

Measurement's Toughest Challenges



Measurement Hour

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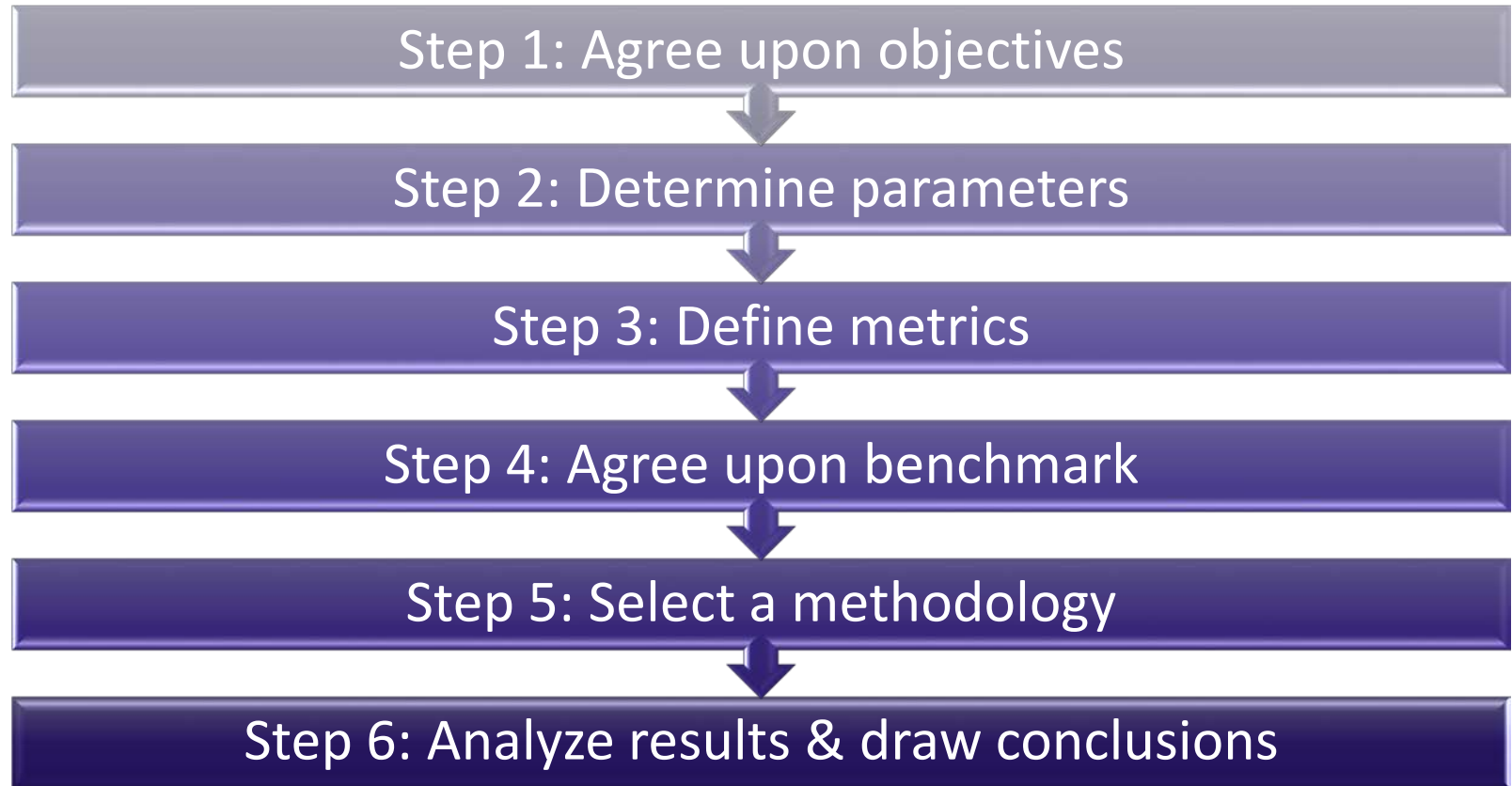
Katie Delahaye Paine, CEO

Paine Publishing

Measurement's Toughest Challenges

- ▶ Ephemeral Media
- ▶ Podcasts
- ▶ SEO
- ▶ The Impact of Fake News and Bots

It still Starts with the Six Steps



Ephemeral Media

- ▶ What's the purpose?
- ▶ Are you reaching your target audience?
- ▶ How do you know it worked? Ask them

Podcasts

- ▶ Owned
 - ▶ Thought leadership impact
 - ▶ Sales impact
- ▶ Paid (Sponsorship)
 - ▶ Cost per acquisition

SEO

- ▶ Single most important factor
- ▶ Integral to PR
- ▶ Google Analytics vs paid services

Fake News and Bots

- ▶ Distorts reality
- ▶ Requires defined influencer universe

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