

# Global Metrics: The Latest in International Measurement



Measurement Hour  
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Paine Publishing

# Who's doing what?

▶ Canada



▶ Africa



▶ Europe



▶ Australia & New Zealand

▶ Latin America



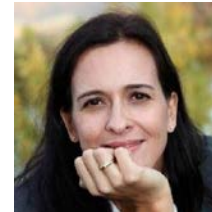
▶ Romania



▶ Greece



▶ Germany



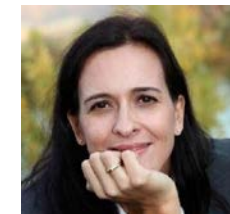
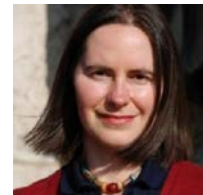
# UK & Australia

- ▶ Canada
  - ▶ Evaluation from a business management perspective not just metrics
  - ▶ Standardization of terminology
- ▶ UK
  - ▶ AMEC Framework
- ▶ Australia & New Zealand
  - ▶ Value measurement
  - ▶ Big push around Standards



# Europe

- ▶ Denmark
  - Data analytics for customer experience improvement
- ▶ Greece
  - More social listening than PR metrics
- ▶ Romania
  - Interest in moving beyond AVEs, but global brands still demand
  - Beginning to tie to business outcomes
- ▶ Norway
  - PR Measurement in the Business Schools
- ▶ Germany
  - Thinking globally
  - Budgeting cheaply



# Africa

- ▶ Big interest in good measurement
- ▶ Push for standards
- ▶ Mergers on the horizon



# Latin America

- ▶ Focus on social media
- ▶ Actual viewability metrics
- ▶ More advertising metrics than PR



# Simple Steps to Meaningful International Metrics

1. Agree up on goals and objectives
2. Budget accordingly
3. Go where you know the language
4. Go where they already know you
5. Get agreement on metrics
6. Draw conclusions, repeat

# Thank You!

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