# COMMUNICATIONS METRICS, WEB ANALYTICS & DATA MINING

A.A. 2023/2024

Lesson n. 4

# 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

**Team Leader**   **No mail**

## GTREnzo

1. Ugne Vedeikaite
2. Anna Zaskorska
3. Yari Haagsma
4. Filip Lybert
5. Elifnaz Sahinci
6. Andrea Berardini
7. Ilona Khvartskiya
8. Fabio Gallino
9. 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

## No name 2

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

## 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

## No name 3

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

Aurora Santirocco
Lodovica Farnedi
Sara Mercolini
Simone Adriano Scorzo
Matilde Granati
Giulia Gusso
Aniello CrescenzI
Giorgia Azzone
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. Valerio 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**

# COMMUNICATIONS OBJECTIVES



**BUSINESS RESULTS**
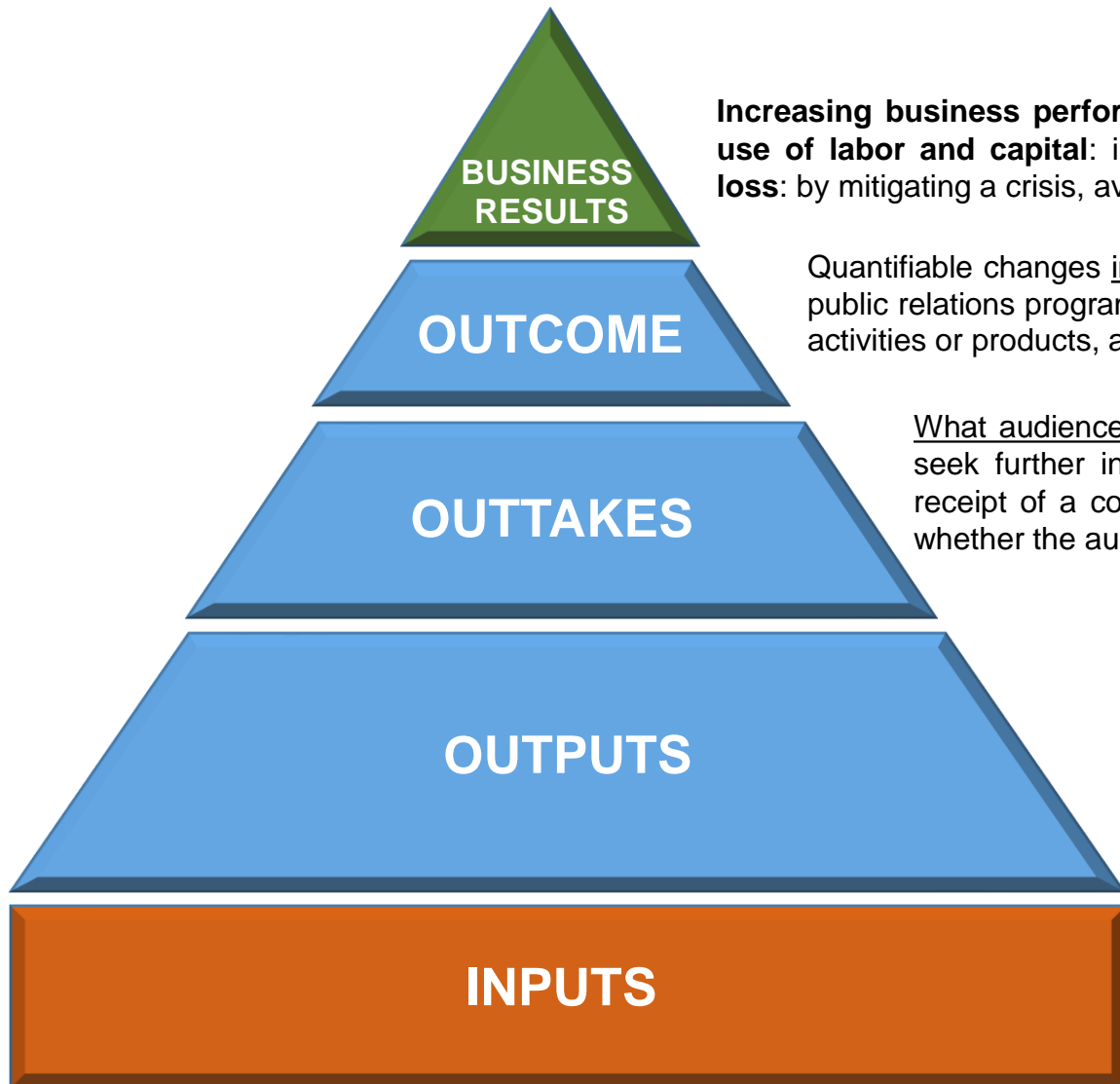
**Increasing business performance**: profitable sales, market-share, stock-price, earnings per share. **Optimizing the use of labor and capital**: increased productivity, greater efficiency or employee retention. **Avoiding catastrophic loss**: by mitigating a crisis, averting calamitous reputation damage or protecting market capitalization.

**OUTCOME**

Quantifiable changes in awareness, knowledge, attitude, **opinion and behavior** levels that occur as a result of a public relations program or campaign; in effect, the consequence, or impact of a set or program of communication activities or products, and may be either short-term (immediate) or long term.

**OUTTAKES**

What audiences have understood and/or heeded and/or responded to a communication product's call to seek further information from PR messages prior to measuring an outcome; audience reaction to the receipt of a communication product; recall and retention of the message embedded in the product; and whether the audience heeded or responded to a call for information or action within the message.

**OUTPUTS**

What is generated as a result of a PR program or campaign that impacts on a target audience or public to act or behave in some way … the final stage of a communication product, production, or process resulting in the production and dissemination of a communication product (brochure, media release, Web site, speech, etc.); the number of communication products or services resulting from a communication production process; the number distributed and/or the number reaching a targeted audience.

**INPUTS**

Newsletter, Releases, Teasers, Events, Conferences, Posts, Tweets, Images and Videos, Spokespersons Interviews, Design and content for the newsroom, websites and social media channels, PR campaign or communications program.

# Case Study Two: Using Research to Win Support for Your Strategy

- At a major defense contracting firm, the use of spokespeople as part of a campaign to win a major defense contract was highly controversial.

- Traditionally, the company's spokespeople had been engineers who were very media-shy.

- However, a competitive media content analysis of the leading business and trade press coupled with an investigation of contract outcomes showed a connection between the frequency and visibility of a company's
- spokespeople in media articles and contract wins.

- Looking at the media content and visibility of each of the various players in the industry, they determined that the more the company's spokespeople were quoted, the more likely they were to win the bid.

- As a result, the PR team, who wanted to position the brand as innovative and technologically superior, had no trouble convincing its spokespeople to meet with the media, and the company embraced a proactive PR program.

- The visibility of the brand doubled in 12 months, a significant number of contracts was won and had an increase in share of quotes from 10% to 70%.

- **Business Goal:**

Win contracts

- **Communications Objective:**

Position the brand as innovative and technologically superior

- **Measurement Metrics:**
- Outputs: Number of trade press articles
- Outtakes: Media acceptance of client spokespeople as industry authorities: share of spokespeople quoted; share of favorable positioning on key issues
- Outcomes: Perception change so win contracts

- **Results:**

Went from last place in share-of-quotes to first in 12 months and increased share-of-quotes 10% to 70%.

Doubled visibility of brand in 12 months

A significant increase in the number of competitive contracts won

# Case Study Three: Achieving Corporate Goals in Retail

- Some time ago, the J. C. Penney Company remodeled its leading stores in 31 major markets to attract a more upscale shopper. All markets were provided the same advertising, promotion and PR press packages, but the Dallas/Fort Worth market produced an unprecedented PR campaign called "**Art Sunday at JCPenney.**"

- The campaign was comprised of four arts festivals, each benefiting performing-arts charities in the areas surrounding each store, and featured hundreds of performing and visual artists, runway shows themed "Fashion as Art," sumptuous food and drink and celebrities such as Tony Bennett in the Southwest debut of his oil paintings. The events received terrific attendance (10,000 guests) with luxury cars and press with big coverage, but did they meet corporate goals of impacting sales through a higher-income shopper?

- **As is often the case, the answers lay down the hall in the accounting department**. The staff was able to compare sales results for the three months following the Grand Re-openings for all other JCPenney remodeled markets against Dallas/Fort Worth. They learned that not only had the Dallas/Fort Worth market achieved the highest rates of sales increases in the country, but that credit card usage (which indicated a higher-income shopper) had doubled.

- This campaign received a PRSA Silver Anvil and IABC Gold Quill, and became a model for other JCPenney districts in the years that followed.

- **Business Goal:**

Increase sales by X% in the D/FW District's four modernized stores among upscale shoppers in the three month period following Grand Re-opening.

- **Communications Objective:**

Meet sales goals by drawing an upscale audience to the four modernized stores through arts fundraising events and major media outreach.

- **Measurement Metrics:**

Outputs: traffic counts; volume of media coverage; luxury vehicles at events
Outtakes: percentage of credit-card-use increases
Outcomes: % sales increases in the four D/FW stores as compared with the average increases of modernized stores in other markets

- **Results:**

More than 10,000 guests were counted by store security passive voice; media coverage surpassed that of all other markets, and luxury vehicles populated all parking lots.
Non-JCPenney credit card sales doubled, indicating achievement of attracting a higher-income shopper.

# Case Study Four: Measuring PR's Contribution to Sales

- Southwest Airlines routinely tests the tactics it uses before launching its presence in a new city.

- Typically it'll start with a word-of-mouth PR campaign – and will measure the number of inquiries as well as the number of reservations. They then schedule a major PR event, and again measure inquiries and reservations. After the PR has died down, they turn on the advertising and later direct mail and email outreach.

- At each stage, they measure the number of inquiries and the number of reservations to determine which tactic had the highest yield.

- They also incorporate unique URL's into specific press releases to track actual ticket sales from people clicking on the press release. Thus, they are able to test the effectiveness of key words and phrases in each release in terms of generating traffic to www.southwest.com .

- Over $40 million in ticket sales were achieved from press releases.

- **Business Goal:**

Sell more airplane tickets

- **Communications Objective:**

Drive positive traffic to web site from press releases and media stories

- **Measurement Metrics:**
- Outputs: Number of articles
- Outtakes: Awareness of Southwest service to the region; % increase in unique visitors to web site from PR site
- Outcomes: Number of tickets sold (change in behavior)

- **Result:**
- Over $40 million in ticket sales from press releases.

# Case Study Five: Improving Customer Service – A Catalyst for Change

- A major utility company was particularly concerned at the negative attention it was receiving in the media.

- This spanned broadcast, print, online news, blogs and social networking sites as well as online forums.

- Management needed to assess the extent of the negative coverage, the areas to which it could be attributed and consider appropriate action to improve the situation.

- The PR team knew that this process was not going to deliver good news, but by quantifying how bad it really was, it became a catalyst for change within the organization.

- Customer Service was the major cause of negative coverage. The findings were presented internally and used on an ongoing basis to monitor performance and set improvement goals.

- Stories were developed to show a more personal side of the company.

