

Measurement 2015: The Year in Review



Measurement Hour
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What Happened in 2015?

- ▶ My humble mantra:
 - ▶ *You're never wrong, you're just early*
- ▶ Silos tumbled
- ▶ Mergers fumbled
- ▶ Standards bumbled
- ▶ Impressions stumbled as new data invaded
- ▶ Worst Thing to Happen
- ▶ Best Things to Happen

What's Next?

- ▶ It's not about the media, it's about your mission & what your stakeholders do with the info when you put it out there



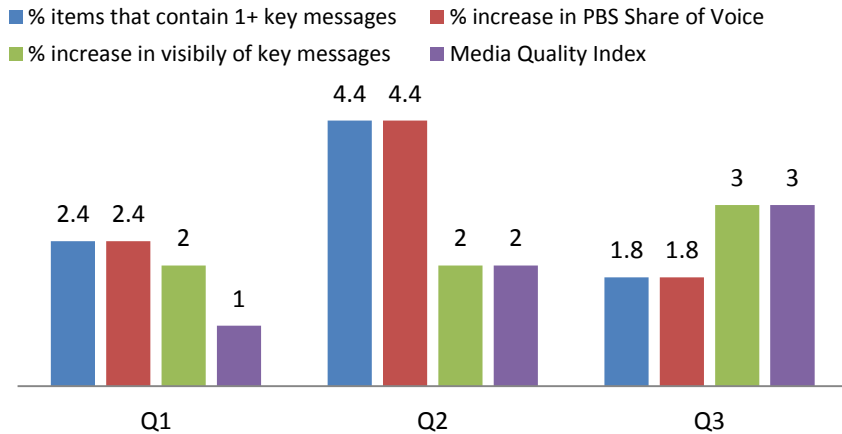
Silos Tumbled

- ▶ Social & traditional media monitoring merged into **one** conversation
- ▶ Internal Communications & External Public Relations were consolidated under **one** function

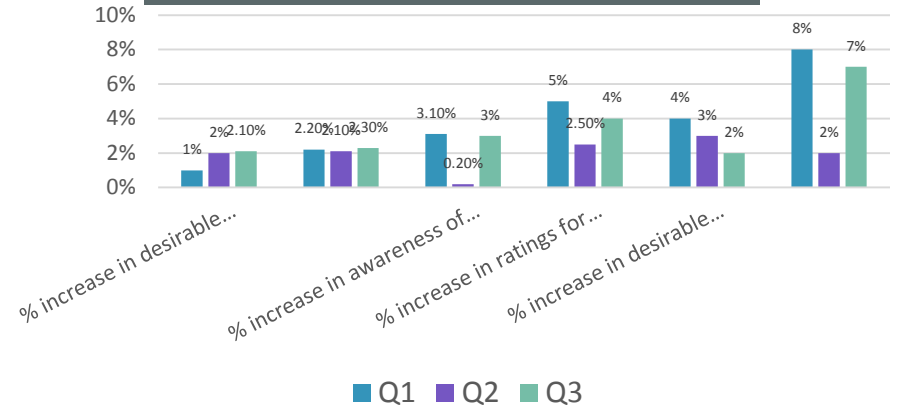


Integrated Marketing has become Integrated Communications = Integrated Dashboards

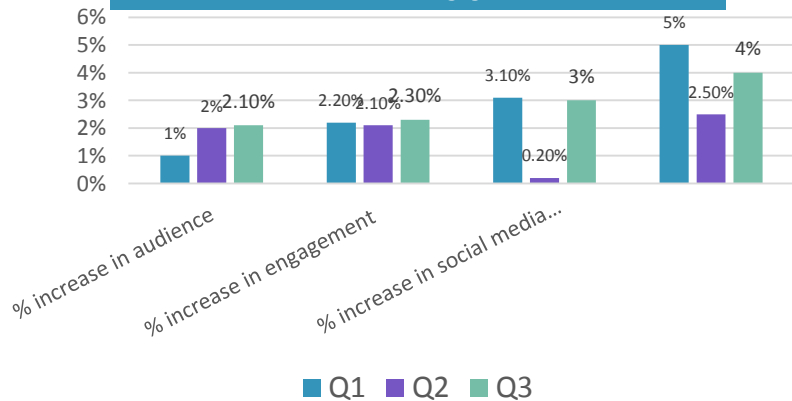
Goal: Raise Institutional Profile



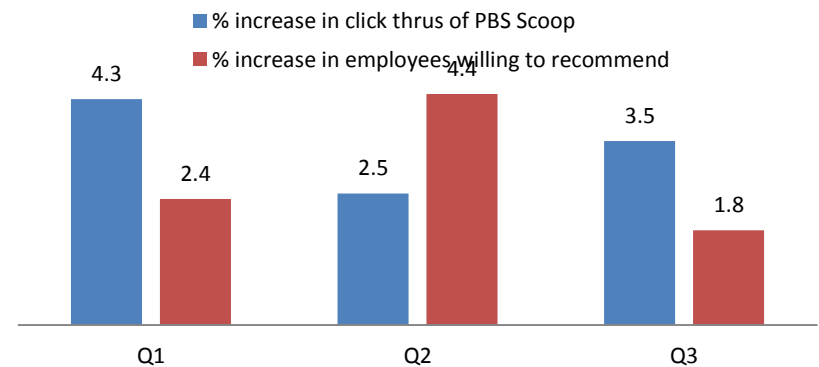
Awareness of PBS Content



Social Media Engagement



Employee Engagement



The State of the Market

- ▶ Social listening firms got better at monitoring traditional media
- ▶ Less choice on the traditional media front:
 - ▶ Report International + KDPaine & Partners + Salience = Carma
 - ▶ Gorkana + Vocus + Visible + Viral Heat + PR Newswire = Cision
 - ▶ Moreover + Nexis = Nexis
- ▶ New hybrids growing:
 - ▶ CyberAlert
 - ▶ Talkwalker
 - ▶ TrendKite

Progress on Standards

- ▶ “Barcelona Principles 2.0” released
 - ▶ Barcelona Principles first released in 2010
- ▶ Social Media Standards (#smmstandards) get validity test



Impressions Lost Their Impressiveness

Lack of credibility in circulation data
+
Lack of validity in UVPM data

= Alternatives:
Share of Voice
Google Conversions
Social Analytics
Survey data

Thank You!

- ▶ For more useful resources on communications measurement, check out Paine Publishing's [Measurement Mall](#)
- ▶ For any questions, email me: measurementqueen@gmail.com
- ▶ Follow me on Twitter: [@queenofmetrics](#)
- ▶ Follow Paine Publishing on [Facebook](#)
- ▶ Or call me: 1-603-682-0735

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