

A photograph of a wall installation made from wooden crates and geometric shapes. The crates are arranged in a complex, three-dimensional pattern, creating a series of triangular and polygonal voids. The wood is a mix of light and dark tones. The installation is set against a white wall. In the background, a ceiling with wooden beams and hanging pendant lights is visible.

The Challenge of Measuring Traditional Media: Applying a Data Informed and Insights Driven Strategy

Dr. Jennifer Bruce, Global Communications Measurement @JenWBruce

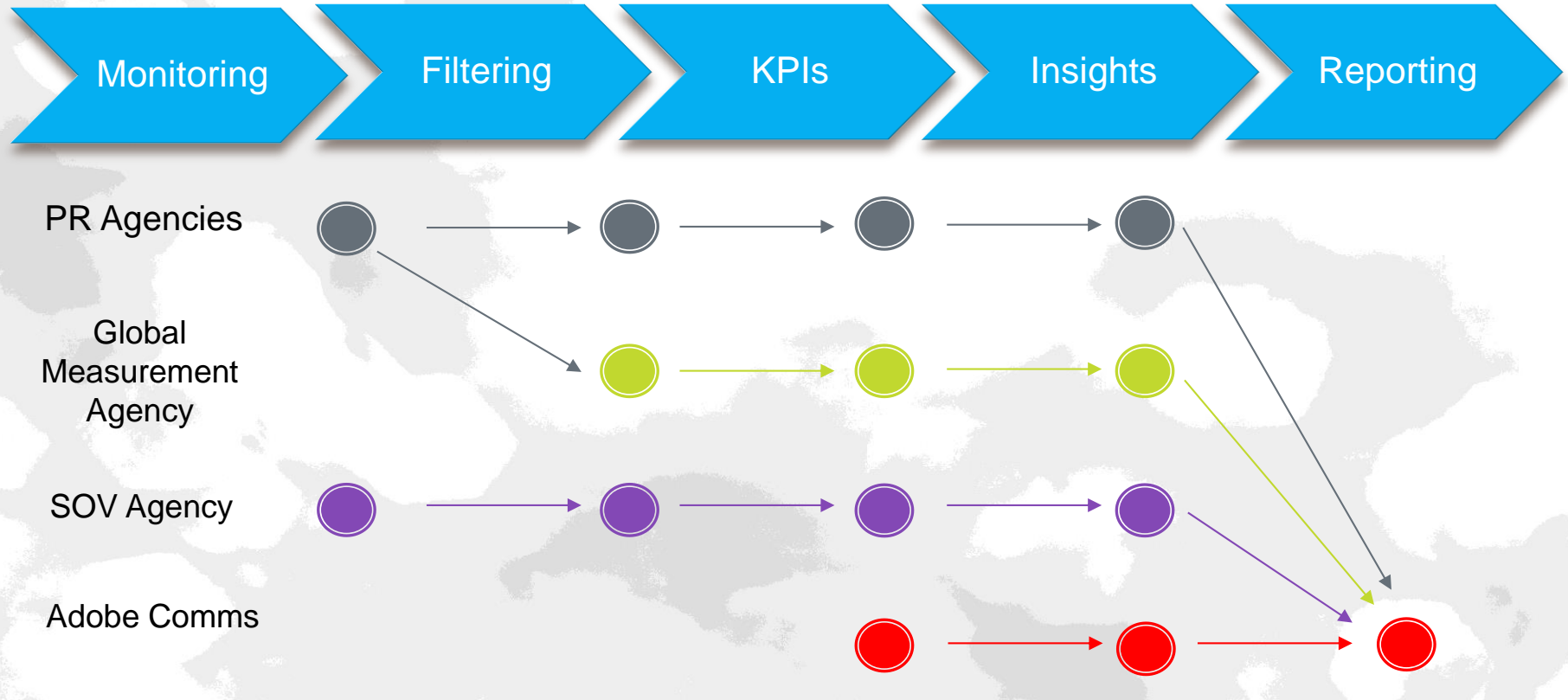


Modernize the Comms Organization
...to show true business and market impact at scale



Our challenge is *effectively* measuring the
impact of these communications on our
business

Current PR Measurement Process

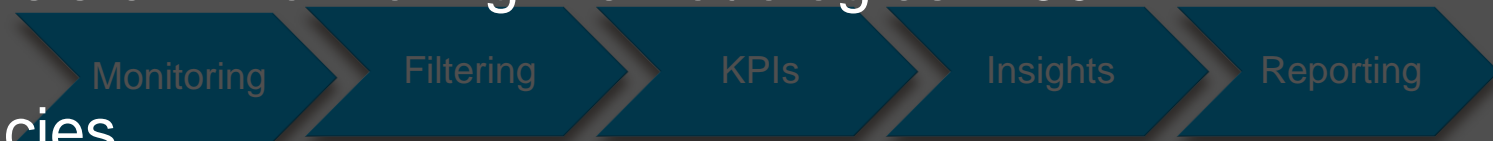


Data Silos

Current PR Measurement Process

Inconsistent monitoring methodologies – 30

agencies



PR Agencies

Tagging/Coding of content inconsistent

Global
Measurement
Agency

Reporting approach runs wild

SOV Agency

More than 900 report requests last year

Adobe Comms

Output focused measurement

Creating a Balance – PR Measures We Use



■ Output ■ Outcomes ■ Outtakes ■ Impact

Output				Outcomes			
Clip Roll	# Unique Articles	Message Delivery	Notable Headlines	Top Quotes	Customer Mentions	Social Engagement	
			Product Mentions	Article/ Title Translation	SOV	Media Partner Articles	Blog page Views / Adobe.com visits
Reach/Impression	# Reposts	Article Prominence			Sentiment	Market Summary	
						Brand Health Monitor	MROI



Creating a new measurement framework

Project Moto: Moving from Outputs To Outcome

Communications Measurement Framework

Contextualize our Comms Program with Business Objectives & Customer Journey



Business Obj.