- **Business Goal:**

Improve company image

- **Communications Objective:**

Increase positive image by isolating the damage of negative media attention

- **Metric:**
- Outputs: % negative coverage in relation to overall coverage and comparison
- of this coverage to positive coverage
- Outtakes: Impact of negative coverage by area of attribution
- Outcomes: Monitoring the outputs over time to track change of the perception

- **Result:**
- Customer Service was the major cause of negative coverage
- The findings were presented internally and used on an ongoing basis to monitor performance and set improvement goals
- Stories were developed to show a more personable side to the company

# Case Study Six: Using Competitive Analysis for Hospital PR Planning

- High Point Regional Health System in North Carolina built a major new cancer treatment center to increase consumer preference and market share in this key service line.

- Communications management knew increasing the hospital's share of positive media coverage would impact consumer preference, so planned a media outreach around the center's opening and commissioned a Share of Discussion Study of the hospital's and competitors' media coverage with drill-downs to key service lines.

- The client's Share of Discussion scores were correlated against its bi-annual consumer preference survey, and market share was compared against that.

- As it turned out, the preference scores correlated very closely with the client's Share of Discussion in key service lines such as Cancer (r=.97), and showed that the PR department was performing brilliantly against goals.

- The study's on-going quarterly Share of Discussion reports enable the PR staff to monitor its performance in more than a dozen service lines, and to modify media and marketing outreach as needed.

- **Business Goal:**

Increase market share through increased consumer preference in its cancer service line

- **Communications Objective:**

Increase consumer preference by increasing the hospital's Share of Discussion in cancer treatment

- **Measurement Metrics:**
- Outputs: Share of Discussion
- Outtakes: Consumer Preference Study results; correlations of Share of Discussion scores to Consumer Preference Study scores
- Outcomes: Market Share due to consumer preference increase

- **Results:**

Share of Discussions scores for cancer increased during grand-opening
Correlations between Share of Discussion and Consumer Preference Study results were r=.97
(Pearson Product Moment Coefficient)

These exercises are meant to show how communications professionals can utilize research and metrics to demonstrate their ability to truly and successfully affect organizational outcomes and results.

# Case History

**KPIs IN A REAL ENVIRONMENT**

# 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

[VIDEO MEASURABLE GOALS](#)



How to Set
Measurable Goals

# Defining the very purpose of a communications program

- The comms *goals* of a communications program are the **overall desired ends**, whereas the comms *objectives* are **specific aspects** of those goals.
- Measurable objectives are the vital foundation of any good PR or social media program.
- A <u>goal</u> is, "**a broad idea of what one would like to happen**," whereas an <u>objective</u> is, "**a clearly defined statement that includes an action statement (a verb), a timeline, and a measurable outcome**," *according to Drs. Donald Stacks and Shannon Bowen, both of the Institute for Public Relation's (IPR) Measurement Commission.*

**Start by defining success**
- To set measurable objectives, it is necessary to begin by understanding the goals, and by defining what success means to the organization.
- This is often not an easy task. It may take considerable effort to achieve consensus in the organization.
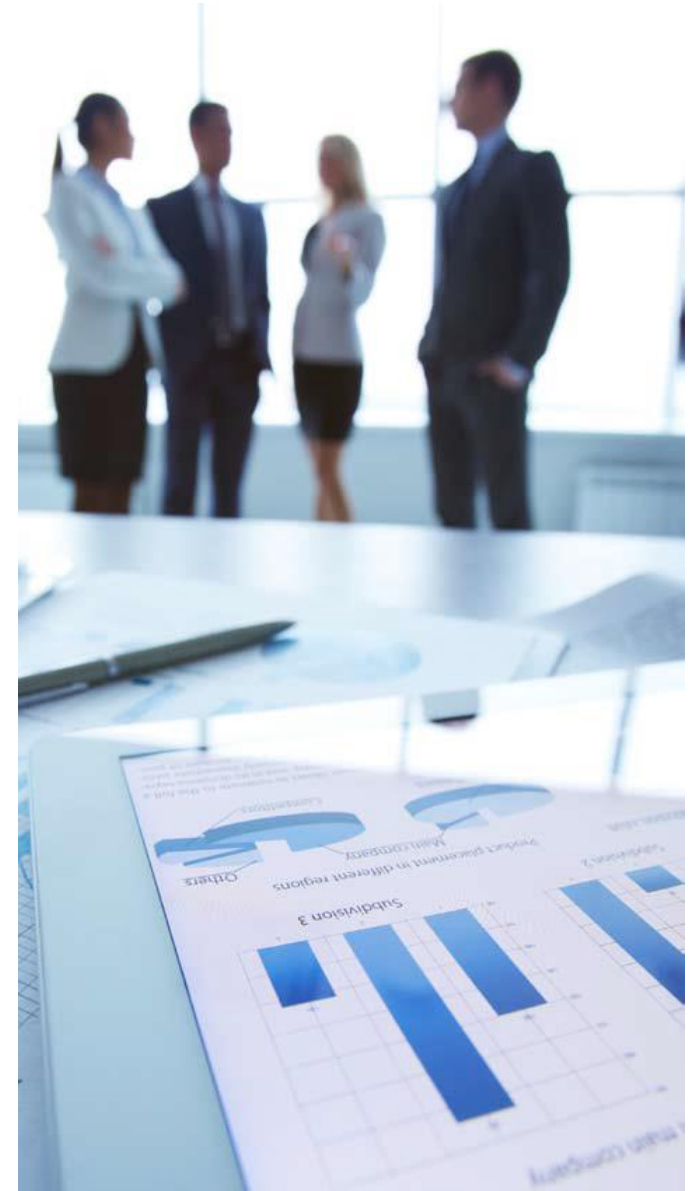
- The best way to reach consensus is to gather all the players (for instance, all the Managers: Product, Brand, Comms, Internal, External, Social, and Community) into a room and ask them how they personally define success for their department or group.

Then ask them the following questions, suggested by the IPR's Measurement Commission:

- **What is management trying to achieve and what will help or hinder our success, from an overall business perspective?**

- **Who do you consider to be our priority stakeholders?**

- **What themes (topics/key messages) would the organization like to communicate to our key stakeholders?**

- **What response would management like from target stakeholders?**

- How does management think PR/Comms programs can help achieve these goals?

- What does success look like? To what degree is this success meaningful, reasonable, and measurable?

- How can we link success to objectives that are meaningful, reasonable, and measurable?

- **What is the optimal timeframe for completing these goals?**

- What barriers has the organization or any of its units faced in the past that stood in the way of meeting the objectives that were set?

- **What are our key competitors doing and how are we different?**

- Finally, ask them the most important question of all:
- *How do they define success for PR/Comms department?* In other words, what do they expect PR/Comms to accomplish?

- Best practices and measurement industry standards require that your objectives be
SMART: **S**pecific, **M**easurable, **A**ttainable, **R**elevant, and **T**imely.

SMART objectives include the answers to the questions:
By when? and How many?

The IPR offers these examples of typical SMART objectives:
- **To Increase Awareness**: Raise awareness of "cleaning power" among women 25-34 from 20% last year to 50% this year.
- **To Increase Comprehension**: Create an understanding of insurance pricing models among 75% of insured adults by the end of the campaign in November.
- **To Change Attitudes**: By the end of the year, convince 10% of customers that bank fees are an acceptable charge.
- **To Change Behavior**: Between this year and next, increase from 15% to 25% the percent of insured customers who recommend our brand to their friends or family.

S pecific
M easurable
A chievable
R elevant
T ime-based

# Categories of objectives

- While your specific objectives will vary depending on the nature of your organization, its programs, and maturity, chances are good that they will fall into one of the following categories.

- These categories are important because they determine what tools you will use to measure your success.

**Brand or Mission:**
- Changes in perceptions or awareness of your brand or mission
- Changes in positioning of your brand or mission

**Relationships:**
- Improvement in or establishment of relationships
- Changes in the health and strength of your relationships with stakeholders

**Behavior:**
- Increases in specific actions, such as attendance, donations, volunteerism, or memberships
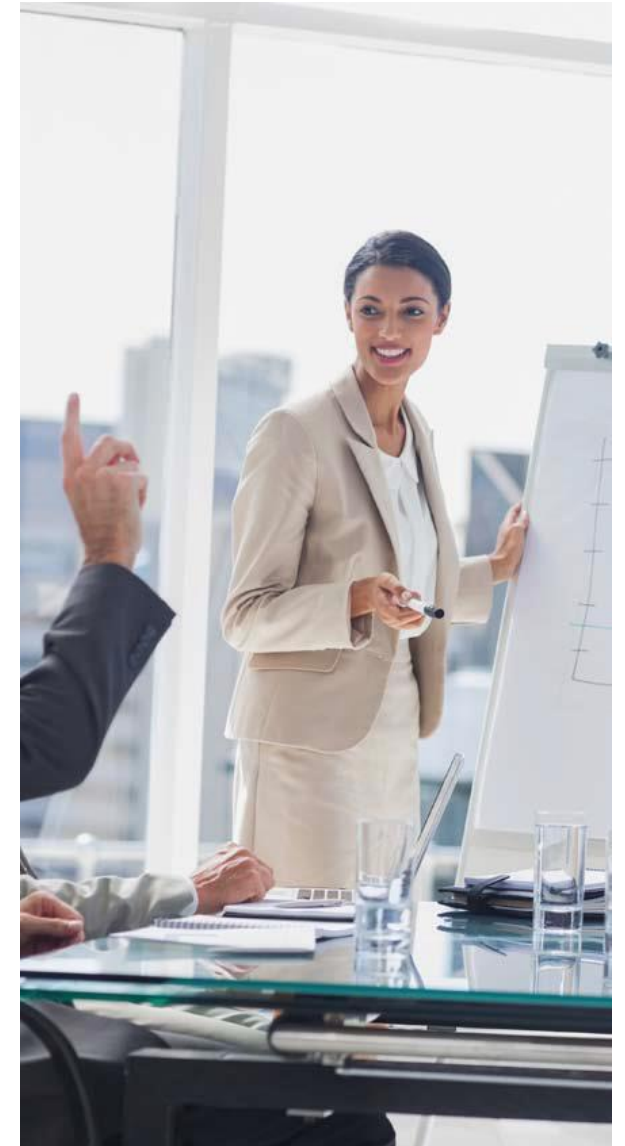
It is crucial to understand what role PR/Comms or social media or whatever you do plays in growing the business. That requires a conversation between senior management, marketing, sales, and the PR/Comms team to make sure that expectations are agreed upon by everyone. **Specifically, how do they think you or your department contributes to a sale or a desired outcome?** Once you've had that conversation, you can figure out how to assign or attribute value.

