COMMUNICATIONS METRICS, WEB ANALYTICS & DATA MINING

A.A. 2023/2024

Lesson n. 5

WORKING TEAMS

Analytics avengers

1. Timothé Delas
2. Carolin Felice Dudda
3. Riccardo Faiola
4. Lorenzo Gori
5. Amber Algan
6. Michelle Knuth
7. Chiara Correale Santacroce
8. Martina Violi

The Wonderwomen Of Metrics

1. Cascone Martina
2. Cimino Gaia
3. Deplano Cecilia
4. Fantasia Anastasia
5. Paradiso Marcella
6. Sciscione Valentina
7. Villa Virginia

GTREnzo

1. Ugne Vedeikaite
2. Ania Zaskorska
3. Yari Haagsma
4. Filip Lybert
5. Elifnaz Sahinci
6. Andrea Berardini
7. Katerina Papamiltiados
8. Ilona Khvartskiya
9. Fabio Gallino
10. Ane Romero Del Busto

The enthusiasts

1. Mariia Sysa
2. Elena Sysa
3. Haykuhi Gevorgyam
4. Haider Irfan
5. Muhammad Hammad Irfan Rao
6. Nurlsultan Imamidinov
7. Mechmachi Rania
8. Fatima Ezzahrae Berber
9. Damian Tellez Mondragón

Rise&Shine

1. İbrahim Berkay Ergüler
2. Maha Guennoun
3. Thu Phuong Tran
4. Odín Radu Lledó Torrighelli
5. Berna Arabacı
6. Zeki Kubilay Ünal
7. Nihan Karaefe
8. Irina Malkhasian

We excel

1. Cecilia Giroldini
2. Chiara Amore
3. Chiara Manca
4. Elisabetta Acella
5. Emily Maranzano
6. Irene Porro
7. Ludovico Balestra
8. Simona Santullo
9. Victoria Magerl Fialho
10. Wiktoria Anna Konopka

Team Leader   **No mail**

Big Messtrics

1. Binene Viviane
2. Blasi Giorgia
3. Ermetes Valentina
4. Gigliotti Flavia
5. Maselli Noemi
6. Mele Micol
7. **Sicilia Sofia**
8. Marylou Attanasio

BIG 10

1. AGO   STELA
2. AKSIUTENKO   ALEKSANDRA
3. Fadeyeva   Arina
4. Ixanova   GULNAZ
5. KABDRASHEV   ALMAT
6. KAMALOVA   IULIIA
7. Makhmudova   AZIZA
8. SAIDOV   SHERIK
9. TEBELEV   PETR
10. TSOY   ANNA

Honeybees

1. Dariya Dzhambazova
2. Carla Deidda
3. Alessandra D'Amici
4. Gloria Terrosu
5. Giorgia Parisella
6. Camilla Geronzi
7. Camilla De Angelis
8. Lucrezia Perone
9. Valeria Rinchinova

The internationals

1. Aurora Santirocco
2. Lodovica Farnedi
3. Sara Mercolini
4. Simone Adriano Scorzo
5. Matilde Granati
6. Giulia Gusso
7. Aniello CrescenzI
8. Giorgia Azzone
9. Aurora Locatelli

Two minutes

1. Leonardo Parisi
2. Lorenzo Fabris
3. Ludovica Lombardi
4. Flavia Iannini
5. Irene Acerbi
6. Vladyslay Shevchenko
7. Lillian Hagala
8. Bojana Petrusijevic
9. Valeria Spreafico
10. Doroteja Prvulovic

Team Leader   **No mail**

Handsome Macedonia

1. Catalina Benitez.
2. Alessandra Giuli.
3. Juan Buitrago
4. Eduardo Muñoz
5. Giorgia Tarei
6. Chiara Marrai.
7. Giorgia Moretti.
8. Antonio Palade.

No name 4

1. ÖYKÜM ÇALIŞKAN
2. NİLGÜN ESKİAVCI
3. GÖKCAN YÜCE
4. AYŞE SELEN ERGİNCAN
5. KATARINA VUKOTIC
6. SARRA DAHMEN
7. FAHMİ ABİD
8. RIAD LAMBARANSKIY

Team Leader   **No mail**

Quantitative analysis: it's your turn (1)

CORRECTLY REPORTING A COMMUNICATION EVENT ON YOUR BRAND

▶ After a media campaign, any head of a communication team usually wants to know their results so they can improve the next time around. Now is the time to analyze whether your media strategy is on the right track. A good way to begin a communication report is by creating an "Executive Summary". This part is important in order to give an overview of the volume of global impact your business has in media currently.

EXERCISE

You work for the P.R. Dept. of a multinational electronics corporation, present at the annual IFA show in Berlin. You must report all the activities of your event and present them to the management in a presentation (**maximum of two slides**). You are to use the attached excel file that contains all the media coverage of the event. Please make sure you turn given information into actionable knowledge that matters. A classical, effective approach is to **create a numerical breakdown of impacts by media source (internet, print, TV**), and add any other category (number of mentions, total reach, interviews, media type, business units, key messages, tonality etc.). **Choose from three to five different categories** and provide a creative presentation with the correct data to be shown and highlighted in terms of **coverage and reach**. Time: 30 minutes.

Quantitative analysis: it's your turn (2)

EVALUATE THE DATA OF YOUR BRAND VS. COMPETITORS

▶ In reporting your results, you should never be distracted by something that isn't relevant. Interesting things are like islands in the ocean: the ocean is still data, but it's not as interesting as the data from the islands, and the ways in which 'your' islands are different from the other ones.

▶ This means that the island data itself isn't interesting, but only how it differs from the other data. If you realize that the differences are important you come to the conclusion that… most of your data should not be shown!

EXERCISE

You're about to have a meeting with management on the results of your Communication activity.

You work for a generalist automotive brand (**Fiat, Ford, Peugeot, Renault, Toyota, Volkswagen**) and you have to analyze the **SoV data** of the attached file (a quarterly report). Make sure you offer your **best performances and 'minimize' the worst ones**, trying to present an in depth analysis **(insights)** and not only a list of numbers. Provide a creative presentation showing and highlighting the best data.

The reporting structure will include: **Executive Summary - Analysis details - Action Plan and/or Key Insights.**

Time: 30 minutes.

PRODUCT+CORPORATE (PRINT)

	Number		AVE (k euro)
FIAT	1366	FIAT	49.185
MERCEDES	939	AUDI	29.543
VOLKSWAGEN	910	FORD	25.302
BMW	862	VOLKSWAGEN	25.043
AUDI	848	MERCEDES	24.626
FORD	729	BMW	24.521
RENAULT	558	VOLVO	17.954
PORSCHE	532	FERRARI	17.019
FERRARI	528	CITROEN	16.990
JEEP	517	PORSCHE	16.975
CITROEN	513	JEEP	15.444
ALFA ROMEO	484	HYUNDAI	14.603
HYUNDAI	483	RENAULT	14.387
NISSAN	475	KIA	13.984
PEUGEOT	460	JAGUAR	13.553
VOLVO	456	PEUGEOT	13.124
TOYOTA	436	ALFA ROMEO	12.358
KIA	436	NISSAN	11.646
JAGUAR	397	LAMBORGHINI	10.933
LAND ROVER	328	TOYOTA	10.620
OPEL	305	OPEL	9.114
LAMBORGHINI	297	LAND ROVER	8.202
HONDA	275	SEAT	8.079
SUZUKI	264	HONDA	7.712
TESLA	259	SUZUKI	7.273
SEAT	239	TESLA	7.252
MAZDA	226	SKODA	7.229
SKODA	210	MAZDA	6.725
LEXUS	188	LEXUS	6.299
MASERATI	181	MASERATI	5.681
MINI	179	DS	5.583
SUBARU	161	DACIA	4.461
MITSUBISHI	158	MITSUBISHI	4.254
ASTON MARTIN	149	MINI	4.214
DS	146	ASTON MARTIN	3.733
DACIA	137	SUBARU	3.662
MCLAREN	128	MCLAREN	3.578
LANCIA	125	LANCIA	2.562
SMART	125	SSANG YONG	2.479
BENTLEY	80	MAHINDRA	2.216
Other	769	Other	16.574

Pivot Tables allows you to summarize large quantities of data into smaller summary reports

- Pivot Tables allow you to quickly see information

	ItemId	Date	Source	Author	Headline	MediaType	Sentiment	Article Score	Messages	Spokespeople
1	ItemId	Date	Source	Author	Headline	MediaType	Sentiment	Article Score	Messages	Spokespeople
2	1	7/29/2016	USA Today	Rob Owen	Article Title 1	Blog	Positive	3.25	Message 1	Peter
3	2	7/29/2016	Current	David Bauder	Article Title 2	Blog	Positive	4.25	Message 2	Paul
4	3	7/28/2016	Access Hollyw	Robert Bianco	Article Title 3	Online News	Positive	5.75	Message 3	Mary
5	4	7/28/2016	Broadway Wo	Lisa de Moraes	Article Title 4	Radio	Positive	5.75	Message 4	Jane
6	5	7/28/2016	Los Angeles T	Daniel Holloway	Article Title 5	Online News	Positive	7	Message 5	John
7	6	7/16/2016	Indiewire	Linda Holmes	Article Title 6	Online News	Neutral	7.75	Message 6	John
8	7	7/16/2016	AV Club	Rob Owen	Article Title 7	Online News	Neutral	7.75	Message 7	Peter
9	8	7/1/2016	Washington P	Rob Owen	Article Title 8	Print	Balanced	1.25	Message 1	Peter
10	9	7/1/2016	Broadcasting	Lisa de Moraes	Article Title 9	Online News	Balanced	4.25		Kate
11	10	7/28/2016	Los Angeles T	David Bauder	Article Title 10	Print	Negative	4.25	Message 3	Kate
12	11	7/1/2016	TV Worth Wat	Ed Stockly	Article Title 11	Online News	Neutral	5.75	Message 4	
13	12	7/2/2016	Broadway Wo	Peter White	Article Title 12	Online News	Neutral	7.75	Message 1	
14	13	7/3/2016	Salon	Jane Levere	Article Title 13	Online News	Neutral	9	Message 2	
15	14	7/4/2016	Salon	Ellen Gray	Article Title 14	Online News	Neutral	9	Message 3	
16	15	7/5/2016	TV Worth Wat	David Gewirtzman	Article Title 15	Online News	Neutral	9	Message 4	
17	16	7/6/2016	ProPublica.	Randy Lewis	Article Title 16	Online News	Neutral	8	Message 7	
18	17	7/7/2016	Current	Randy Lewis	Article Title 17	Online News	Neutral	6.75	Message 7	
19	18	7/8/2016	Forbes	Randy Lewis	Article Title 18	Online News	Neutral	9		
20	19	7/9/2016	Forbes	Kelly Lawler	Article Title 19	Online News	Neutral	8.75		Hentry

Sheet2 **Sheet1**

Date	(All)	
Row Labels	**Count of ItemId**	
Online News	25	
Broadcast	12	
Blog	8	
Radio	3	
Print	2	
Grand Total	**50**	

Most Visible Media Type was Online News

Date	(All)				
Count of ItemId	**Column Labels**				
Row Labels	**Positive**	**Neutral**	**Negative**	**Balanced**	**Grand Total**
New York Times	1	3	1		5
Southern Living	3	1			4
TV Worth Watching	1	2			3
Current	2	1			3
Washington Post	1	1		1	3
Forbes	1	2			3
Salon		2			2
CHDN	2				2
Cynopsis	2				2
Broadway World	1	1			2
Broadcasting & Cable				2	2
Rolling Stone		2			2
Los Angeles Times	1		1		2
Grand Total	**15**	**15**	**2**	**3**	**35**

Most Visible Source was NY Times

Excel Pivot Tables

- Pivot Tables are a reporting engine built into Excel.
- You can reorganize, sort, count, total, or give the average of the data in your table or spreadsheet by displaying the results in a second table – known as a "pivot table"
- Best tool for analyzing data without having to use formulas
- Can create a basic pivot table in about a minute
- Great way to count things
- Great way to show totals as percentages
- Great way to build a list of unique values
- It's a way to group numeric data into ranges
- Ability to drill down (or extract) the data behind the numbers

Excel Data

- Columns in the excel sheet are called Fields
- Column headings are Field Names
- Rows are called Records

Make sure there are
No Blanks Columns or Rows

	ItemId	Date	Source	Author	Headline	MediaType	Sentiment	Article Score	Messages	Spokespeople
1	ItemId	Date	Source	Author	Headline	MediaType	Sentiment	Article Score	Messages	Spokespeople
2	1	7/29/2016	USA Today	Rob Owen	Article Title 1	Blog	Positive	3.25	Message 1	Peter
3	2	7/29/2016	Current	David Bauder	Article Title 2	Blog	Positive	4.25	Message 2	Paul
4	3	7/28/2016	Access Hollyw	Robert Bianco	Article Title 3	Online News	Positive	5.75	Message 3	Mary
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16	15	7/5/2016	TV Worth Wat	David Gewirtzman	Article Title 15	Online News	Neutral	9	Message 4	
17	16	7/6/2016	ProPublica.	Randy Lewis	Article Title 16	Online News	Neutral	8	Message 7	
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19	18	7/8/2016	Forbes	Randy Lewis	Article Title 18	Online News	Neutral	9		
20	19	7/9/2016	Forbes	Kelly Lawler	Article Title 19	Online News	Neutral	8.75		Hentry

Sheet2 Sheet1 +

How to Create Excel Pivot Tables

- Click on a data tab in the excel sheet
- In the top left corner above the #1 there is a little arrow, click on the arrow to highlight the entire sheet.
- Go to "INSERT" at the top, select Pivot Table
- A dialog box will appear, click "OK"
- Then select "INSERT" at the top in the ribbon
- Then select "PivotTable" at the top in the ribbon
- This will automatically direct you to a new sheet with PivotTable controls.

