Measure What Matters: Monitoring and Measurement in the New Media World

PRSA NCC
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  - KDPaine & Partners
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Paine Publishing:
Providing communications’ professionals the knowledge and information they need to navigate their path to perfect measurement

- Newsletters
- Training Courses
- Consulting
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Don’t Measure What’s Easy

Our cat adoption numbers tanked this quarter. But the important thing is, our YouTube views are waaay up.

Cartoon by Rob Cottingham
Measure What **Matters**

Who’s mommy’s little snugglebunny? You are! Who increased revenue 22.7% when we put his picture on the donation page? You did!

Cartoon by Rob Cottingham
Measuring Attribution in an era of all media everywhere
Social Media isn’t media, it’s your business
We need a new Attribution Model
What’s Changed?

- Collapse of mass media
- Growth of media everywhere
- Intolerance for messaging
- The Barcelona Principles

“Viewers are more likely to stop watching commercials at the moment in which brand logos appear on the screen”  - ARF Study
The Barcelona Principles, The Conclave & Industry Standards

1. Importance of Goal Setting and Measurement
2. Measuring the Effect on Outcomes is Preferred to Measuring Outputs
3. The Effect on Business Results Can and Should Be Measured Where Possible
4. Media Measurement Requires Quantity and Quality
5. Earned Media Value/AVEs are not the value of Public Relations
6. Social Media Can and Should be Measured
7. Transparency and Replicability are Paramount to Sound Measurement

All standards are available on http://www.painepublishing.com/standards-central
Social Media Measurement Standards have been published for:

1. Content Sourcing & Methods
2. Reach and Impressions
3. Engagement
4. Influence & Relevance
5. Opinion & Advocacy
6. Impact & Value
The Transparency Table:

MEDIA MONITORING & SOCIAL LISTENING TOOL

SOURCES & METHODS TRANSPARENCY TABLE

VENDOR NAME: ____________________________

TIMEFRAME ANALYZED: FROM: April 14 TO: May 2

NAME OF RESEARCH LEAD: ____________________________

1. CONTENT SOURCES

A. TYPES OF CONTENT ANALYZED
   - [ ] Paid
   - [ ] Owned
   - [ ] Earned

B. CHANNELS ANALYZED: (CHECK ALL THAT APPLY)
   - [ ] Wire Services
   - [ ] Broadcast TV
   - [ ] Radio
   - [ ] Newspapers
   - [ ] Trade Media
   - [ ] Forums/On-line communities
     - [ ] Microblogs such as Twitter
   - [ ] Social Networks such as Facebook, Tumblr, Google+
   - [ ] Video Sharing sites, i.e. YouTube
   - [ ] Knowledge sharing sites like Google Slide Share
   - [ ] Blogs
   - [ ] Image sharing sites such as Pinterest and Instagram
   - [ ] Other

C. IS THE SOURCE OF YOUR CONTENT:
   - [ ] DataGift
   - [ ] DataReader
   - [ ] Factiva
   - [ ] Subscription services
   - [ ] Please describe how you acquire content, and what process you use to ensure copyright compliance.

D. HOW DO YOU CODE BROADCAST COVERAGE?
   - [ ] Closed caption
   - [ ] Transcript
Impressions are not awareness. Where’s the “So What”?
Likes Are Not Engagement
#4: Influence & Relevance

- Influence happens when you are persuaded to change behavior or opinion that would otherwise not have changed.
- Must include:
  - Reach
  - Engagement around individual
  - Relevance to topic
  - Frequency of posts around the topic
  - Audience impact as measured by the ability to get the target audience to change behavior or opinion.
- If an individual scores a 0 on one element, they have no influence
- Influence cannot be expressed in a single score or algorithm
#5 Standards for Measuring Tone/Sentiment

- Sentiment is overrated
- Messaging and Positioning & Recommendations are more useful
- Whatever process is defined and applied, it must be used consistently throughout any analysis.
- Validity testing is critical

