# Measurement Dashboards That Communicate the Business Value of Your Communications Programs

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# Dashboards – What are they?

- A user interface that resembles an automobile's dashboard, that organizes and presents information in a way that is easy to read and access.
- Interactive
- Braided data

# Dashboards are the solution to PR ROI... FALSE!

# Definitions of "Success"

What's the path?

| Business goals (i.e. revenue) |
| Consideration, preference, advocacy |
| Engagement with content |
| Messages communicated |
| Content created |
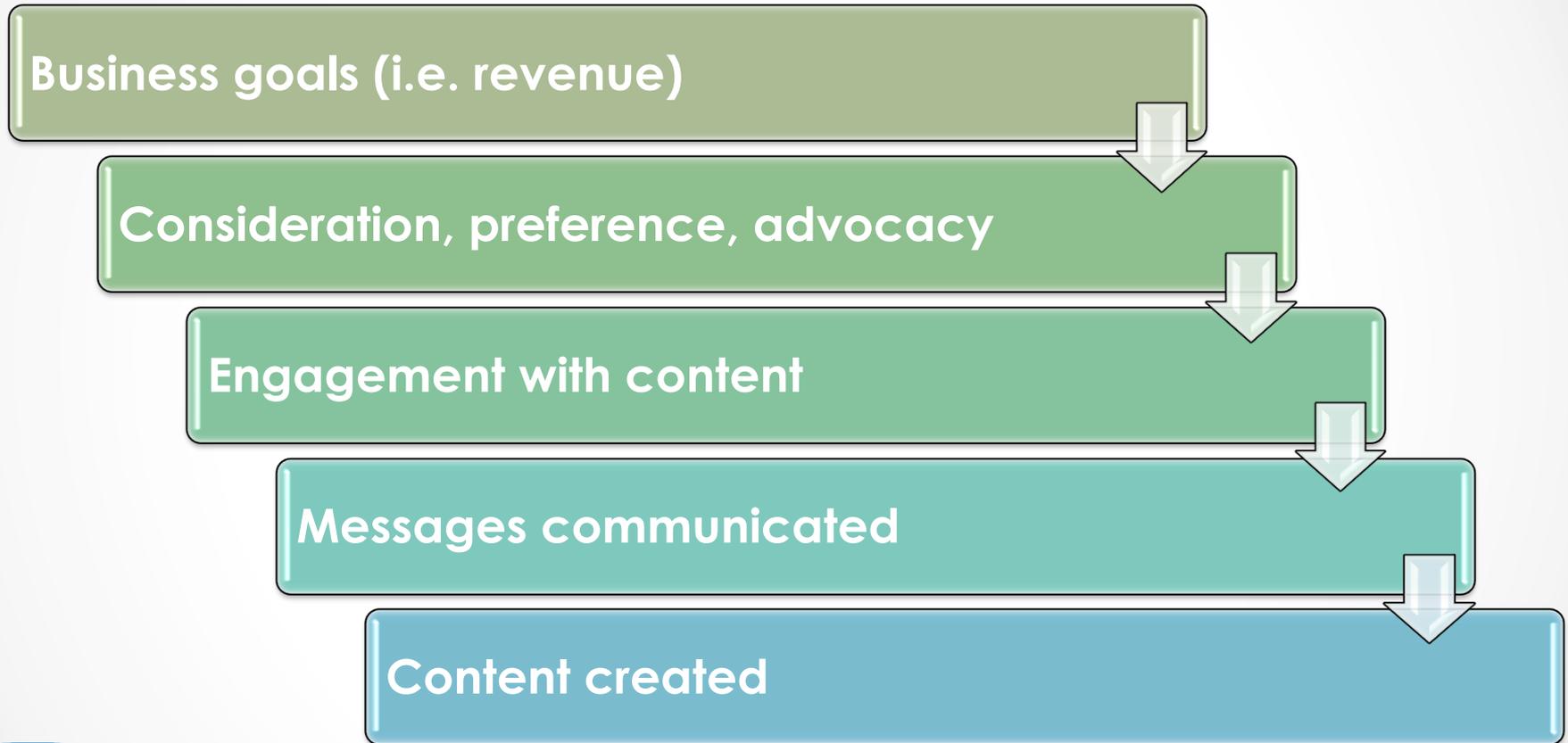
# Lead to action

