach, Message Penetration, and Share of Voice (Mindshare)
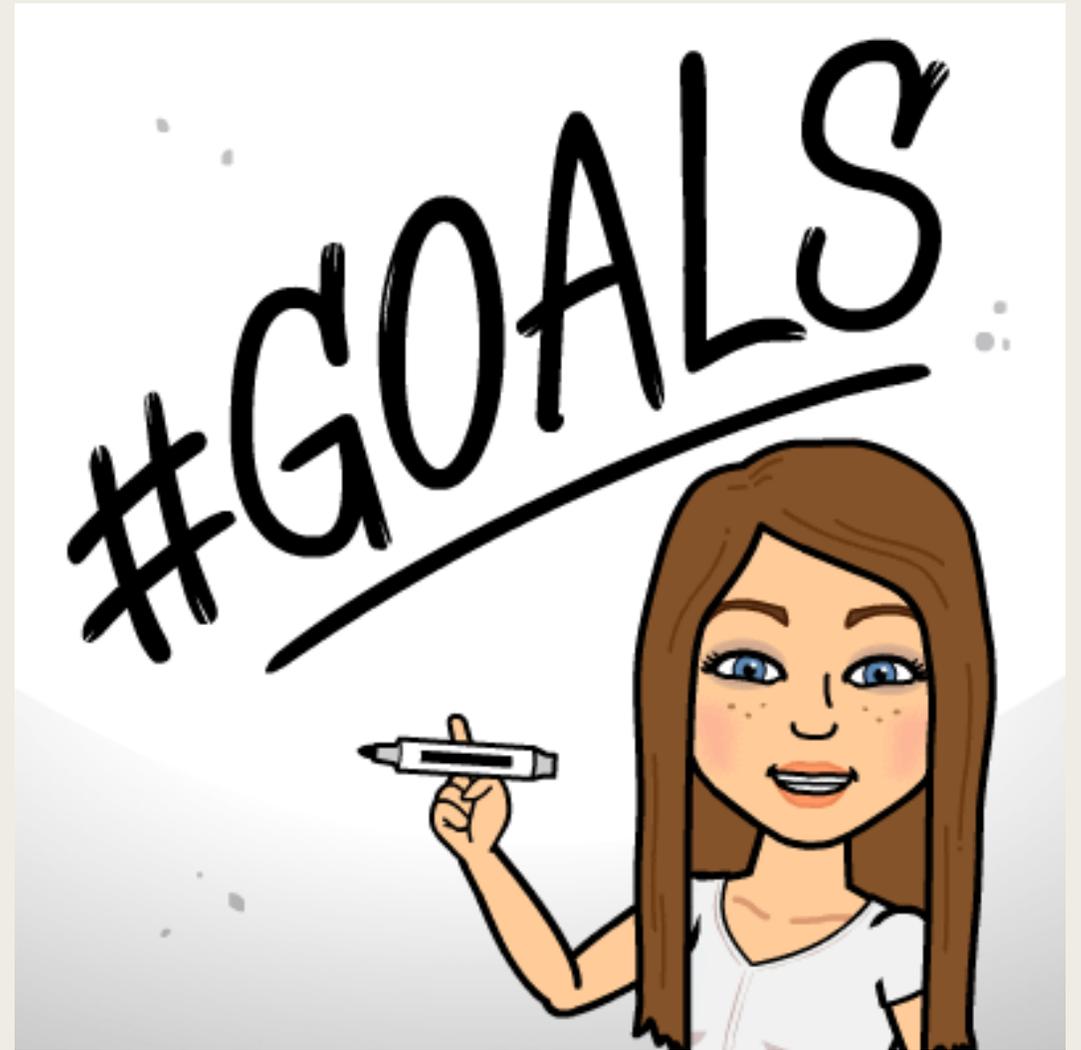
Reach the right audience with the right message in order to drive sales

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Reach the **right audience...**

- **The Pareto Principle ("The 80/20 Rule"):** 80% of the results come from 20% of the causes

- **Applied to PR:** 80% of the impact comes from 20% of the coverage

- Target the publications your audience is reading, and focus on quality.

