Creating a Dashboard that your CEO and Board Will Love
Ask Katie Paine Measurement Hour
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Steps to Dashboard Success

- Understand your audience
- Start with Business Goals
- Do the “So What” Test
- Identify what needs to be fixed
- Identify where you can improve
- Tells the story in 60-seconds or less
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

Metrics

- % Increase in desirable share of voice
- % in awareness

- % increase in undesirable voice
- % increase in trust scores

- % increase in desirable voice in new market
- % increase in awareness of brand in new market
Measurement Framework for regulated industry

Goal 1: Increase Brand Recognition
- Increase desirable SOV
- Increase unaided awareness among priority stakeholders
- Increase in inbound information requests

Goal 2: Reduce Risk
- Decrease in undesirable share of voice
- Decrease in response time to crisis

Goal 3: Drive Increased market share around breast cancer
- Increase in desirable share of voice in Breast Cancer conversation
- Increase in awareness of brand within Breast Cancer market
## Typical Framework for a Travel Destination

### Increase number of visits
1. % increase in presence of key messages that drive visitors decisions
2. % increase in OCS Score
3. % increase in preference
4. % increase in downloads of visitor guide

### Increase per-visitor spend
1. % increase in desirable exposure for non-gaming related programs
2. % increase in downloads of non-gaming travel guides
3. % increase in agreement with “something for everyone” message

### With Partners
1. % increase in partners participating in programs
2. % increase in partner engagement on website

### Increase per-visitor spend
1. % decrease in cost per response
2. % increase in visitor volume per dollar spent
### Typical Framework for consumer service company

<table>
<thead>
<tr>
<th>Engage as Owners</th>
<th>Improving Perceptions &amp; Creating Advocacy</th>
<th>Support the business</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>With Employees</strong></td>
<td>% increase in “engagement score” in pulse survey</td>
<td>Adherence to budget</td>
</tr>
<tr>
<td></td>
<td>% increase in employees proud to work with score</td>
<td>% increase in revenue per employee (by source coding of revenue)</td>
</tr>
<tr>
<td></td>
<td>% increase in of employees who participate in extra effort action/volunteer</td>
<td>% change in ratio of favorable to unfavorable coverage &amp; conversations</td>
</tr>
<tr>
<td></td>
<td>% reduction in absenteeism</td>
<td>Progress against Survey Action Plan</td>
</tr>
<tr>
<td><strong>With Customers</strong></td>
<td>% increase in NPS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>% increase in customer engagement with comms (web traffic, social engagement)</td>
<td></td>
</tr>
</tbody>
</table>
Typical measurement framework for a media company

Support the business

% increase in audience reach
% increase in engagement
% increase in Video Start

Increase engagement

1. Increase in % of audience that is engaged
2. Engagement Index:
   • Shares
   • Comments
   • Favorites
   • Repeat visits
   • >3 pages per visit
## DASHBOARD

### Sales Target
- Increases Brand Awareness, Reduce Sales Cycle

<table>
<thead>
<tr>
<th></th>
<th>Benchmark</th>
<th>Current</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>% increase in share of desirable voice</td>
<td>8.9%</td>
<td>8.9%</td>
<td>10%</td>
</tr>
<tr>
<td>% decrease in share of undesirable voice</td>
<td>3.1%</td>
<td>2.1%</td>
<td>&lt;3%</td>
</tr>
<tr>
<td>% increase in awareness</td>
<td>11%</td>
<td>11%</td>
<td>13%</td>
</tr>
</tbody>
</table>

### Risk Reduction
- Increase Trust, Reduce Threats

<table>
<thead>
<tr>
<th></th>
<th>Benchmark</th>
<th>Current</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Decrease in undesirable Share of Conversation</td>
<td>10%</td>
<td>12%</td>
<td>8%</td>
</tr>
<tr>
<td>% Decrease in stakeholders not aware</td>
<td>21%</td>
<td>21%</td>
<td>7%</td>
</tr>
<tr>
<td>% increase in Trust scores</td>
<td>50%</td>
<td>45%</td>
<td>75%</td>
</tr>
</tbody>
</table>

### New Market Share
- Expand the Marketable Universe

<table>
<thead>
<tr>
<th></th>
<th>Benchmark</th>
<th>Current</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Increase in stakeholder awareness</td>
<td>10%</td>
<td>9%</td>
<td>20%</td>
</tr>
<tr>
<td>% Increase in online engagement on issue</td>
<td>10%</td>
<td>5%</td>
<td>15%</td>
</tr>
<tr>
<td>% Increase in inbound requests for information</td>
<td>0</td>
<td>100%</td>
<td>500</td>
</tr>
</tbody>
</table>
## Typical Kick Butt Quality Score

<table>
<thead>
<tr>
<th>Desirable Criteria</th>
<th>Score</th>
<th>Undesirable Criteria</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contains a URL, Link or Phone Number or other call to Action</td>
<td>3.50</td>
<td>No Call to action</td>
<td>-1.0</td>
</tr>
<tr>
<td>Mentions a key message</td>
<td>0.75</td>
<td>Negative message, negative myth reinforced</td>
<td>-3.0</td>
</tr>
<tr>
<td>Contains a desirable visual</td>
<td>2.50</td>
<td>Contains an undesirable visual</td>
<td>-1.0</td>
</tr>
<tr>
<td>Contains a quote by a company spokesperson</td>
<td>0.75</td>
<td>A story or a headline that leaves the reader less likely to do business with you</td>
<td>-3.0</td>
</tr>
<tr>
<td>Dispels a Myth</td>
<td>0.75</td>
<td>Recommends the competition</td>
<td>-2.0</td>
</tr>
<tr>
<td>Leaves a reader more likely to do business with you</td>
<td>1.75</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>10.00</strong></td>
<td></td>
<td><strong>10.0</strong></td>
</tr>
</tbody>
</table>
What works? What doesn’t work

Success vs resource use

- High OCS Score
- Low Resources
  - Ultimate Road Trip
  - Albertosaurus
  - Small Town Saturday Night
  - Live with Kelly in Banff
  - Billabong Winter 2012
- High Resources
  - Kings Partnership
  - Authentic Alberta
  - Media Day
  - KLM Winter Sport in Canada campaign
- Low Resources
- High OCS Score

Total Volume of Coverage
- Low
- Medium
- High
- Very High

Resource Use
- Very high
- High
- Medium
- Low
Remember These Points

1. It’s not about the media, it’s about the business and the customer
2. It’s not about getting a gold star
3. The goal is to improve performance
4. You learn more from failure than success
5. Show trends, not snapshots
Thank You!

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