<table>
<thead>
<tr>
<th>Vendor</th>
<th>% positive</th>
<th>% negative</th>
<th>% neutral</th>
</tr>
</thead>
<tbody>
<tr>
<td>UberVu</td>
<td>11.95%</td>
<td>9.46%</td>
<td>78.00%</td>
</tr>
<tr>
<td>NetBase</td>
<td>9.32%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beyond</td>
<td>58.00%</td>
<td>13.00%</td>
<td>30.00%</td>
</tr>
<tr>
<td>SDL</td>
<td>33.12%</td>
<td>26.53%</td>
<td>40.35%</td>
</tr>
</tbody>
</table>
Discussions of nature, specifically the celebrity’s Twitter fundraising efforts were most successful in conveying positive relationships concepts.
#6: Impact & Value

- Impact and value will always be dependent on **client objectives**
- Need to **define outcomes in advance** – will likely span multiple business goals, especially for social (crosses disciplines)
- “ROI” should be strictly limited to measurable financial impact;

- Type I love Zappos into Google, and you find 1.19 million references
- Type Citibank and you get 21,000 references. Citibank spends 100 times more a year on advertising than Zappos.
- Cost per delegate acquired:
  - Obama: $6,024
  - Clinton: $147,058
  - Romney: $2,389,464
ROI

ROI is:
- Cost savings
- Greater efficiency
- Lower legal costs
- Faster time to implementation
- Lower cost per impact vs. other marketing channels
- Lower cost per message exposure vs. other channels

ROI is not:
- Impressions
- Earned media value or AVE
- Number of shares, views or likes
Standards for Media Reporting

Custom Standards

The purpose of this document is to ensure consistency of reporting on public affairs, media relations and communications efforts across Astra. The definitions and methodologies in this document have been written and tested by the Coalition for Public Relations Research Interim Standards.

<table>
<thead>
<tr>
<th>Element</th>
<th>Standard Definition and Methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item</td>
<td>The standard terminology to identify a story, article or hit is considered an &quot;item.&quot; An item to be included in a media analysis or reporting could be an item in a newspaper, a segment of a TV program, a transcript of a media broadcast, a tweet, a blog post or any other type of content.</td>
</tr>
<tr>
<td>Mention</td>
<td>In general, counting of mentions is not recommended. Any individual item might contain multiple mentions of Astra or its competitors. The number of mentions of any company is sometimes used as an indication of the extent to which that particular brand or company dominates the item. However, in shorter items, particularly in social media, this assumption may be false. In any analysis, if Item is counting the number of mentions for Astra, a similar calculation must be done for all competitors.</td>
</tr>
</tbody>
</table>

Impressions

Impressions are based on a variety of sources including circulation figures from print publications, Nielsen or ComScore data for broadcast, ComScore or Alexa data for online media. Consistency is virtually impossible to achieve on a global basis. Unless all sources are using the same source for Impression data, we do not recommend reporting Impressions.

The standard definitions are as follows:

- Print: Impressions based on circulation e.g. "number of copies of a publication distributed" through paid and free distribution, based on figures such as those provided by the publication. Multipliers should not be used.
- Online: Impressions are based on average daily view for the date the item appeared. We recommend using ComScore for online visitors data. However, sources like ComScore only give the unique visitors per month for the entire domain, not the specific page. To estimate the impressions for a specific item, you can use ComScore's main data for the month the item appeared and then divide the number of unique visitors per month by 30.
- Broadcast: Organizations are advised to use the numbers distributed by the broadcast monitoring service provider or go to TVadvertisers.com.
- Wire: No Impressions are assigned.
- Blog: Similar to online media, Impressions are based on daily viewers. Use comScore to capture the unique visitors per month. Paste the URL into the ComScore tool to get the unique visitors per month and then divide by 30 to get the daily readerly.

Wire Stories

Press release pickups generated from “controlled or paid vehicles” such as placing an item on PR Newswire or Business Wire do not count as valid item. Wire services like Dow Jones, IPR, Reuters, etc. are NOT controlled vehicles. Items appearing from those wires do not count as a valid item.

If a wire item is updated multiple times in one day, only count it once in 24-hour period using the latest, most updated version. If an item appears in both the online and print version, both items should be counted because the readership is different for each channel.