Step 1: Select Data including Column headings

Click on the little arrow above the #1. Your data will turn gray.
You may also highlight the rows and columns manually

Step 2: Select Insert

In the ribbon tab at the top, click on the word "Insert"

Step 3: Select Pivot Table

Click on "Pivot Table" in the top ribbon, just below File.
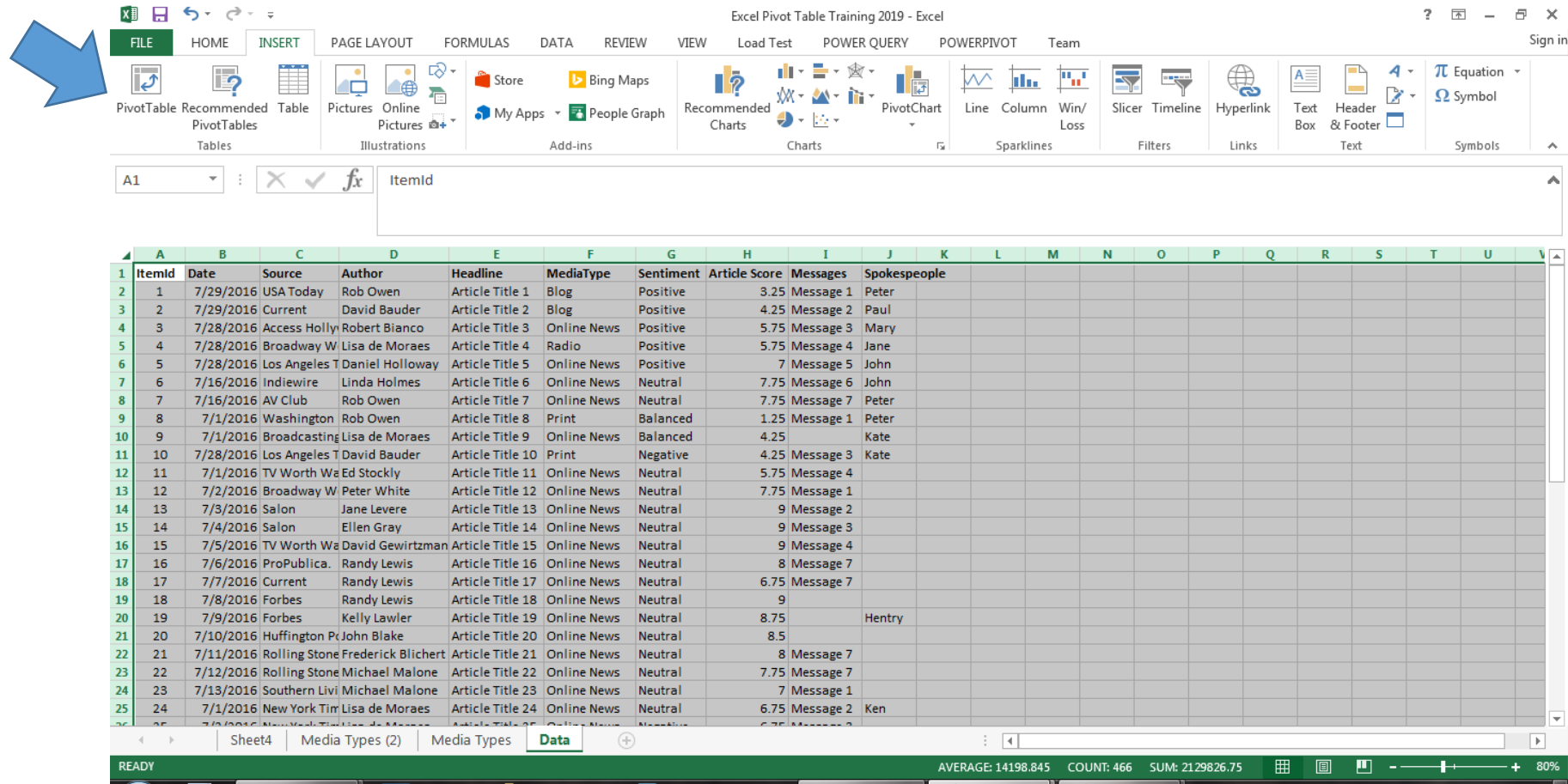
The Create PivotTable Dialog Box

- The address of the data we selected will appear in a dialog box

- Most of the time we put the new PivotTable on a new sheet

- Click "OK"
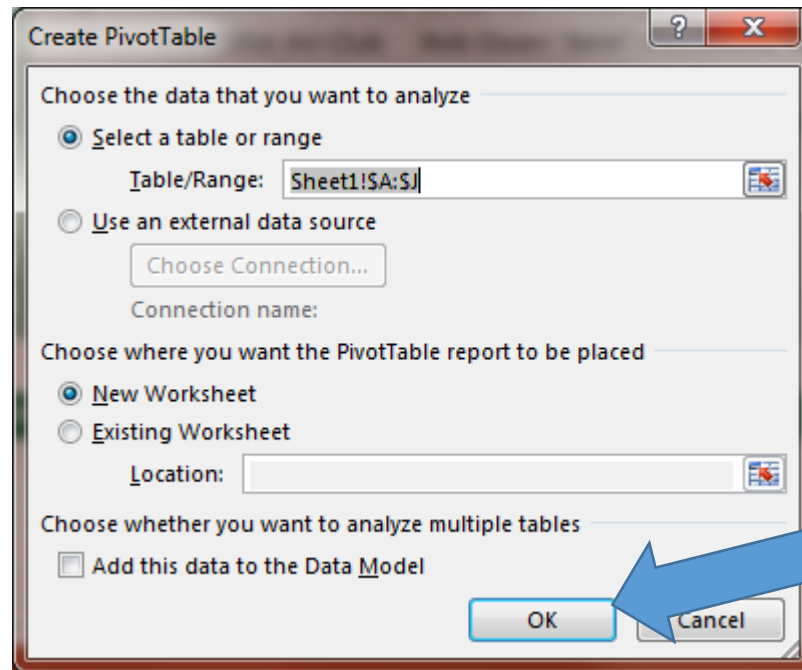
A Blank Pivot Table will be created in a new worksheet

The Analyze and Design Tabs are PivotTable Tools

A Placeholder Pivot Table

Column Headings from Data

Side Note:

- Name the Tabs in the Excel Sheet. This is very handy when you are making multiple pivot tables and drilling down into the data set.

Use the Pivot Table Fields to create your table:

Select any of the fields from the list to populate the following:

- **Filters**: Provide a way to filter the dataset based on column data.

- **Columns**: Add the column that you would like to see vertically across your table.

- **Rows**: Add the column data that you would like to see horizontally in your table.

- **Values**: Enter the column here that will provide you with a calculation of the combined rows and columns you have selected.
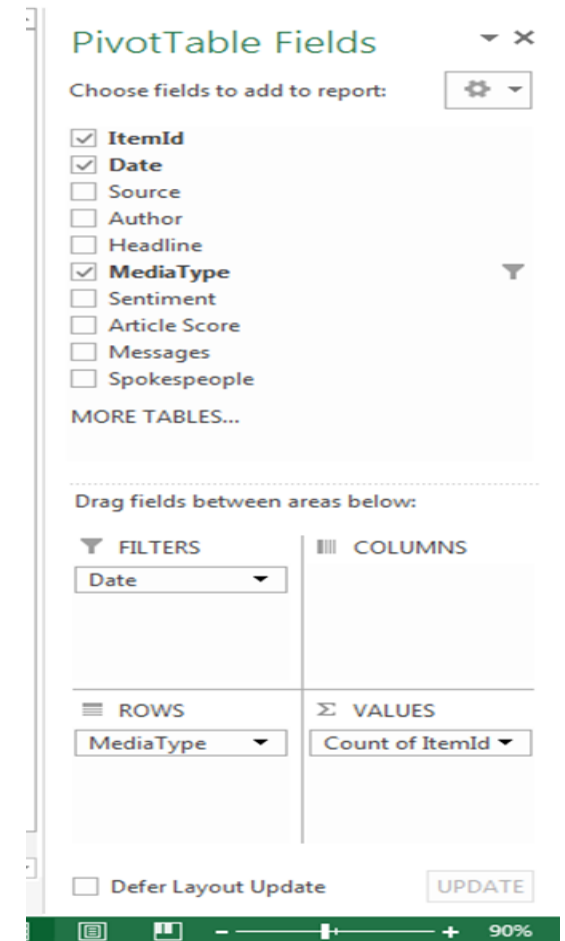
Choose your fields

- Now you need to start choosing what fields to add to the report.

- You can select the fields and Excel will try to identify the right area to place it (row labels, column labels or values), however now it is your job to move the fields among the different areas to build your report.

- For example, numeric values can be treated as values when you check it in the *Pivot Table Field List* and text values or labels will be added to Row Labels.

Drill Down

- To analyze a specific field in your data set, you can drill down by double clicking in the cell.
- A new sheet will appear listing all the components in that field

	Date	(All)				
3	**Count of ItemId**	Column Labels				
4	**Row Labels**	Positive	Neutral	Negative	Balanced	Grand Total
5	New York Times	1	3	1		5
6	Southern Living	3	1			4
7	TV Worth Watching	1	2			3
8	Current	2	1			3
9	Washington Post	1	1		1	3
10	Forbes	1	2			3
11	Salon		2			2
12	CHDN	2				2
13	Cynopsis	2				2
14	Broadway World	1	1			2
15	Broadcasting & Cable				2	2
16	Rolling Stone		2			2
17	Los Angeles Times	1		1		2
18	**Grand Total**	15	15	2	3	35

Double Click and a new sheet will be created with those items

	A	B	C	D	E	F	G	H	I	J
1	ItemId	Date	Source	Author	Headline	MediaType	Sentiment	Article Score	Messages	Spokespeople
2	26	7/3/2016	Broadcasting & Cable	Bruce Hari	Article Title	Online News	Balanced	4.75	Message 4	
3	9	7/1/2016	Broadcasting & Cable	Lisa de Mc	Article Title	Online News	Balanced	4.25		Kate
4										

Grouping Data in the Pivot Table

- To Group data together such as Dates, **right click** on a cell containing the date and select the **Group** Option.
- A dialog box will appear listing grouping options, select the group by the category preferences you desire and then hit OK.

Filtering Data in the Pivot Table

- Filtering Data allows you to select specific areas to view.

- You can do this for any of the Pivot Table Fields, Date, Source, Sentiment, etc.

Filtering Cont.

Another way to filter is to right click on your row labels and select filter.

A list of options for filters will appear, select the filter you wish to apply.

Setting Preferences – Value Field Settings

You have the ability to view the values in different ways. Ex: count, by % of row total, % of Column total.

Right click on a number in the table and select "Show Value As" and select the type of data display.

Setting Preferences – Pivot Table Options

- Right click anywhere in the table and select "pivot table options". This section allows you to set specific options within the table. An example would be to display a column or row where there is no data found.