# Actions attached to insights

# Why Dashboards?
# The Lines are Blurring

- Social/traditional

- Digital/Social

- Marketing/Comms

- Internal/External

- CSR/PR

- Issues Management/PR

- It's ALL about the customer
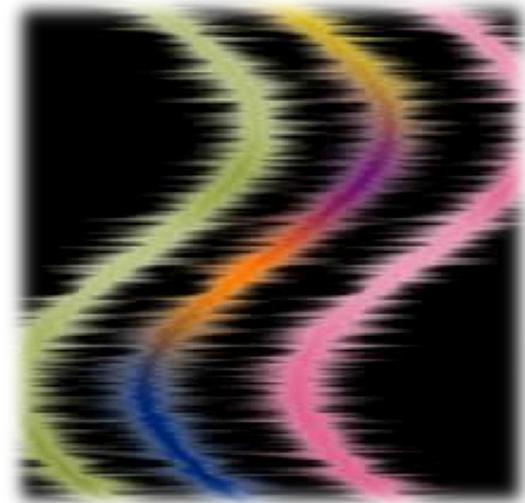
# 6 Steps to the Perfect Dashboard

**Step 1:** **Define your business objectives**
What outcomes is this strategy or tactic going to achieve? Preference? Consideration? Leads? Advocacy?

**Step 2:** **Audit Data Sources and Tools**
Define the data you will need, who has it, and how you will weave it together

**Step 3:** **Define the metrics and benchmarks**
Get agreements on what metrics you will track and who/what are you going to compare your results to

**Step 4:** **Build the prototype and test your metrics**
Use a prototype to get buy in and to test your metrics.

**Step 5:** **Get approvals**

**Step 6:** **Find your aha moment & improve.** Find insight, turn into action, and measure again!

Insight & action   6

Get approvals   5

Build prototype & test your metric   4

Define the metrics & benchmarks 3

Audit Data Sources & Tools   2

Define the goal   1

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# A Good Dashboard Tool is more than Pretty Charts

- Valid data
- Easy to find answers to *your* questions
- Metrics aligned to goals
- Integration of social, traditional, digital, web, survey data, CRM etc.
- Ability to easily find the data and/or stories behind the charts/numbers

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# Identify Data Sources and Tools

- Web analytics
- Listening/monitoring
- Sales Data (CRM?)
- Product marketing data
- Brand research
- Reputational and attitudinal data on how people perceive your brand or products
- Financial data such as monthly or quarterly budget figures
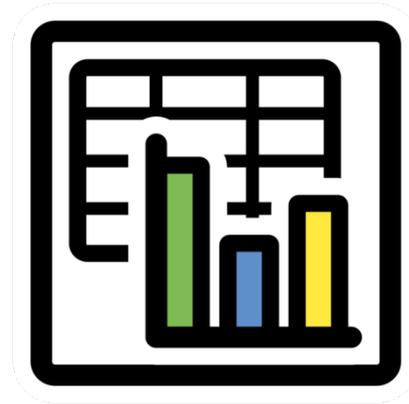
# The A-Ha moments Come from Integrating Data

