

Creating Reports to Wow the Board



Katie Paine's Measurement Hour
November 20, 2014

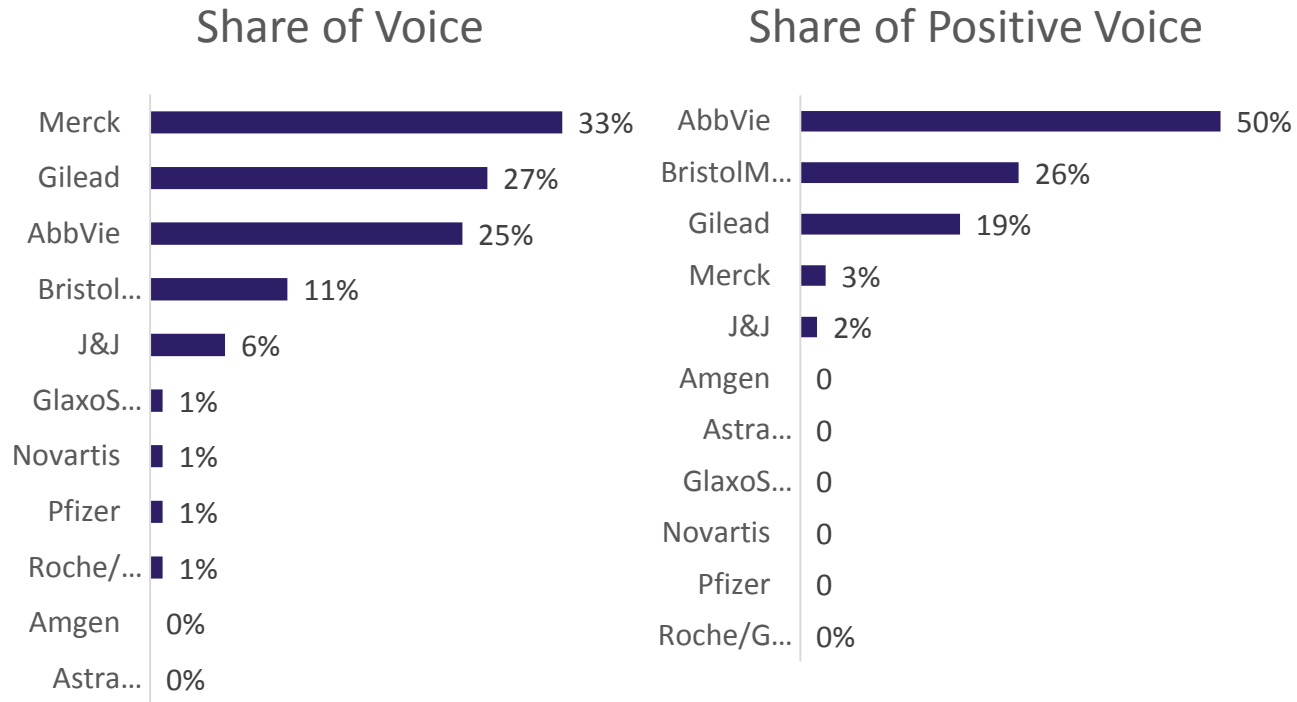
Key Rules

- ▶ Your Report Real Estate is the most expensive you'll ever have
- ▶ Illustrate the point, not your accomplishments
- ▶ The average CEO has a shorter attention span than a kitten
- ▶ Remember to only report on the Kick Butt metrics.

Executive Summary

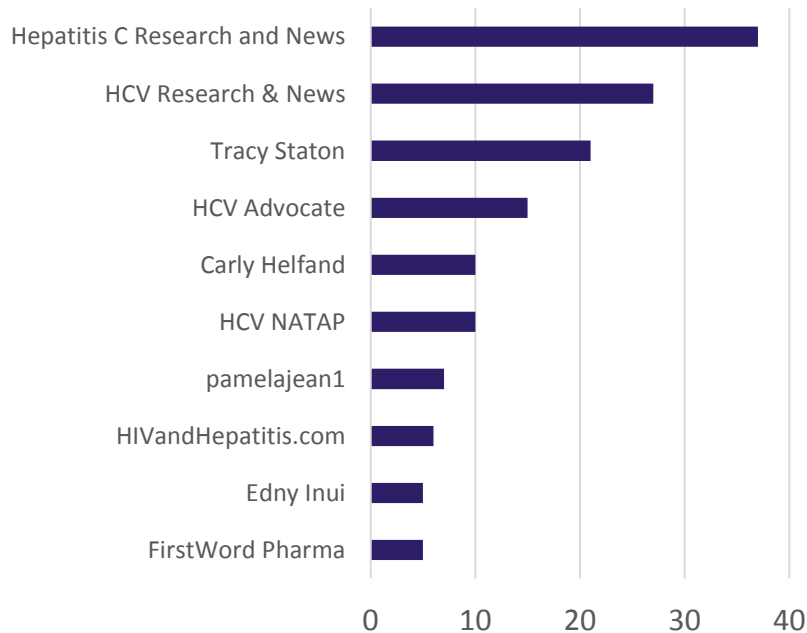
- ▶ Event took place [date and location]
- ▶ We did what? What did we spend?
- ▶ What was the call to action?
- ▶ Coverage of the event was collected [NetBase, Salience, Vocus Prime, other.. Describe]
- ▶ Top line findings
 - Share of voice was 2.29%
 - Share of desirable voice was 8.04%
 - Covered by the following Top Tier Media
 - Major story of the event was..
 - Competitor behavior was..
 - Recommendations for next steps
 - Learnings for next time ..

