



SEQUENTIA  
ENVIRONICS

# Online Metrics for Communicators

# Agenda

1. What you're here to learn
2. Basic Principles, what and why
3. Getting Ready: Checklist
4. What to measure
  1. Content, Audience, Business
5. Engagement Breakdown
6. Measurement vs Metrics
7. Sample measurements and metrics
8. Key measurements and metrics
  1. Web, email, search
9. Qualitative measurement
10. Measuring ongoing programs

# Online Measurement

- Combination of advertising, PR, direct marketing measurement
  - Web is intersection of all 3 disciplines
- Measuring website performance, search performance, email and RSS performance, and more
- New field, tons of discussion about metrics vs measurement, what matters, can we actually measure
- Our hypothesis is that yes, communications success can be measured with well-structured programs.
- Different sets of metrics for acquisition, retention, intelligence, community, engagement

# Measuring Online Checklist

1. You need the tools and the data
  1. Email
  2. Web
  3. RSS
  4. Social Media
  5. Search
2. You need to have goals
3. You need to set benchmarks
  - Use splits and other variances to measure against
4. You need to measure appropriately to those goals
5. You need to set appropriate check-in points for measurement and iteration

# Basic Principles

- You can measure nearly everything, but should you?
- Meaningful metrics vs not meaningful metrics
  - Pick one
- Set your own benchmarks and measure against those
- Patterns over time
- Every online audience is different



## **What you can do with online data**

- Learn about your audience, their content needs/wants, their online behaviour
- Understand what they want most and least from what you offer
- Deliver content and media that match their needs and wants
- Gain competitive insights



# Why?

- Sell/engage more effectively and efficiently
- Understand what works
- Generate more business and prove value
  - Identify leads in various states of readiness
- Demonstrate ROI of communications directly



# What to Measure

## Content analytics and metrics

- What is content engagement telling you about the audience, market and your products?
- Search, web, email, RSS, download popularity, subscription

## Audience metrics

- Who is your audience, is it growing, is it engaged?
- Individual profiles, larger audience trends

## Business metrics

- What is the effect on retention/loyalty/customer engagement?
- Is your content generating customer activity?
- What revenue can be attributed to the activity?
- What ROI can be measured from the activity?
- Acquisitions, leads, conversions, contacts, revenue



# Content Measurement

- Most popular content
  - Page traffic, search keywords, articles, tools, downloads, links, top pages, blog posts, commented posts, email links
- Dominant themes
  - Internal search terms, keyword variances, page popularity month over month
- Performance
  - A/B splits, leads, conversions, subscriptions from content pieces