Next – Turning Pivots into Charts

- Pivot Tables can be used to create Charts for display (below are a few examples)

Vertical Columns Charts
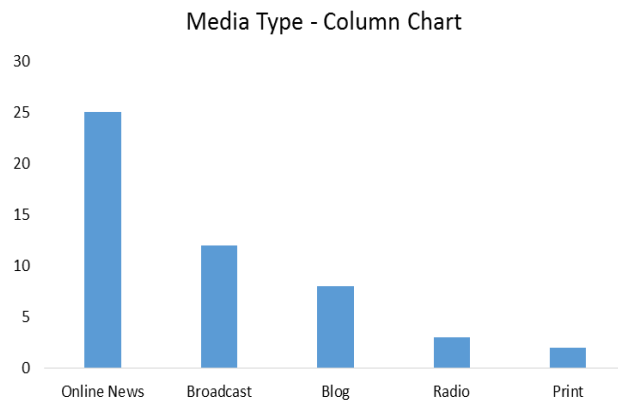
Horizontal Bar Charts

Pie Charts

Media Type - Column Chart

Media Types - Bar Chart

Media Types - Pie Chart
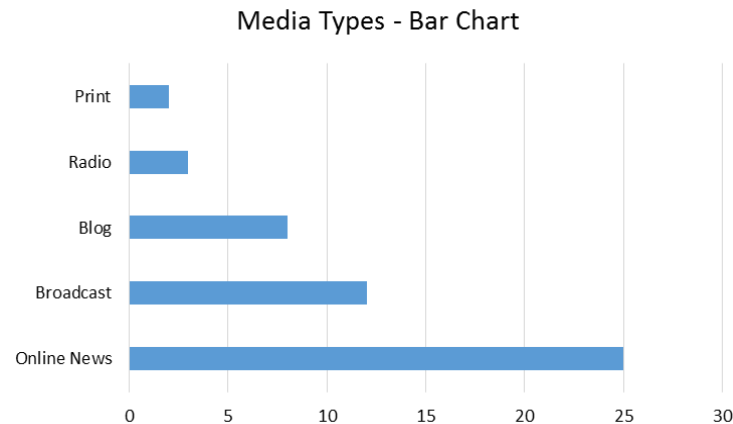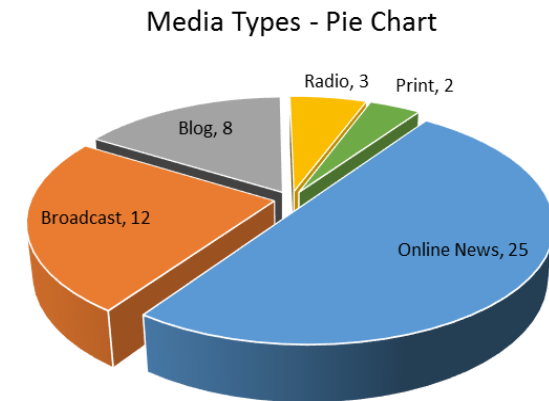
Turning Pivots Tables into Charts
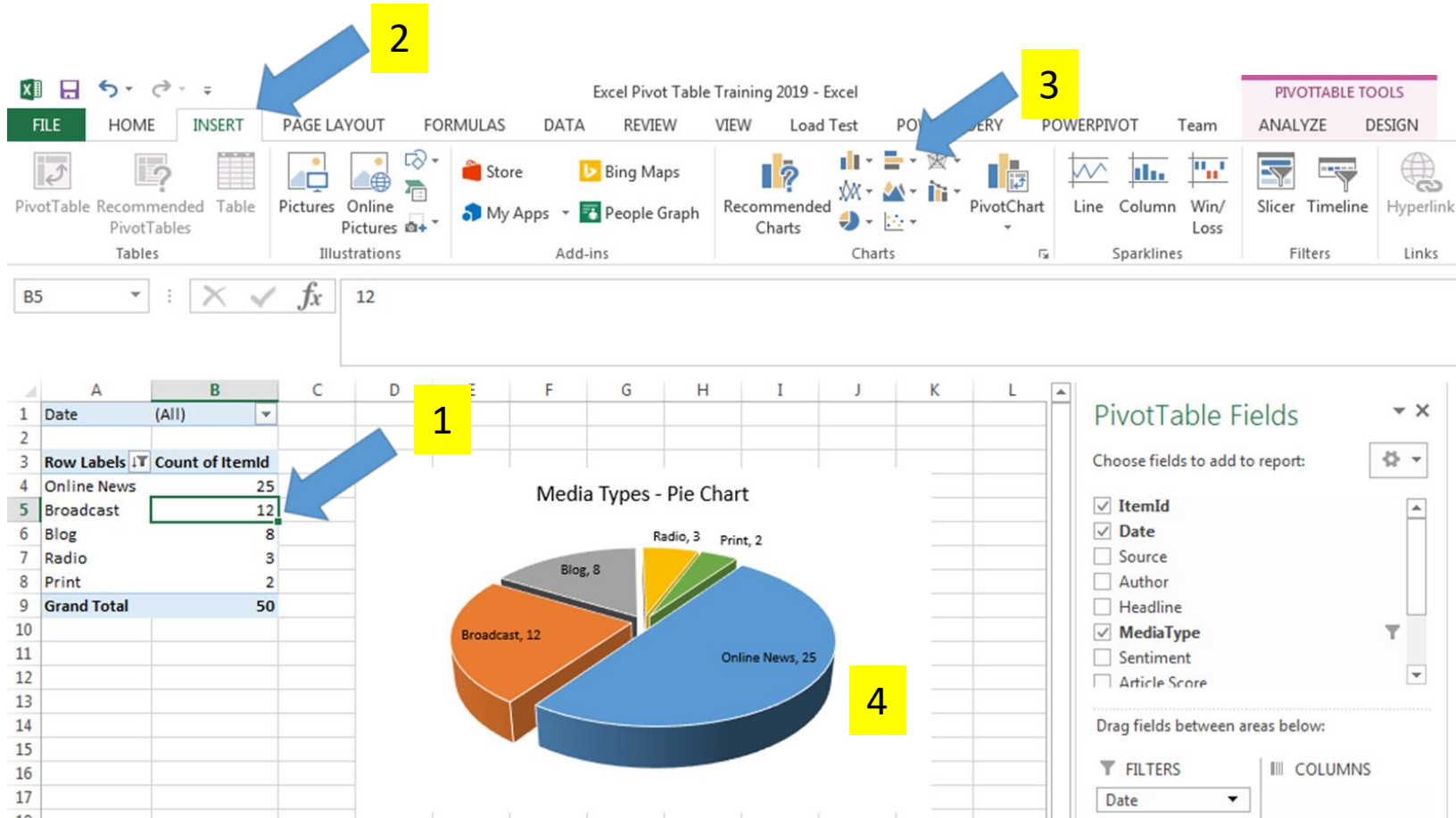
1. Click in a cell
2. Click on Insert
3. Click on the Chart Type
4. The Chart will Appear next to your Pivot Table

To Put the Chart on a separate Tab

1. Click in a cell
2. Right Click on Tab Name at the bottom
3. Option box opens, Click on Insert
4. Option box opens, Click on Chart, then OK
5. The Chart will appear on a New Tab

Customizing Charts

- Once the chart has been created, it now can be customized for visual preference.
- Right click on the chart and a menu of options will pop up, select change chart type.
- An option box will pop up and you can select your chart preference for display.
- Click OK.
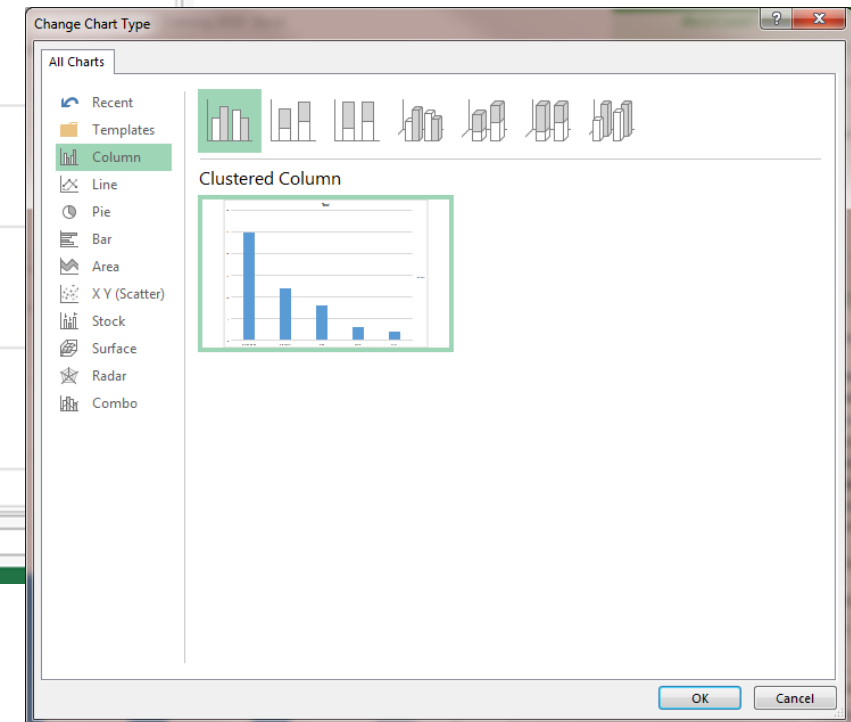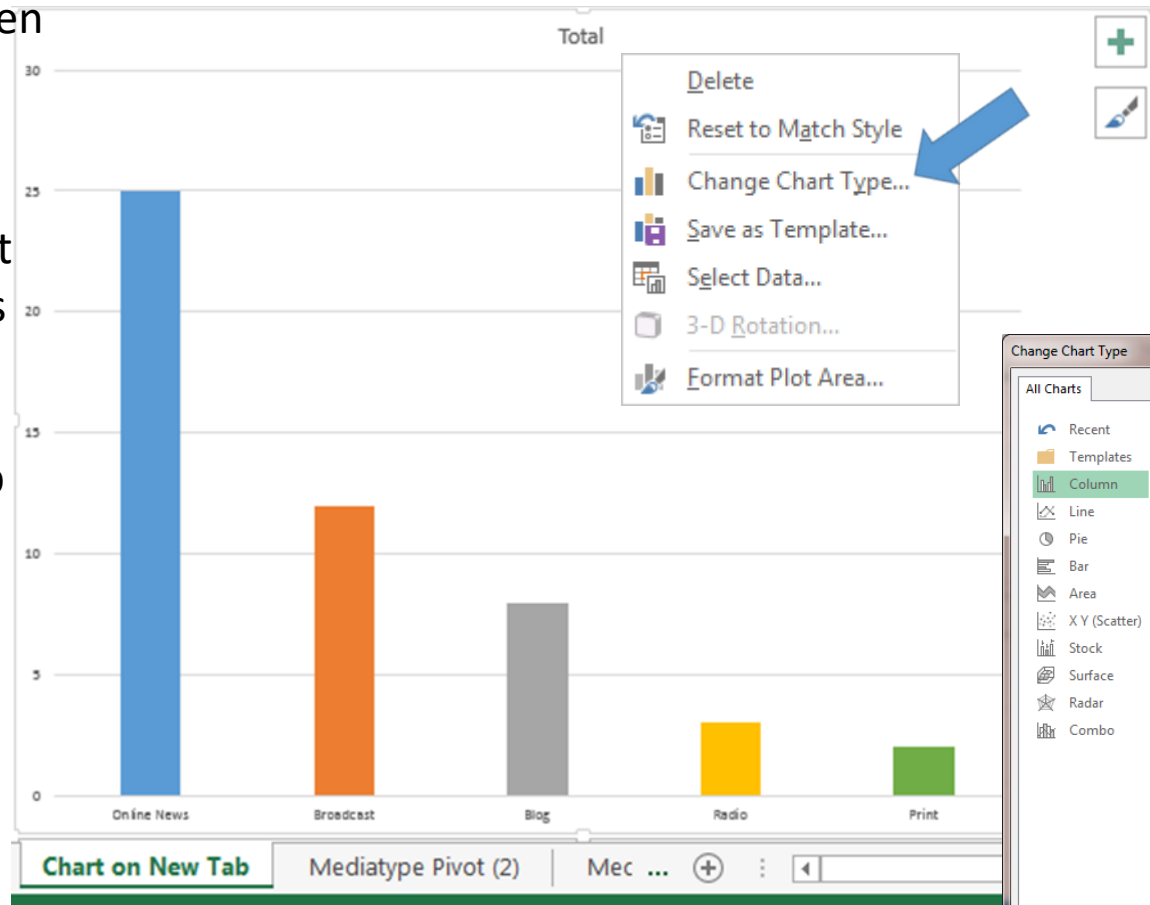
Add Chart elements & hide field buttons

- To add a title or access labels to chart, click on the plus sign to view the chart elements.

- Select chart elements you would like to utilize and add them to your chart.