We captured the highest share of voice but only the fourth highest share of positive voice

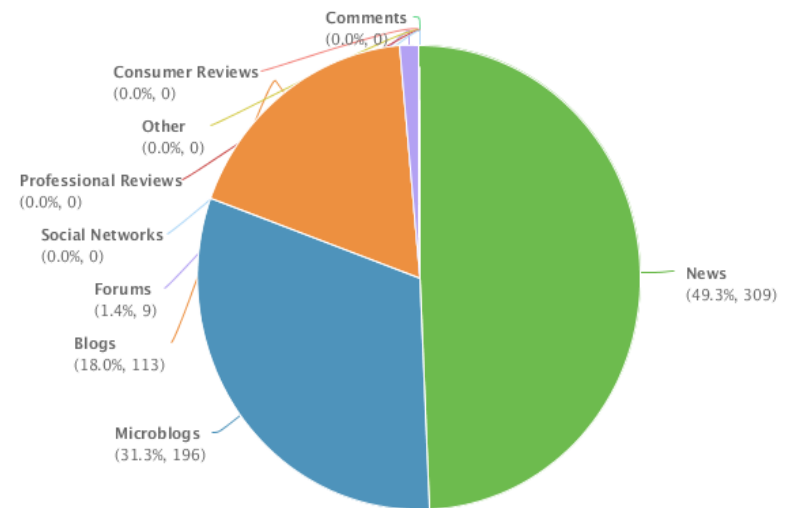


31% of the conversations took place on Twitter

Top Authors by Volume

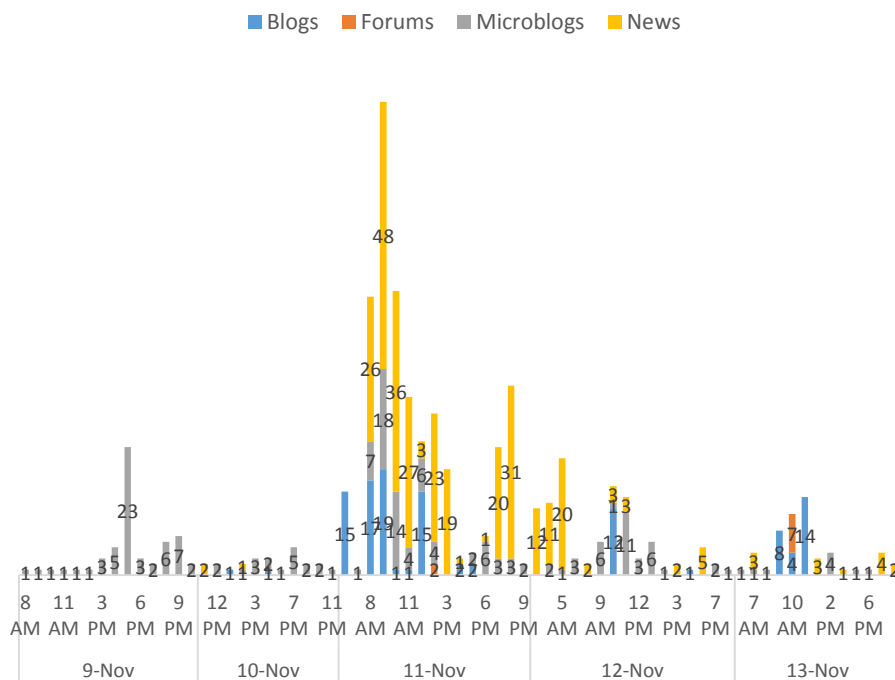


Sources of AASLD Coverage

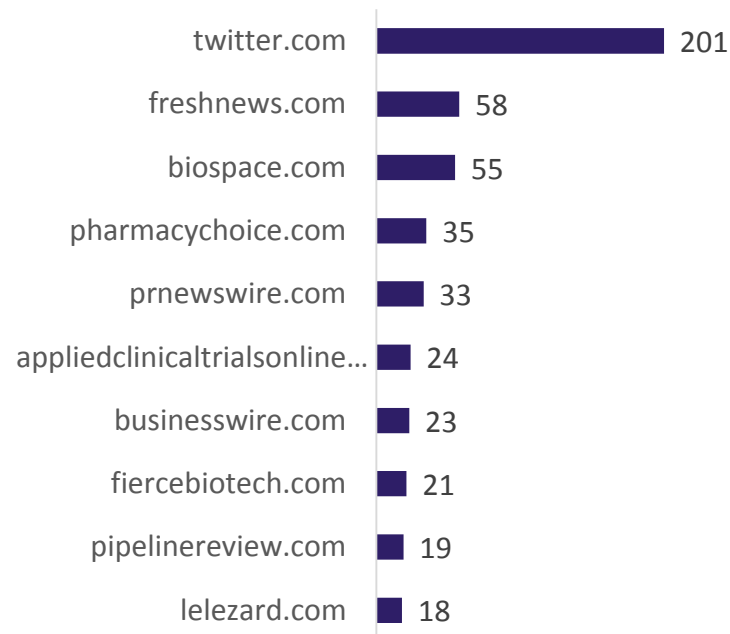


