

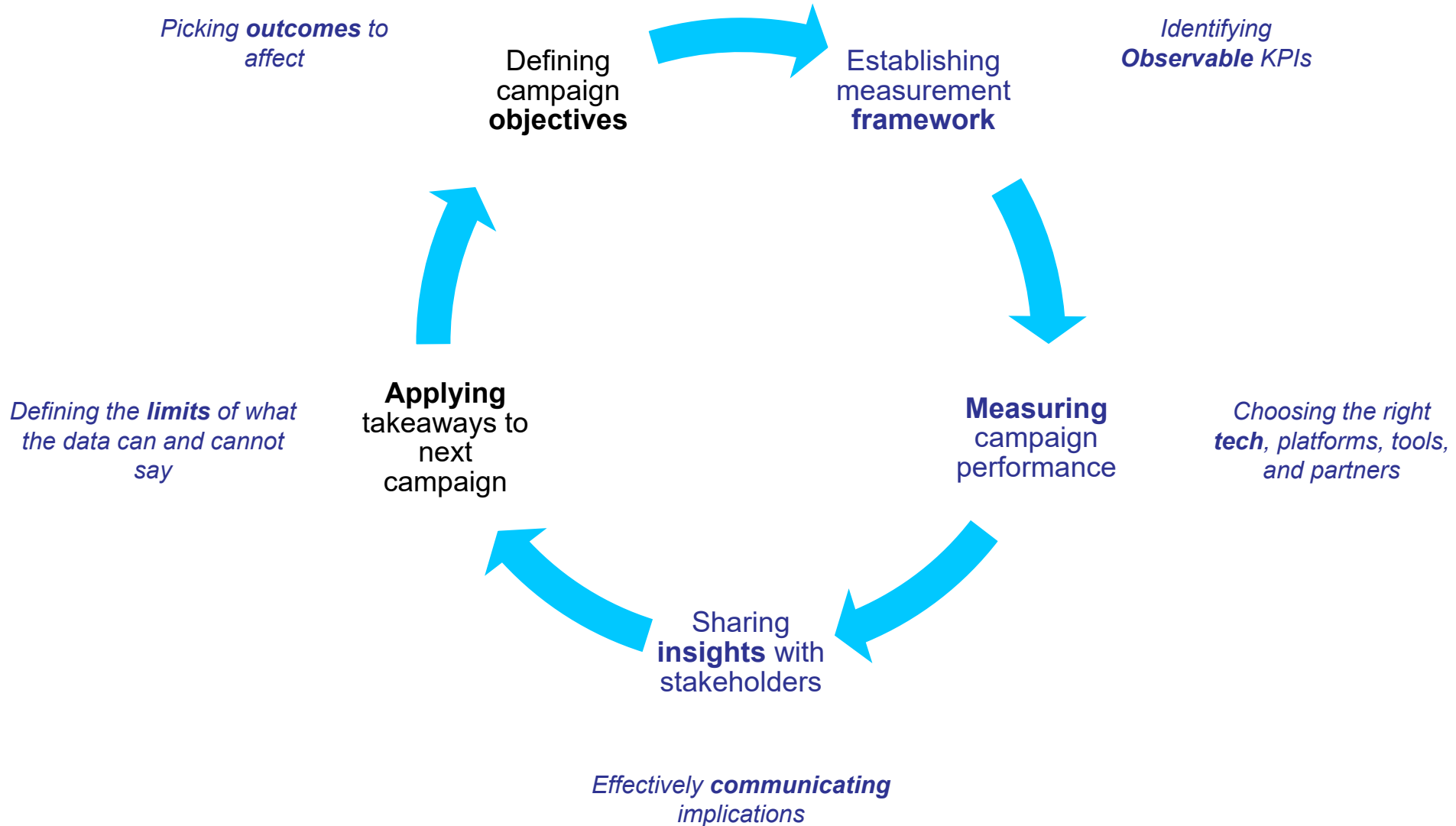
Measuring & Communicating Digital Metrics

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[Powell Tate](#) / Weber Shandwick