Wire stories are not included in Impressions. Only the media in which the wire item appears.

1. Background

Currently Web and social analytics are reported in a variety of ways across Data collected by Adobe’s Site Catalyst is used across the company to track Web activity and measure results. However, results are reported differently and thus can be confusing at best and misleading at worst.

To rectify and standardize Web and social reporting, we have developed a set of standard metrics and recommended reporting procedures. These procedures are based on industry-standards developed by The Conclave, a cross-industry coalition of companies, organizations and agencies that have been endorsed by many leading advertisers. These standards also conform to those set by the Digital Analytics Association, The Word of Mouth Marketing Association (WOMMA) and the Advertising Research Foundation Digital Metrics Field Guide. (For more information on Social Media Measurement Standards go to www.smmstandards.org.)

2. Principles

A. Any reporting of Web and social analytics must reflect the goals established for the campaign/initiative/program. Typical goals might be:

- Increase demonstrated engagement
- Increase advocacy
- Increase awareness
- Increase the marketable universe (i.e., leads)
ACA Measurement Program Parameters

- Goal: Move to Industry Standards Metrics and away from media value and ad value equivalency
- Measure quality not just quantity
- Began in January 2013
- Established a benchmark: January-March 2013
- Customized “Quality Score” that indexes message content, tone, and media importance on a scale of +10 to -10
- Correlated with web traffic to measure outcomes
- Correlated with longitudinal research to determine impact on preference and intent to visit
- Data used continuously in strategic decision making
Definitions of “Success”

- Workshop defined the criteria
- All criteria linked back to the goals:
  - High Quality Media Coverage
  - Intent to visit
  - Improved reputation
  - Visits/Non-gaming revenue
Reality: Negative Coverage of AC is Constant and Growing

Tone of Coverage about Atlantic City Over Time
Solution: ACA Programs generate predominantly positive coverage
Without ACA events, OCS Scores for Atlantic City would have been significantly lower

The red line represents coverage of Atlantic City minus all mentions of ACA and its programs
ACA has made a demonstrable difference in the quality of media coverage

- If an ACA or one of its programs was mentioned in a media story, it was:
  - More likely to contain an endorsement
  - More likely to be positive
  - More likely to contain key messages
  - Less likely to be negative
OCS scores for Atlantic City significantly improved thanks to ACA events

AC Mentions vs. OCS Over Time

- OCS scores
- Number of items
- AC Mentions
- AC OCS

Key events:
- Dead whale, non-gaming promotions, Caesar’s CEO quote, Lady Antibellum
- Revel Casino value, Electric Jitney test, Fake Chips, Phil Ivey suit, Blake Shelton
- Showboat closing, Revel facing 2nd bankruptcy
Communication of the "Making a Comeback" & "Something for Everyone" messages increased as ACA announced new programs

Atlantic City has something for everyone
Atlantic City is a clean and safe place to visit
Atlantic City is a year-round destination spot
Atlantic City is making a comeback
Atlantic City offers more than just gaming
Free entertainment generated the highest OCS Scores in Q2

<table>
<thead>
<tr>
<th>Event</th>
<th>OCS Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free Entertainment</td>
<td>9.30</td>
</tr>
<tr>
<td>Lady Antebellum Concert</td>
<td>8.68</td>
</tr>
<tr>
<td>Sand Sculpting World Cup</td>
<td>8.10</td>
</tr>
<tr>
<td>Challenge Triathlon</td>
<td>8.00</td>
</tr>
<tr>
<td>Boardwalk Hall Light Show</td>
<td>7.67</td>
</tr>
<tr>
<td>Hello Summer</td>
<td>7.50</td>
</tr>
<tr>
<td>Sand Blast</td>
<td>7.36</td>
</tr>
<tr>
<td>Miss'd America Pageant</td>
<td>7.31</td>
</tr>
<tr>
<td>Blake Shelton</td>
<td>7.15</td>
</tr>
<tr>
<td>Air Show</td>
<td>6.71</td>
</tr>
<tr>
<td>July 4th Fireworks</td>
<td>6.54</td>
</tr>
<tr>
<td>DO AC</td>
<td>6.36</td>
</tr>
<tr>
<td>Meet AC</td>
<td>5.73</td>
</tr>
<tr>
<td>Miss America</td>
<td>5.26</td>
</tr>
</tbody>
</table>
When ACA programs received media coverage, traffic followed
ACA programs drive higher OCS scores, which correlate highly with web visits

