COMMUNICATIONS METRICS, WEB ANALYTICS & DATA MINING

A.A. 2023/2024

Lesson n. 1
Fulvio Ferrari

▪ **Introduction**:
first and last name, city of birth and living, previous studies & hobbies.

▪ **Interaction**:
be open and transparent.

▪ **Mobiles/Microphones**:
switch off or put in silent mode/put the mic on mute.

▪ **Time keeper**:
a volunteer to track time.

▪ **Parking lot**:
open questions parked to get replied.

WHO IS FULVIO FERRARI ?

HUSBAND, FATHER & NISSAN LOVER

HUSBAND:	26 YEARS AGO MARRIED WITH ELEONORA
FATHER:	23 YEARS SON NAMED FILIPPO MATTIA
NISSAN LOVER:	31 YEARS WORKING FOR NISSAN
	(incl. some breaks in consulting PWMC, Bank of Rome & Renault)

BORN:	55 YEARS AGO IN ROME
LANGUAGES:	ITALIAN, ENGLISH & FRENCH
EDUCATION:	TRADE & ECONOMICS, COMMUNICATIONS
SPORTS:	RUNNING, TENNIS & PADEL
INTERESTS:	TRAVEL, ART & CULTURE, THEATRE, CINEMA, READING, MENTORING

francescamercury87@gmail.com

WELCOME
Didactic support
Francesca Mercuri

Graduated in
Communication Science
& recently took a Master
in Innovation & Agile PM

Professional in digital marketing &
customer experience with 6 years of
experience in different work enviroment
from small company to multinational one

In the free time
horse riding & hiking

Now it's your turn!

FIRST AND LAST NAME, CITY OF BIRTH AND LIVING, PREVIOUS STUDIES, HOBBIES

- As the Web has become more and more important for businesses, the need has emerged for **sound measurement** of the overall communications channels to continuous improvement of the customer experience. Why measure matters? What are we going to measure?

- Online businesses gather an unprecedented amount of raw data about potential customers, but companies seek even more actionable insights (for example, by integrating their Web analytics data with data from offline sources, and applying advanced data mining techniques and predictive analytics to maintain deeper client relationships and enable one-to-one marketing).

This course provides:
- communication metrics by channel, external, internal and digital;
- an overview of web analytics, as well as of data mining techniques and applications that are suitable to the context of the Web;
- case studies and practical exercises.

- What has changed today in Communications? Current Scenario vs previous scenario.

- What to measure and Why.

- KPI definition on the basis of the objectives: reputation, brand awareness or customer care?

- What and how to measure offline and online media:
  - Media sample.
  - Tools and methods for data collection and analysis.
  - Visibility and tonality by channel (print and online, radio, TV, website, blog, facebook, twitter, Instagram, forum, photo and video sharing).
  - Sentiment: manual or automatic? Potentialities and constraints for the two methods.
  - Influencers, stakeholders and social network analysis.

- Data reporting and visualization.

- Available data.
    - Certified data by audience (ADS, Auditel, Audiweb, etc)
    - Google analytics
    - Insights of Twitter, Facebook & Instagram
    - Big Data Analysis

- Measure and analysis of stakeholder relation.

- Event measurement and evaluation.

- Word of mouth, online and offline.

- ROI in communications.

- Tools and techniques for quantitative and qualitative surveys: CAWI (computer assistance personal interviewing), CATI, CAPI (recently TAPI & SAPI), face to face interview, observation, focus group.

The final evaluation will focus on:

1. a group project on metrics application (*40% weight*) through two exercises:

   ▪ Exercise_1: Data analysis on a big database on communications clippings including tonality, topic, AVE. Students will determine the SOV on different channels by one brand and among competitors.

   ▪ Exercise_2: Brand analysis by quantitative and qualitative data: segmentation by tonality, by topic, among competitors, AVE by channels and ROI, including seasonality by volume and value.

2. a multiple choice closed questions (on LUMSA e-learning portal) on different KPI's by communications channels, analytics and datamining – 25 questions (*40% weight*),

3. an oral exam on all the course content (*20% weight*).

