HELLO
KRISELLE LARAN

THE COVERAGE OF TODAY'S TALK

VP
CALIFORNIA DIGITAL

@krisellelaran
WHY MEASUREMENT MATTERS
HOPING

×

KNOWING
ANALYSIS
SHAPES
STRATEGY

Transform the way UC Berkeley harnesses data to drive performance.
32% of consumers, are happy that their information is being used to drive experiences.

54% of consumers, are not happy their personal information is being used to drive experiences.
BIZNESS
Understand business objectives to build the right infrastructure.

POURSE
Use the data in a purposeful way both for our clients and their audience.

ESULTS
Look beyond the numbers to understand true impact.
WHAT TO MEASURE
THE UNIVERSITY FUNNEL

ADMISSIONS DONATIONS FUNDING
CHANNELS INFLUENCE DECISIONS
All KPIs are metrics. Not all metrics are KPIs.
# Example Measurement Model

## Objectives

- Awareness
- Engagement
- Advocacy
- Purchase Consideration

## Program Metrics

<table>
<thead>
<tr>
<th>Objective</th>
<th>Measurable Attributes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned message impressions</td>
<td>Social actions (e.g. Likes, RT's, Repin's, Favorites)</td>
</tr>
<tr>
<td>Hashtag use</td>
<td>Content shares</td>
</tr>
<tr>
<td>Blog posts</td>
<td>Video views</td>
</tr>
<tr>
<td>UGC submissions</td>
<td>Earned media sentiment</td>
</tr>
<tr>
<td>Time spent</td>
<td>Reviews or comments</td>
</tr>
<tr>
<td></td>
<td>Hashtag use</td>
</tr>
<tr>
<td></td>
<td>New fans/followers</td>
</tr>
</tbody>
</table>

## Community Metrics

<table>
<thead>
<tr>
<th>Objective</th>
<th>Measurable Attributes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fan growth</td>
<td>Social actions (e.g. Likes, comment, RT's, Repin's, Favorites)</td>
</tr>
<tr>
<td>Page visits</td>
<td>Content shares</td>
</tr>
<tr>
<td>Traffic referrals</td>
<td>Social job applications</td>
</tr>
<tr>
<td>Organic post reach</td>
<td>UGC submissions</td>
</tr>
<tr>
<td>Paid reach</td>
<td>Sentiment</td>
</tr>
<tr>
<td>SOV</td>
<td>Click-through to .com</td>
</tr>
<tr>
<td>Subscription</td>
<td>Event RSVP</td>
</tr>
</tbody>
</table>

## KPIS

<table>
<thead>
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<tr>
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<td>Event RSVP</td>
</tr>
<tr>
<td>Event RSVP</td>
<td></td>
</tr>
</tbody>
</table>

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# A Quick View of Channel Metrics

<table>
<thead>
<tr>
<th>Content</th>
<th>Facebook</th>
<th>Twitter</th>
<th>YouTube</th>
<th>Web</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Page Reach</td>
<td>Follows</td>
<td>Like</td>
<td>Ad Clicks</td>
</tr>
<tr>
<td></td>
<td>Post Reach</td>
<td>Lists</td>
<td>Comment</td>
<td>Article/News Clicks</td>
</tr>
<tr>
<td></td>
<td>Post Views</td>
<td>Favorites</td>
<td>Views</td>
<td>Sharing</td>
</tr>
<tr>
<td></td>
<td>Post Likes</td>
<td>Retweets</td>
<td>Subscribe</td>
<td>Reviews</td>
</tr>
<tr>
<td></td>
<td>Shares</td>
<td>Mentions</td>
<td></td>
<td>Referrals</td>
</tr>
<tr>
<td></td>
<td>Comments</td>
<td>Reach</td>
<td></td>
<td>Email Subscriptions</td>
</tr>
<tr>
<td></td>
<td>Ad Clicks</td>
<td>Media Views</td>
<td></td>
<td>Email Opens</td>
</tr>
<tr>
<td></td>
<td>Media Views</td>
<td>Hashtag Use</td>
<td></td>
<td>Page Views</td>
</tr>
</tbody>
</table>
# Social Affects Awareness & Lead Gen

## Content

<table>
<thead>
<tr>
<th>View</th>
<th>Connect I</th>
<th>Connect II</th>
<th>Engage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Views</td>
<td>Clicks</td>
<td>Page Like/Follow</td>
<td>Share</td>
</tr>
<tr>
<td>Post Views</td>
<td>Referrals</td>
<td>Subscribe</td>
<td>Comment</td>
</tr>
<tr>
<td>Media Views</td>
<td>Content Likes</td>
<td>Email Subscribe</td>
<td>Mention</td>
</tr>
<tr>
<td>Opens</td>
<td>List</td>
<td>Account Registration</td>
<td>Mention/Reply</td>
</tr>
<tr>
<td>Impressions</td>
<td>Favorites</td>
<td>Ad Conversion</td>
<td>Review</td>
</tr>
<tr>
<td>Reach</td>
<td>Email Clicks</td>
<td>Share/Retweets/Retpost</td>
<td>Proactive Mention</td>
</tr>
</tbody>
</table>