**Behavior**—If your expected contribution objectives fall into the Behavior category and involves generating sales, then you can track sales from specific PR/Comms events with **unique URLs that will record traffic back to a PR page or site**. You can also use a **customer relationship management system** to track leads that come in through PR/Comms or social media or a specific event. **Non-profits can frequently tie PR/Comms efforts back to donations and volunteerism,** but you need to set the **system up to track it *before* you begin your program.**

**Brand or Relationship**—However, if your definition of success falls into the Brand or Relationship categories, then chances are **you won't be able to put a short term monetary value on your programs.** Changes in perceptions or relationships have monetary implications **over a longer term, and are typically measured by lower costs of doing business, lower turnover, higher retention, shortened sales cycles**, etc. (See Fussell, et al.) Again, it's all measurable and quantifiable, but you need to put the system in place **before** you begin.
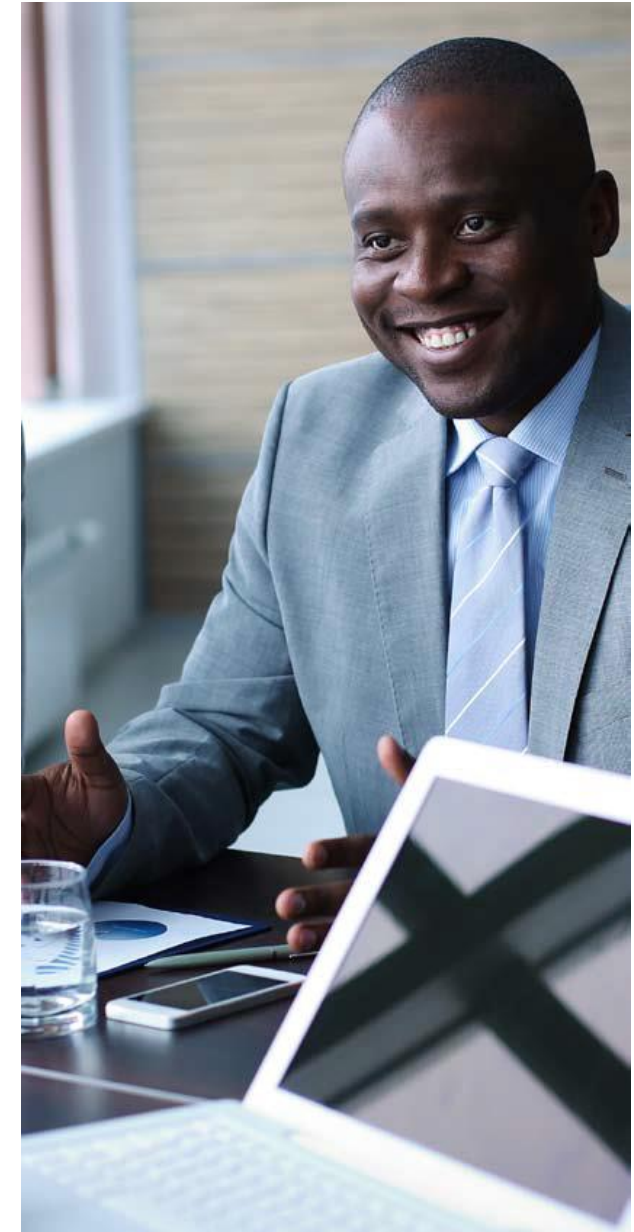
- Your first step should be to check with your market research department. If you don't have one, check with finance, marketing, or sales.
- Chances are they'll have most of the data you need. And it's very possible that they already have some metrics or a marketing mix model in place.
- But, if they lack any valid data from PR or social media, then they are probably attributing all success to paid marketing efforts or advertising.

**What specific social media metrics are the most important to measure?**

- **Only those metrics that contribute to sales, cost reduction, company image or greater efficiency.**

- The rest are probably vanity metrics that track your popularity, but that don't connect your efforts to a business objective. (See Anderson, et al., 2009)
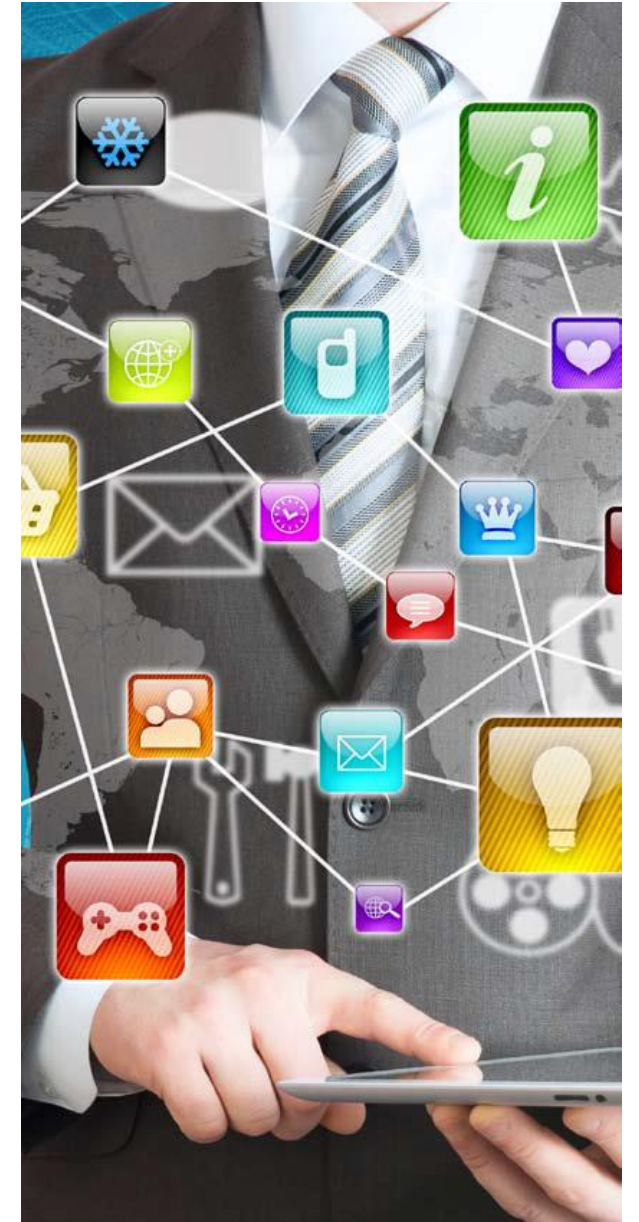
# How to Define the Right Metrics

- The fourth step in the journey to great measurement is to **define and get consensus** among senior leadership, departments, and your team on **what metrics you will use.**

- **Key performance indicators (KPIs)** are charting progress toward your **SMART objectives**. There are hundreds, if not thousands, of metrics you could collect, so you have to decide on a small handful that will be most informative.

- The important thing to remember about KPIs is that you become what you measure, so they have to be **meaningful, actionable, and relevant.**

- KPIs should fall naturally out of our earlier lessons about **goals** and **stakeholder** groups.

- **It is just a matter of translating your priorities and goals into a number you can calculate.**

- Measurement is a **comparative** tool. You don't know if your results are good or bad unless you can put them into context, either looking at them **over time, or in comparison to a peer group.**

- If you are using **past performance** as a benchmark, ideally you would use a **full year.**
- If a full year's worth of data is not available, you should have a **minimum of three months worth to benchmark against**.

- The most important entity to measure against is whatever keeps your bosses up at night.

- **What makes a perfect metric?**

The perfect metric meets the following criteria:
- It's actionable
- It's there when you need it
- It's specific
- It continuously improves your processes
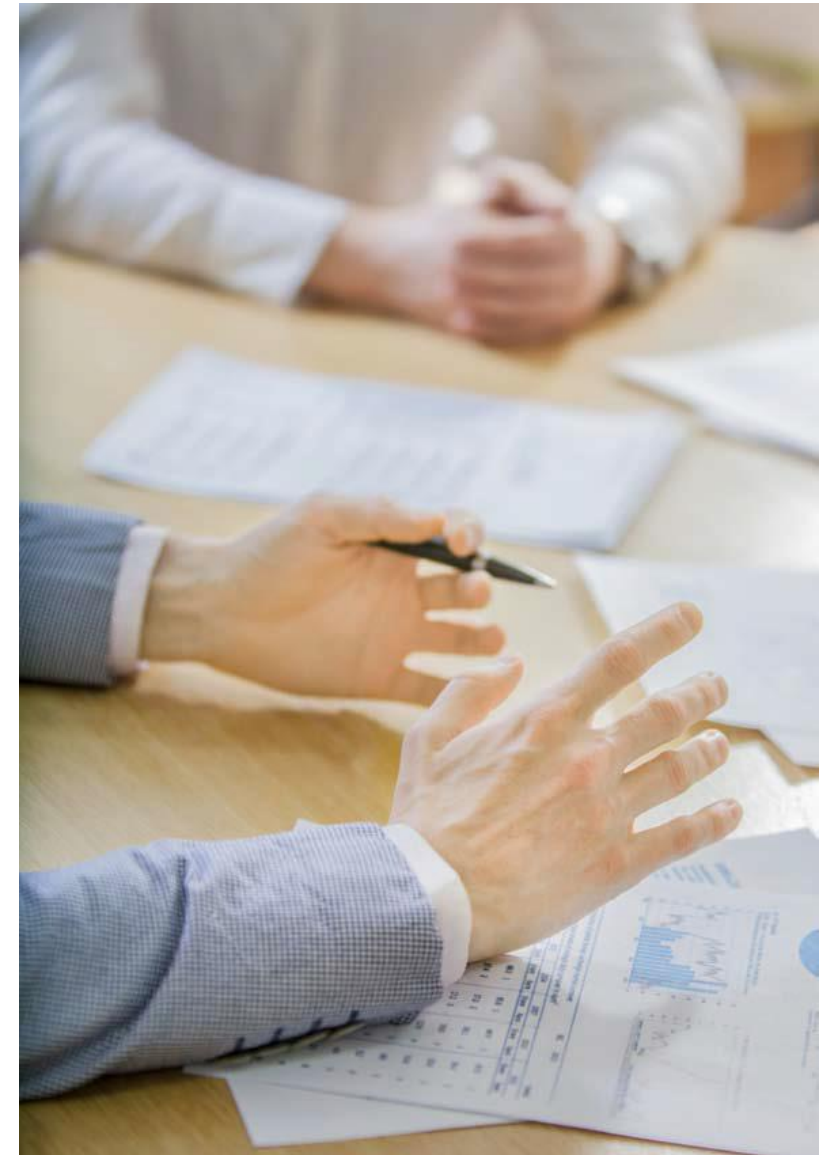
For **non-profits**:
- Percentage increase in donations
- Percentage increase in new donors or members
- Percentage increase in awareness of the cause/mission
- Percentage increase in volunteers
- Percentage increase in likelihood to act/ advocate on behalf of the cause/mission