Correlations shown between media quality and unique traffic to the destination site
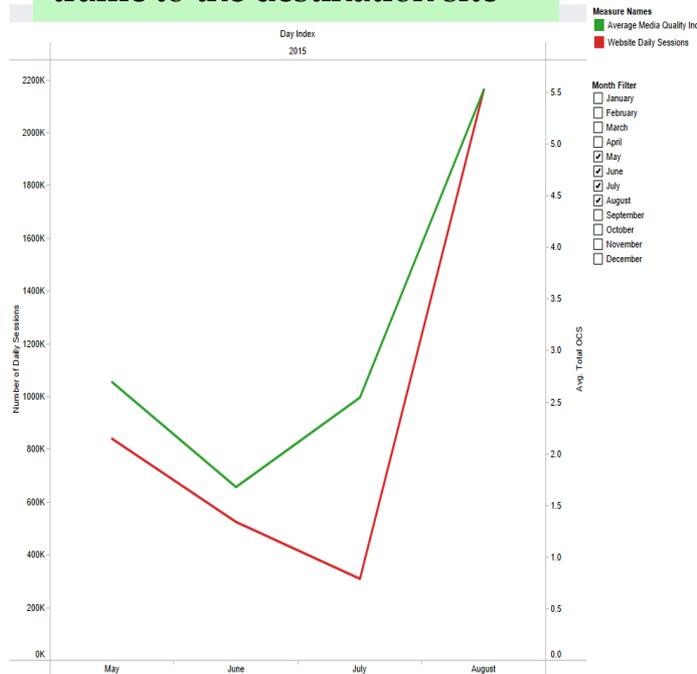
High Resource Events do not increase trust in the organization
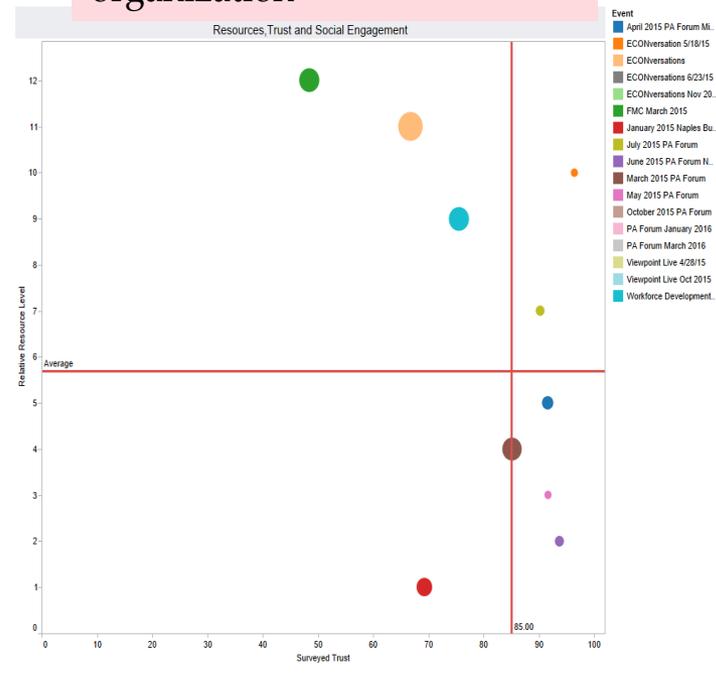
When ACA programs received media coverage, goal conversions followed



Relationship between ACA Program Mentions and Site Visits

— Site Visits  — Program Mentions
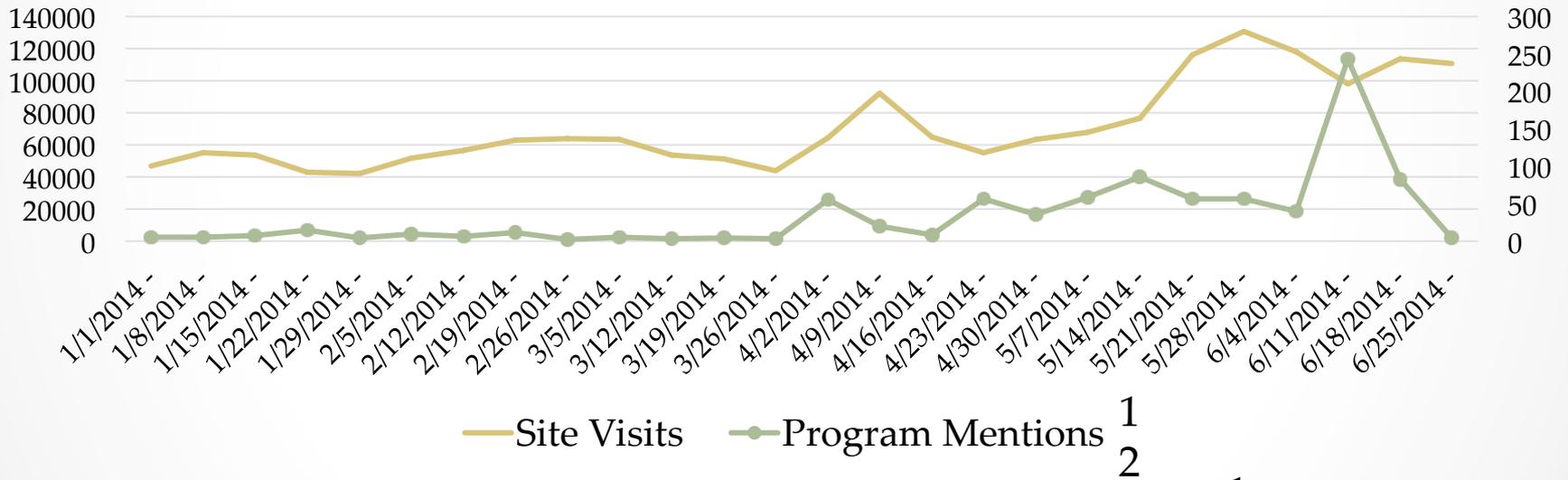
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# Creating Indexes

