

Taming Your Data Dragon: How to Cure Your Data Addictions and Get the Insights You Need

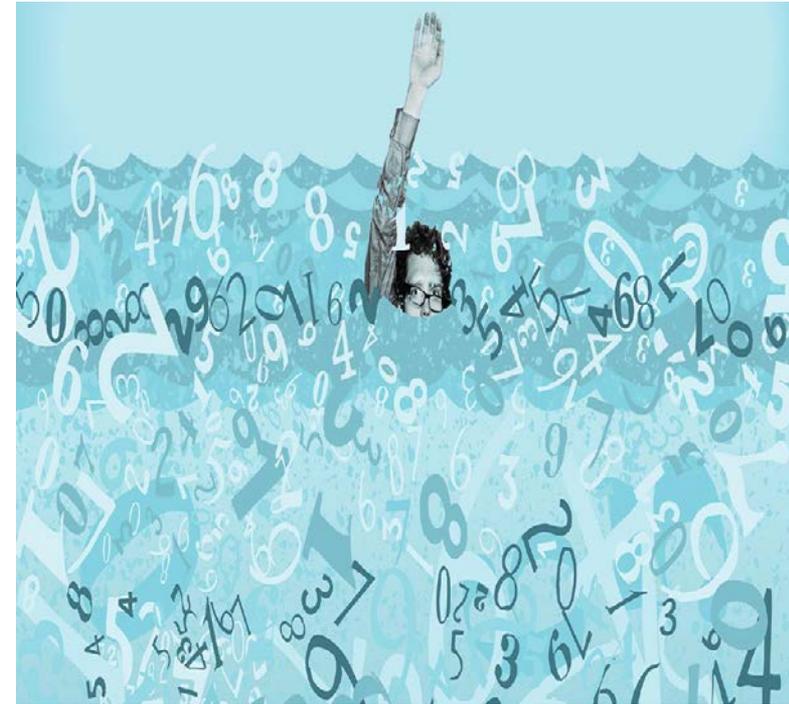


Katie Paine's Measurement Hour
Paine Publishing
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The Myths of Data

