



## How to Find the Money to Measure August 2014



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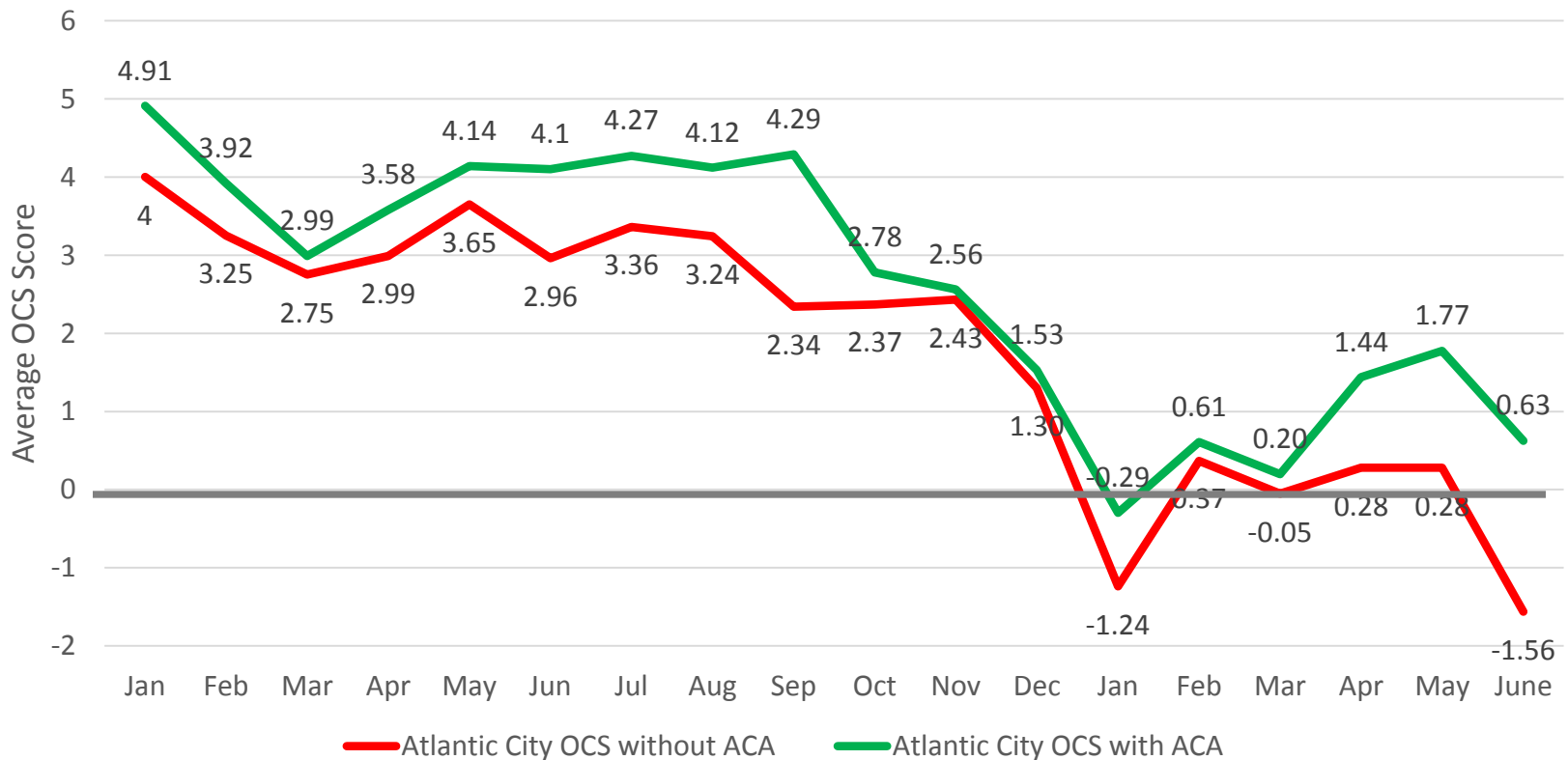
# 7 Ways to Find the Money To Measure