Texts:

Katie Delahaye Paine, **Measure What Matters**, *Wiley, 2011*

Anil Maheshwari, **Data Analytics Made Accessible**, *2017 (only the first 5 chapters)*
Pamphlet by Mark Weiner, Guidelines for setting measurable PR objectives**, IPR (Institute for Public Relations)**

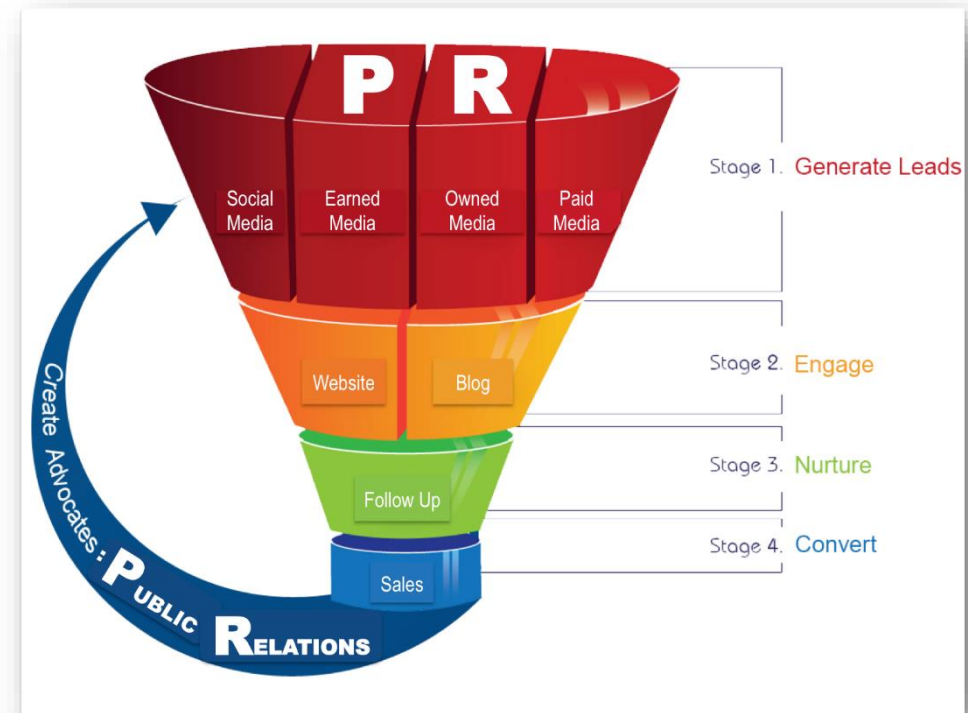|	
October	8, 14, 21, 28
November	4, 11, 18, 25
December	2, 9

Today we are going to focus on:

PR Communications, its evolution and objectives

- What has changed today in Communications. Current scenario vs previous scenario.

- Where is your TARGET today.

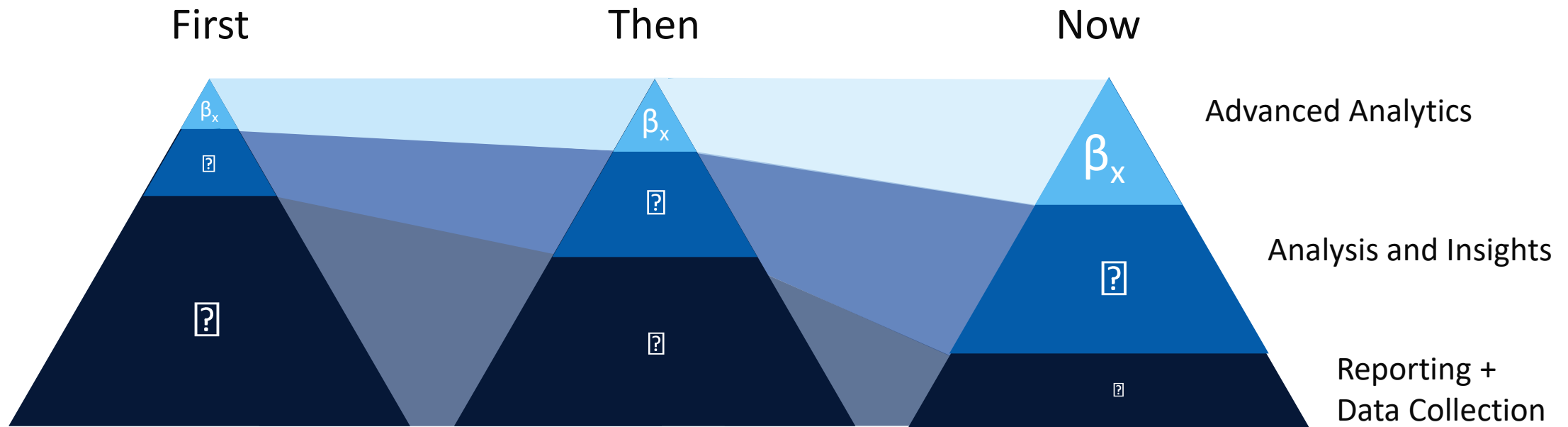- What are the main areas of a Communications Function.