Measurement within the digital campaign lifecycle



Balancing what is critical versus what is easy to measure

*Picking **outcomes** to affect*

Defining campaign objectives



Establishing measurement framework

*Identifying **Observable KPIs***

Binary / lots of paths and confounders that could affect singular outcomes



Policy Outcomes

Audience interest and engagement

Awareness

Many ways to measure across many channels (earned, social, owned, web, etc)

From KPIs to a unified measurement **framework**

Picking **outcomes** to affect

Defining campaign objectives



Establishing measurement framework

Identifying **Observable KPIs**

Impact Value

Measuring campaigns through a customized **impact** measurement approach tailored to communications objectives associated with the target customer and key stakeholder journeys to generate a contextualized score



01

VISIBILITY

Did the message achieve scale **and reach** in the right channels?



02

THEMES & TOPICS

Are campaign priority **themes** being mentioned and amplified in media mentions?



03

INTEREST

Was the message relevant?
What was the reaction? Did people express affinity?



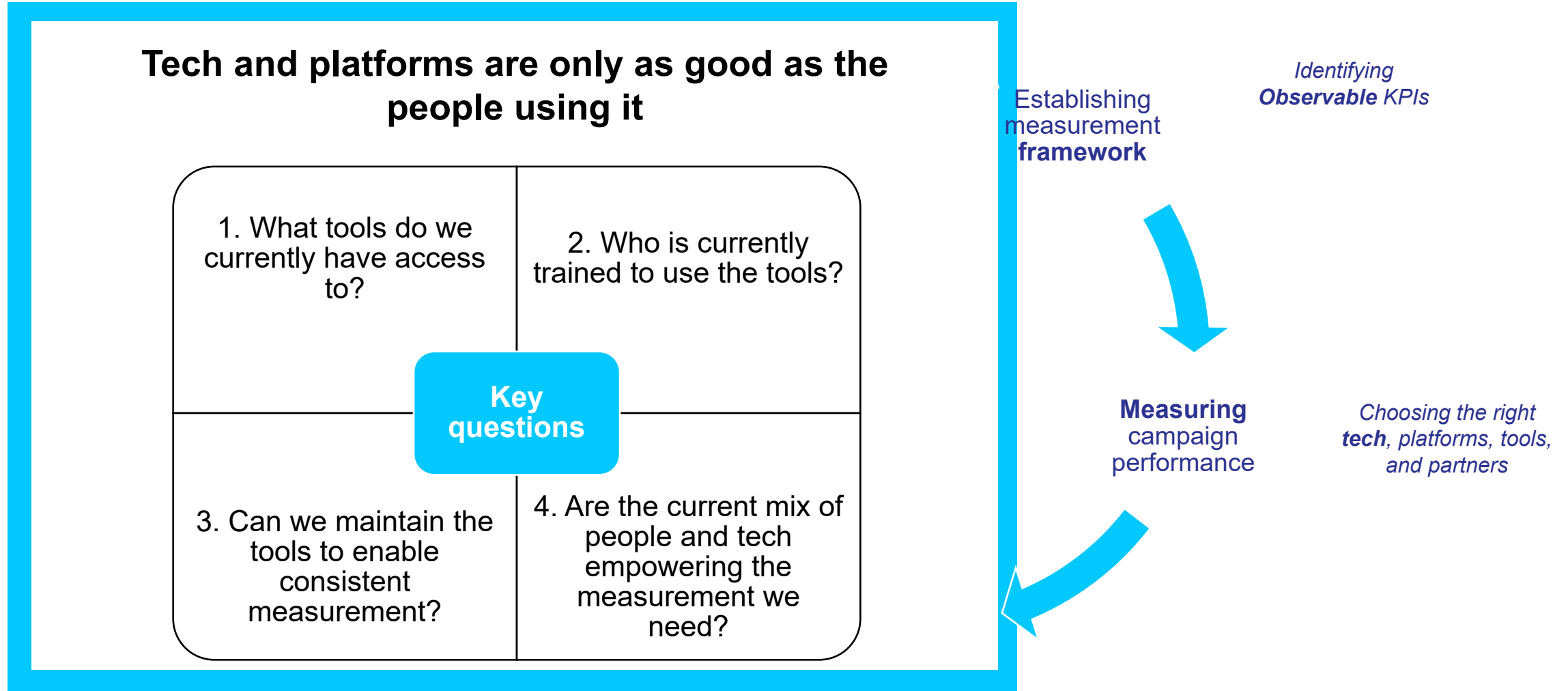
04

ADVOCACY

Did the campaign instigate change? Did the messages travel? Did people take an action?

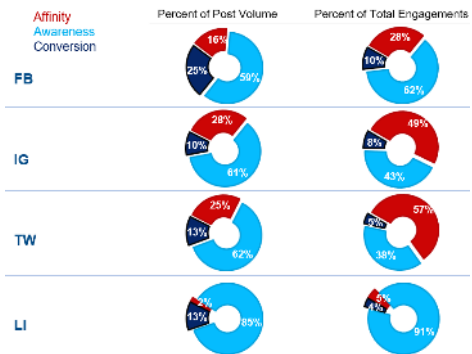
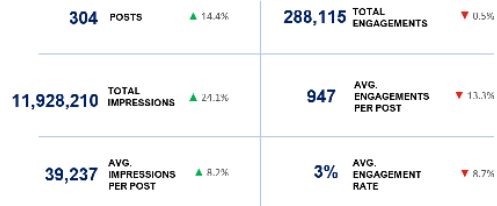