- To hide the field buttons above the chart and chart legend, right click on one of the buttons and select hide all field buttons on chart.
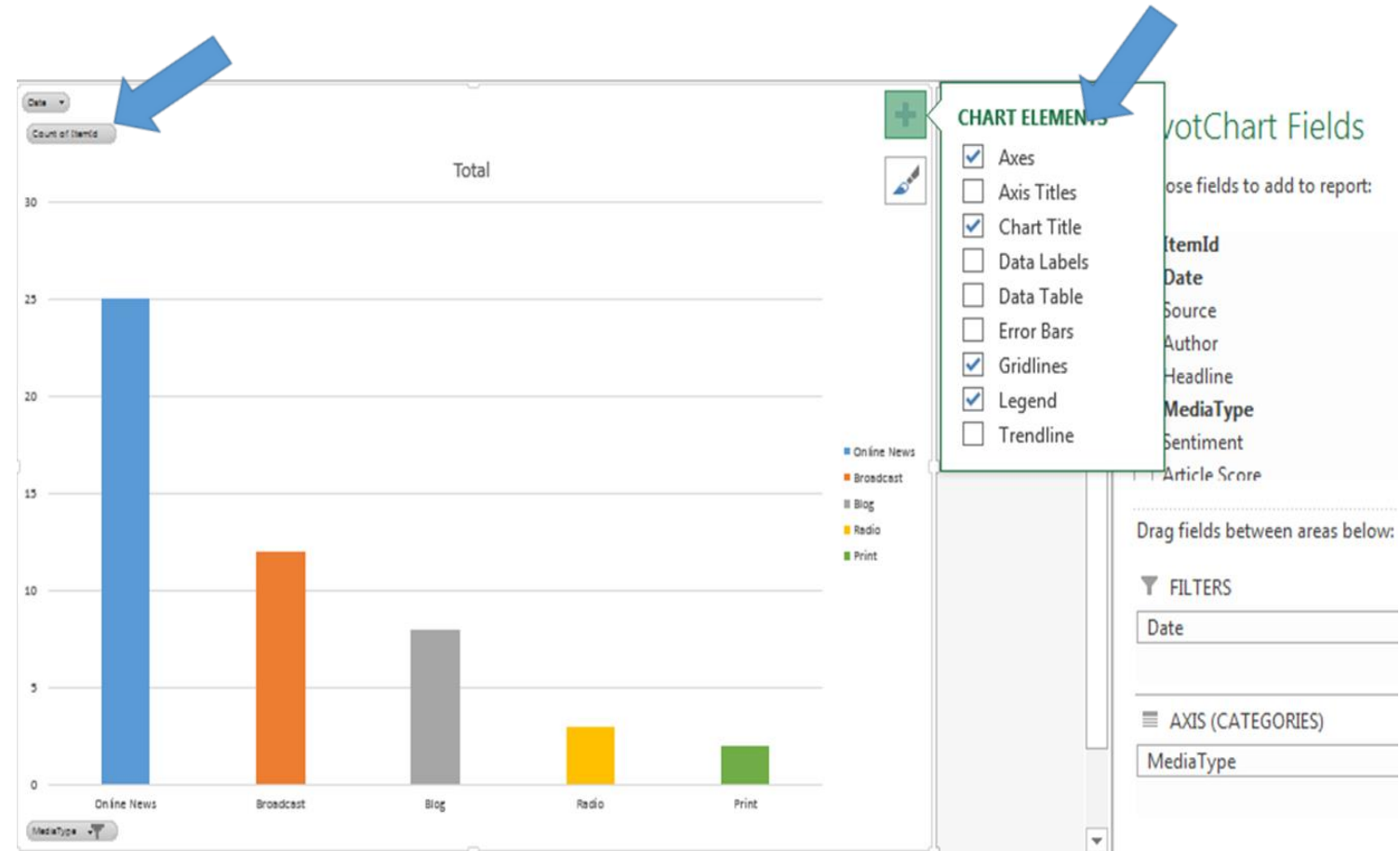
Format Legend - Changing the position
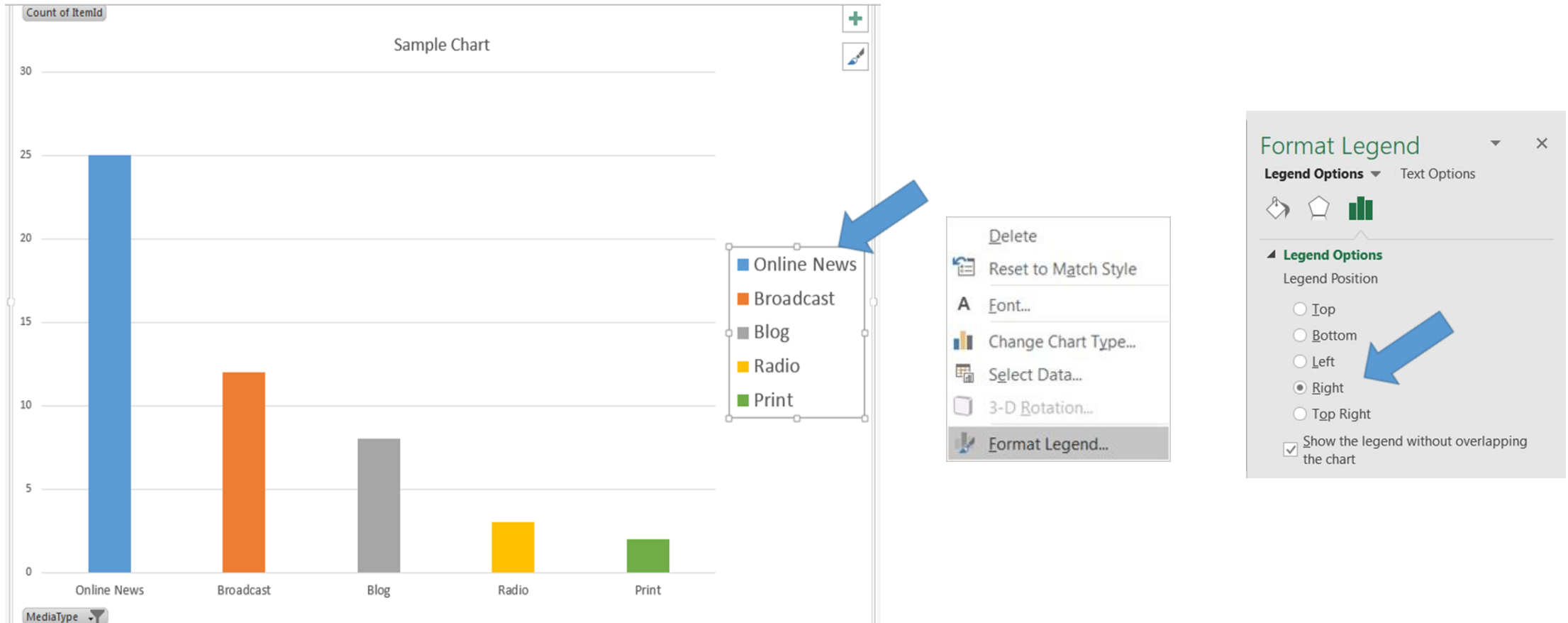
To change the position of the legend within your chart, right click on it and select "format legend". Display options will appear on the right hand side of the excel sheet.

Format Data Labels
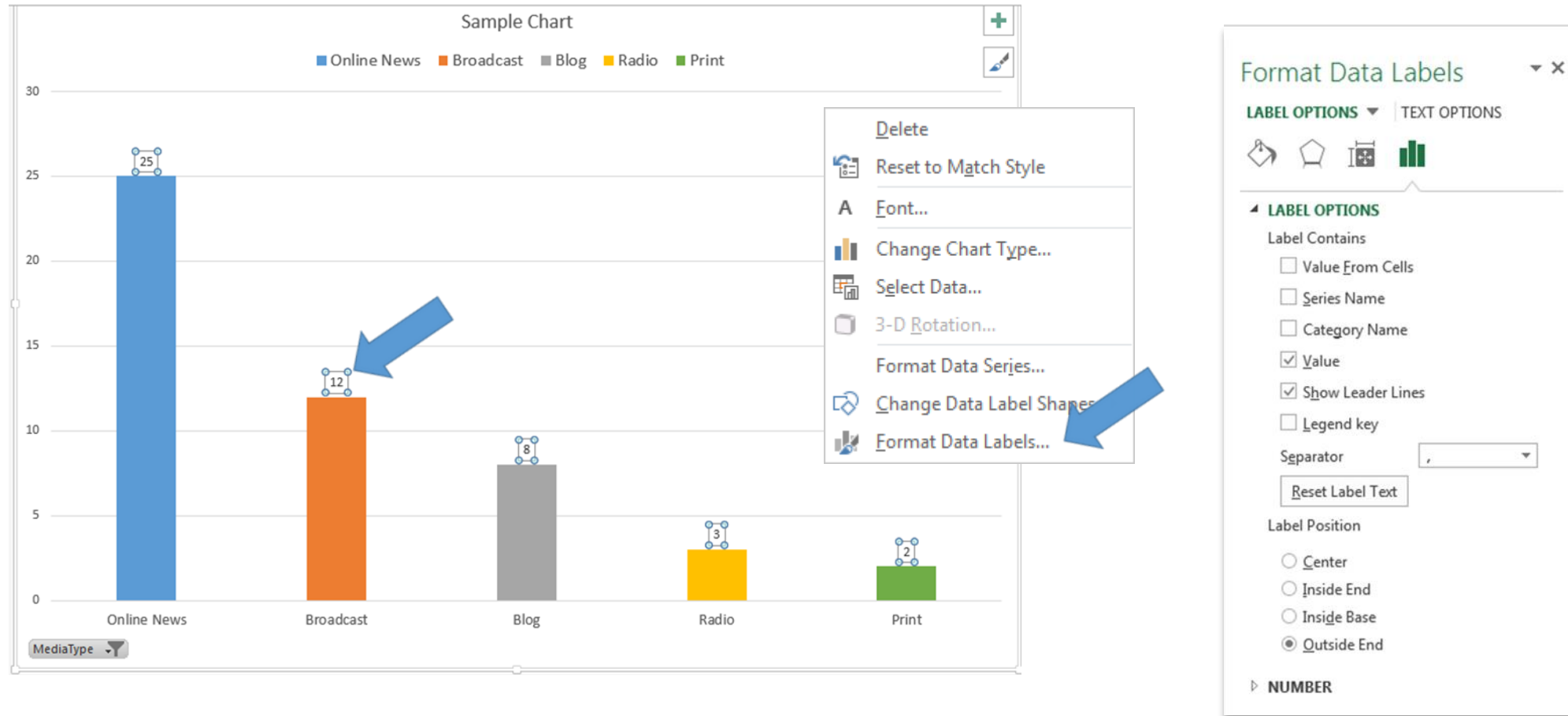
To change the position of the legend within your chart, right click on it and select "Format Data Labels". Display options will appear on the right hand side of the excel sheet.

Format Data Series
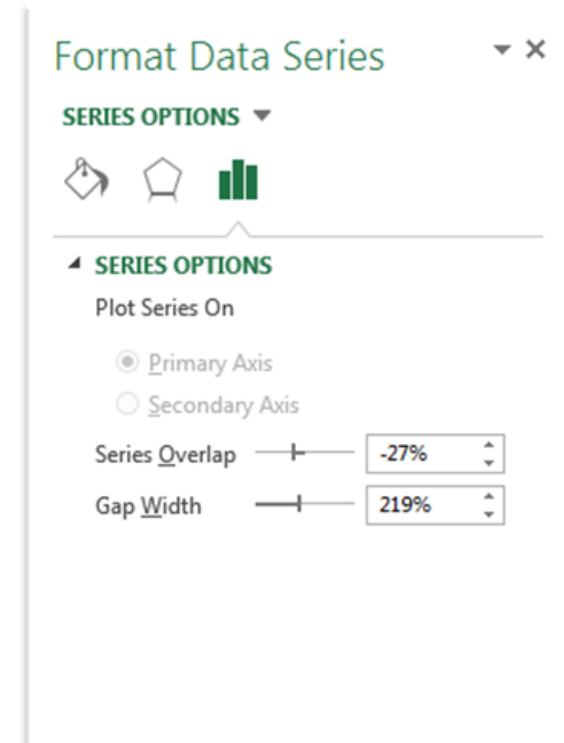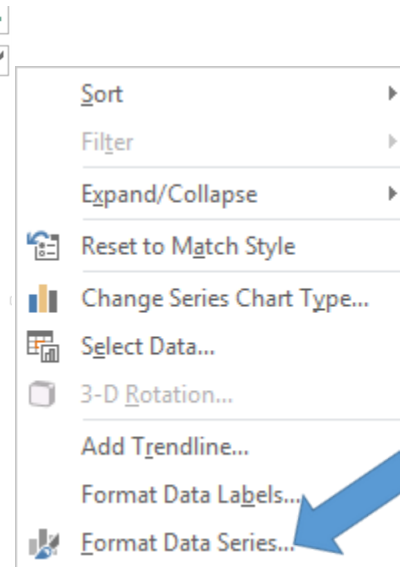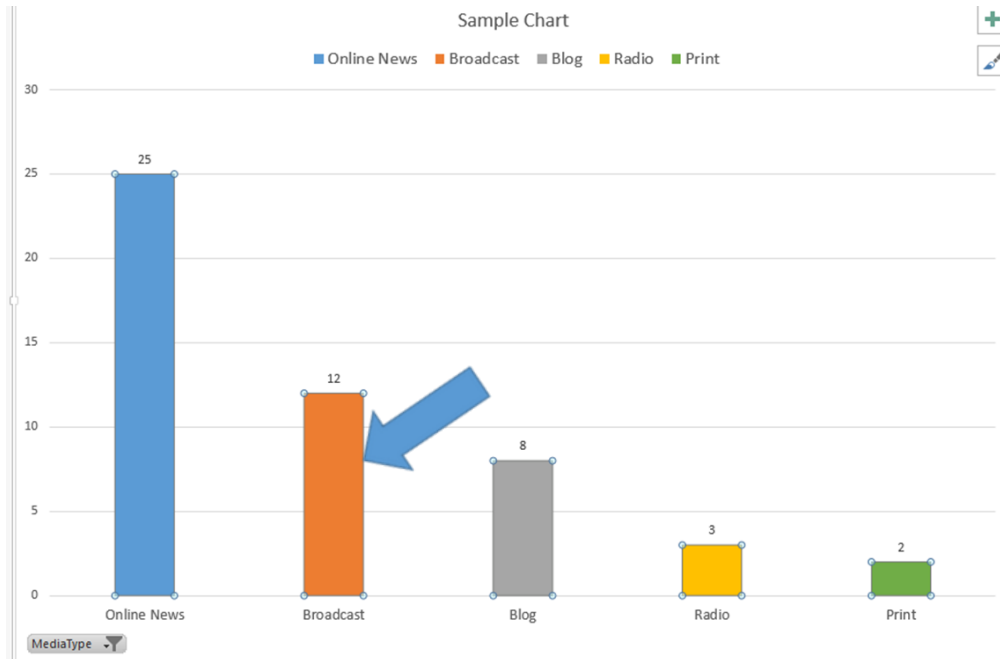
To change the bars of your chart, right click on it and select "Format Data Series". Display options will appear on the right hand side of the excel sheet.