More often, teams look for less reporting and more advanced solutions

Why? Increasingly complex landscape

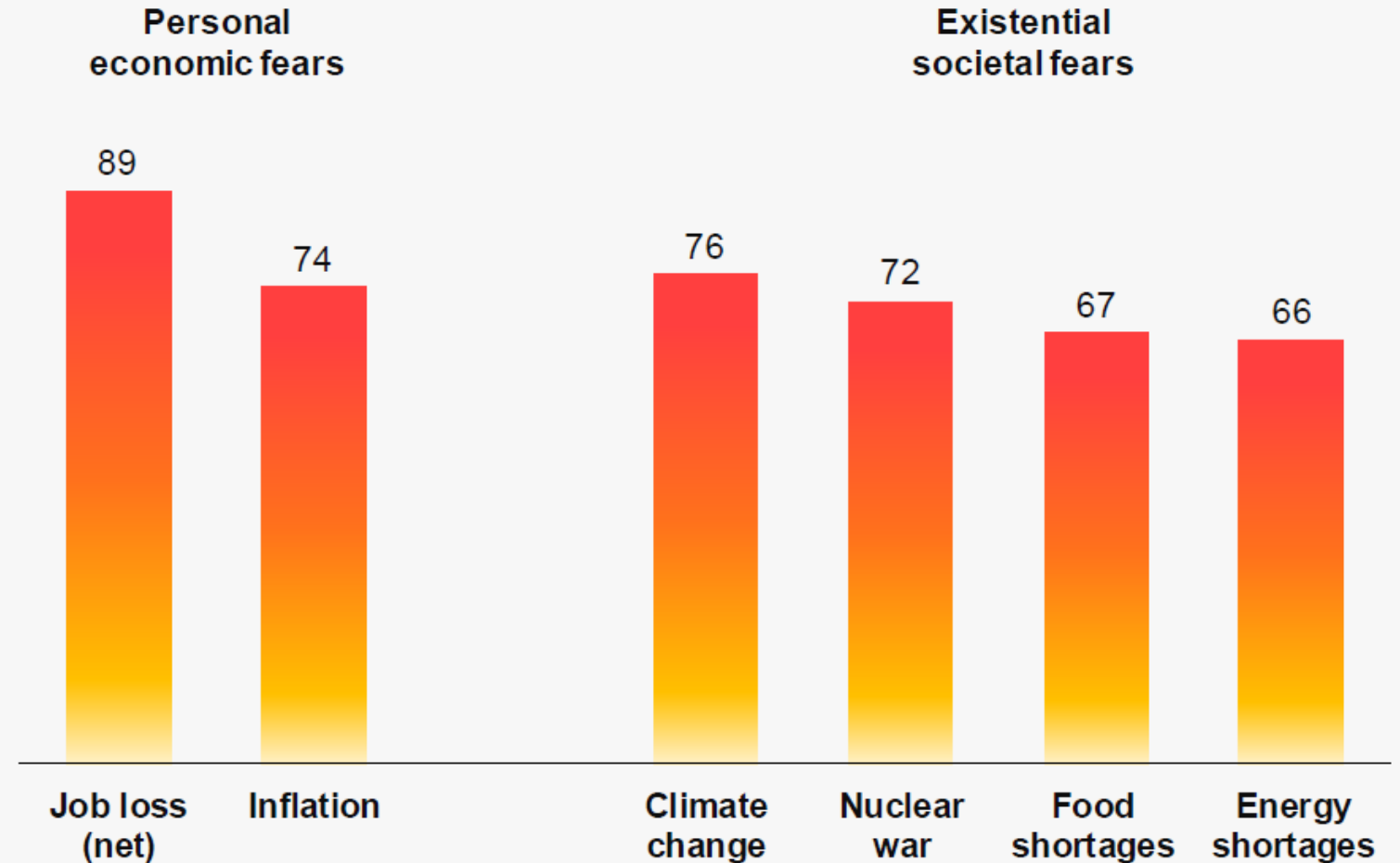| Media	Then	Now
World Wide Web	• Limited as comms channel	• Websites, e-commerce, mobile web, smartphone and tablet apps/games, banner ads, native advertising, rich media ads, video ads, website takeovers, streaming video and audio (e.g. Hulu, Netflix, iTunes, Amazon), live public discussions, webinars, native advertising
Search Engines	• Limited as comms channel	• SEO, authority/inbound linking, PPC/paid search (e.g. Google Adwords, Bing ads, Yahoo! Ads), content marketing, click bait (but please don't!)
Social Media	• Did not exist	• Facebook, Twitter, YouTube, LinkedIn, Instagram, Snapchat, Pinterest, Vine, Tumblr, Foursquare and hundreds of other social networks, forums, discussion boards, over one hundred million active blogs/vlogs, video and audio podcasts, online gaming
Mobile	• Did not exist	• Smartphones, tablets, e-readers, smart watches (e.g. Apple Watch), location-based technologies, apps
Marketing Tech	• Did not exist	• Thousands of software platforms and SaaS systems to plan, manage and measure marketing programs
Internet of Things	• Did not exist	• Amazon Dash, smart home devices (e.g. connected appliances, security systems, lighting, thermostats, video doorbells, etc.), smart apparel, many others
Artificial Intelligence	• Did not exist	• Facebook Chatbots, Apple Siri, Amazon Echo, Microsoft Cortana, IBM Watson, many others