- ▶ The More Data the Better
- ▶ All Data is Good Data
- ▶ Data = Results



What Gave Birth To the “Data Puking Dragon?”*

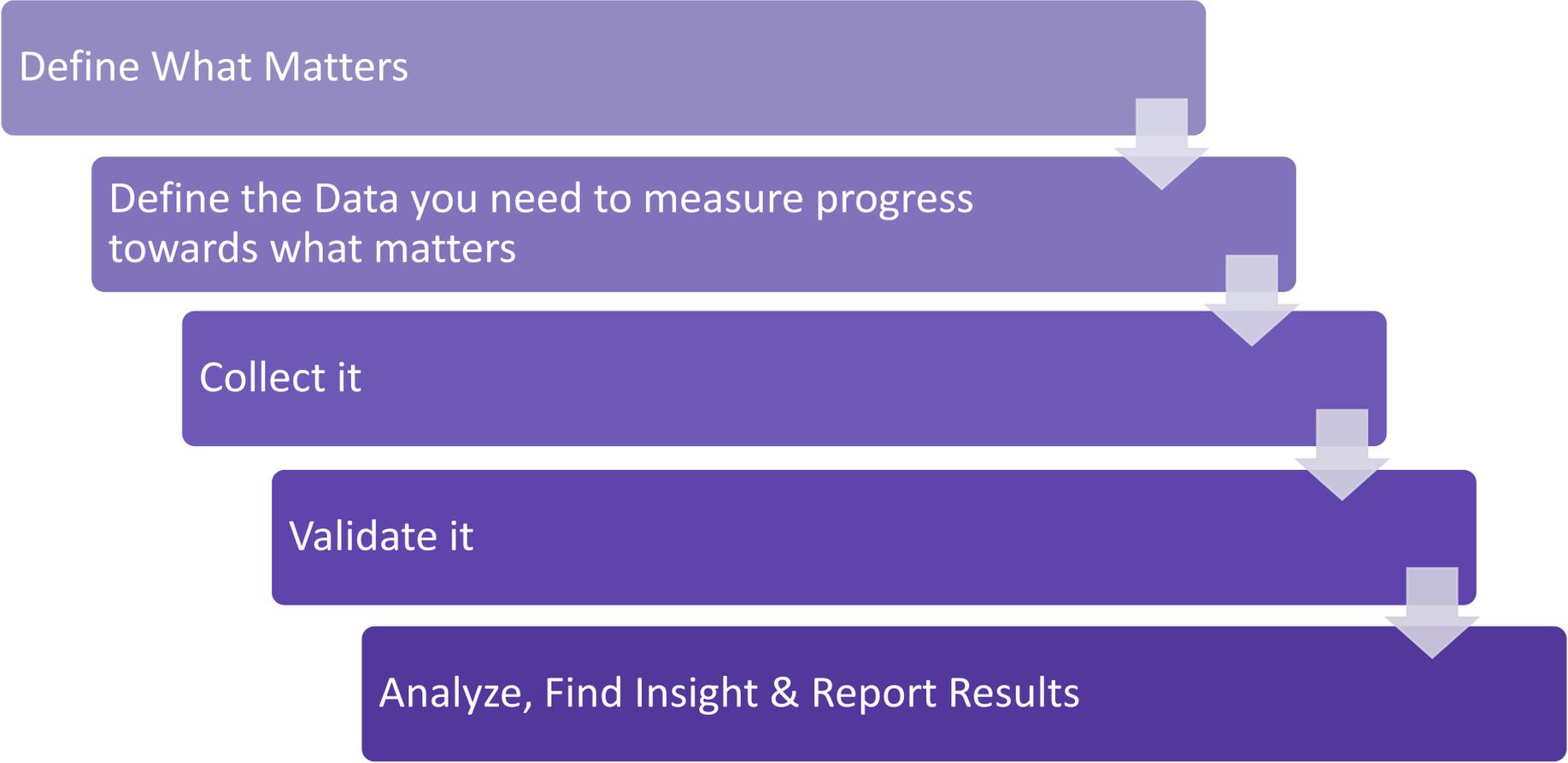
- ▶ “Big Data” vs Small Data
- ▶ Today’s Digital Publishing Model
- ▶ Social and Web Analytics
- ▶ The Demand for Accountability, Metrics and Dashboards.



* Avinash Kaushik [Occam's Razon Blog](#)