Formatting Chart and Axis Titles
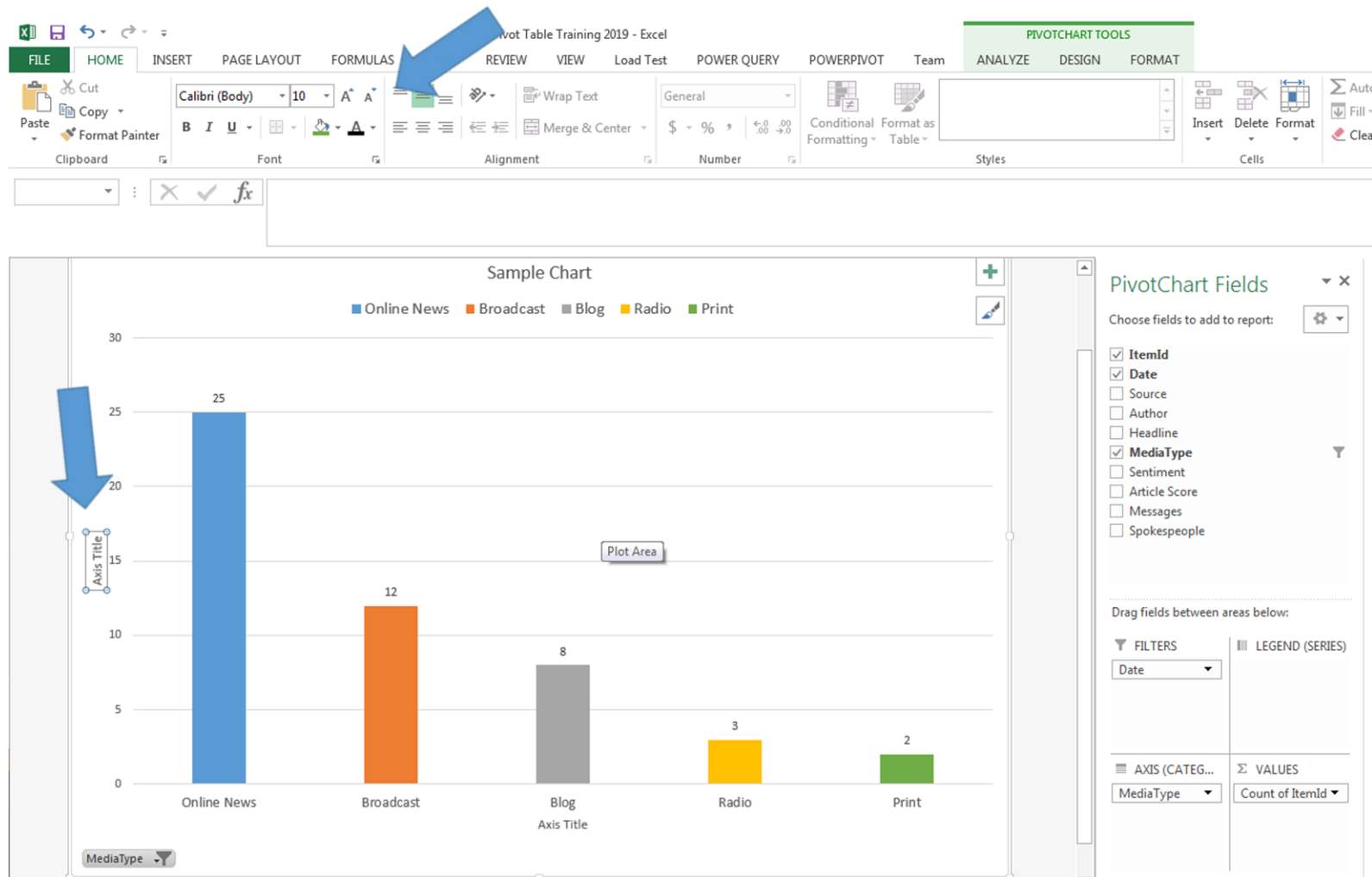
To update the Chart and Axis title boxes, simply click into them and type.

To change the font size, color or formatting, use the font adjustment setting in the Home ribbon.

Removing lines from the Chart
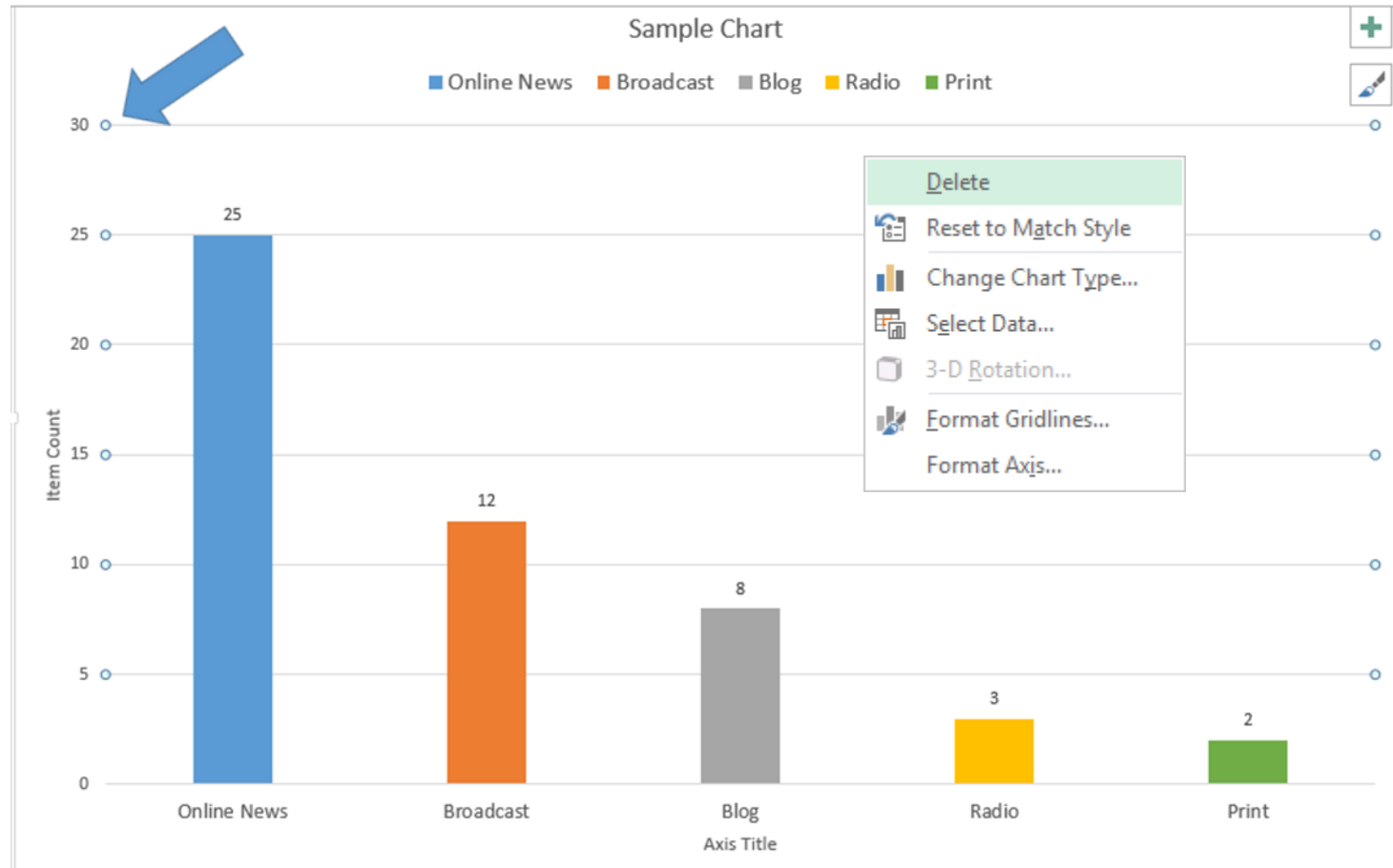
To remove the lines in the chart area, click on the lines and select delete.

Format Plot Area & Format Chart Area

Removing Chart Background and Outline
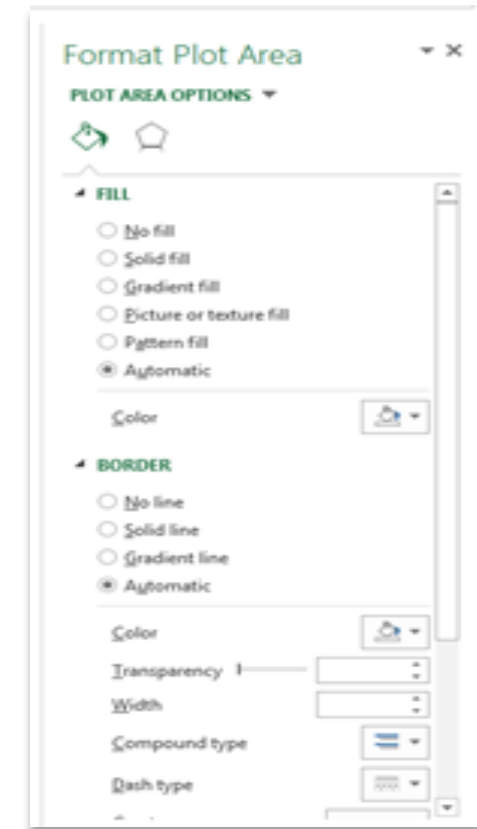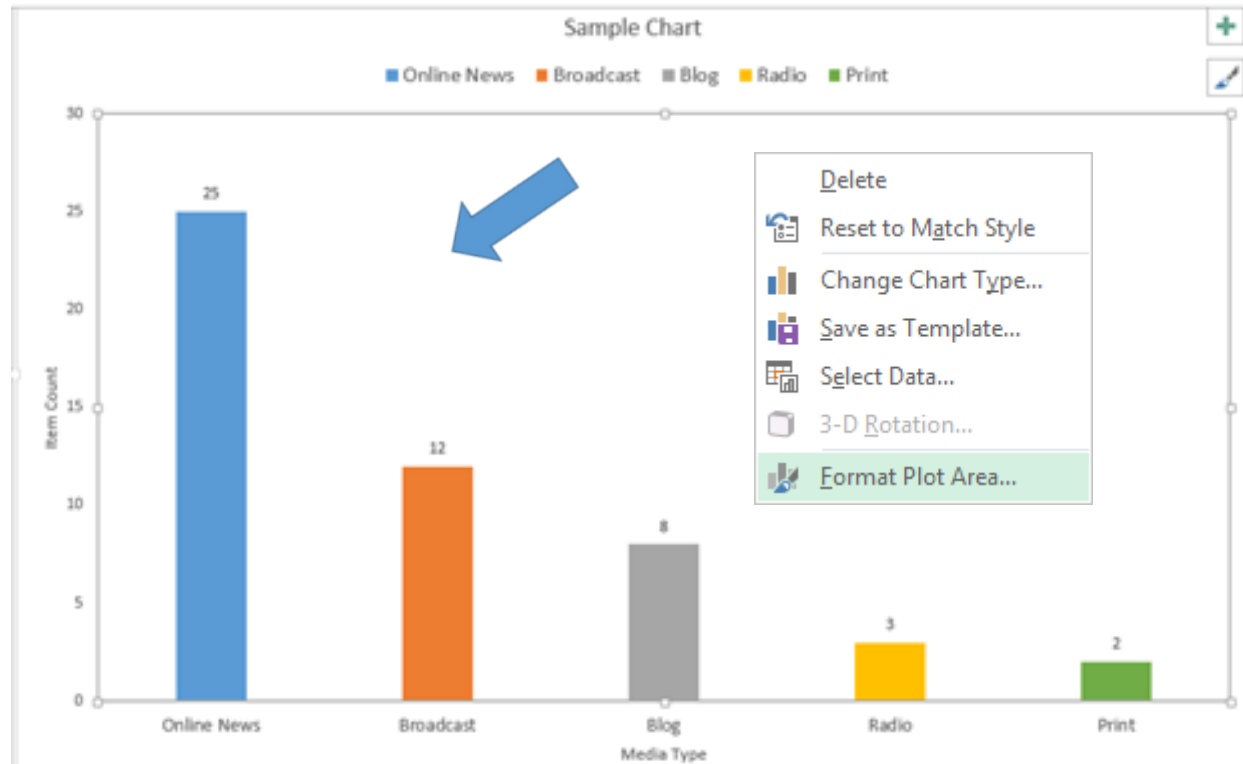
Edit the chart background and outlines by right clicking in the chart area and selecting "Format Plot Area". The menu will appear on the right and you can select no fill and no lines for a transparent background. Click outside of the chart box and select "Format Chart Area" to do the same for the entire chart.