Broadcast	• Broadcast & cable TV, broadcast radio	• Broadcast TV, cable TV, addressable TV, broadcast radio, satellite radio, podcasts, streaming video and audio (e.g. Hulu, Netflix, iTunes, Amazon, YouTube, Pandora, Twitch and hundreds of other streaming video/audio services), digital cinema ads, music sharing (e.g. Spotify), 360 video, augmented reality video, virtual reality video, Facebook LIVE, Periscope, Meerkat, Apple Music "Beats One" Station
Print	• Newspapers, magazines	• Newspapers, magazines, iPad, Kindle, Nook and many other e-readers, RSS feeds, social bookmarks (e.g. Digg, Reddit), online editions of print publications, online aggregators of digital pubs (e.g. Flipboard, Pocket)
Direct	• Direct mail, telephone, fax	• Direct mail, telephone, fax, email, pURLS, SMS/MMS instant messaging, mobile apps (push notifications), WhatsApp, Facebook Messenger, marketing automation (e.g. Marketo, Hubspot, etc.
Outdoor	• Billboards, transit posters	• Billboards, transit posters, digital outdoor signs, projections on sides of buildings, outdoor installations, digital banners at sporting and entertainment events
Earned Media / PR	• Press releases, media events	• Press releases, media events, social media influencer outreach (e.g. bloggers, Instagram celebrities, YouTube stars), digital content distribution, online livecast/streaming, online events, Guerilla marketing, flashmobs promoted on YouTube and other social outlets (see Social Media below for more "PR" tactics)
In-Store	• Printed or handwritten POS signs	• Printed or hand-written POS signs, digital POS signs, motion-activated coupon dispensers, touch-screen POS kiosks, mobile shopping apps, location-based/GPS-enable apps/devices, Apple Pay, Samsung Pay, Android Pay, 2D barcodes, NFC
Digital Devices	• Walkman CD and tape players	• TiVo/DVRs, iPod/MP3 players, game consoles, portable gaming devices, laptops/PCs (and see Artificial Intelligence above for more digital devices)