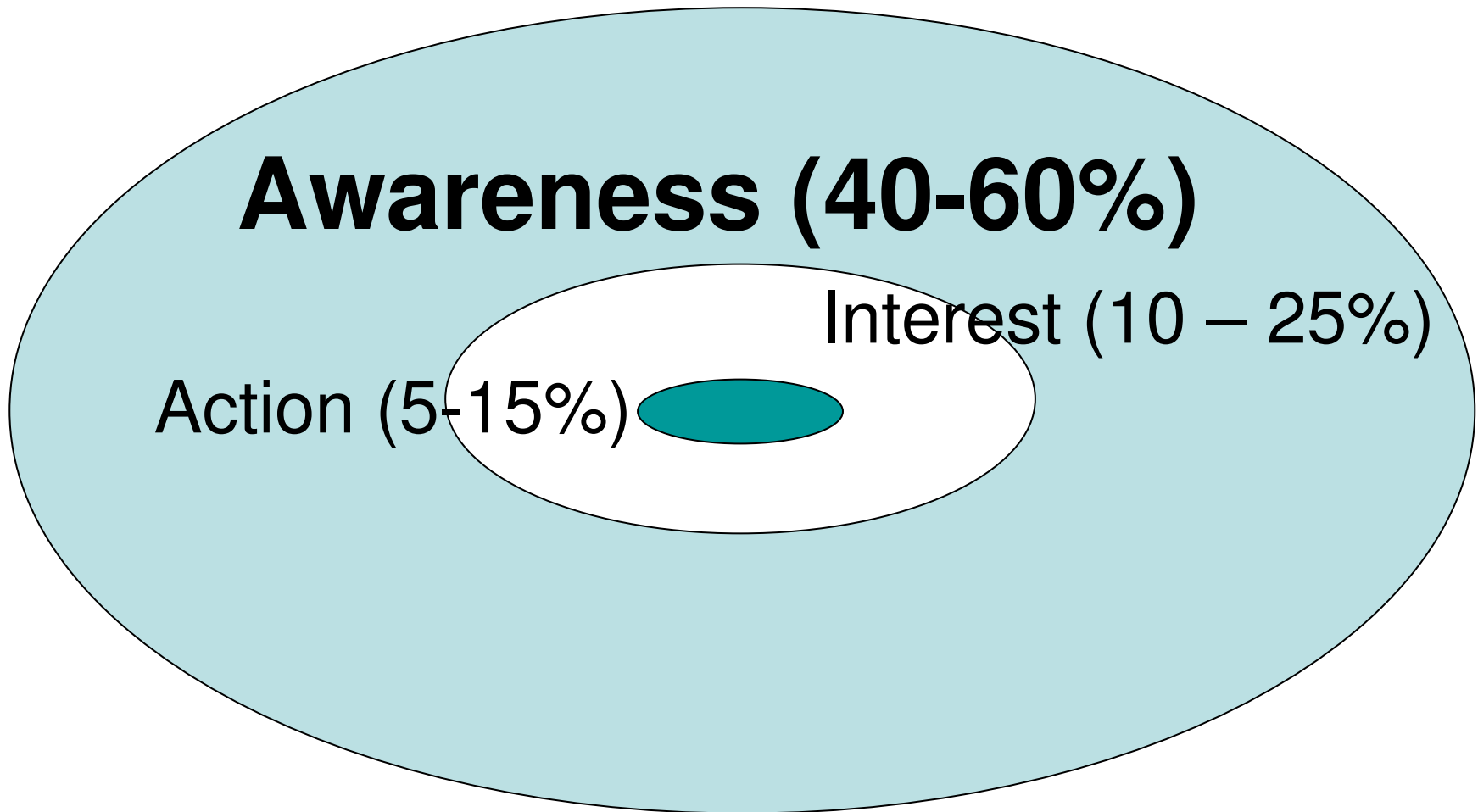
# Audience Measurement

- What are the information needs of your audience
  - Subscription centres, tags, keyword traffic, qualitative, content splits by amt of knowledge
- Who is the audience
  - Profiling through surveys and polling
  - Rolling vs on enrollment
  - Demographics, interaction preferences



# Business Measurement

- Awareness - Passive Content
  - Blogs, podcasts, public and media relations, social and traditional press releases, media centres
- Interest - Actionable Content
  - White papers, checklists, assessments, 'actionable content'
- Action - Contact
  - Leads or transactions that ask for them to take action with a variety of options
  - Generates entries and activity is tracked
  - Unique URLs, 800#s



How the members of your community are engaging at a single point in time



# Measurement vs Metrics

- Metrics = business numbers
- Measurement = content and audience numbers
- Not a scientific breakdown; there will be overlaps



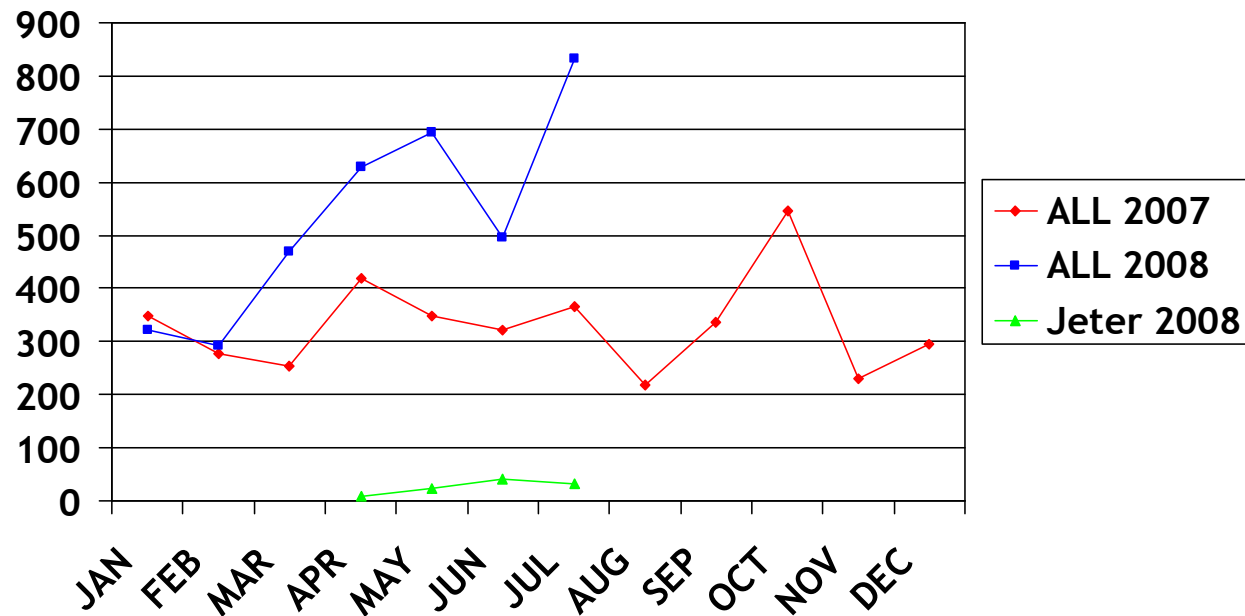
## Total Leads By Month – 2007, 2008, xxx