Congratulations you have created a chart!

Share of Media Types
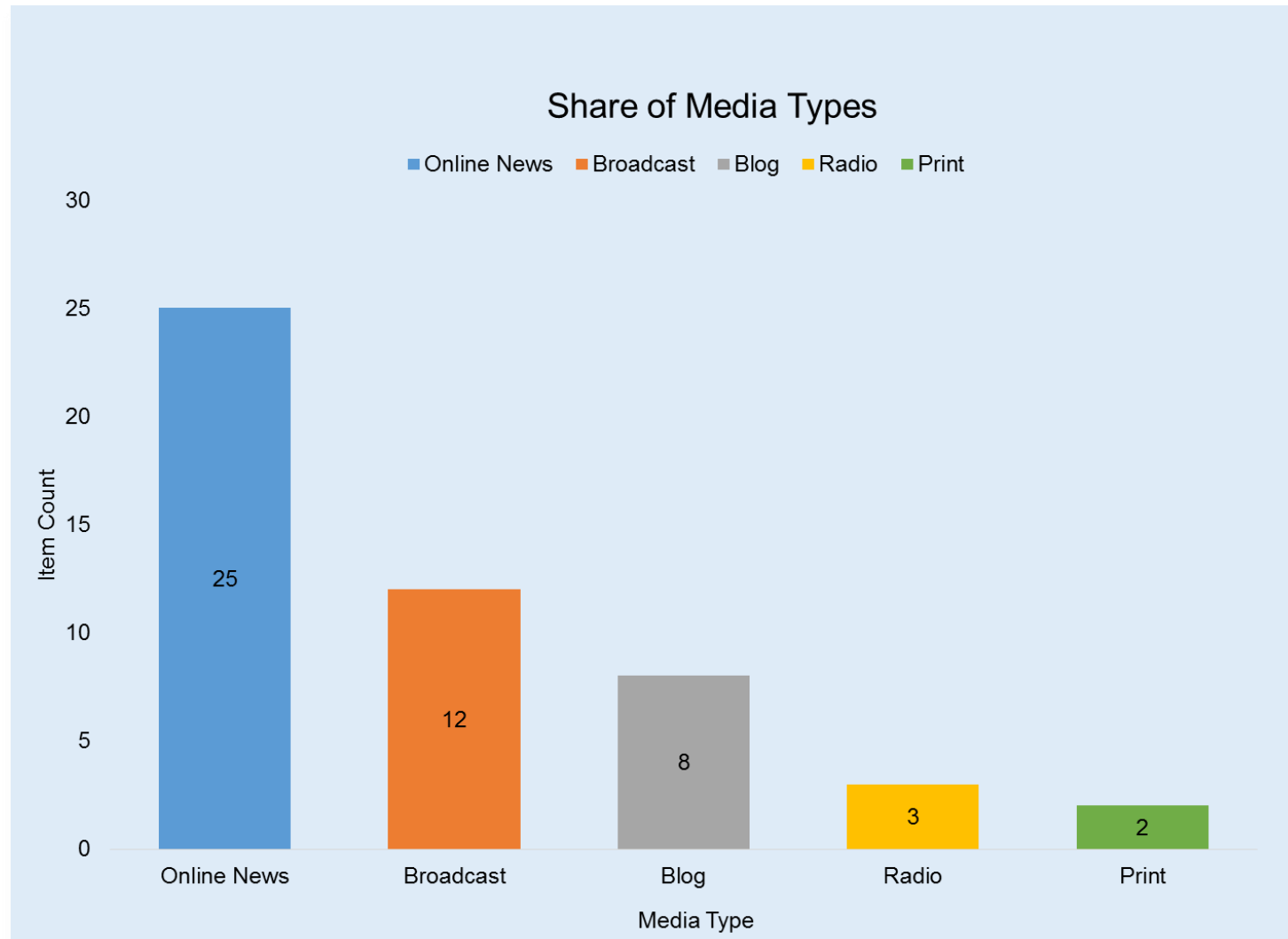
Other Design Options
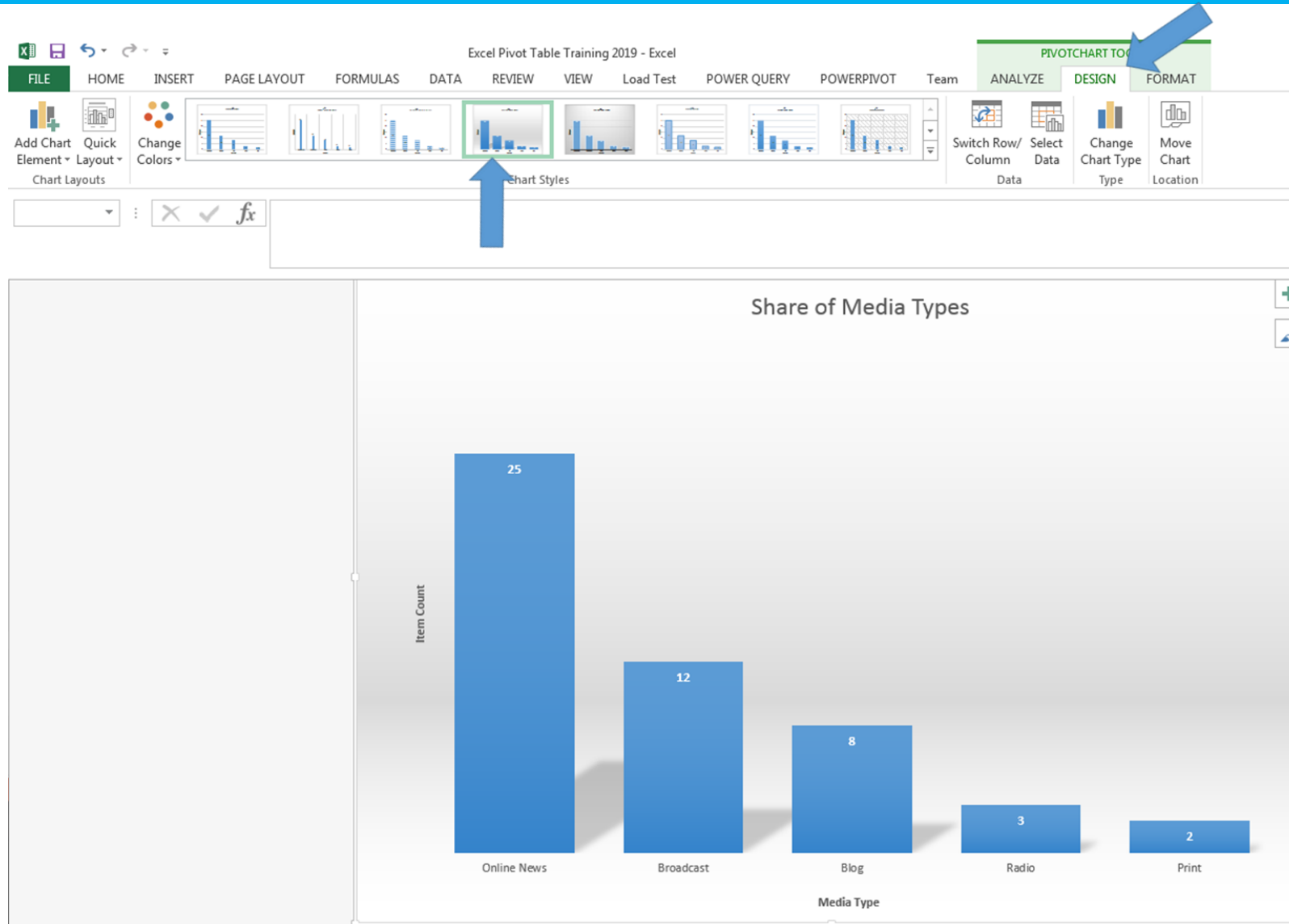
Excel also provides premade design options for charting.

Select the Design option from the ribbon from at the top, and select the format you like.

To make a new Pivot Table using the copy function
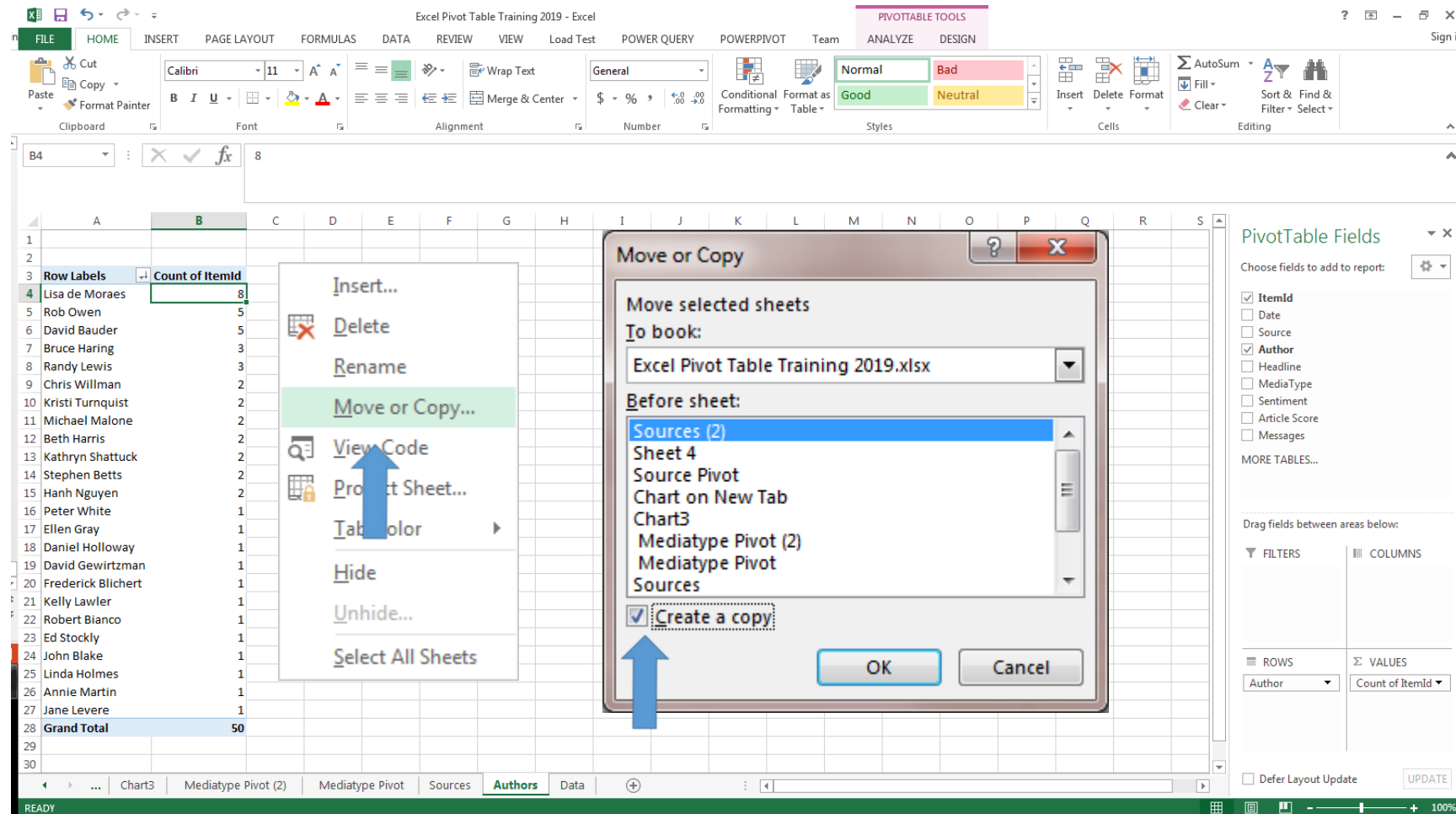
To copy a Pivot Table to make a new one. Right click on the tab name and select Move or Copy. Then check the create a copy box and click OK. An exact duplicate Pivot Table will be created in a new tab. Select your new field preferences.