For **Business-to-Business B2B or Business-to-Consumer B2C:**
- Percentage reduction in cost per lead
- Percentage reduction in cost per customer acquired
- Percentage increase in **awareness of the brand/product**
- Percentage likely to recommend
- Percentage **increase in understanding/belief in key positioning or messages**
- Percentage **increase in share of voice** relative to the competition
- Percentage increase in downloads of white papers
- Percentage increase in the marketable universe
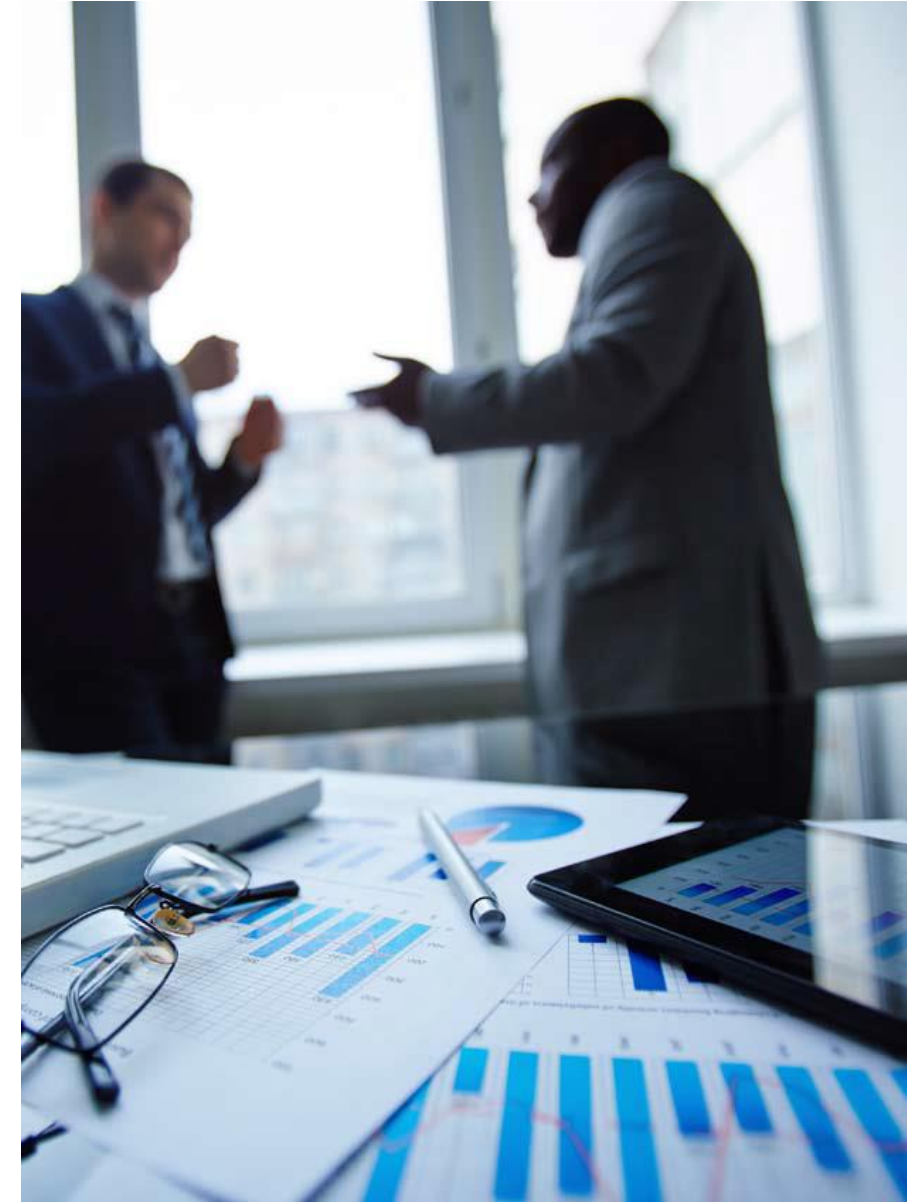
For **social media**, typical KPIs are:

- Percentage increase in **reputation** on social network

- Percentage increase in **conversions** on your website or social network

- Percentage increase in desirable **share of voice or** conversations ("desirable" can mean a positive tone or favorable positioning)

- Increase in the percentage of likes or followers that are actively **engaging** with our brand – i.e. sharing, liking or commenting

- Percentage increase in number of conversations expressing **support** for the cause

- Percentage increase in conversations that contain **your key messages**
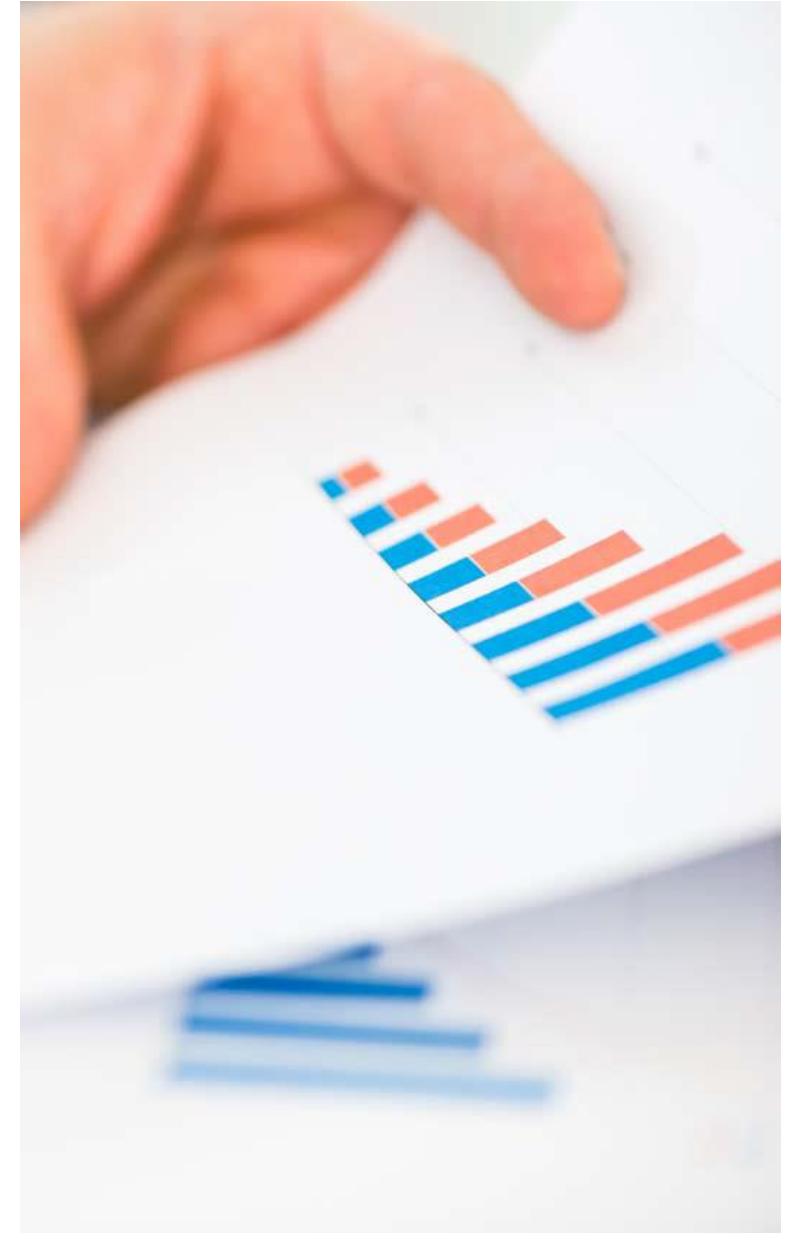
- **Reach** is something of an anachronism in today's world. Increasingly, major brands are **skeptical about the reach numbers** promoted by various pages, platforms, and media outlets.

- Standard definitions of reach are the following.
  - For **television**, they are based on Nielsen ratings, which provide Gross Rating Points (GRPs), calculated as a percentage of the total population that might have seen your brand or message.
  - For **print**, they are based on subscriber surveys or chartered agencies (Audipress, Alexa,…).

- In online world it's almost impossible to determine how many people truly had an **opportunity to see** your messages.

- In practice, measuring reach today **depends heavily on the methodologies of individual tools** and solutions applied to the task.

- **Results will vary.** All methods available to calculate reach today are inherently flawed because of their **inability to precisely determine unique individuals across social platforms, devices, and media**.
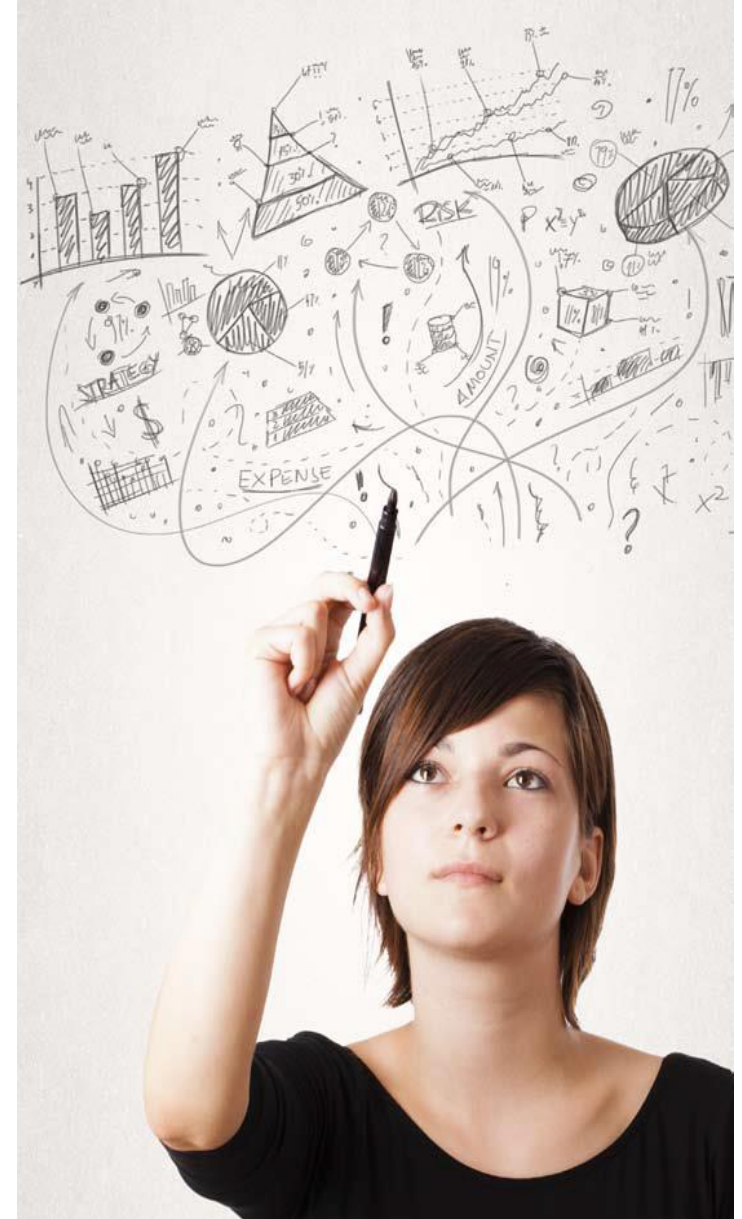
- **Reach** can also be defined as:

A measure of the unique individuals (audience) who had the potential or opportunity to see an item about your organization.

- **Impressions** measure Reach and not viceversa.

- **Reach** is the number of people who may have seen your content, while **impressions** are the total number of times your content was displayed to people.

- say tomorrow you publish two Tweets to the same 100 followers. Your reach is still 100 users because your follower count didn't change. However, now you have 200 impressions. Why? Because every single one of your 100 followers saw both Tweets you published.



