

PAINE publishing

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Clearing some thinking space

- Things that won't happen:
 - You won't get paid in Bitcoin unless you insist
 - You won't have to figure out Blockchain, unless you want to.
 - You will not be replaced by a robot, Al or a computer
 - You won't have to wait for a good time to "bury bad news" just pick any day that Trump tweets.





Focus on what will really matter

- Listen to your stakeholders, ignore the blathering multitudes
- Use data to evaluate against your objectives, ignore all other metrics
- Use common sense backed up with data to stop doing the stupid stuff
- Don't do anything that doesn't influence your stakeholders
- "Truth Decay" is real, deal with it





Have we reached Peak Social Media?

- For promotional purposes, probably
 - Twitter and Facebook numbers down and under fire
 - Risk keeps growing
 - ROI isn't there
- For Customer Service, definitely not
 - Relationships are made and broken there
 - ROI is there



Will We Redefine Impressions?

Yes

- Google Conversions + More Data will improve correlations to show financial impact.
- If approved, identity tracking may be used to tie content to action





What will you use to measure in 2018?

- Human-curated Custom quality indexes
- Computers to calculate share of issue/market or voice
- Integrated dashboards
- Goal Conversions
- SEO results
- Acceptable proxies for behavior





How to cope with the Serpent of "Truth Decay?" *

- ▶ What is it?
 - 1. Increasing disagreement about facts data
 - 2. Blurring of the line between opinion and fact
 - 3. Increase in volume and influence of opinion and personal experience over fact
 - 4. Declining trust in formerly respected sources of factual information



* Jennifer Kavanagh, Michael D Rich, RAND Corporation



Why do we need to bother?

- Erosion of Civil Discourse
- Political Paralysis
- Alienation and Disengagement
- Uncertainty and doubt

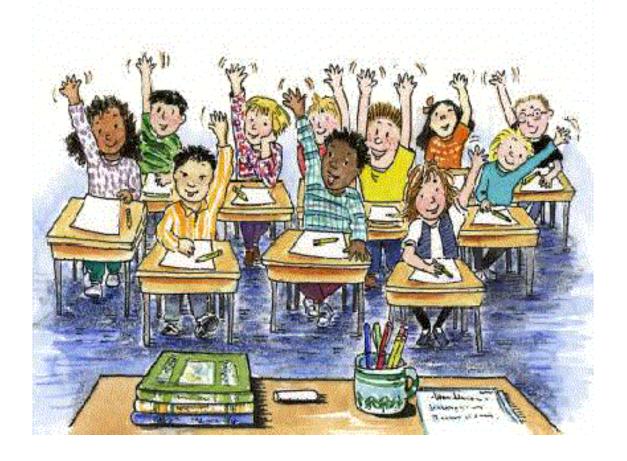


How do we cope?

- Promote diversity of opinions
- Support Civil Discourse
- Conduct solid research
- Be transparent with results and data
- Don't place content on or pay for anything that isn't verified
- ► When it doubt, pull out



Questions



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