80%

20%
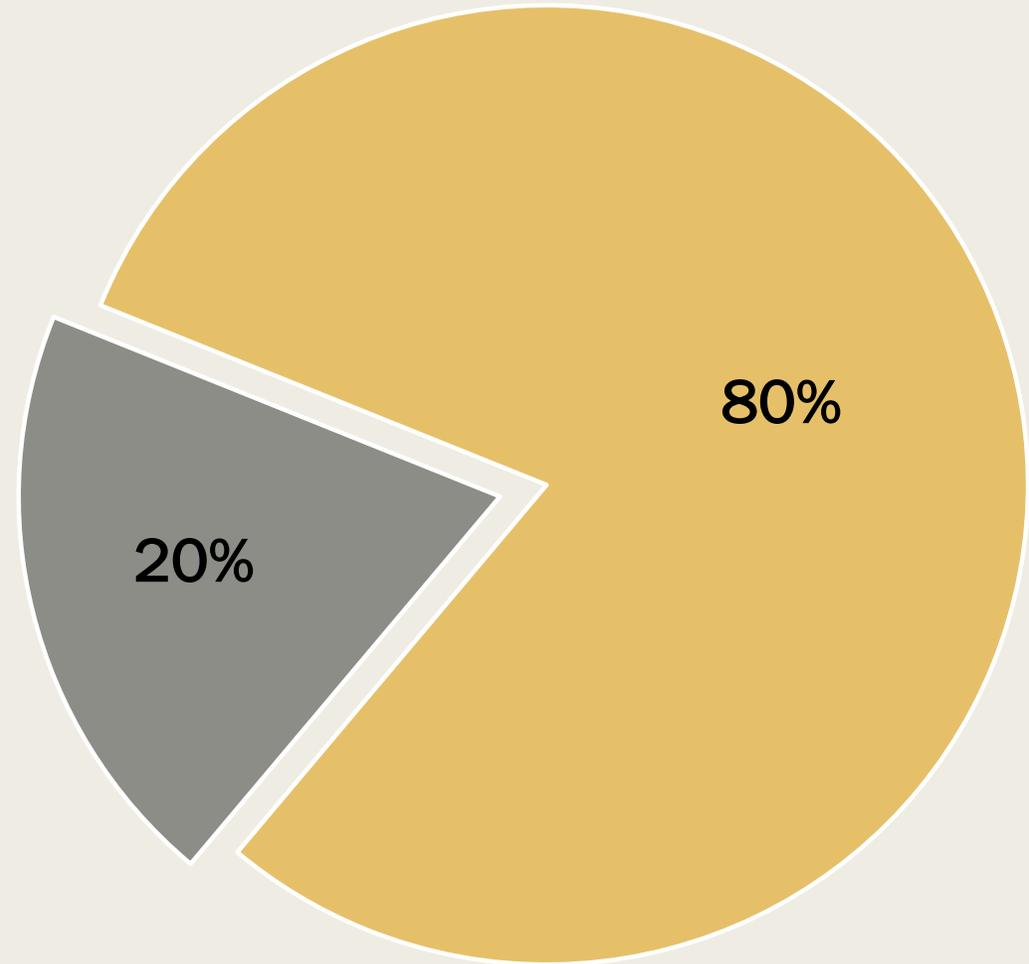
…with the **right message**

Pillars of Message Penetration

- Quotes from spokespeople

- Third-party support (partners, customers, industry analysts, etc.)

- Seeing the media "talking to us in our language"

TechTarget
Citrix bolsters security

ITBusinessEdge
Citrix moves to secure the browser

NetworkWorld FROM IDG
Citrix is building your workspace of the future

TechTarget
Citrix Octoblu opens up IoT use cases

TechTarget
"Citrix and Microsoft make a formidable mobile tag team"
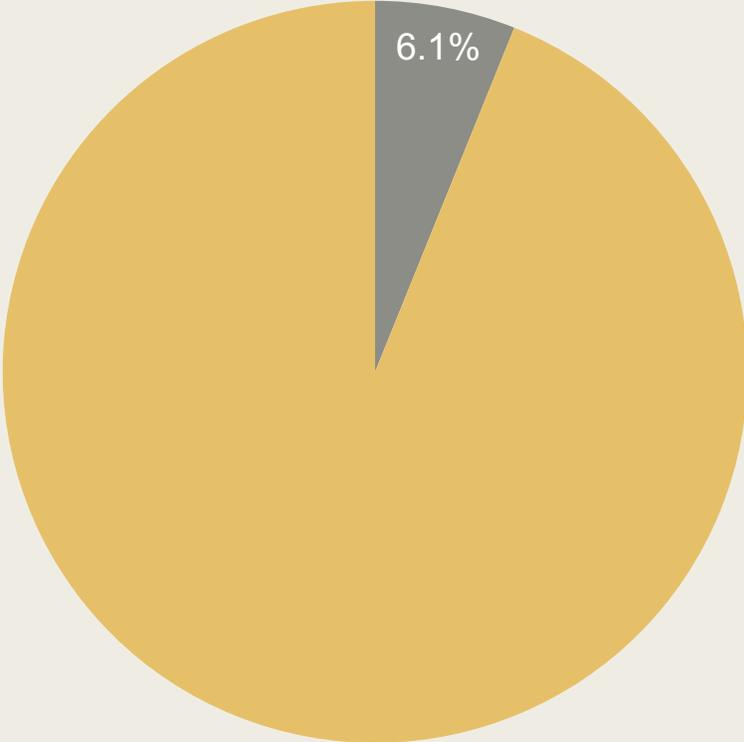
Why Theme-Based PR?