Good **people**, not good tech, is key to effective measurement

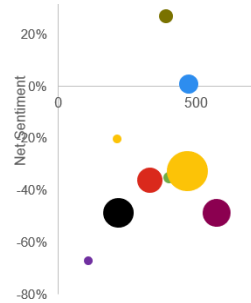


Tradeoffs with in-house teams versus external partners

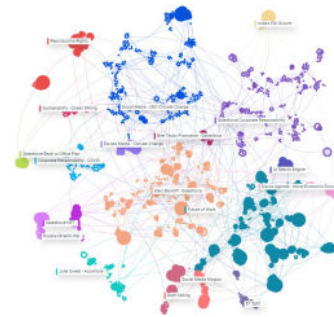
Balancing costs and investment



Optimizing expertise and experience



Leveraging state-of-the-art solutions



Establishing measurement framework

Identifying *Observable KPIs*

Measuring campaign performance

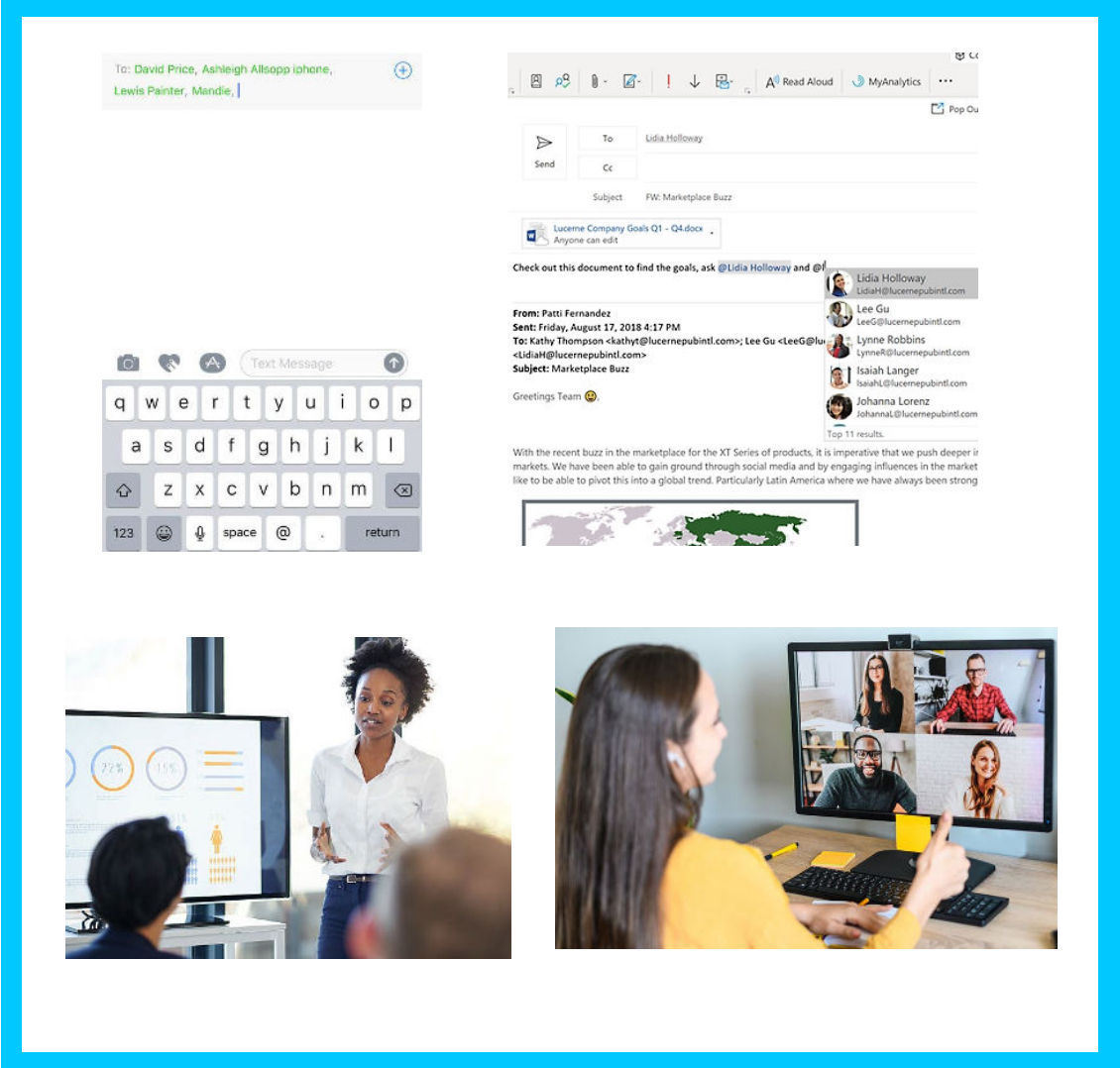
Choosing the right *tech, platforms, tools, and partners*

