

Measurement in 2019



Measurement Hour
January 23, 2019
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2019: What's on the Horizon?

- ▶ Dealing with Dirty Data
 - What Media Matters?
 - Tags
 - Testing
- ▶ Offspring
 - Cision + Vocus + Prime + Share IQ = ???
 - Meltwater + Sysomos + DataSift = ???
 - Brandwatch + Crimson Hexagon = ???
 - Ipsos + Synthesio = ???
 - 30+ other vendors
- ▶ Customization is key
- ▶ What you'll be measuring
- ▶ How you'll be measuring
- ▶ The technologies you'll need to master

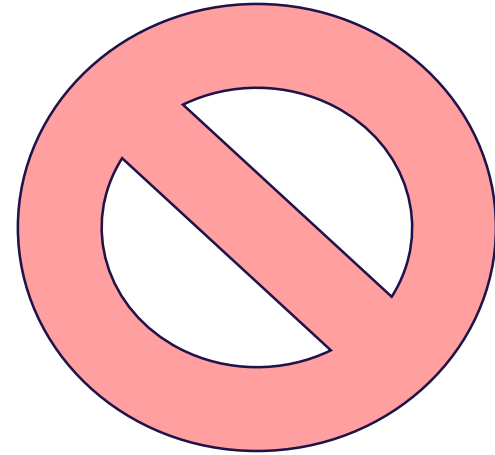
2019 - What you'll be measuring

1. Contribution to the business

- ↑ Increase in conversions
- ↑ Increase in qualified leads
- ↑ Increase in qualified candidates
- ↓ Risk/threat to the brand
- ↓ Cost per lead/touchpoint

2. The value of communications (PESO)

- ↑ Increased preference/consideration
- ↑ Ability to attract and keep talent
- ↑ More valuable targeted engagements
- ↑ Share of Messaging/Positioning
- ↑ Weighted Audience Reach
- ↑ Efficiency of specific tactics vs others



- Impressions
- Likes
- Unfiltered results

2019 How you'll be measuring

- ▶ Integrated media sources
 - Social + traditional + digital
- ▶ On customized integrated dashboards
 - Internal + External + Digital + Events
- ▶ Machine learning & AI
 - Better filtering
 - More accurate coding
 - More tailored reporting
- ▶ Images/Visuals
- ▶ NextDoor/GlassDoor and Facebook alternatives

2019: What skills you'll need to master

- ▶ Correlations
- ▶ Pre/Post (A/B) Testing
- ▶ Risk Management
- ▶ Crisis Management
- ▶ Excel & Pivot Tables
- ▶ Data analysis/PowerBI/SQL

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