| Media Quality | Social Engagement | Employee Engagement |
|---|---|---|
| What motivates customers to buy? | What does it look like? | What do engaged employees do? |
| Messages, visual, recommendation | Shares, downloads, conversions | Volunteer? Get promoted? Recommend as a place to work? |

# Overview



**Corporate Reputation**
% point change since last month
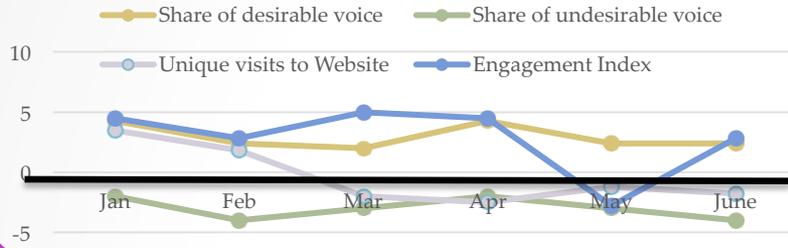
**Product Marketing Report**
% point change since last month
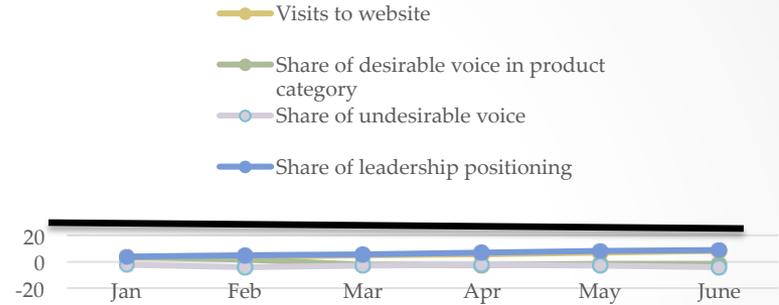
**Digital Engagement Metrics**
% point change since last month
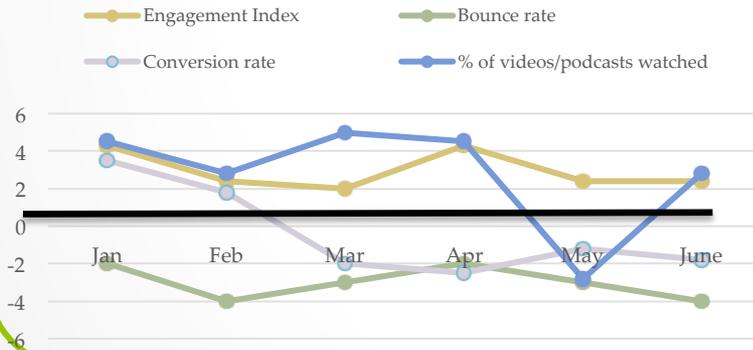
**Culture Metrics**
% point change since last quarter