US only

2007 Leads: 3958(Jan - Dec)

2008 Leads: 3733 (Jan - July)

2008 Projection: 6399



## Top 10 Downloads – Detail US

US Top 10 Downloads		#	% of all downloads
1	Hybrid White Paper	493	9.20%
2	Document Conversion White Paper	402	7.50%
3	Conversion Assessment	296	5.52%
4	Green White Paper	274	5.11%
5	Electronic Folder Structure Needs Assessment	240	4.48%
6	Space Planning White Paper	237	4.42%
7	Corporate Buy-In White Paper	231	4.31%
8	File Retrieval Needs Assessment	197	3.68%
9	xxxQUIK	193	3.60%
10	Digital Imaging Needs Assessment	165	3.08%



## Findings from Customer E-Surveys

- Top three xxx priorities:
  1. Managing electronic records and documents
  2. Regulatory Compliance
  3. Retention and Classification
- Top three measurement benchmarks:
  1. Access to information
  2. Compliance
  3. Cost savings

# Findings from Customer E-Surveys

- Budget situation
  - Increased budget 37%
  - Do more with the same 44%
  - Decreased budget 21%
- Profile of xxx has been raised
  - xxx reporting structure now reports into IT or Legal
    - Conflict - IT owns the systems – xxx owns the information contained within (issues around: archiving, backups)
  - Implementation of enterprise wide policies & solutions
    - Resources stretched thin
  - Change management challenge

# Hybrid Environment

- What % of xxx replaced by electronic?

20% - 51.0%

40% - 17.7%

60% - 15.6%

80% - 15.6%

100% - 0.0%

- What % of your xxx contain both electronic and paper?

•20% - 25.0%

•40% - 15.6%

•60% - 20.8%

•80% - 19.8%

•100% - 18.8%

# Key Measurements and Metrics: Website

## Measurements

- Subscriptions
- Conversions
- Shopping cart
- Referrals

## Metrics

- Inbound traffic sources
- Pathing
- Needs
- Personas and content needs
- A/B/C content and offer splits
- Audience targeted
- Time spent
- Marketplace trends
- Return visits



# Key Measurements and Metrics: Email

## Measurements

- Leads
- Subscription and unsubscription and list growth
- Most frequent forwarders

## Metrics

- Subject line splits
- Total opens
- Most popular links
- Time of day
- Responses
- Most frequent openers
- Most engaged readers (most clicks)

## Key Measurements and Metrics: Search

- Highest performing search keywords (paid and organic)
  - Revenue
  - Leads
  - Subscriptions
  - Traffic
- Highest converting ads (paid and organic)
  - Revenue
  - Leads
  - Subscriptions
  - Traffic
- Best performing content from search
  - Revenue
  - Leads
  - Subscriptions
  - Traffic
- Landing pages
  - Revenue
  - Leads
  - Subscriptions



# Qualitative Measurement: How

- Surveying
- Polling
- Advisory groups
  - Identify prospects through level of engagement (visits, opens, forwards, interactions, transactions)
- Social media measurement and keyword tracking
  - Google Alerts
  - Twitter scans
  - Radian6, other measurement tools





# Qualitative Measurement: What

- Standing focus group
  - Creative
  - Media
  - Trends
  - Perceptions
  - Needs
  - Interests
  - Habits



# You're measured, too!

- Your audience measures your communication and decides whether to engage with you.
  - Content
  - Vibrancy
  - Fit



# Launch – what to measure

- Acquisition
- Opinion
- Engagement
- Content interests

# Post-Launch – what to measure

- Segmentation opportunities
- Engagement
- Acquisition/retention balance
- Optimization opportunities
  - Different audiences
  - Different dynamics
- Hypertargeting opportunities
- Feedback and opinion
  - passive (when behaviour is measured) and active (when you ask)



# Health

- Channel/media affinity
- Awareness
- Referrals
- User generated, contributed and participated content



# Maintenance – what to measure

- Governance
- Retention
- Engagement

# Are you Being Successful?

- Do you generate enough to get the information you need?
- Are mechanics or measurement in the way?
- Have you set benchmarks?
- Have you worked back from objectives?
- Do you have the resources in place to make improvements & evolve?
- Are you avoiding the topic?
- Is the community healthy and vibrant?