Correlations between Web Visits and PR Metrics

- ACA OCS Scores: 0.47
- ACA Items: 0.44
- AC Items: 0.41
PR is having a positive impact on preference and perceptions

- People who say they have recently heard news about Atlantic City are very likely to perceive AC as fun – a key driver of preference.

- Respondents who remember seeing news reports about Atlantic City are also very likely to associate key messages and positioning statements such as “place I am excited to go to” and “fun place to hang out with friends.”

- The same respondents are also more likely to recommend Atlantic City to friends.
6 steps to standards-compliant measurement

**Step 1:** Define your goal(s).
What outcomes is this strategy or tactic going to achieve? What are your measurable objectives?

**Step 2:** Define the parameters
Who are you trying to reach? How do your efforts connect with those audiences to achieve the goal.

**Step 3:** Define your benchmarks.
Who or what are you going to compare your results to?

**Step 4:** Define your metrics.
What are the indicators to judge your progress?

**Step 5:** Select your data collection tool(s).

**Step 6:** Analyze your data.
Turn it into action, measure again.
Definitions

- Monitoring – process by which data are systematically and regularly collected about a program over time.
- Measurement – a way of giving an activity a precise dimension, generally by comparison to some standard; usually done in a quantifiable or numerical manner; see also: data, scale
- Metrics – an agreed upon number or percentage that indicates progress towards a goal
- Evaluation – a form of research that determines the relative effectiveness of a public relations campaign or program by measuring program*

*IPR Dictionary of Measurement Terms, Dr. Donald Stacks  www.instituteforpr.org
Why do we communicate?

Outtakes
(Intermediary Effects)
• Awareness
• Knowledge/Education
• Understanding

Outcomes
(Target Audience Action)
• Revenue
• Leads
• Engagement
• Advocacy

How does what you do contribute to the bottom line?
Step 1: Define the goals

- What return is expected? – Define in terms of the mission.
- Define your champagne moment. If you are celebrating complete 100% success a year from now, what is different about the organization?
**Goals & Suggested Metrics**

**Goals**
- **Goal 1: Meet Sales Targets**
  - Expand the marketable universe
  - Reduce sales cycle
- **Goal 2: Reduce Risk/Threats**
  - Increase Trust
  - Increase advocacy
- **Goal 3: Increase market share in new market**
  - Expand the marketable universe

**Communications Contribution**
- **Expand the marketable universe**
- **Reduce sales cycle**
- **Increase Trust**
- **Increase advocacy**

**Metrics**
- **% Increase in desirable share of voice**
- **% in awareness**
- **% decrease in undesirable voice**
- **% increase in trust scores**
- **% increase in desirable voice in new market**
- **% increase in awareness of brand in new market**
Step 2: Understand the parameters.

- What management’s priorities?
- Who are you trying to reach?
- How do your efforts connect with those audiences to achieve the goal?
- What influences their decisions?
- What’s important to them?
- What makes them act?

Goal: Get the cat to stop howling
Strategy: Buy cat food
Options: Local? Cheap? Convenient?
Step 3: Establish benchmarks

- Past Performance Over Time
- Think 3
- Whatever keeps your C-suite up at night
Step 4: Pick your Kick-Butt Index

The Perfect KBI

- Is actionable
- Is there when you need it
- Continuously improves your processes & gets you where you want to go
- You become what you measure, so pick your KBI carefully
## How to calculate your Kick Butt Index

