

COMMUNICATIONS METRICS, WEB ANALYTICS & DATA MINING

A.A. 2023/2024

Lesson n. 6

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
9. Gabriela Souza Santos

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
8. Ben Rejeb Sarra
9. Mejri Oumaima

GTREnzo

1. Ugne Vedeikaite
2. Ania Zaskorska
3. **Yari Haagsma**
4. Filip Lybert
5. Elifnaz Sahinci
6. Andrea Berardini
7. Katerina Papamiltiados
8. Bayrem Herzi
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. **Ibrahim 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
9. Ibrahim Bizid
10. Barış Şahin

We excel

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

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
9. Fusco Francesca

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
10. **Ludovica ?**

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

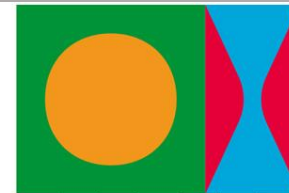
1. Leonardo Parisi
2. Lorenzo Fabris
3. Ludovica Lombardi
4. Flavia Iannini
5. Irene Acerbi
6. Vladyslay Shevchenko
7. Lillian Hagala
8. Bojana Petrusijevic
9. Valerio Spreafico
10. **Doroteja Prvulovic**

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.

Dolce Vita

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



OPEN FUTURE
TOKYO MOTOR SHOW 2019



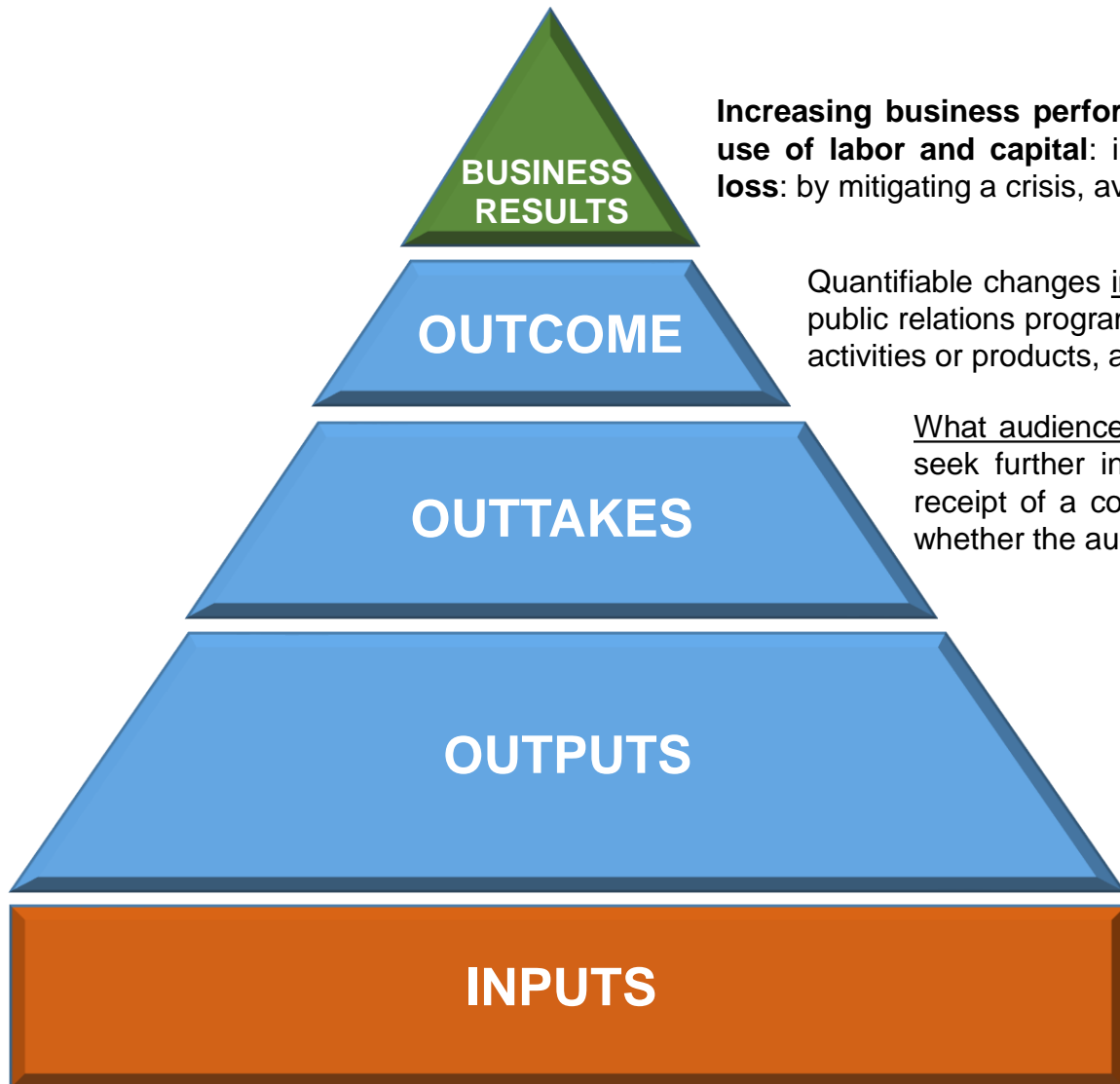
TOKYO MOTOR SHOW 2019

YOUR

RESULTS

COMMUNICATIONS LIFECYCLE

DATA ORIGIN AND SUCCESS



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.

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; the dependent variable in research.

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.

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.

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.

COMPANY PRESENTATION

Maximising data insights:

Optimize communications performance by media analytics
and data trend evaluation.

Amy Chappell

Head of Insights at Vuelio

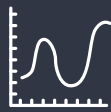


A professional in media communications evaluation and insight for over ten years, after graduating from Cardiff University with a BA in Journalism, she started her career at the international agency PRIME Research (now Cision Insights). Over the years she specialized in communication metrics, media analytics 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.

WELCOME

Today's Expert

Maximising Data Insights



Thank you for coming!



Amy (nee Parry) Chappell

NEXT WEEK:
MARKETING ESPRESSO

18 November, 2023 – 9.00 A. M. – 1.00 P. M.
Room: Aula Pizzardo – Borgo Sant'Angelo 13, Roma

Social Media Key Metrics

Measure what matters from Earned to
Shared Media

SPEAKERS

Alessandro Orsini

Head of Operations, Marketing Espresso

Maria Chiara Cianci

Project Manager, Marketing Espresso