Reach   vs   Impressions
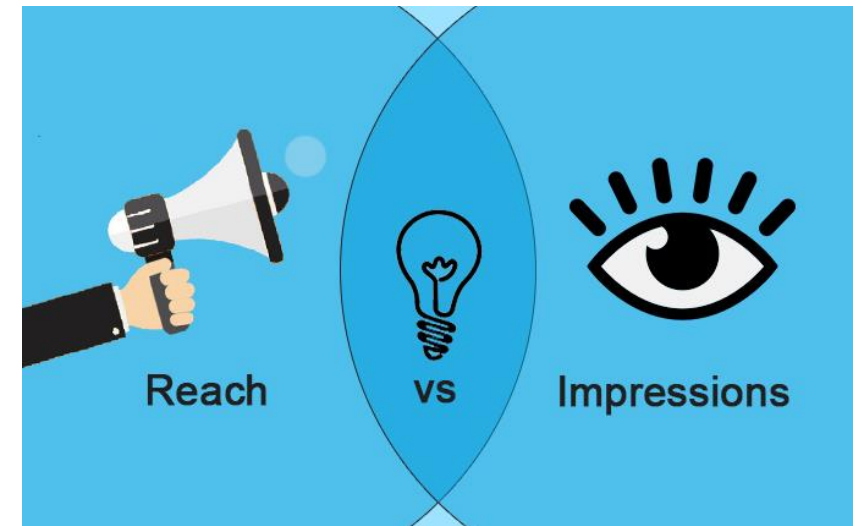
- **ROI, or Return On Investment**, is a commonly used and misused expression of the **effectiveness of programs**.

- First, we need to be specific about the definition of ROI. In recent years there have been a number of pseudo-redefinitions of ROI, from "**return on influence**," to "**return on intimacy**," to "**return on ignorance**."

- None of them will be taken seriously in a board room. *Let's be clear:* ROI is the abbreviation for a business term, **return on investment**.

- DuPont created it in the 1920s as a **financial measure**, and Alfred Sloan used it to make General Motors manageable.

- ROI is calculated by subtracting the cost of an investment from the gain of an investment and dividing that by the cost of the investment. ROI is commonly expressed **as a percentage**. The equation looks like this:

$$ROI = (R - I) / I$$

where R = return and I = investment
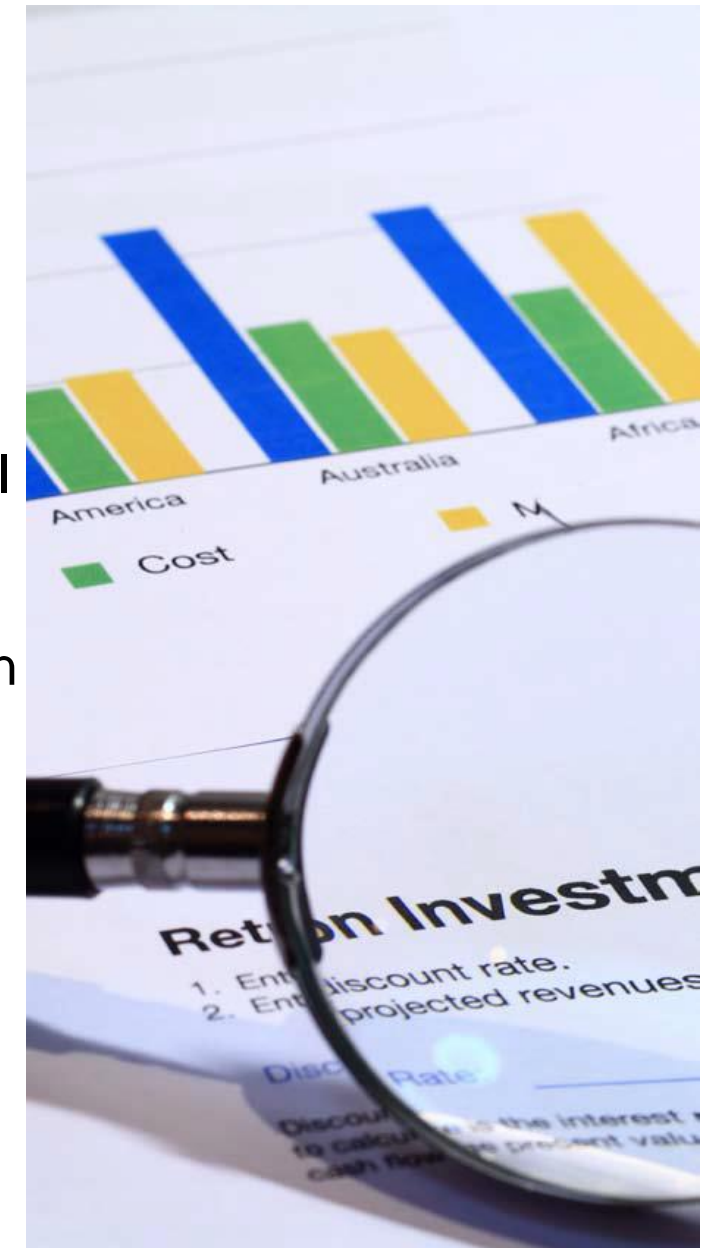
- The calculated ROI takes into account **not only whether the effort generated a profit** but what that profit was **relative** to the assets it took to generate it.

- A major advantage of using ROI to express the success of a project is that it allows **direct comparison to the financial success** of other projects.

- If you have the requisite data you can calculate **the ROI via costs savings** such as:
  - Lower legal costs
  - Faster time to implementation
  - Shorter time to sales close

- A far more useful and accurate metric might be a **cost/benefit or efficiency metric**.

- So for example, if the goal is to **generate leads**, what did it cost you to increase your marketable universe via PR vs. social media vs. email marketing?
- If the goal is **message communication**, then you can calculate the cost per message communicated.
- In other words, what does it cost you to communicate a message via PR or social media **compared to online advertising or a TV commercial**?

**How do I know which metric to use?**
- The right metric **is one that accurately measures your activity's impact on the goal.** So, for example, you might use a table like this one aside:

| Goal | Action | Activity Metric | Outcome Metric |
|---|---|---|---|
| Increase the marketable universe | Conduct an online contest | Number of entries | Increase (or percent increase) in size of marketable universe |
| Increase awareness of our brand in the new marketplace | Blogger outreach program | Percent exposure of our key messages, or Percent increase in our share of voice in that marketplace | Percent increase in people aware of our brand |

- Remember to be clear about what is a measure of your *activity* vs. a measure of your *overall progress* toward your ultimate goal.

- **Share of Voice** is calculated as a percentage of the universe of items studied.

- For example, **Share of Positive Voice** is calculated as: The percentage of all the positive conversations about a topic or within an industry that are about the company being studied.

- If you are restricting coverage to **Top Tier media only**, share of voice would be the share of all coverage of all competitors in the industry that is about a particular company. For example, if there are 10,000 negative postings/stories/items found in April and 1000 of them mentioned Acme Corp, Acme Corp's share of negative conversation would be 10%.
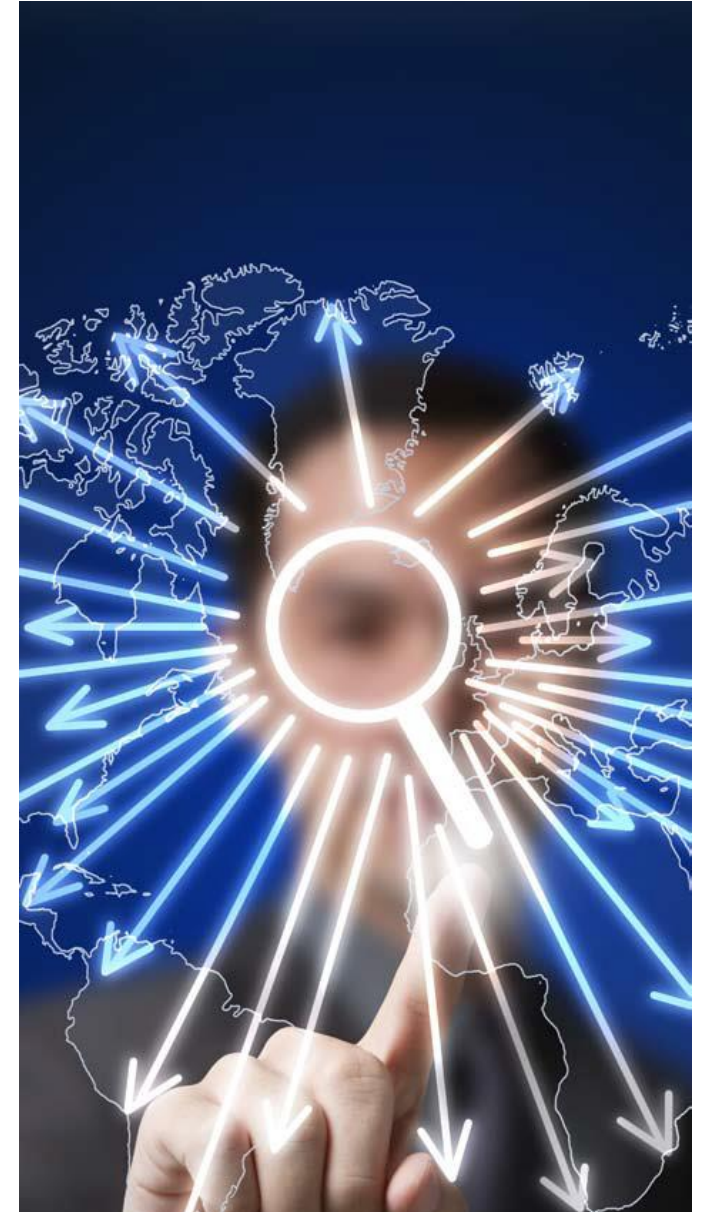
# CASE STUDY FROM A LOCAL AGENCY MEASURING PR IMPACT

## THE FRAMEWORK FOR A DATA-DRIVEN STRATEGY

SystemA, Rome

# Media monitoring service: what is it?

Media monitoring service

From Wikipedia, the free encyclopedia

A **media monitoring service**, a **press clipping service** or a **clipping service** as known in earlier times, provides clients with copies of media content, which is of specific interest to them and subject to changing demand; what they provide may include documentation, content, analysis, or editorial opinion,

(An easier definition):

It is one of the methods that help businesses measure how many times a certain company has been mentioned in either print, broadcast, or online media. These last include online editions of newspapers, social media, news sites, newsletters, blogs.

# What we used to do 20 years ago...

Press Clippings in the past:

# ...and what we do today

Digital Press Clippings (and much more):

# Daily and on demand support

The focus is on customizing monitoring and reporting to meet the clients' needs with tailored services
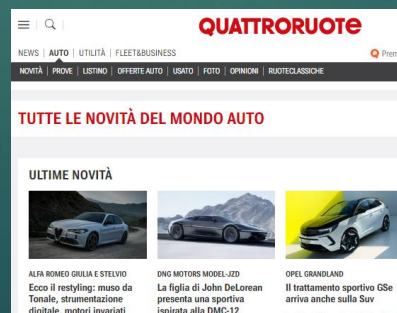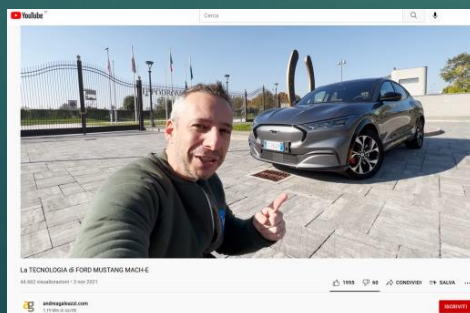
# Why is media monitoring so important?