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Result</th>
<th>Score</th>
<th>Result</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tonality</td>
<td>Favorable</td>
<td>+3</td>
<td>Unfavorable</td>
<td>-3</td>
</tr>
<tr>
<td>Messaging</td>
<td>Yes</td>
<td>+3</td>
<td>No</td>
<td>-1</td>
</tr>
<tr>
<td>Quotes</td>
<td>Yes</td>
<td>+1</td>
<td>No</td>
<td>-2</td>
</tr>
<tr>
<td>Dominance</td>
<td>Dominant</td>
<td>+1</td>
<td>Not Dominant</td>
<td>-1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>-or-</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Unfavorable &amp; Dominant</td>
<td></td>
</tr>
<tr>
<td>Visibility</td>
<td>High Visibility</td>
<td>+2</td>
<td>Low Visibility</td>
<td>-3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>-or-</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Unfavorable High Visibility</td>
<td></td>
</tr>
</tbody>
</table>

**Final Score**

<table>
<thead>
<tr>
<th>Score</th>
<th>Final Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>+10</td>
<td>-10</td>
</tr>
</tbody>
</table>
Step 5: Pick the right measurement tools

- If you want to measure messaging, positioning, themes, sentiment: **Content analysis**
- If you want to measure awareness, perception, relationships, preference: **Survey research**
- If you want to measure engagement, action, purchase: **Web analytics**
- If you want predictions and correlations you need two out of three
### Step 5: Selecting a measurement tool

<table>
<thead>
<tr>
<th>Objective</th>
<th>KBI</th>
<th>Tool</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase message communications</td>
<td>Increase percent of items containing one or more messages</td>
<td>CyberAlert, Prime Research</td>
</tr>
<tr>
<td>Increase awareness/preference</td>
<td>% of audience preferring your brand to the competition</td>
<td>Survey Monkey, Survata</td>
</tr>
<tr>
<td>Engage marketplace</td>
<td>% increase in engagement on website and/or social sites</td>
<td>Simply Measured, Unmetric, Google Analytics, Site Catalyst, Network Analysis</td>
</tr>
<tr>
<td>Become a thought leader on a specific issue/market/topic</td>
<td>% increase in desirable share of voice on issue/market/top</td>
<td>Little Bird, Trackr, CyberAlert</td>
</tr>
<tr>
<td>Importance to your organization (5 being most important, 1 being not very important) (ADJUST TO YOUR OWN PRIORITIES)</td>
<td>Vendor 1</td>
<td>Vendor 2</td>
</tr>
<tr>
<td>--------------------------------------------------------</td>
<td>---------</td>
<td>---------</td>
</tr>
<tr>
<td>1.0 Accuracy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.1 Accuracy of search (absence of duplicates, inappropriate or off-target content)</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>1.2 Accuracy of sentiment</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>1.3 Accuracy of subject matter</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>2.0 Alerting Capability</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.1 Timeliness of alerts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.2 Completeness of Alerts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.0 User Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.1 Ease of setting up and managing users</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.2 Ability to generate specific reports for specific users or groups</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.0 Reporting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.1 Findability of the data that you need</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.2 Does the tool offer adequate reporting ability to create/customize/export reports?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.0 Cost</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.1 Is the pricing reasonable given the value delivered?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.2 Is the cost less or the value greater than what we are currently paying?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.0 Customer Support</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.1 Are they sufficiently responsive?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.2 Do they actually resolve the issue?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.3 Do they offer Global 24/7 support?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.0 Does the tool meet our needs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.1 Can it produce the data necessary for the Corporate Dashboard as is?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.2 Can it produce the data necessary within the requisite time frame?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.3 Can it provide adequate monitoring to reduce risk and reputation threats?</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Final Score**                                        | 0.00%   | 0.00%   | 0.00%   | 0.00%   |
Testing the accuracy of coding

% Agreement with human coding

NetBase: 88.64%
UberVu: 68.31%
SDL: 48.94%

Degree to which agreement occurred

Positive:
- No: 72.36%
- Yes: 27.64%

Neutral:
- No: 14.82%
- Yes: 85.18%

Negative:
- No: 62.32%
- Yes: 37.68%

Mixed:
- No: 100.00%
- Yes: 0.00%
Testing validity of criteria

**Intercoder Reliability of Sentiment**

<table>
<thead>
<tr>
<th>Sentiment</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neutral</td>
<td>26%</td>
<td>74%</td>
</tr>
<tr>
<td>Somewhat Positive</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>Very Negative</td>
<td>65%</td>
<td>35%</td>
</tr>
<tr>
<td>Very Positive</td>
<td>58%</td>
<td>42%</td>
</tr>
</tbody>
</table>