Practice Makes Perfect!

1. What were the Article Counts over time by month?

2. Who were your top 5 Authors?

3. Create a pie chart for the percentage of Media Types

4. What were the top 3 Sources?

5. What was the tone over time by month?

WORK IN TEAMS & PUT YOUR RESULTS IN 1 SLIDE
SEND YOUR WORK BY EMAIL – you have 15 minutes
f.ferrari4@lumsa.it

Measuring the Relationships in Six Segments

- Subject 1: Why Measure?

- Subject 2: How to Set Measurable Goals

- Subject 3: How To Define And Prioritize Audiences

- Subject 4: How To Define The Right Metrics

- Subject 5: How To Select The Right Tools

- Subject 6: How to Get Insight From Your Data

How to Define and Prioritize Your Stakeholders and Determine What Influences Them

- There's never been an organization with enough resources to measure everything or everyone affected by its communications programs.

- **So you need to establish priorities.**

- To do this, start by listing all the stakeholder groups that influence the success or failure of your organization or its mission. There are probably at least a dozen.

Which are the most important?
There are two ways to prioritize this list.

1 The **FIRST** is to have a **good relationship** with each of those groups to contribute to the success of the organization.

- For example, a good relationship with thought leaders or the <u>media</u> helps get your **messages out to your publics.**

- A good relationship with your <u>social media</u> following ensures **advocacy** and a certain level of **immunity** in the event of a crisis.

- Which of these impacts is most valuable to you or your organization? Which is least important? Which most directly affects your bottom line?

- **Rank order all the stakeholders and focus your efforts on the top three.**

2 The **SECOND** way is to get out the flip chart and colored. List your stakeholders, then call your boss (and, ideally, your boss' boss) into the room. Give them 20 dots each, and ask them to distribute the dots among the most important stakeholders, most to the most important, fewest to the least important.

- Use the number of dots to rank order the stakeholders, and **concentrate your efforts on the top three.**

- Now figure out where **each of those most important groups go for information:** What issues keep them up at night, and who or what do they trust as a source of information?

- These data may already reside in your customer service, marketing, or market research departments. If they don't exist, you may need to conduct a survey to get the answers.
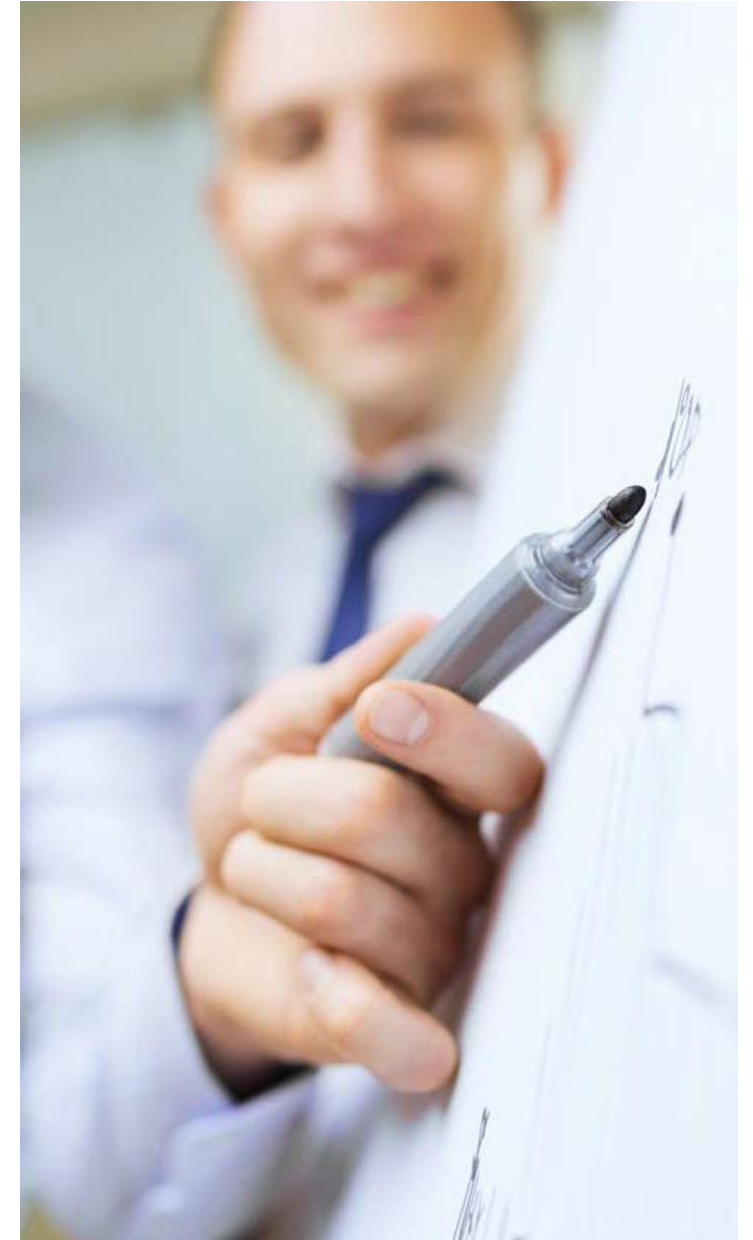
Once you have the data, create and fill in a chart that looks something like this:

Audience	What is the benefit of a good relationship?	What keeps them up at night?	Who or what are their trusted sources of information?	Who or what influences those sources?	What do they think now?	What do we want them to think (our message & positioning)?
CEOs						
VPs of Marketing						
Employees						
Community						
Elected Officials						
Others						

- First, we should explain a bit about what influence is, and what it isn't.

- **People are influenced by other people**, and some people have greater influence than others.

- So marketers and business communicators have been targeting so-called "influencers" or "influentials" for decades.

- But there is wide variation in what people mean by "influencers" or "influencer marketing."

- Philip Sheldrake, in his book *The Business of Influence* sums it up nicely when he writes:

- **"You have been influenced when you think in a way that you wouldn't otherwise have thought, or do something you wouldn't otherwise have done."**

- Brian Solis, in his book *Engage*, provides a more eloquent definition:

- **"Influence is the capacity to have an effect on the character, development, or behavior of someone or something, or the effect itself."**

- The <u>leading authority on influence</u> is the **Word of Mouth Marketing Association (WOMMA)**, which has written the standard guidelines for measurement of influence. Their definitions are contained in a detailed manual available on www.womma.org . Here's a summary:

- **Influence is the power or ability to cause or contribute to a change in opinion or behavior.**

- A "Key Influencer" is defined as:

- A person or group of people **who possess greater than average potential to influence** due to attributes such as <u>frequency of communication, personal persuasiveness or size of and centrality to a social network, among others</u>. Key Influencers interact with others and those they influence are "Influencees."

Influence is frequently confused with popularity

- If someone has lots of followers on Twitter, they do not necessarily have influence over the audience you are trying to reach. Justin Bieber has lots of followers, but he's probably not going to influence anyone to change his or her social media measurement system.

- The WOMMA has specified that a person or group can only be influential if it has *all* of the following characteristics:

1   **Reach** – Some number of followers or connections.

2   **Relevance** – Expresses him or herself about topics that are relevant to your brand or organization.

3   **Frequency** – Expresses him or herself frequently about those relevant topics.

- The first step in locating your **organizations' influencers** is to check the data you already have. If you've ever done a survey or are about to do one, see if you can find out or ask your stakeholders where and who they go for information.

- What reliable sources do they turn to?

- If you are already monitoring your media coverage or social conversations**, examine the previous <u>three</u> months of coverage** and **identify anyone who has mentioned you <u>more</u> than <u>three</u> times.**

- Someone who is writing about you **more than <u>once a month</u>** probably has influence on your stakeholders.

After a PR campaign involving
a **social media influencer** you will measure:

- N. of articles and mentions
- N. of comments, likes, share per social media channel
- Visualizations of multimedia assets (video/photo)
- Website traffic in terms of users/visits
- Page views
- Overall Reach & Social shares
- Engagement and interactions
- Quality of users and websites sharing
- Overall Tonality
- Owned company websites visits and leads
- Request for information, test drives,…
- Conversions

- More recently (www.Buzzoole.com)
  - CPE (cost per engagement)
  - SOV
  - CSI (customer satisfaction Index)

▪ To winnow down your list to the most important, **rate** your influencers according to the following **four criteria**:

(1) **Frequency**: How often do they write about you?

(2) **Relevance**: Do they write about topics that are relevant to your mission or stakeholders? Are they producing content that is interesting?

(3) **Resonance**: Do stakeholders find the content interesting enough to forward, share, like, or retweet?

(4) **Trust**: Do stakeholders actually trust the information that these influencers are putting out there?

How to Select the Right Measurement Tools

- On any journey you bring along a few essential items: A toothbrush, your prescriptions, a cell phone, and maybe a laptop.

- Your measurement toolkit is very much the same. There are some essential tools that everyone in any organization should have and most of them cost less than a toothbrush.

- There are **free tools like Google Analytics for your web data**, **Facebook Insights to track web and social data**, **Google Alerts to track mentions of your brand or organization**, and **Survey Monkey to conduct basic survey research**. Then there are **paid tools** that range from subscription services at around $20 a month to sophisticated platforms that cost hundreds of thousands of dollars.

- The key point to remember is that **any tool is useless unless it measures what you have defined as a goal**.

- Collecting data is easy, but collecting the *right* data to answer your questions requires careful planning and appropriate tools. Measurement tools, especially web and social analytics tools, can collect lots of data. The challenge is to figure out what data really matter to you. And if you pick a tool before you figure out what you want to measure, then you'll quickly be washed away in a tsunami of data.

- **The tools you use have to be able to connect your activities, their impact on the audiences, and your goals. Don't allow yourself to get sidetracked.**

- It is very easy to become seduced by the latest social media tool. But remember: Lots of data is useless without a clear idea of what you're looking for.

There are **three general types of measurement tools**:
1. **Survey tools**, to measure what your stakeholders are thinking, feeling, believing, or perceiving;
2. **Content analysis tools**, to determine what people are writing and saying about you;
3. **Web and social analytics tools**, to determine whether, as a result of your efforts, anyone is taking any action or becoming more engaged.

- There is one other asset you will definitely need: **Spreadsheets**: they are the Swiss Army knife of measurement tools, whether it's a Google spreadsheet shared online or a Microsoft Excel spreadsheet stored on your desktop.

- Most measurement tools have the ability to easily export data, and analyzing the data in a spreadsheet is easy and inexpensive.

- It used to be that the biggest barrier to measurement was **cost**. With the proliferation of choices and the advent of new technologies, the costs have gone down.

- Today the biggest barrier is figuring out what tools you need to collect the data you need. **Even the most sophisticated measurement tool is worthless if it can't measure progress toward your goals.**

- To help you make the right choice of tools, set up a table like the following:

Objective	Key Performance Indicators	Tool
Increase inquiries, Web traffic, recruitment	Percentage increase in traffic Number of click-throughs or downloads	Web analytics: Google Analytics, Omniture, Webtrends
Increase awareness or preference	Percentage of audience preferring your brand to the competition's	Survey: Online (SurveyMonkey, Survata) or by mail. Compare pre/post results.
Engage marketplace	Percentage increase in engagement	Web analytics or content analysis: Omniture, Google Analytics, Facebook Insights, Social Bakers, Hootsuite,
Communicate messages	Percentage of articles containing key messages Total opportunities to see key messages Cost per opportunity to see key messages	Media content analysis: Salience Insight, Visible, Sysomos, Cision, Prime, etc.
Increase key message communications	Percentage aware of or believing in key message	Survey: Online (SurveyMonkey, Survata) or by mail. Compare pre/post results.