■ Refocus on storytelling and better serving our media audience

■ Outcomes (mindshare) vs. outputs (press releases, product coverage)

■ Ladder to business objectives vs. line-of-business goals

Cloud

Productivity

Future of Work
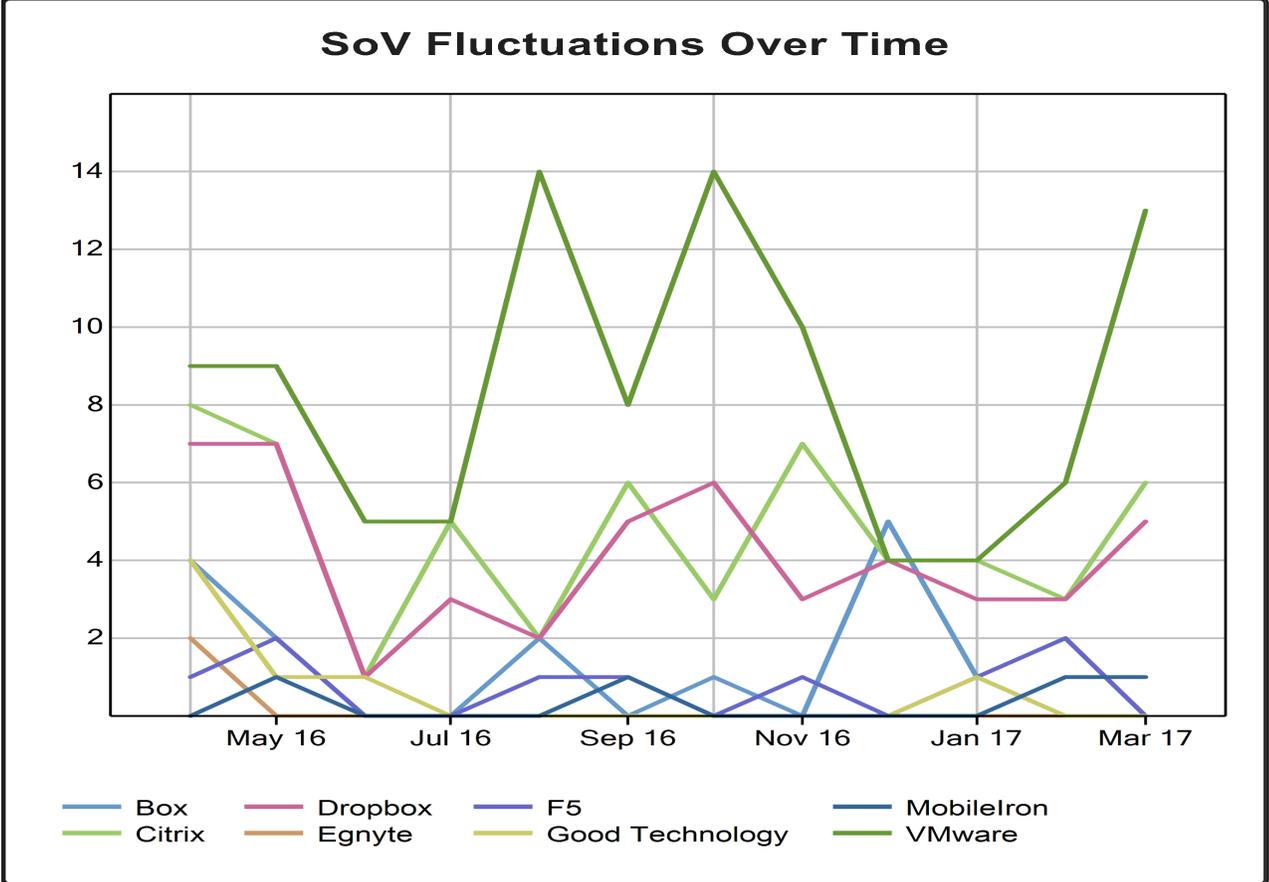
Workspace IoT

Security
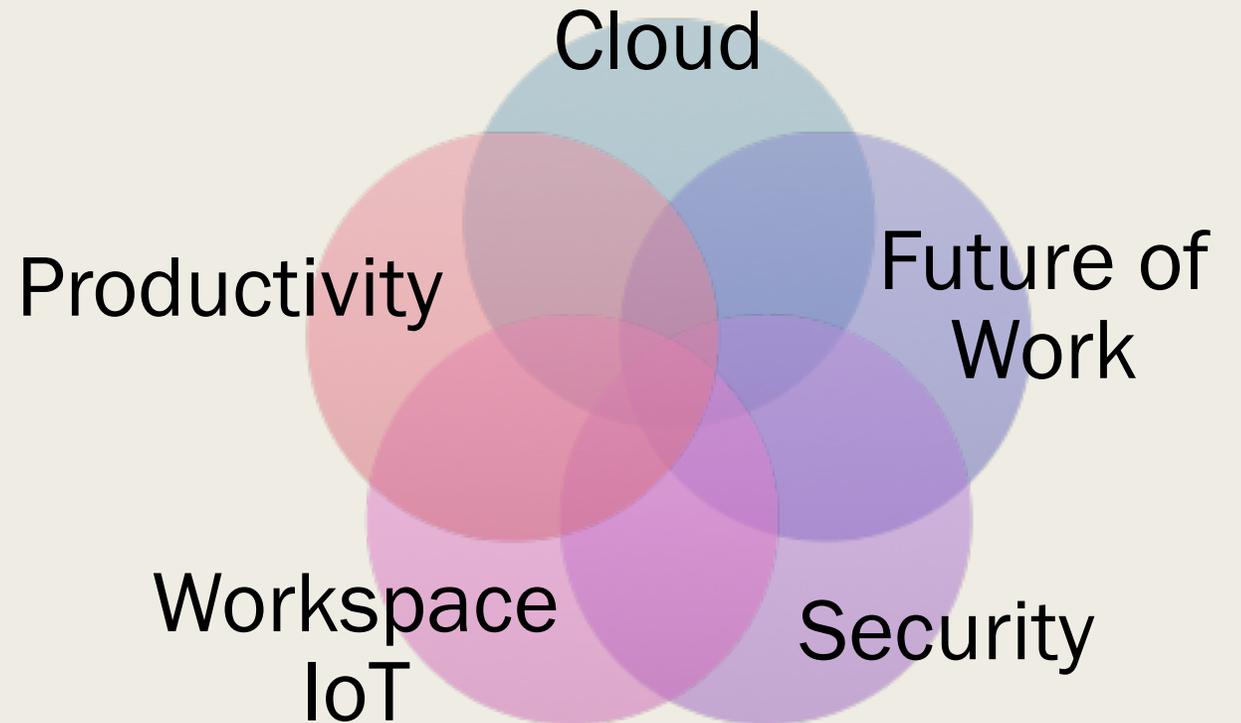
Share of Voice

A measure of mindshare within a topic, a set of publications, a competitive landscape, or any combination thereof

6.1%

■ Citrix Mentions   ■ All Coverage

SoV Fluctuations Over Time

— Box   — Dropbox   — F5   — MobileIron
— Citrix   — Egnyte   — Good Technology   — VMware

Share of Voice

Do:
- Look at SoV within specific themes, topics, verticals, etc.
- Focus on the 20%
- Account for fluctuations over time
- Add context
- Recognize that the entire marketing organization can influence SOV

Don't:
- Limit yourself to one chart, metric, or topic
- Measure what you can't influencer
- Base results on a single point in time
- Measure without analyzing
- Hold PR solely responsible for driving SOV

Recap

- Don't hoard data. Fewer metrics = higher impact

- Start with business objectives, and work backward toward the "champagne moment" for PR. Then define your metrics.

- Remember the 80/20 rule: Focus on the 20%

- "Influence" is relative. Find your audience, even if it means targeting smaller (and fewer) media outlets

- Focus on outcomes vs. outputs

- Look at SoV within specific themes, topics, verticals, outlets.