- Helps to measure the effectiveness of PR or marketing efforts

- Helps stay up to date with all mentions of a company

- Helps to improve public relations

- Helps to check the brand reputation of a company

- Helps to measure brand awareness

# The importance of a data-driven strategy



Let's get started to create a useful database

Which elements of an article would you consider as essential?

# Collecting data: Coverage

| PUBLICATION | TYPE | MEDIA CHANNEL | DATE | TITLE | TOPIC | CAR LINE | VERSION | EVENT | INTERVIEWEE | JOURNAL. | PAGES | TV TIME | LINK | AVE | REACH | EDITORIAL GROUP |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Leggo.It | WQ | WEB | 01/04/22 | Mazda, ottima la prima. debutta l'ammiraglia cx-60, ecologia e sport | Event | CX-60 | CX-60 PHEV | Roma | | Mattia Eccheli | | | https://motori.leggo.it/ | 5.973,56 | 119.952 | Caltagirone |
| MACCHINE MOTORI | M | PRINT | 01/04/22 | Ritorno alle origini | Corporate | | | Motori Skyactiv | | | 2,5 | | https://www.system- | 4.500,00 | 5.000 | |
| MIA AUTO | M | PRINT | 01/04/22 | La berlinetta si rimette la divisa | Corporate | | | Cosmo Sport | | Filippo Einaudi | | | https://www.system- | 1.191,47 | 110.000 | |
| MIA AUTO | M | PRINT | 01/04/22 | Mazda CX-5 MY22 | Event | CX-5 | CX-5 | Barcellona | | Roberto Tagliabue | 3,1 | | https://www.system- | 47.275,00 | 110.000 | |
| MIA AUTO | M | PRINT | 01/04/22 | Mazda2 per due | Event | Mazda2 | Mazda2 Hybrid | Barcellona | | Roberto Tagliabue | 1,0 | | https://www.system- | 15.500,00 | 110.000 | |
| Motor1 Italia Youtube | WM | VIDEO - WEB | 01/04/22 | Perché la CX-60 è la più premium delle Mazda | Event | CX-60 | CX-60 PHEV | Roma | | A. Aimar | | 00:05:29 | https://www.system- | 18.585,00 | 658.481 | |
| Motor1.com | WM | WEB | 01/04/22 | La cx-60 è la più premium delle mazda: ecco perché | Event | CX-60 | CX-60 PHEV | Roma | | Antonio Aimar | | | https://it.motor1.com/ | 20.704,38 | 916.350 | |
| Motor1.com Videos | WM | VIDEO - WEB | 01/04/22 | Perché la CX-60 è la più premium delle Mazda | Event | CX-60 | CX-60 PHEV | Roma | | A. Aimar | | 00:05:29 | https://www.system- | 20.704,38 | 916.350 | |
| QUATTRORUOTE | M | PRINT | 01/04/22 | Alla spina controcorrente | Event | CX-60 | CX-60 PHEV | Pre-World Premiere | | Luca Cereda | 3,0 | | https://www.system- | 90.000,00 | 141.131 | Domus |
| QUATTRORUOTE | M | PRINT | 01/04/22 | Autonotizie | Product | CX-60 | CX-60 | | | | | | https://www.system- | 217,86 | 141.131 | Domus |
| QUATTRORUOTE | M | PRINT | 01/04/22 | Anteprima (Fleet&Business) | Product | CX-60 | CX-60 | | | | | | https://www.system- | | 141.131 | Domus |
| TUTTOFUORISTRADA | M | PRINT | 01/04/22 | 4x4 e sicurezza | Product | CX-5, CX-30 | CX-5, CX-30 | Crash Test | | | | | | | 8.000 | |
| Tuttotek.It | WV | WEB | 01/04/22 | Migliori auto nuove economiche sotto 20.000 euro, aprile 2022 | Product | Mazda2 | Mazda2 | | | | | | | | 0.130 | |
| Tuttotek.It | WV | WEB | 01/04/22 | Migliori auto ibride da acquistare, aprile 2022 | Product | Mazda3 | Mazda3 | | | | | | | | 0.130 | |
| Twitter Il Messaggero | SOC | SOCIAL | 01/04/22 | Mazda, ottima la prima. Debutta l'ammiraglia CX-60, ecologia e sport | Event | CX-60 | CX-60 PHEV | Roma | | | | | | | 6.864 | Caltagirone |

| MEDIA CHANNEL | N° | | AVE | REACH |
|---|---|---|---|---|
| PRINT | 245 | I | 8.088.472,89 | 19.617.085 |
| RADIO-VIDEO-VIDEO WEB | 241 | I | 2.591.752,28 | 63.142.600 |
| WEB | 1.242 | I | 10.281.177,69 | 447.838.178 |
| SOCIAL | 530 | I | 2.432.534,07 | 96.562.472 |
| TOTAL | 2.258 | I | 23.393.936,93 | 627.160.335 |

# Collecting data: Coverage

The number of mentions captures the voice your PR work is creating in the market. As you record and graph this number, you can capture the volume of your signal. In three to six months, you'll be able to show a chart of concrete numbers to which you can tie success by showing an up-and-to-the-right trend.
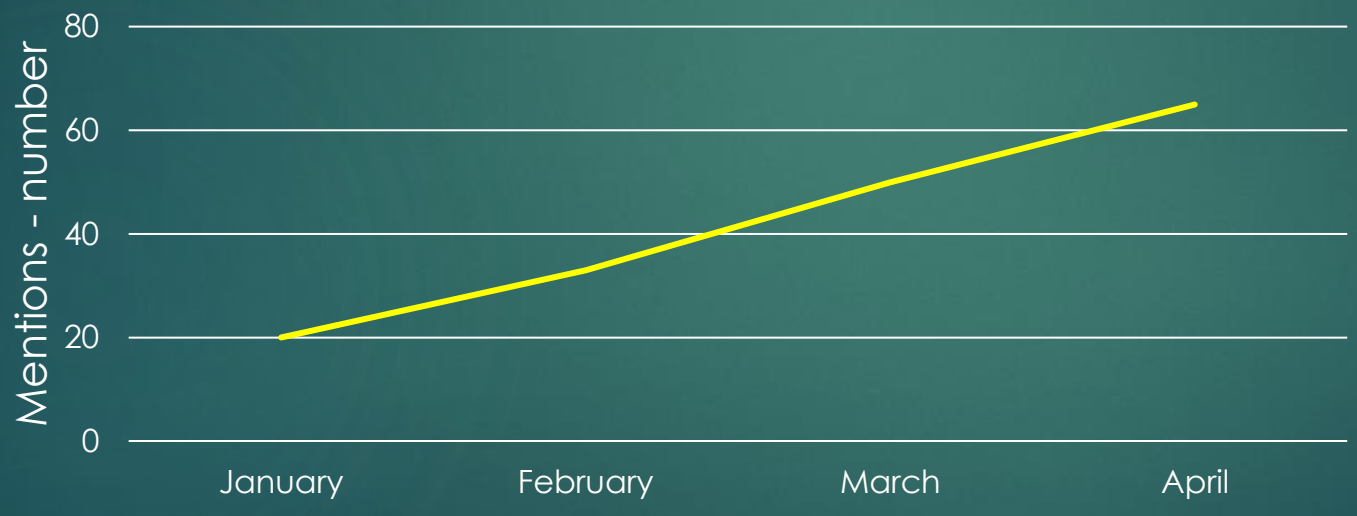
# Collecting data: Coverage

Or the contrary, of course. There is a concrete possibility things are not going the direction you want: you have to understand the strengths and the weaknesses of your work.
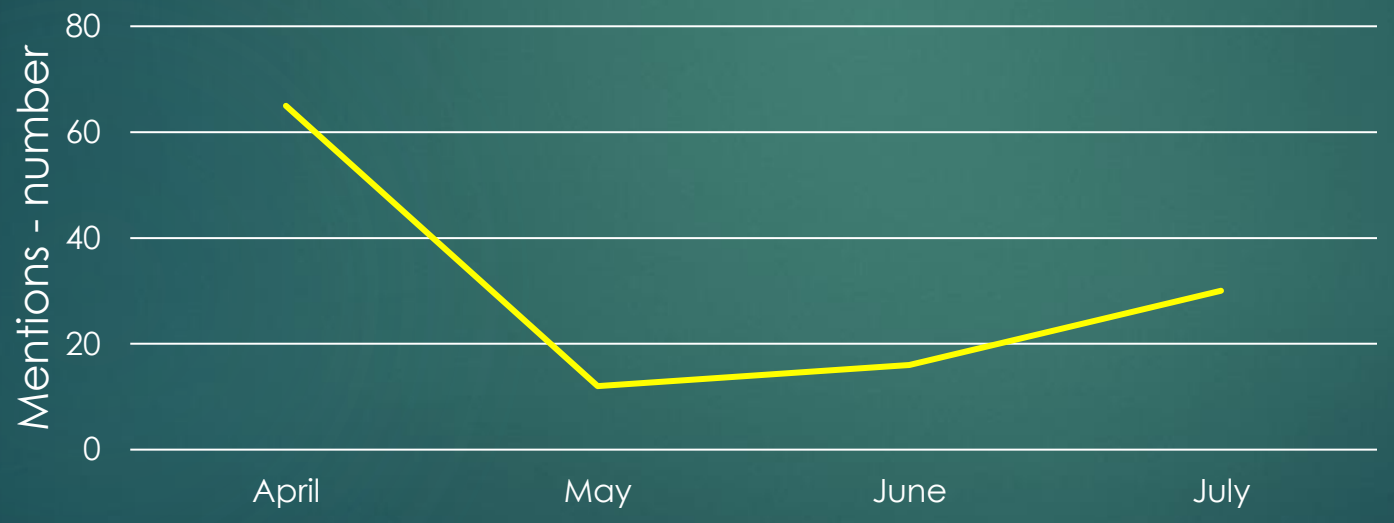
# Analysing data through metrics: Reach

As a PR pro, or a media agency, you should know the importance of each publication that is interesting for your specific field of work. Find the Reach or **readership** of them and if they hit the company target. Use tools like ADS (Certified Print Circulation), Audiweb, Auditel, Similarweb for this.