1. Don't call it measurement –
  - No one wants to finance your justification for existence
  - You are conducting research into organizational performance
2. Consolidate – one big system is more efficient than many little ones
  - Find out who else is doing monitoring -- Agencies? Divisions? Library? Marketing? Brand? Product Development
  - Combine monitoring + measurement, social + traditional, marketing + PR
3. Crowd Source - who else WANTS measurement
  - Combine budgets
  - Tin cup to get others to contribute
4. Spread the cost over multiple fiscal years
  - Pay when the reports are delivered
5. Reach out to local universities
6. Use free trials
7. Start with a proof of concept and build from there

# Without ACA events, OCS Scores for Atlantic City would have been significantly lower

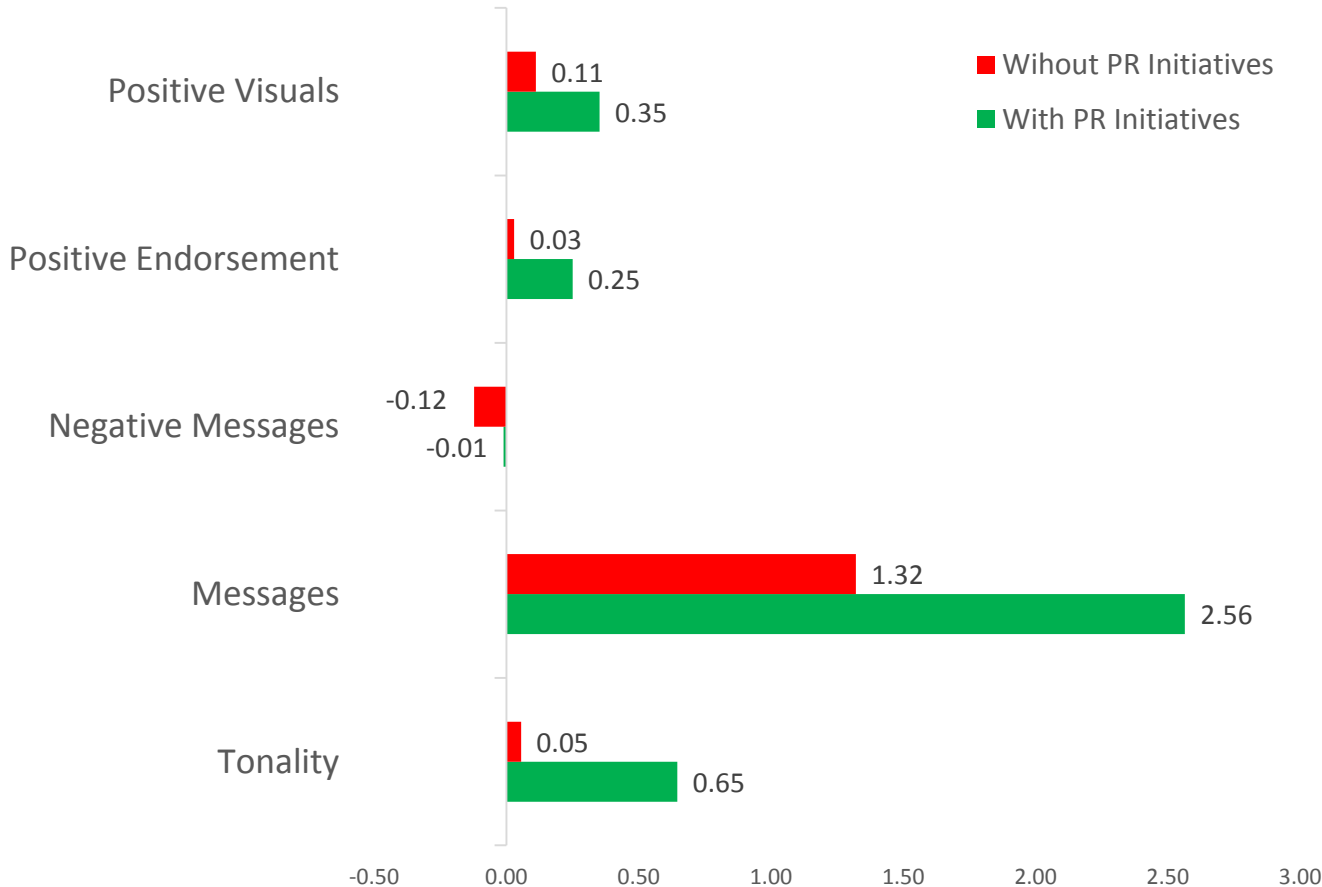
The red line represents coverage of Atlantic City minus all mentions of ACA and its programs