Traditional news sources generated the most coverage, but Twitter was not far behind. Conversation spiked around the announcement, but Tweets started on Day 1

Posts Over Time

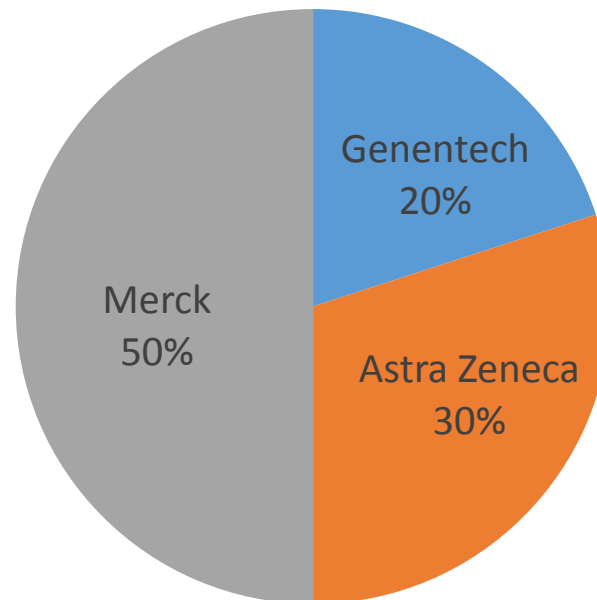


Top 10 Domains by number of posts



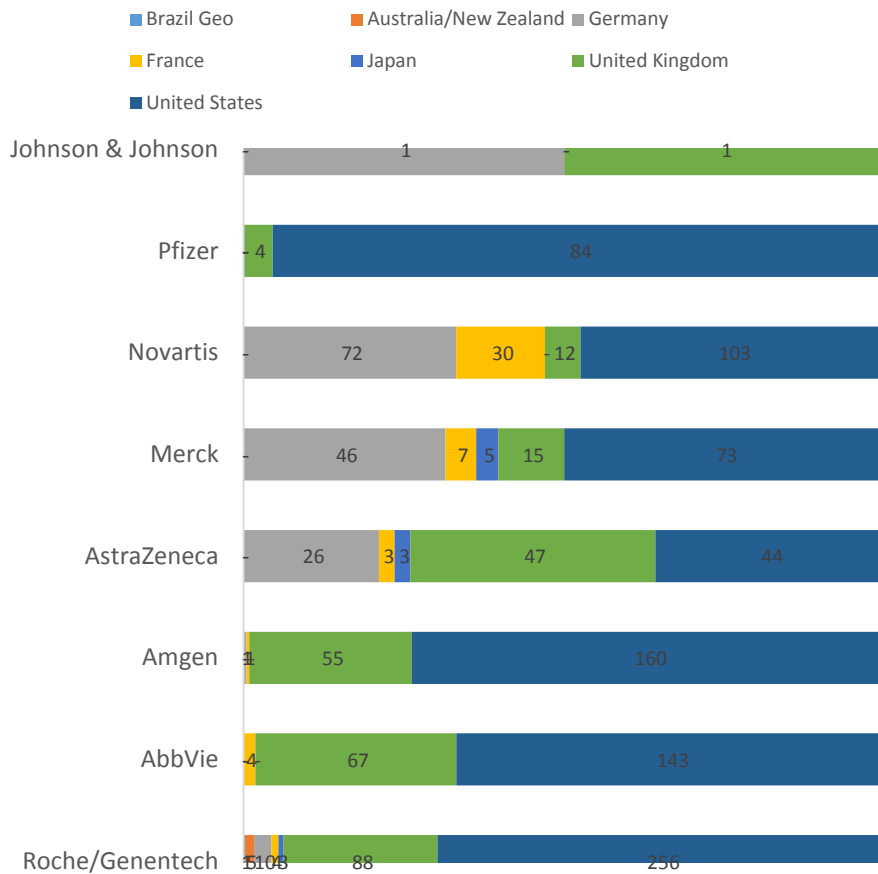
Undesirable Voice was driven by negative research results on *****