# Analysing data through metrics: Social M.

You'll also need to know how Social Media are to be evaluated in your field of work. This is important also to find influencers that can enhance the communication actions of your office. MediaToolKit is a useful platform for this.
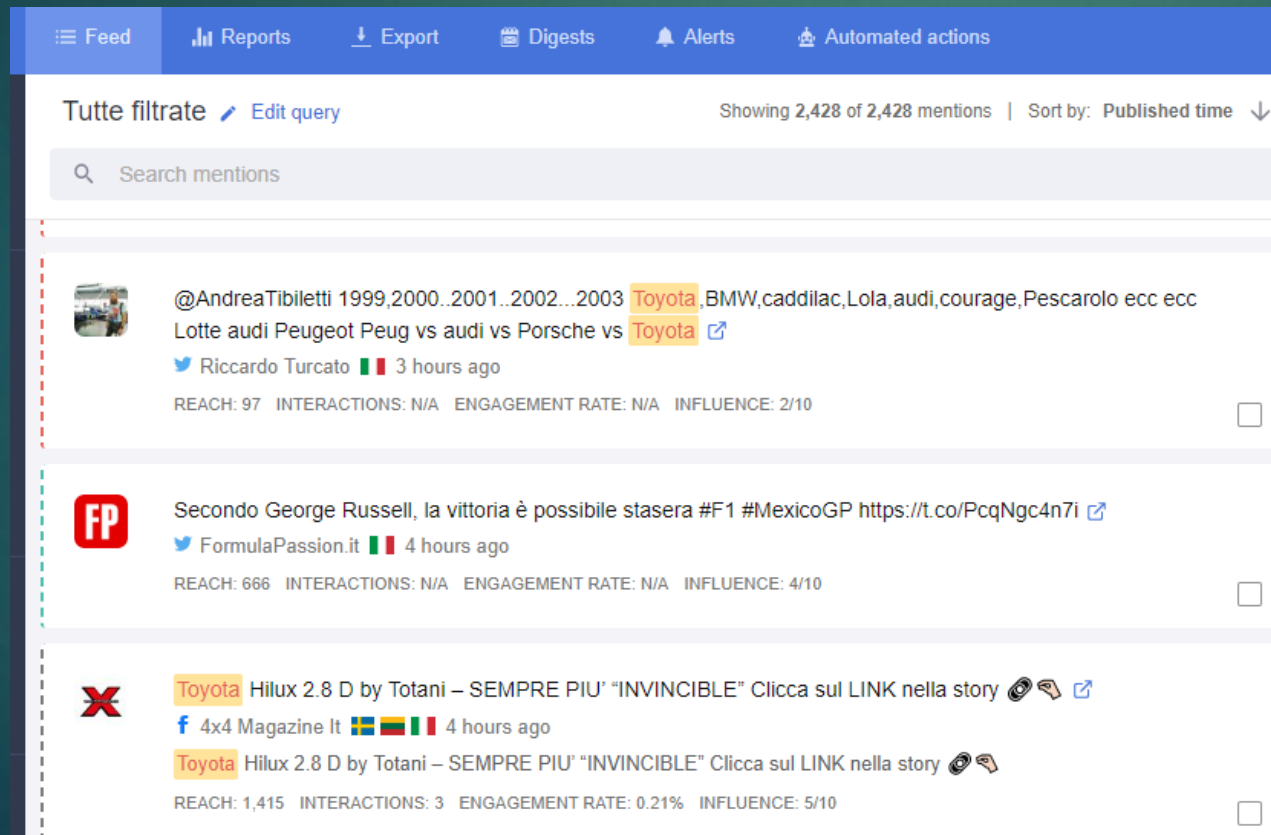
# Analysing data through metrics: SoV

You can also evaluate the **share of voice** versus competitors by counting their mentions, and benchmarking your data against theirs.
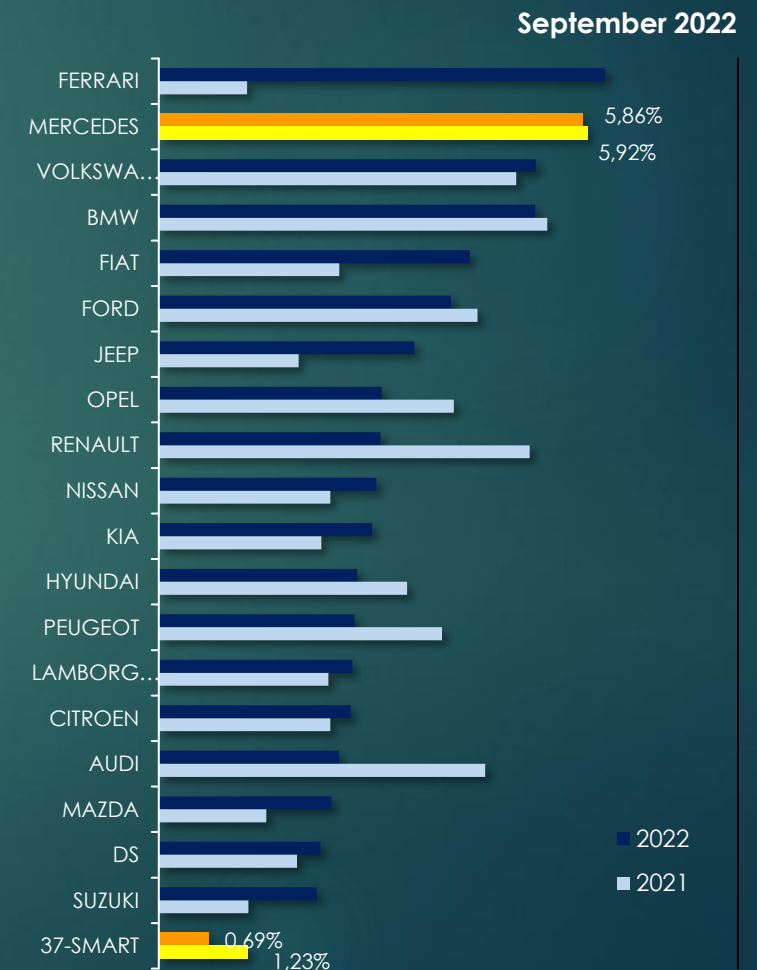
| January-June 2022 | | Mentions | Share of Voice | Vs. 2021 |
|---|---|---|---|---|
| 1 | FIAT | 991 | 8,0% | -9,7% |
| 2 | VOLKSWAGEN | 710 | 5,8% | +8,2% |
| 3 | AUDI | 558 | 4,5% | +2,8% |
| 4 | MERCEDES | 648 | 5,3% | +14,9% |
| 5 | FERRARI | 384 | 3,1% | +0,3% |
| 6 | BMW | 528 | 4,3% | +13,5% |
| 7 | TOYOTA | 439 | 3,6% | -15,5% |
| 8 | OPEL | 444 | 3,6% | -34,5% |
| 9 | ALFA ROMEO | 403 | 3,3% | -19,6% |
| 10 | PEUGEOT | 493 | 4,0% | -4,6% |

**September 2022**



FERRARI
MERCEDES — 5,86% / 5,92%
VOLKSWA...
BMW
FIAT
FORD
JEEP
OPEL
RENAULT
NISSAN
KIA
HYUNDAI
PEUGEOT
LAMBORG...
CITROEN
AUDI
MAZDA
DS
SUZUKI
37-SMART — 0,69% / 1,23%

■ 2022
■ 2021

# Analysing data through metrics: Tonality

The Qualitative Content Analysys (Tonality) analyzes the quality of media coverage. You can provide for the analysis of your competitors, so as to build a benchmark able to verify the actual positioning of your brand and the products in your market.



DESIGN

QUALITY
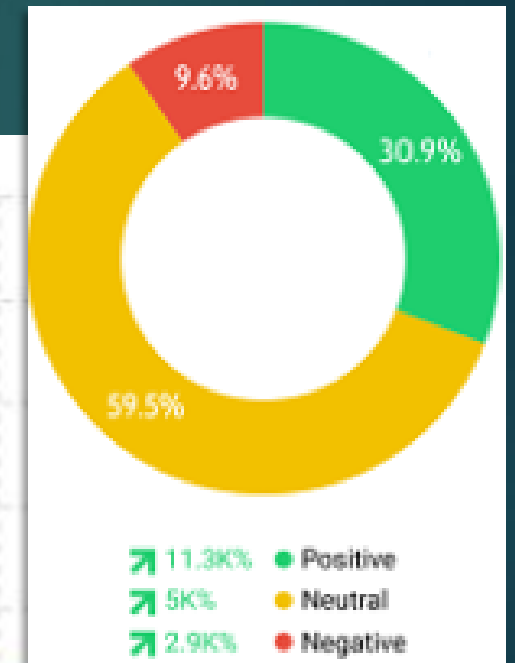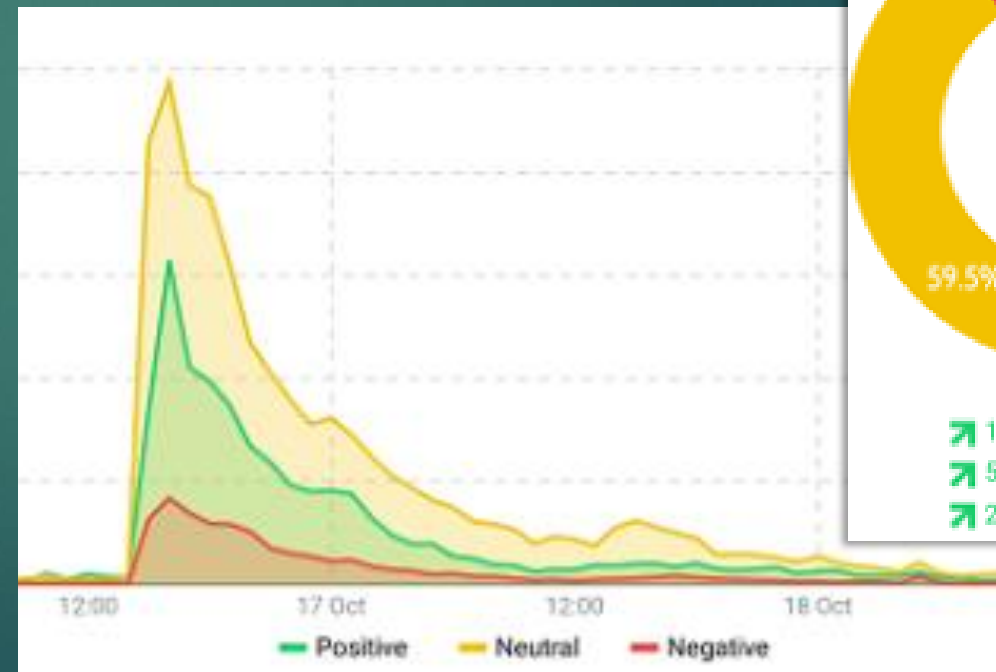
# Analysing data through metrics: AVE

For **Print**, the Advertising Value Equivalent is assigned according to the **real space occupied;**
For **TV**, it is based on the broadcast of product in terms of **seconds;**
For **Web**, it is calculated on the basis of visibility (**Daily/Monthly Unique Audience)** linked to a **CPM (cost per thousand advertising impressions metric);**
For **Social Media**, it is estimated on the number of **followers**.