Communicating **actionable insights** to key stakeholders

Defining the **limits** of what the data can and cannot say

Applying takeaways to next campaign

Sharing **insights** with stakeholders



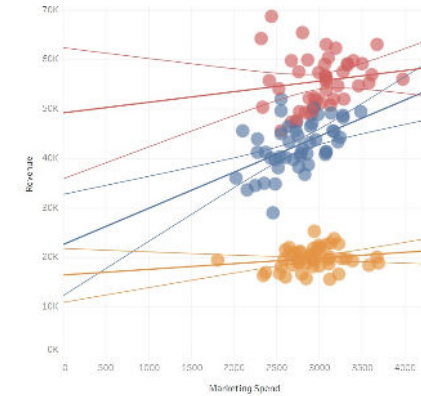
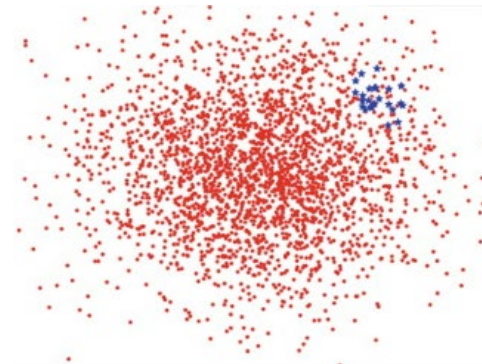
Defining what the data can and cannot tell us

Defining the *limits* of what the data can and cannot say

Applying takeaways to next campaign

Sharing insights with stakeholders

Data can be noisy...



...But imperfect analysis is still insightful