SURVEYS

MEDIA CONTENT ANALYSIS

WEB ANALYTICS

Let's start with **Surveys**.

- There are dozens of different types of surveys. Before you consider a vendor, be clear about the types of data you need and then carefully consider the type of survey you'll want to conduct:

1. **Poll**:
- Typically a **short survey or no more than 3 to 5 short questions** to provide a sense of what people are thinking. Questions are exclusively **closed-ended**, and therefore the analysis can be done quickly. Polls are typically <u>repeatable</u>, using the same <u>questions each time</u>, to determine if <u>people's opinions are changing</u>.

2. **Snapshot survey:**
- A survey that consists of individuals or objects that are observed or measured **once** (i.e. an event).

3. **Longitudinal survey:**
- A survey that consists of different individuals or objects that are observed or measured **over time**. Examples are annual membership and volunteer surveys in which the individual members may change but the questions still test the same opinions.

4. **Omnibus survey**:
- An all-purpose national consumer poll usually conducted on a **regular schedule** (once a week or every other week) by major market research firms. It is also called a *piggyback* or *shared-cost* survey.

- In the nonprofit sector, these are typically conducted by consulting firms and national associations such as NTEN. They are generally less expensive than polls or longitudinal surveys.

5. **Phone surveys:**
- The Do Not Call rules have made it difficult to get people on the phone.

- Increasingly, households are cancelling their landlines and using cell phones only, and there is no readily available phone book in which to find their numbers.

- Although you can obtain lists of cell phone numbers, **such lists tend to be expensive** and the **number of completed calls is low**.

- Phone surveys can be **faster**, but their real **downside** is that they **can cost many times more than comparable online or mail surveys**.

6. **<u>Mail survey</u>**:
- The oldest and, some would argue, **the most reliable type of survey is by mail**.

- The problem is that although mail surveys are relatively **low cost**, they tend to **skew results toward older people** who are more likely to have the time and inclination to fill something out in **hard copy**.

- But if you are dealing with a population that does not have ready access to a computer, a mail survey may be your only option.

7. **<u>Online surveys</u>:**
- **The most common survey technique today is online**.

- Online surveys tend to produce results **faster** and, depending on the **quality of your list**, may yield a **higher response rate**. They are cheap and relatively easy to field. However, they are valid only if all of **your publics have equal access to a computer and an e-mail account**.

- While online audiences are to a certain extent self-selecting, the data have been shown to be reliable and, in many cases, far more robust than phone sampling.

For a complete list of survey research options, refer to Dr. Don Stacks' Primer of Public Relations Research.

- Here's a useful table that compares survey methods:

Tool	Strengths	Limitations
Online survey	Easy to program Fast	Most are English only Convenience sample (only for those who have e-mail addresses
Paper survey	Inexpensive Self-selecting audience Better sampling (reaches everyone)	Slow More time to code and analyze Self-selecting audience
Phone survey	High response rate Fast	More expensive

How long does it take to do a survey?
- A serious drawback for surveys can **be the time they take to conduct**.
- Typically, results from a **mail survey** take **4 to 8 weeks**. If you are in an industry that changes rapidly, you may not have the luxury of time.
- We recommend conducting shorter pulse check surveys that can be administered electronically or by phone very rapidly on a regular basis, **typically every quarter**.

- Figuring out exactly whom you are going to survey is more challenging than you might realize. **You need to be very specific about the audience from whom you want answers.**

- Here's an example: A Connecticut-based nonprofit wanted to conduct a benchmark awareness study of the issue around which a campaign was being organized. To save money, the first round of research used what is known as a "**snowball sample**"—a type of sample in which individuals who are interviewed are asked to suggest other individuals.

- The list was derived from the nonprofit's own list of contacts and interested persons. The results, not surprisingly, showed that the issue of interest enjoyed a fairly high level of awareness. Unfortunately the response level was so low that it was necessary to do another survey of a **purchased e-mail list.**

- The result was a strong difference in awareness due to the difference in the lists, so in the end we couldn't compare results.

- If your goal is to increase share of voice, visibility, or brand presence you will probably want to use **media content analysis**.

- Media content analysis is the process of **collecting all mentions of your company or organization** and then reading them to determine if they said desirable things about you.

What are the main differences between the top paid media measurement providers?

- All providers of media analysis services share a few common components.

- First, they have to collect data. Most social media data is collected through aggregators like **Boardreader or Moreover.** The key is to match up the media outlets and channels that you need to track with the capabilities of the vendor.

- The next key differentiator is whether they use **human coding, automated sentiment analysis, or some combination of the two**.

- Although computer analysis can be effective at some very gross measures, such as share of conversation compared to other organizations, it is highly unreliable for more subtle aspects, such as detecting **key messages**.

- Computers are also lousy at differentiating between **irony and sarcasm**, and they are not likely to pick up regional variations. If I say, "I had a wicked time at the benefit last night", the computer doesn't know I'm from northern New England and that "wicked" translates to "very good". Or, if I say, "Yeah, saw the movie, read the book," the computer can't figure out if I'm recommending the book or panning the movie.

- Our recommendation is to use computers to do the **heavy lifting** and humans to detect the **subtleties**. The most important differentiator is a company's ability to help you glean **insight from your data**. *Perhaps the single most important difference between vendors is the quality of the analysts that write the reports.*

1. Type of Media
- Today there are literally dozens of places in which your brand or organization can be discussed, from Twitter to blogs to Vine to Pinterest. You need to make sure that whatever media platform influences **your customers is the one that you are tracking**.

2. Visibility: Prominence and Dominance
- A great deal of evidence shows that the more visible your brand is in a mention, the more likely it is that viewers will remember the brand and message.

Prominence is defined as the **location** of the first mention of the organization within an **item**. Although it doesn't really apply to Twitter, the placement of your brand within a blog post or on a Facebook page will have an impact on how memorable it will be.

So typically you would record whether the brand was **first found** in:
- **The headline**: The organization is first mentioned in the headline.
- **The top 20 percent**: The organization is first mentioned in the top 20 percent of the item body
- **The bottom 80 percent**: The organization is first mentioned in the bottom 80 percent of the item body

- In addition, memorability is increased if your brand is mentioned **throughout an item** rather than just in passing.

Dominance is **how many times** the organization was mentioned. We recommend classifying each mention according to these dominance categories:

- **Exclusive**: Only the organization or brand studied is included in the article.
- **Dominant**: The organization is the main focus of the item but not the only one mentioned.
- **Average**: The mention of the organization is one of many integral parts of the story or is equal to other parts.
- **Minimal**: No one would miss it if the mention of the organization were gone.

3. Tone

- The tone of an article or mention is the attitude or opinion toward something or someone.

Tone is broken down into four categories:

- **Positive**: You are more likely to work with, support, or refer someone to the organization. Positive coverage is desirable.

- **Neutral**: The item doesn't give you enough information to form an opinion of positive or negative.

- *Balanced: The item gives information that is both equally positive and negative.*

- **Negative**: You are less likely to work with or support the organization. Negative coverage is undesirable.
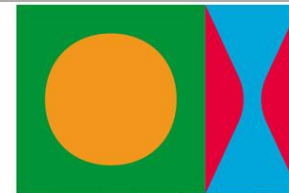
4. Messages Communicated (KMP Key message penetration)
- Whether online or in print, the conversation about your brand can convey a variety of messages; some are desirable, and some are not. You will want to track key messages established by the organization as well as the opposite of those messages. Typically the rating would be:
  - Enhanced key message
  - Full key message
  - Partial or incomplete message
  - No message
  - Wrong or opposite message

5. Sources Mentioned or Quoted
- Influencing the influencers is key for almost all successful programs. You will want to know if academics, funders, or experts are picking up your key messages. Who is quoted in your coverage, and what do they say? Just track and record it.

How do I measure and report on external comms?

EXERCISE on Media Content Analysis

Data analysis on a big database on communications clippings including tonality, topics.

Report on a presentation tool:

1. A summary chart containing Key Messages (Topics)

2. Overview of Coverage, Reach, including split by channels

3. A summary chart by channels containing coverage, share of media mix, reach, share of reach, coverage by tonality

4. Include graphics on coverage by source, reach by source, coverage by tonality

5. Top 5 Publication Talking About This (by reach)

6. Visibility timeline by media type (optional)

7. Top 3 Key Insights from Data Analysis and action plan

KEY MESSAGES

- Ariya Concept
- IMk Concept
- Formula E
- Nissan Pavilion
- All-Wheel Control Prototype
- Nissan Intelligent Mobility

EXERCISE on Media Content Analysis
Tokyo Motor Show 2019

By next Thursday Nov.9th

Send it by mail to f.ferrari4@lumsa.it

- TEAM NAME
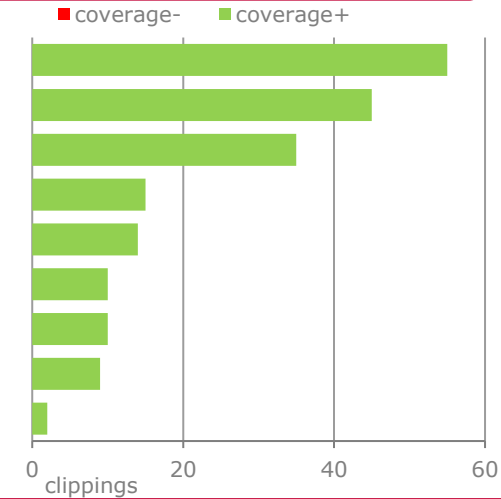- MEMBERS NAME
- IMAGE
- ANALYSIS KEY INFO (SUBJECT AND PERIOD)

- Executive Summary
- Media Analysis
- Key Insights & Action Plan

Key Messages

- Xxxx
- Xxxxx
- Xxxxx
- xxxxxx
- xxxxx

Messages on Clippings

■ coverage- ■ coverage+

clippings: 0, 20, 40, 60

Overview

Coverage xxx clippings

(xx print – xx broadcast – xx web)

Reach xx.xM

(xM print – xM broadcast – xM web)

AVE xk€ (print/broadcast only)
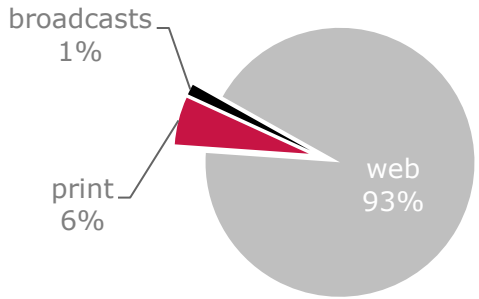
(xxk€ print – xk€ broadcast)
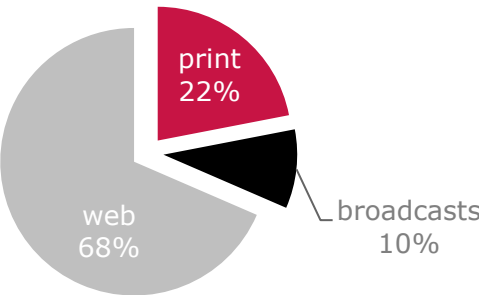
Overall Positive Tonality

(xx print – xx broadcast – xx web)

MEDIA ANALYSIS – OUTPUT & OUTTAKES

Source	Coverage	Share of Media Mix	Reach	Share of Reach	AVE	Coverage by Tonality	
total clippings	**xxxx**		**xxxx**		**xxxx**	**xxxx**	**0**
print	x	x%	xxx	22%	xxxx	X	-
broadcasts	x	x%	xxxx	10%	xxxx	X	-
web	xx	xx%	xxxx	68%	xxx.	xxx	-

Coverage by Source

broadcasts 1%

print 6%

web 93%

Reach by Source

print 22%

broadcasts 10%

web 68%

Coverage by Tonality

positive 100%

Top 5 Publications Talking About That (by reach)

- Xxxx
- Xxxxx
- Xxxxx
- xxxxxx
- xxxxx

1. Xxxxx
2. Xxxxx
3. xxxxx

COMPANY PRESENTATION

Maximising data insights:

Optimize communications performance by media analytics

and data trend evaluation.

Amy Chappell
Head of Insights at Vuelio

A professional in media communications evaluation and insight for over ten years, after graduating from Cardiff University with a BA in Journalism, she started her career at the international agency PRIME Research (now Cision Insights). Over the years she specialized in communication metrics, media analytics and data insights, providing consultancy to some of the world's largest companies. After founding her own consultancy for three years in Germany, Amy moved back to the UK to work for the industry-leading Public Communications software company, Vuelio to start her own department, offering software clients additional insight and value through her consultancy and Insight services. Amy has provided guest lectures to LUMSA University students for the last 6 years and has supported students with further learning opportunities such as freelance trainee positions and this year co-supervised a Master's thesis.