# Reporting data: Dashboard design

If information is important, it deserves to be properly communicated, and effective dashboard design is critical in order to ensure the insights you have gleaned from your big data is conveyed in a proper way.
Remember… less is (generally) more ☺



"After careful consideration of all 437 charts, graphs, and metrics, I've decided to throw up my hands, hit the liquor store, and get snockered. Who's with me?!"
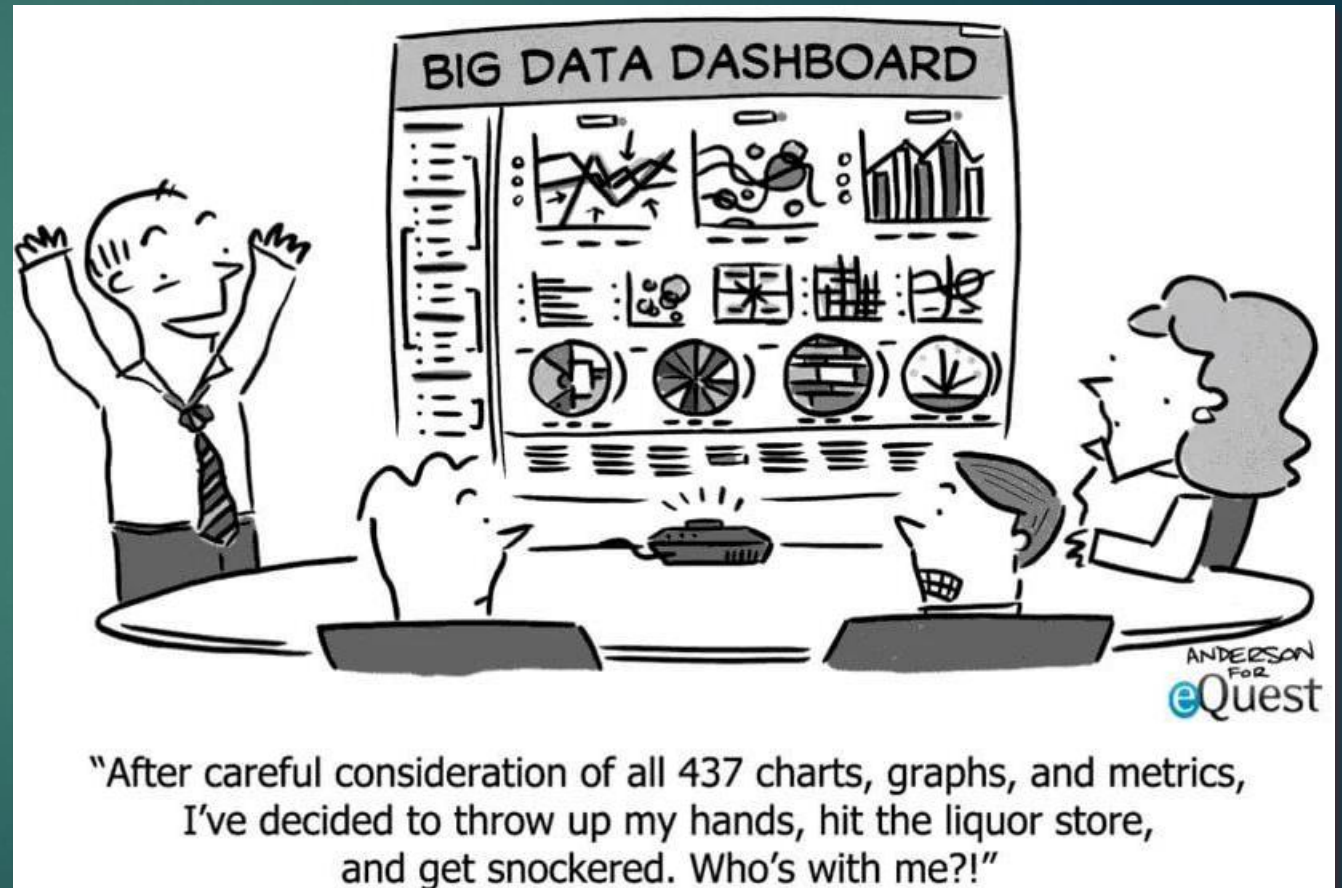
# Reporting data: Real data examples



**2-year Report**
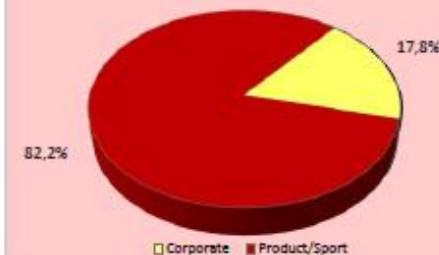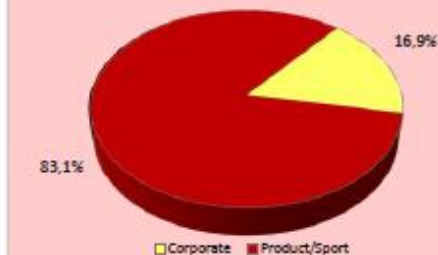
# Reporting data: Real data examples

**Tonality+ Word-cloud**

# Reporting data: Real data examples

**Competitors' analysis**



Quattroruote October

The **Skoda** brand will celebrate its 100ᵗʰ anniversary in 2025. Its models have always evolved, while maintaining the core values. It now wants to appeal also to younger drivers.

It is difficult to find a clear and unique definition of the brand throughout its history. Now there is a drastic restyling that goes from a new logo to the design to the electrification of the range.

The **new styling** will influence the entire Bohemian range, including the models with combustion engines.

The *fil rouge* linking the models since 1925 is the concept of pragmatism that offers practicality and content with a refined sobriety.

*'Modern solid'* is the claim of the new Skoda: clean, minimalist design, large and smooth surfaces, simple upholstery, recycled and recyclable materials.

**Three electric models** are on the horizon: the production version of the top-of-the-line Vision 75 sport utility concept (due in 2026), a compact crossover, matching the VW ID.1 and the Cupra Urban Rebel (2026), and the Elroq medium SUV (2024).

# 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!
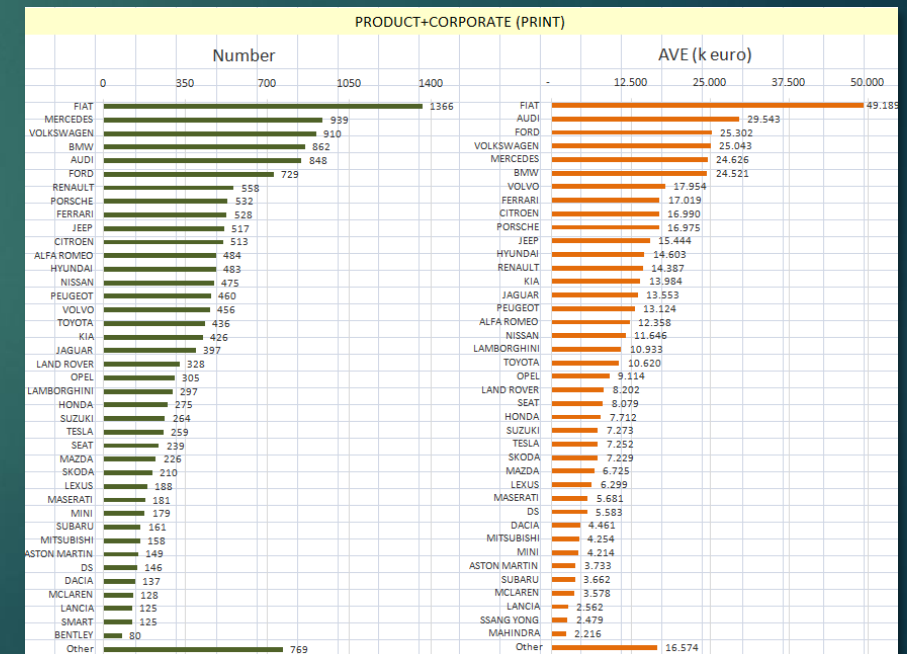
## EXERCISE

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 |

# APPENDIX: COMMUNICATIONS REPORTING AGENDA

- Executive Summary

    - Media Analysis

    - Best News & Best Quotes

    - Media Guests Outcome & Results

**Key Messages**
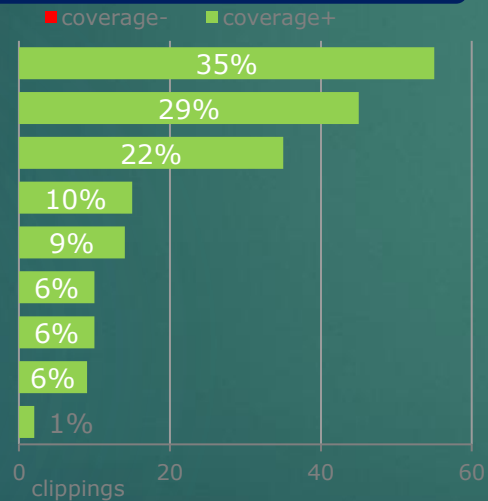
- Xxxx
- Xxxxx
- Xxxxx
- xxxxxx
- xxxxx

**XX Hosted Media**

Xxxx

Xxx

Xxxxx

Xxxx

**Topics on Clippings**

■ coverage-　■ coverage+

| | |
|---|---|
| 35% | |
| 29% | |
| 22% | |
| 10% | |
| 9% | |
| 6% | |
| 6% | |
| 6% | |
| 1% | |

0　　20　　40　　60
clippings

*\* the percentage refers to each topic's occurrences compared to total clippings*

**Overview**

**Coverage xxx clippings**
**(xx print – xx broadcast – xx web)**

**Reach xx.xM**
**(xM print – xM broadcast – xM web)**
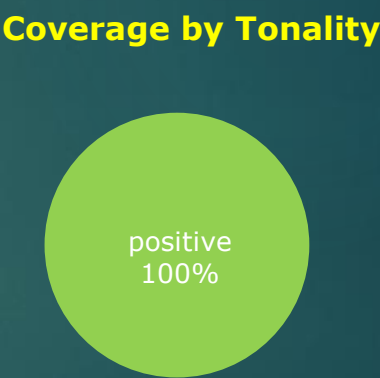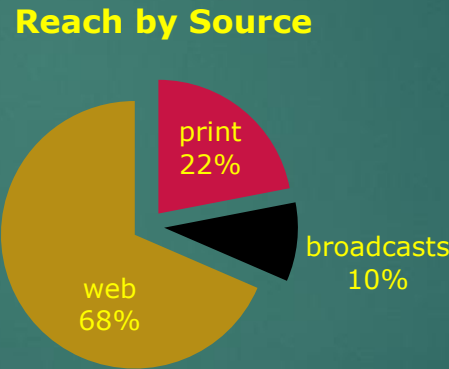
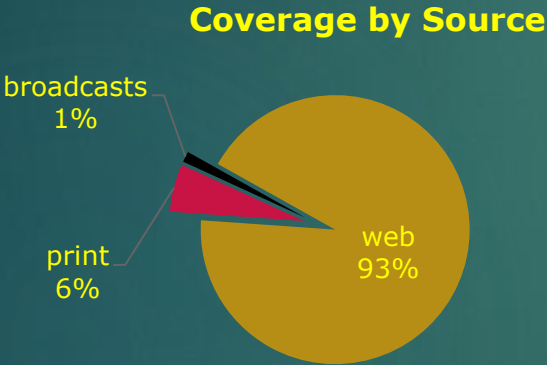**AVE xk€** **(print/broadcast only)**
**(xxk€ print – xk€ broadcast)**

# MEDIA ANALYSIS – OUTPUT & OUTTAKES (example)

| Source | Coverage | Share of Media Mix | Reach | SoR | 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%

# RESULTS (example)

- DETAILED ANALYSIS ON MEDIA CHANNELS' RESULTS
- ANALYSIS OF TONALITY/KEY MESSAGES/BUSINESS UNITS
- etc.

# Thank you