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# IMPACT

# Learn to love small numbers

- Your target is not trillions, billions or even millions

- Engagement matters more than impressions

- Conversions matter more than clicks

- Orders matter more than opens

- Trust matters more than sentiment

- Influence matters more than reach

- You learn far more from failure than you do from success

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# Artificial Intelligence
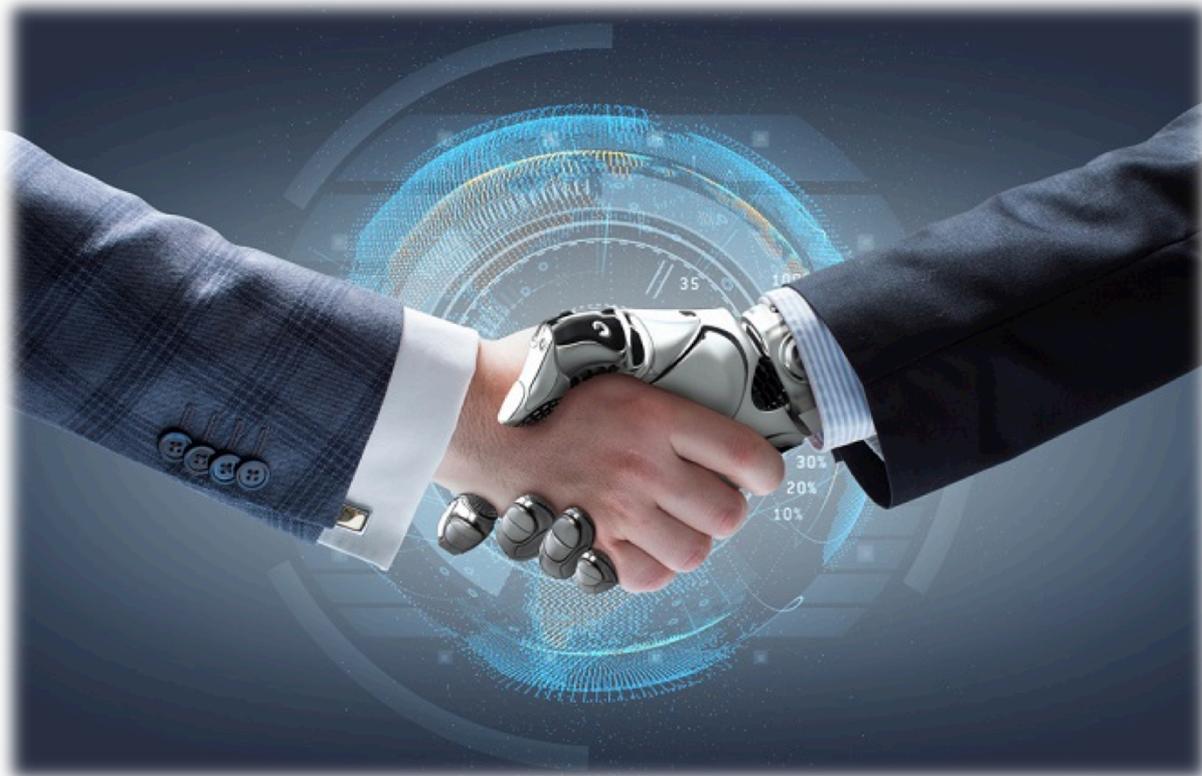
"The future's not set, there's no fate but what we make for ourselves."
- John Connor

# Actions attached to insights

# Brand Metrics

| KPI | Last month/period | This period | Difference |
|---|---|---|---|
| Share of Desirable Voice | 10% | 12% | ⬆ 2pts |
| Share of Undesirable Voice | 5% | 2% | ⬇ 2pts |
| % increase in Unique Visits | 100k | 137K | ⬆2% |
| Engagement Index | 1357 | 2568 | ⬆2% |
| % aware | 35% | 37% | ⬆2pts |
| % familiar | 50% | 52% | ⬆2pts |
| RMI | 75 | 77 | ⬆2 |

**% point change since last month**

- Share of desirable voice
- Share of undesirable voice
- Unique visits to Website

10
0
-10

Jan   Feb   Mar   Apr   May   June

**What worked?**

**What didn't work?**

**What we will do next:**

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**Dos** 👍

**Don'ts** 👎

- Get consensus on definitions of Success
- Measure what matters –how you contribute to the business
- Make your metrics tell a story
- Make sure your data is valid and accurate
- Test any indexes or algorithms with real data before presenting them

- Don't use metrics that you don't have buy-in for
- Don't measure what's easy
- Don't clutter up your dashboard
- Don't put numbers on it you can't explain
- Don't use charts that people can't read or understand

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'If you're not baffling them with your brilliance; you're also NOT blinding them with your bullsh*t.'
*Katie & Johna*

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# Thank You!

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