**Intercoder Reliability of Key Metrics**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sentiment</td>
<td>49%</td>
<td>51%</td>
</tr>
<tr>
<td>Message</td>
<td>54%</td>
<td>46%</td>
</tr>
<tr>
<td>Subject</td>
<td>14%</td>
<td>86%</td>
</tr>
<tr>
<td>Casino</td>
<td>57%</td>
<td>43%</td>
</tr>
<tr>
<td>Programs</td>
<td>54%</td>
<td>46%</td>
</tr>
<tr>
<td>Spokesperson</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Prominence</td>
<td>32%</td>
<td>68%</td>
</tr>
<tr>
<td>Brand</td>
<td>89%</td>
<td>11%</td>
</tr>
</tbody>
</table>
Biggest Areas of Discrepancies

- Geographies vs Languages
- Lack of consistent competitors list
- Different definitions of Products/Brands Covered
- Time frames
- Media Types
- Search strings and filters
Step 6: Be Data Informed, not Data Driven

- Rank order results from worst to best
- Ask “So What?” at least three times
- Put your data into an overall framework consistent with C-Suite expectations
- Find your “Data Geek”
- Compare to last month, last quarter, 13-month average
Advocacy vs. resource use

High Message Content

Low Resources
- Ultimate Road Trip
- Status update
- Photo
- Link

High Resources
- Google + Chat
- Webinar
- Media Day
- Event
- Corporate Video

Level of Engagement
- Low
- Medium
- High
- Very High

Resource Use
- Very high
- High
- Medium
- Low
Charting KBI over time between divisions

**Kick Butt Score Relative to other LOBs**

The Percent Difference Between Each Business Unit’s Average KBI and the KBI for each Business Unit
Connecting data yield greater insights

Relationship between interviews and placements

- Number of Interviews
- Number of placements
- Interview per placement
Not all engagement is equal

Share & Likes Over Time

- Average of PostLikes
- Average of PShares

David Beckham & Dierks Bentley Video

Mia Farrow

Video
White House Volunteerism Office (CNCS) is able to connect specific social outreach to registrations on serve.gov
MLK saw the highest correlation of coverage to visits

<table>
<thead>
<tr>
<th>Program</th>
<th>Correlation</th>
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<tbody>
<tr>
<td>MLK</td>
<td>0.848</td>
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<tr>
<td>Get Involved</td>
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<td>AmeriCorps</td>
<td>0.379</td>
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<td>CNCS</td>
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<td>SeniorCorps</td>
<td>0.156</td>
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<tr>
<td>Learn &amp; Serve</td>
<td>0.133</td>
</tr>
</tbody>
</table>
10 Ways to find the Money for Measurement

1. Don’t call it measurement – It’s Research
3. Crowdsource – Who else has tools or surveys?
4. Spread the cost over 2 fiscal years
5. Reach out to universities
6. Take advantage of free stuff
7. Monitor only what matters
8. Narrow your Top Tier media list to what you CAN afford
9. Google analytics
10. Facebook Insights
11. Twitter Analytics
Remember These Points

1. It’s not about the media, it’s about the business and the customer.

2. It’s not about Big Data, but about how you use it.

3. You need to be data informed, not data-driven.

4. It’s not how loud you’re shouting it’s about relationships.

5. Standards are a reality not an excuse to hide behind.
Thank You!

- For more information on measurement, read my blog: http://www.painepublishing.com/blog
- For a copy of this presentation or to subscribe to our newsletter, give me your card or email me at measurementqueen@gmail.com
- Follow me on Twitter: @queenofmetrics
- Friend me on Facebook: Katie Paine
- Or call me at 1-603-682-0735