How to Tame Your “Data Puking Dragon”*

Define What Matters



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graph TD; A[Define What Matters] --> B[Define the Data you need to measure progress towards what matters]; B --> C[Collect it]; C --> D[Validate it]; D --> E[Analyze, Find Insight & Report Results];
```

Define the Data you need to measure progress towards what matters

Collect it

Validate it

Analyze, Find Insight & Report Results

* Avinash Kaushik [Occam's Razon Blog](#)

How to Tame Your “Data Puking Dragon?”*

- ▶ Collect only the data you need:
 - ▶ What matters to your Target Stakeholders?
 - ▶ What will help you achieve your Strategic Priorities?
- ▶ Report as often as you make decisions, no more no less.
- ▶ Create standard terminologies and definitions
- ▶ Audit regularly



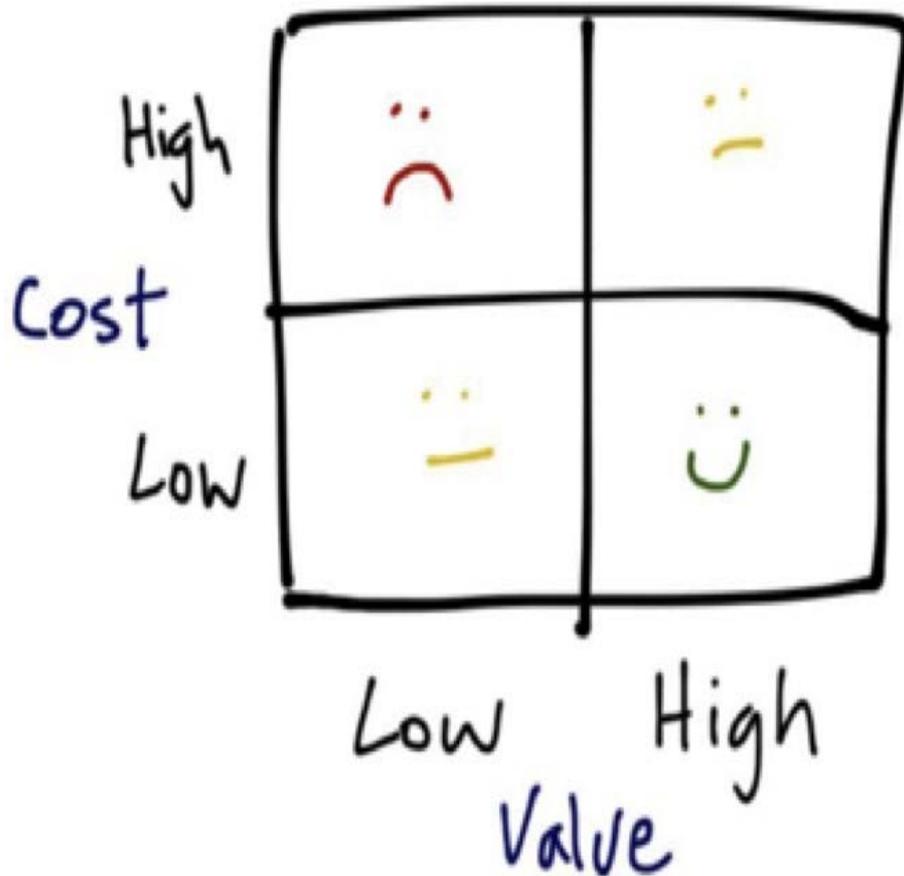
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Quick tips to put your dragon on a diet



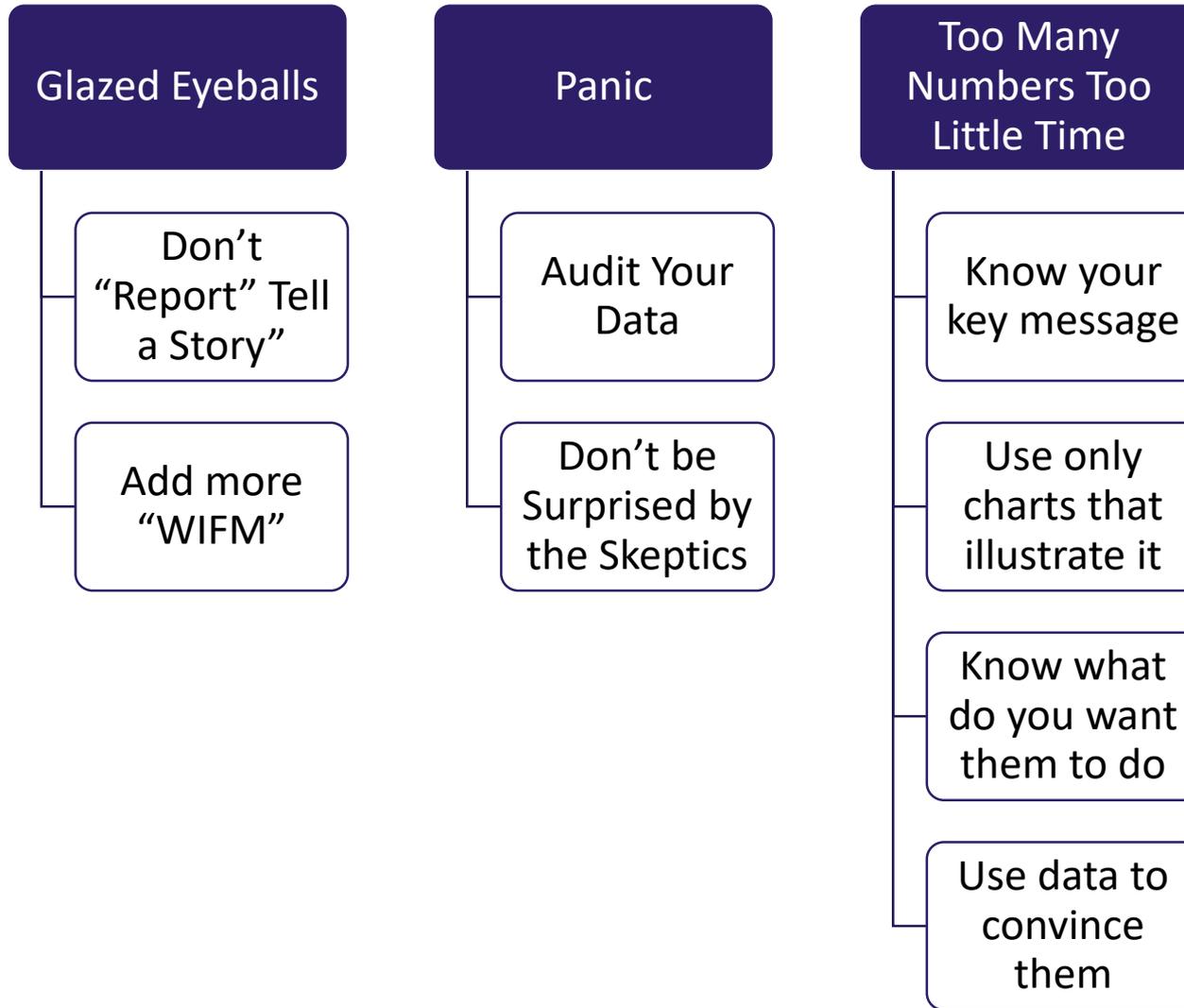
- ▶ Forget the tree, focus on the Forest