The context has evolved

Institutional Leaders are not trusted

Percent trust

Consumers and employees pressure business to stand up for them

Percent who say

I buy or advocate for brands based on my beliefs and values

GLOBAL 14

63%

Having societal impact is a strong expectation or deal breaker when considering a job (avg)

GLOBAL 7

Among employees

69%

Business reflects my values

Has a greater purpose

Meaningful work that shapes society

Opportunities to address social problems

Stops specific business practices if employees object

CEO addresses controversial issues I care about

Want more Societal Engagement from Business, Not Less

Percent who say

On addressing each **societal issue**, business is

not doing enough ▬▬▬▬ overstepping
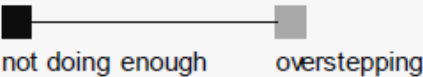
Multiplier not doing enough vs overstepping	Climate change	Economic inequality	Energy shortages	Healthcare access	Trustworthy information	Workforce reskilling
	6.5x	6.5x	6.5x	6.5x	5x	5x
not doing enough	53	50	50	47	45	44
overstepping	8	8	8	7	9	9
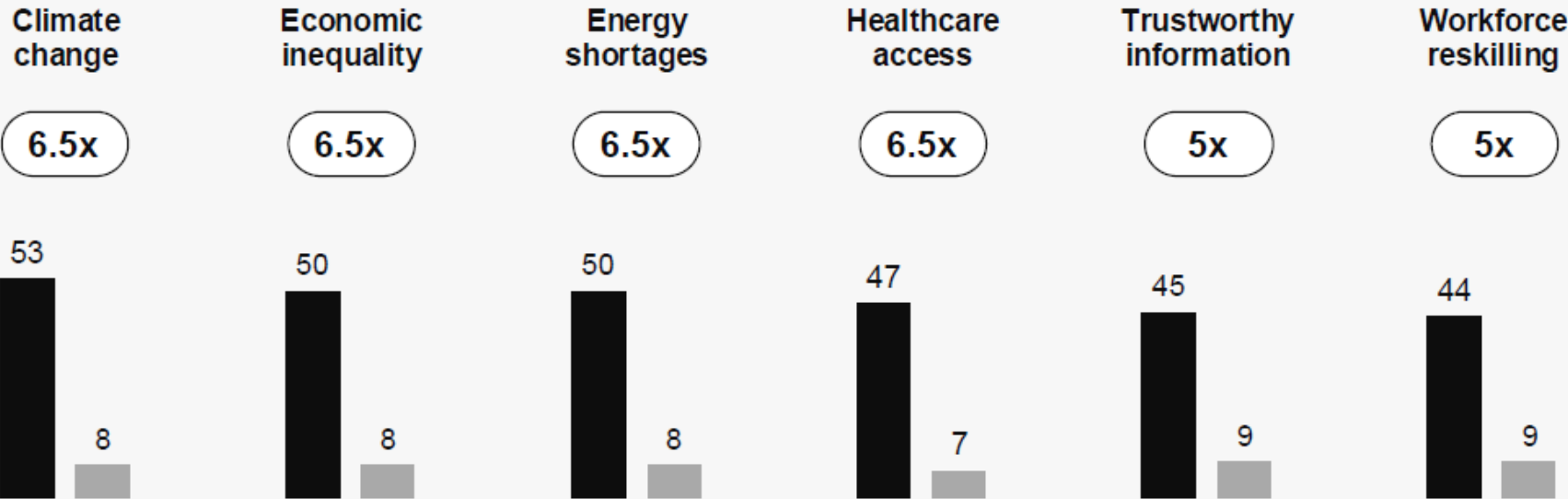
Percent who say

I expect CEOs to take a public stand on this issue:

	GLOBAL 27
Treatment of employees	89
Climate change	82
Discrimination	80
Wealth gap	77
Immigration	72

2023 Edelman Trust Barometer. CEO_ISS_EXP. For each of the following issues, please indicate what you expect CEOs to do. 3-point scale; code 1, publicly take a stand; code 2, take a stand and use resources. Question asked of half of the sample. General population, 27-mkt avg. Data is rebased to exclude those that said, "don't know," and showing the sum of codes 1 and 2.

Purpose—A beacon for growth

Many organizations are redefining why they exist beyond profit— pushing them to rethink everything from product delivery to employee and community engagement.

High-growth brands are **66% MORE LIKELY** to see purpose as a means to guiding employee decision-making

2022 Global Marketing Trends – Deloitte Insights

Trust vs. brands who put profits before people

69% lost trust in brand that have put profits over people

What We Learned From the Facebook Whistleblower Hearing

WASHINGTON
Oct. 5, 2021

How Facebook Forced a Reckoning by Shutting Down the Team That Put People Ahead of Profits

https://time.com/6104899/facebook-reckoning-frances-haugen/

DOUBLE ISSUE   OCT. 25 / NOV. 1, 2021

TIME

Delete "Facebook"?

Cancel   Delete

INSIDE THE DAMAGE
BY BILLY PERRIGO

CHANGE CAN'T WAIT
BY ROGER MCNAMEE