

MEASUREMENT PRIMER



MEASURE OUTCOMES, NOT OUTPUTS

Organizations that measure outcomes can show a correlation between their goals and their results, but **don't cherry pick metrics**; get a holistic view of the situation so that you discover all points of correlation.

AWARENESS

PURCHASE BEHAVIOR

REPUTATION

EMPLOYEE SATISFACTION

DATA

So you know the metrics for which you're measuring – what to do with all that data? Many discussions naturally progress to big data at this point. Big data can be a powerful thing, but just as you need to know for what you are measuring, you need to know how your organization defines big data. **Forbes defines big data as "a collection of data from traditional and digital sources inside and outside your company that represents a source for ongoing discovery and analysis."**

In essence, big data is measurement, but it's big – and small – measurement. It includes web behavior and social network interactions as well as product transaction data, financial records, and interaction channels like call centers and points-of-sale. With all that data from practically every transaction available to us, certainly big data can only enhance each organization's analysis efforts.

Big data is made up of many incremental metrics and measures, and until an organization understands how to leverage those incremental metrics, it won't be possible to focus on big picture implications and effects.



TOOLBOX



Whether framing the conversation with your C-suite or establishing benchmarks, employing tools like the **Barcelona Principles**, the **Sources and Methods Transparency Table**, and the **Balanced Scorecard** can be an effective approach, especially when you integrate all three. It's important to keep in mind that these are all tools to help you hone your measurement process, not strategies or tactics for actual measurement.

The Barcelona Principles

1. The importance of goal setting and measurement
2. Measuring the effect of outcomes is preferred to measuring outputs
3. Measure the effect on business results where possible
4. Media measurement requires quantity and quality
5. Advertising Value Equivalency (AVE) does not accurately capture the value of public relations
6. Social media can and should be measured
7. Transparency and replicability are paramount to sound measurement

<http://www.instituteforpr.org/2010/06/the-barcelona-declaration-of-research-principles/>

The Sources and Methods Transparency Table

Timeframe Analyzed	
Research Lead(s)	
Channels Analyzed	
Data/Content Sources	
Analysis Depth	<input type="checkbox"/> Automated <input type="checkbox"/> Manual <input type="checkbox"/> Hybrid <input type="checkbox"/> All Content Reviewed <input type="checkbox"/> Rep. Sample
Source Languages	
Search Languages	Native-language queries: English, German, Mandarin
Sentiment Coding	<input type="checkbox"/> Automated <input type="checkbox"/> Manual <input type="checkbox"/> Hybrid <input type="checkbox"/> Manual Sampling: _____ <input type="checkbox"/> 3-pt scale <input type="checkbox"/> 5-pt scale <input type="checkbox"/> Other scale <input type="checkbox"/> At entity level <input type="checkbox"/> Paragraph/doc level
Spam/Bot Filtering	<input type="checkbox"/> Automated <input type="checkbox"/> Manual <input type="checkbox"/> Hybrid <input type="checkbox"/> Includes news releases <input type="checkbox"/> Excludes releases
Metrics Calculation and Sources	
– Reach	
– Engagement	
– Influence	N/A
– Opinion/Advocacy	
Proprietary Methods	
Search Parameters	See full search string list on page ___ of this report

<http://amecorg.com/wp-content/uploads/2012/10/Sources-Methods-Transparency-Table.pdf>

The Balanced Scorecard



<https://balancedscorecard.org/Resources/AbouttheBalancedScorecard/tabid/55/Default.aspx>

About BurrellesLuce

BurrellesLuce is the U.S. leader in media monitoring. Professionals in a wide range of industries rely on our comprehensive curated content from local and national print, online, broadcast, and social media sources. BurrellesLuce has a turnkey copyright compliance program that allows us to provide copyright-compliant, behind-the-paywall content not available to other services. BurrellesLuce combines grade-A content with easy-to-use software, allowing users to evaluate and analyze their media coverage and PR efforts. It's all integrated into our user-friendly interface, BurrellesLuce WorkFlow™.