Average OCS Score Over Time



# PR presence drove better coverage across the board in Top Tier publications

Difference in Quality Coverage with and without PR initiatives

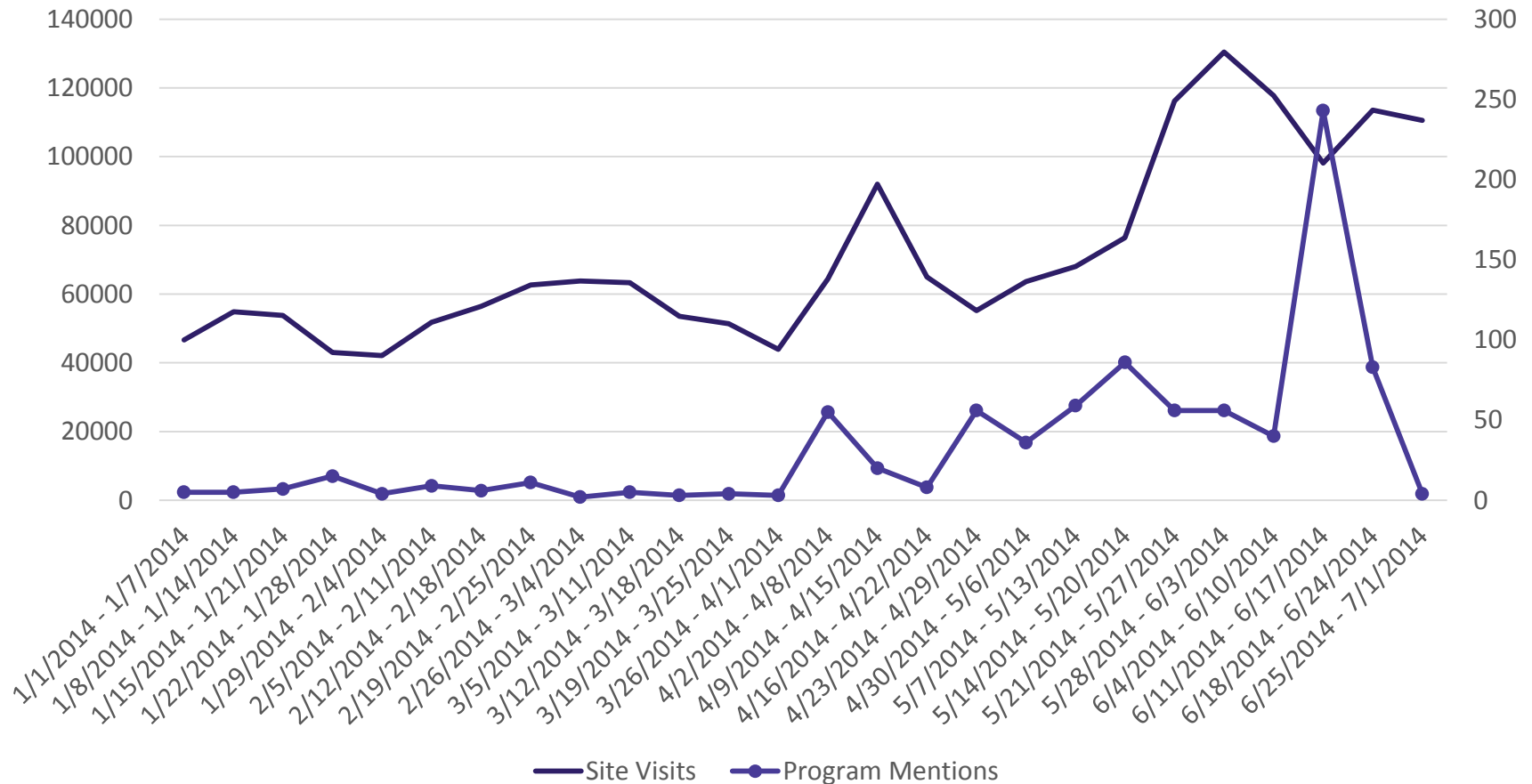


If a PR Initiative was mentioned in a story it was:

- ▶ Nearly ten times more likely to be desirable.
- ▶ Twice as likely to contain a key message
- ▶ Nearly ten times less likely to contain an incorrect or negative message
- ▶ Thirteen times more likely to contain a positive endorsement
- ▶ Ten times more likely to contain a desirable visual