- ▶ Focus on individuals and outlets that actually influence your stakeholders
- ▶ Don't try to compare apples and goats
- ▶ Pick 3-5 metrics and use them consistently
- ▶ Eliminate duplicates

Getting Insight From Your Data



- ▶ What decisions do you need to make and what data do you need to make them?
- ▶ What's keeping your bosses up at night?
- ▶ What story do you need to tell?

Typical Signs that Your Puking Data & How to Stop



The Most Essential Metrics

▶ For **Events**, use these metrics:

- ▶ Cost Per Lead
- ▶ Cost Per Minute spent with Prospect
- ▶ Pre/Post % Increase in whatever your goal was: Trust, Preference, Consideration, etc.
- ▶ Share of desirable voice in media, social, and hashtags about the event compared to the competition

▶ For **Owned Digital/ and Social**, use these metrics:

- ▶ % increase in conversions from owned content
- ▶ % increase in incoming CRM queries from owned activities
- ▶ % increase in preference or consideration or trust or awareness

▶ For **Earned Media**, use these metrics:

- ▶ Increase in your Media Quality Index
- ▶ % increase in conversions from earned content
- ▶ % increase in coverage containing one or more key messages
- ▶ % increase in share of desirable coverage vs. the competition
- ▶ % decrease in undesirable coverage vs. the competition
- ▶ % increase in incoming queries from PR generated activities
- ▶ % increase in preference or consideration or trust or awareness

For **Internal Communications**, use these metrics:

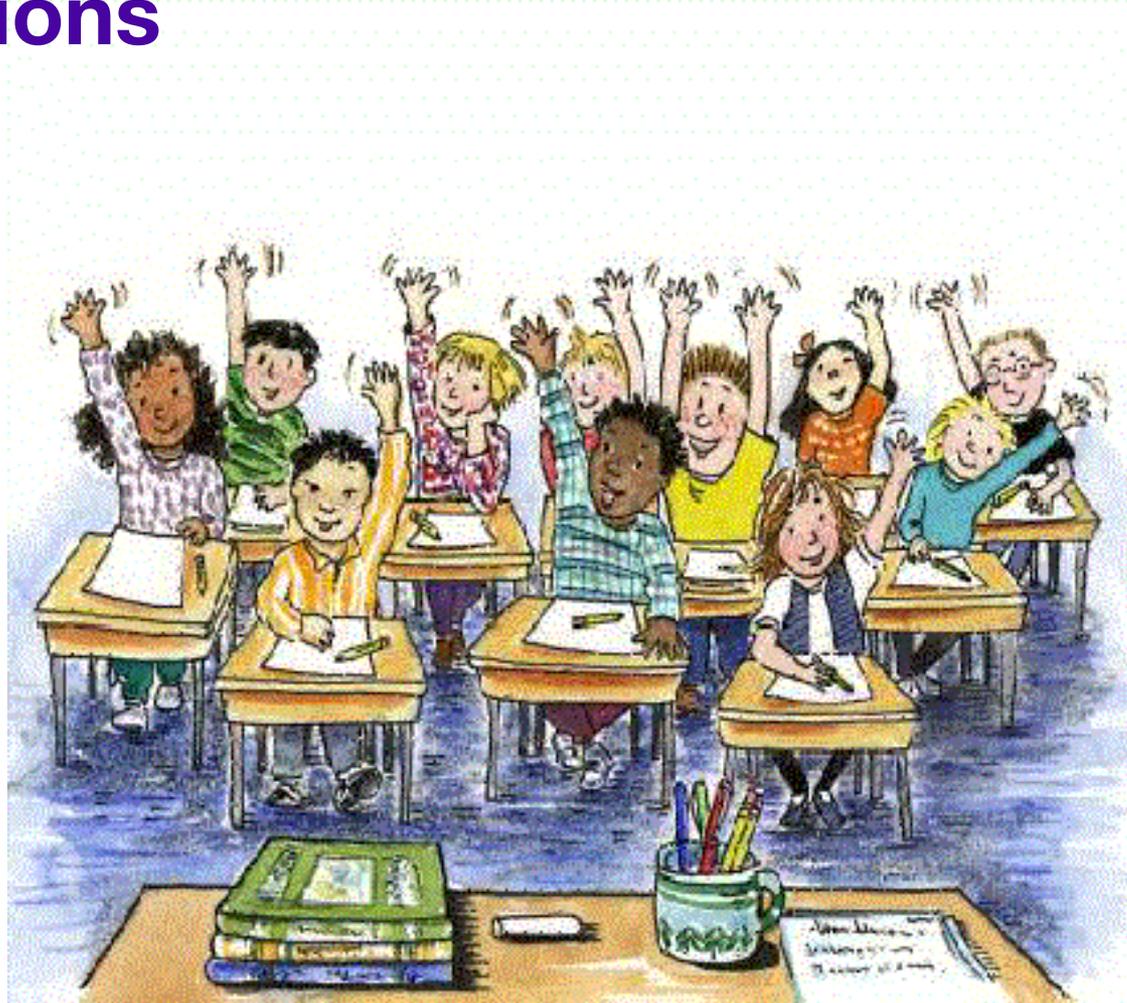
- ▶ % increase in willingness to recommend
- ▶ % increase in employee engagement
- ▶ % increase in understanding of company priorities

Key Rules to Remember

- ▶ Collect only the data you need to measure success against your priorities and goals.
- ▶ Trust no data until you validate it.
- ▶ Spend at least twice as much effort analyzing your data as you did collecting it.
- ▶ Don't "report." Tell the story that needs to be told.



Questions



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