Share of negative coverage from ESMO

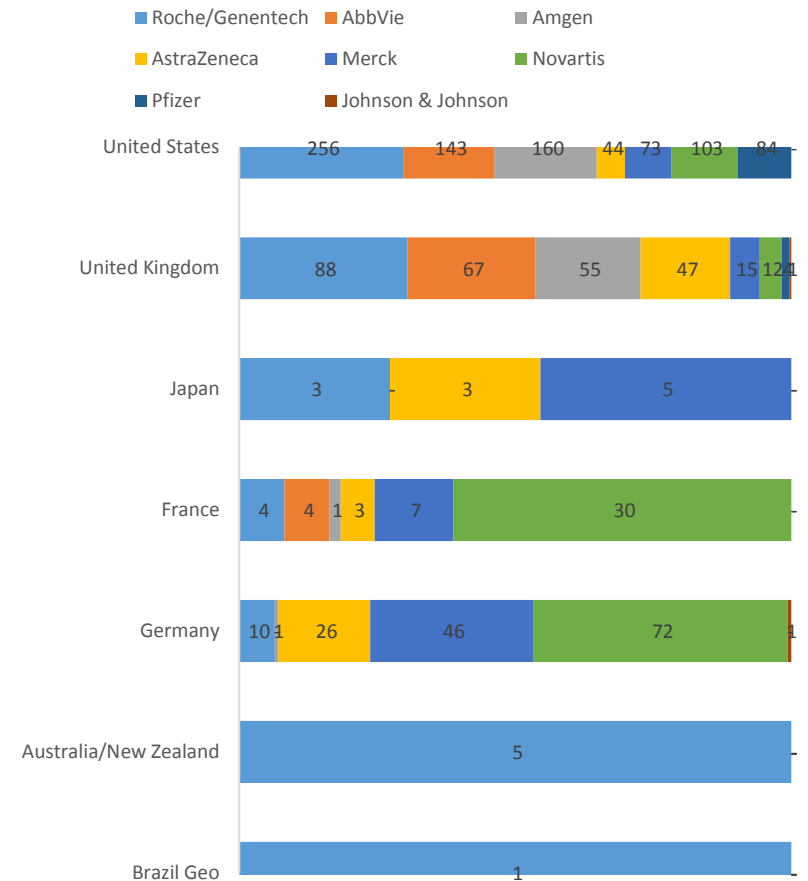


Astra Zeneca received the most geographically diverse coverage. Australia & Brazil only saw coverage from one company

Share of Desirable ESMO Coverage By Country



[Share of Desirable ESMO Coverage By Country



Primary authors covering the news

Top Bloggers & Traditional Media Authors

Ben Fidler	xconomy.com	40
Heather Cunnings	jutiagroup.com	24
John Carroll	fiercebiotech.com	24
admin	vosizneias.com	19
Mark Sullivan	venturebeat.com	15
dan.rosengold	investorvillage.com	14
feeds_user	biosciencetechnology.co	12
admin	247newz.us	11
Anonymous	cafeprima.com	10
sandiegobiotech	xconomy.com	10
Vishal Laul	techwhack.co	9
ThePressGuy	mediacircus.com	8
noreply@blogger.com	nextbigfuture.com	8
badboy99	neurotalk.psychcentral.c	7
Clayton Browne	valuwalk.com	7
Chris Crum	webpronews.com	7
CB Staff	canadianbusiness.com	7

Top Twitter Handles

FTSESMITH	twitter.com	48
Stocks_Biotech	twitter.com	20
flabiotechnews	twitter.com	18
gottarun1000	twitter.com	16
bradloncar	twitter.com	14
MDsearchlight	twitter.com	14
dlvrworld	twitter.com	13
CollaborationB	twitter.com	13
NASDAQODUK	twitter.com	12
racheloduk	twitter.com	12
pharma411	twitter.com	12
Thegmpgroup	twitter.com	11
fwpharma	twitter.com	11
oye_victor1	twitter.com	11
OIGEL	twitter.com	11
currentStartUps	twitter.com	11
MickeyDelDembow	twitter.com	10