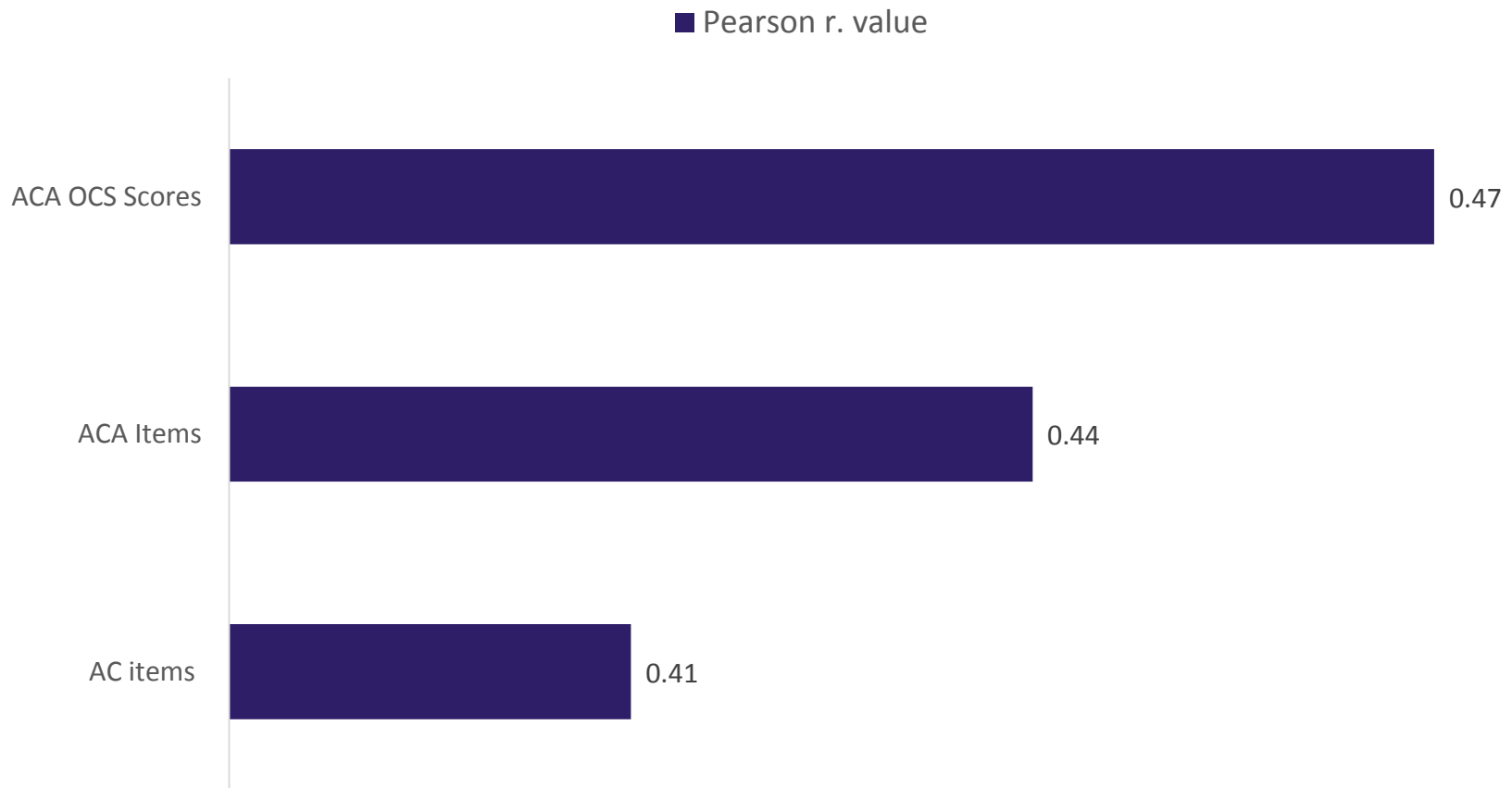
# When ACA programs received media coverage, traffic followed

Relationship between ACA Program Mentions and Site Visits



# ACA programs drive higher OCS scores, which correlate highly with web visits

Correlations between Web Visits and PR Metrics



# Thank You!

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