## Awareness & Lead Gen
SOCIAL AFFECTS AWARENESS & LEAD GEN

Content

View
- Page Views
- Post Views
- Media Views
- Opens
- Impressions
- Reach

Connect I
- Clicks
- Referrals
- Content Likes
- List
- Favorites

Connect II
- Page Like/Follow
- Subscribe
- Email Subscribe
- Account Registration
- Ad Conversion
- Share/Retweets/Repost
- Share
- Comment
- Mention

Engage
- Mention
- Review
- Proactive Mention

Impact on community advocacy and SEO

Awareness & Lead Gen
STEPS TO MEASUREMENT
**THE FRAMEWORK**

<table>
<thead>
<tr>
<th>RELATIVE RETURNS</th>
<th>OUTPUTS</th>
<th>IMPACTS</th>
<th>OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHAT IT’S WORTH</td>
<td>THINGS WE DO</td>
<td>WHAT IT CHANGES</td>
<td>THINGS WE GET</td>
</tr>
</tbody>
</table>

**BUSINESS OR CAMPAIGN OBJECTIVES**

**TOOLS AND DATA SOURCES**

**INSIGHTS**
STEP 1: STRATEGY

1

STEP ONE
Identify objectives and relevant KPIs
### Example: Possible Metrics

<table>
<thead>
<tr>
<th>Category</th>
<th>Metrics</th>
</tr>
</thead>
</table>
| **BRAND**         | • Brand mentions  
                    • Key conversation themes  
                    • Most discussed products  
                    • Campaigns  
                    • Fan count  
                    • Engagement rate  
                    • Brand SOV  
                    • Content virility  
                    • Impressions & social reach  
                    • Community growth  
                    • Key conversation themes  
                    • General community sentiment  
                    • Top performing content  
| **COMPETITORS**    | • Mentions  
                    • Key conversation themes  
                    • Most discussed products  
                    • Campaigns  
                    • Fan count  
                    • Engagement rate  
                    • Brand SOV  
                    • Content virility  
                    • Impressions & social reach  
                    • Community growth  
                    • Key conversation themes  
                    • General community sentiment  
                    • Top performing content  
| **TRENDS**         | • Themes  
                    • Acceleration  
                    • Amount of conversation  
                    • Influencer activity  
                    • Insights  
                    • Recommendations  
| **CAMPAIGN**       | • Mentions  
                    • Hashtag use  
                    • Sentiment  
                    • Key message penetration  
                    • Influencer mentions  
                    • Content engagement  
                    • Creative sentiment  
                    • Other metrics aligning with key campaign goals  
                    • Influencer activity  
                    • Insights  
                    • Recommendations  

**ADDED WHEN CAMPAIGN IS ACTIVE**

- Mentions
- Hashtag use
- Sentiment
- Key message penetration
- Influencer mentions
- Content engagement
- Creative sentiment
- Other metrics aligning with key campaign goals
STEP 2: CHANNELS

STEP ONE
Identify objectives and relevant KPIs

STEP TWO
Determine what channels are most important to you
EXAMPLE: SOCIAL SESSIONS (Jan 1 – May 31, 2015)
EXAMPLE: SOCIAL SESSIONS (Jan 1 – May 31, 2016)
STEP 3: CONTENT

STEP ONE
Identify objectives and relevant KPIs

STEP TWO
Determine what channels are most important to you

STEP THREE
Create channel-specific content and assets that support the strategy
EXAMPLE: CONTENT
STEP ONE
Identify objectives and relevant KPIs

STEP TWO
Determine what channels are most important to you

STEP THREE
Create channel-specific content and assets that support the strategy

STEP FOUR
Publish content and execute strategy, using tools and processes to track resulting behavior
EXAMPLE: TRAFFIC REFERRALS
(Jan 1 – May 31, 2015)

- Organic Google Search: 43%
- Direct: 23%
- m.facebook.com: 6%
- facebook.com: 5%
- berkeley.edu: 12%
- stumbleupon.com: 4%
- twitter.com: 3%
- yahoo.com: 2%
- bing.com: 1%
- news.google.com: 1%
- yahoo.com: 2%
- bing.com: 1%
- news.google.com: 1%
- twitter.com: 3%
- facebook.com: 5%
- m.facebook.com: 6%
- berkeley.edu: 12%
- Direct: 23%
- Organic Google Search: 43%
EXAMPLE: WEB TRAFFIC (Jan 1 – May 31, 2015)
EXAMPLE: WEB TRAFFIC (Jan 1 – May 31, 2016)
STEP 5: ASSESS & ADJUST

STEP ONE
Identify objectives and relevant KPIs

STEP TWO
Determine what channels are most important to you

STEP THREE
Create channel-specific content and assets that support the strategy

STEP FOUR
Publish content and execute strategy, using tools and processes to track resulting behavior

STEP FIVE
Review results and adjust strategy as needed
EXAMPLE: REPORTING CADENCE

DELIVERABLE

CADENCE

DISCUSSION

OUTCOME

“IN THE MOMENT”
As Opportunities Arise
Via Phone As Needed
Content Creation, 1:1 Engagement

MARKET WATCH
Weekly
In-Person Review with Team Monthly
Inform ongoing planning, program optimization

CAMPAIGN + ONGOING PROGRAM RESULTS
Kickoff Snapshot, Mid Campaign Progress & End of Campaign Wrap Report
As-Needed & End-of-Campaign Evaluation
Program and message optimization

PERFORMANCE ROI
Monthly, Quarterly, Annually
In-Person
Optimizing listening program, processes & outputs
OPTIMIZING DATA IN ACTION
ONE STORY. MULTIPLE JOURNEYS.
**BEHAVIOR**
Intent to seek, search, find, purchase, and discover

**INTENT**
When we discover intent we can drive strategy

**OPTIMIZE**
Optimization for personalized storytelling

**PERSONALIZATION**
Deliver content to consumer based on ‘intent’ of search
OUR ASSIGNMENT

1. Drive awareness
2. Drive purchase intent
BRETT
Browsing through Facebook Brett see’s a sponsored story by UC Berkeley. He clicks the story and reads about Sheryl Sandberg is going to be doing the commencement speech in May. Brett clicks a link to learn more.

INTENT
Brett is now seeking to learn more information about events at Cal.

OPTIMIZATION
Brett lands on one of several landing pages (e.g. a/b testing automation) populated with ads for Cal sports apparel because data shows that he is a sports fan.

PURCHASE
Brett decides to purchase a few of the shirts based on the fact he’s an alum and is also looking for a new shirt to wear to upcoming games or on the weekend.

PERSONALIZATION
Because we know Brett came in through Facebook and our landing page, we can follow up with an email thanking him for his purchase, for following news about UC Berkeley on Facebook, and inviting him to join a Cal sporting event taking place in his area.

Note: In this scenario the optimization team has built landing pages prior to the launch of the engagement – working with the communications and creative teams.

MEDIA DRIVEN – SCENARIO ONE – TARGET AUDIENCE IS SPORTS FANS
MEDIA DRIVEN – SCENARIO TWO – TARGET AUDIENCE IS BUSINESS LIFESTYLE

INTENT
Michelle is now seeking to learn additional information about the message behind the commencement speech and what was said to the students.

OPTIMIZATION
Michelle lands on one of several landing pages (e.g. A/B testing automation) customized with imagery and messaging highlighting benefits of attending UC Berkeley.

PERSONALIZATION
UC Berkeley follows up with Michelle to thank her for her inquiry into the school and also refers her to more news about advancements and updates from Haas and its alums.

PURCHASE
Michelle decides that she wants more information about the school, and its program offerings for her daughter.

MEDIA DRIVEN – SCENARIO TWO – TARGET AUDIENCE IS BUSINESS LIFESTYLE

MICHIELE
Michelle – a mother of a 15 year old daughter – notices an article on Re/Code talking about how Sheryl Sandberg recently performed the keynote speech at UC Berkeley. As a startup founder, she clicks the link to learn more about what Sandberg talked about.

Note: In this scenario the optimization team has built landing pages prior to the launch of the engagement – working with the communications and creative teams.
MATT
Matt is in town for commencement and is looking for something fun to do before the weekend. He decides to turn to his phone for ideas and types "things to do in Berkeley" into his mobile browser.

INTENT
Matt is now turning to search with the intent to find and purchase in his location.

OPTIMIZATION
We can serve Matt an advertisement (e.g. promotion) with messaging directing him to CalBears.com with a call to action to buy tickets for the Men’s NCAA Championship at Hellman Center.

PERSONALIZATION
The entire experience from search to online purchase experience is personalized for Matt. Based on his purchase we can earn his information to follow up with additional offers.

PURCHASE
Matt clicks on the ad and proceeds to buy tickets.

Note: Experiences like these is traditionally known in the industry as "conquesting"
HUMAN COMMUNICATIONS
Media traffic fueled by our communications efforts (e.g. media relations and outreach)

SOCIAL
Traffic delivered through social networks (e.g. Facebook, Twitter, Pinterest, Instagram)

HYBRID (AMPLIFICATION)
A mix of earned, paid social, or branded content (e.g. BuzzFeed, USA Today, influencer, sponsorship)

MOBILE
Brand experiences that we create offline that reach the consumer directly.

ORGANIC
Traffic delivered through organic results (e.g. search traffic).

STRUCTURED DATA FIELDS
Enables us to confirm and optimize approach in real-time

PERSONALIZED STORYTELLING

ENABLES US TO CONFIRM AND OPTIMIZE APPROACH IN REAL-TIME
GET STARTED
QUESTIONS TO ASK

WHO IS THE AUDIENCE?

HOW ARE THEY CONNECTING?

WHERE ARE THEY ENGAGING?

WHO IS TELLING THEM TO VISIT?

WHEN DO THEY VISIT?

HOW DO THEY FIND YOU?

WHAT ARE THEY USING TO SEARCH?

WHAT ARE THEY READING?

WHAT ACTIONS ARE THEY TAKING?
[thank you]