What is the organization trying to achieve?



Comms Obj.

How does comms support bus. obj.?



Cust. Journey

How do bus. and comms obj. align to customer journey?



Measurement

What were the outputs, outtakes, outcome, and business impacts?

Communications Measurement Framework

Align business and comms objectives to customer journey phase



Discover

Focus on problems and pain points. Use industry big picture focused content; entertain or inform.

Evaluate

Educate: How-to content, Social activations, events, AR, product reviews, rankings, sneaks, demos, trials, customer success stories, comparisons, webinars.

Buy

Validate customer decision: implementation, training, service phase.

Use

Continuous learning: loyalty programs, feedback loops, beta programs.

Renew

Stay in touch: look for opportunities to upgrade or expand product use.

Measurement Pillars: Not all measures are created equal

1

Outputs What is the observable output



2

Outtakes What does the target audience feel/think?



3

Outcomes What does the target audience do?
(Action)



4

Impact How did our program impact the business?

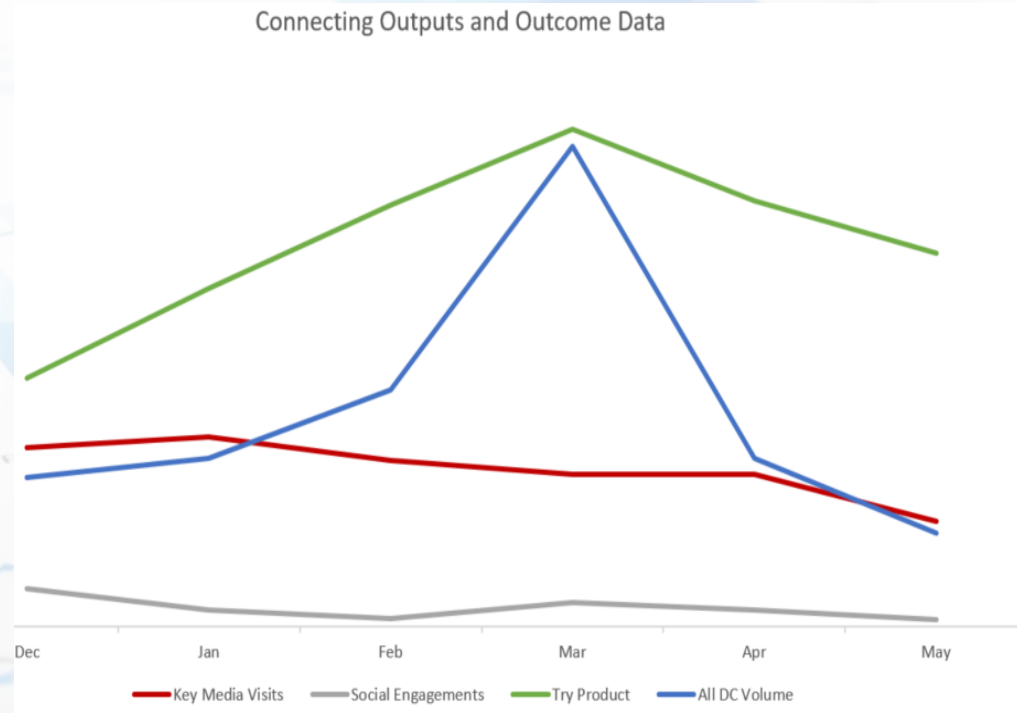


A high-angle photograph of a wooden table with several hands reaching in to place white puzzle pieces. The puzzle pieces are arranged in a grid-like pattern. In the background, there is a stack of papers and a pen. The text 'Data collaboration is critical' is overlaid on the left side of the image.

Data
collaboratio
n is critical

Project Moto Data Dependencies

- Traditional Media
- Brand Publishing
- Social Media
- Mobile
- Market Research
- Advanced Analytics
- Sales
- Finance
- Purchase Data
- Trial Data
- Stock price





Outputs

Basic observable impact

Volume Reach?
Impressions? Spend
SOV Trends
Contributors Coverage
Followers Drivers
Sentiment



Outtakes

Audience attitudes & perceptions

Brand Health
Survey Social Panel
Customer Satisfaction Survey Research



Outcomes

Measuring audience behavior/actions

Web Visits Video Views
Comments
Active Use
Downloads & Trials Likes
Shares / Retweets
App launches Form submissions



Impact

Measure impact on the business

Subscriptions Revenue
Orders Stock price
Reputation Gains MMX Model
Attribution Model
Pipeline / Bookings



Example: Applying Adobe's Comms Measurement Framework





HACK THE BRACKET

with Adobe Analytics.



Business Objective

- Advance Adobe's leadership in the Experience Business & Marketing Category



Comms Objective

- Showcase how Adobe gives Experience Makers the ingredients to design, deliver, and measure exceptional experiences
- Highlight new features



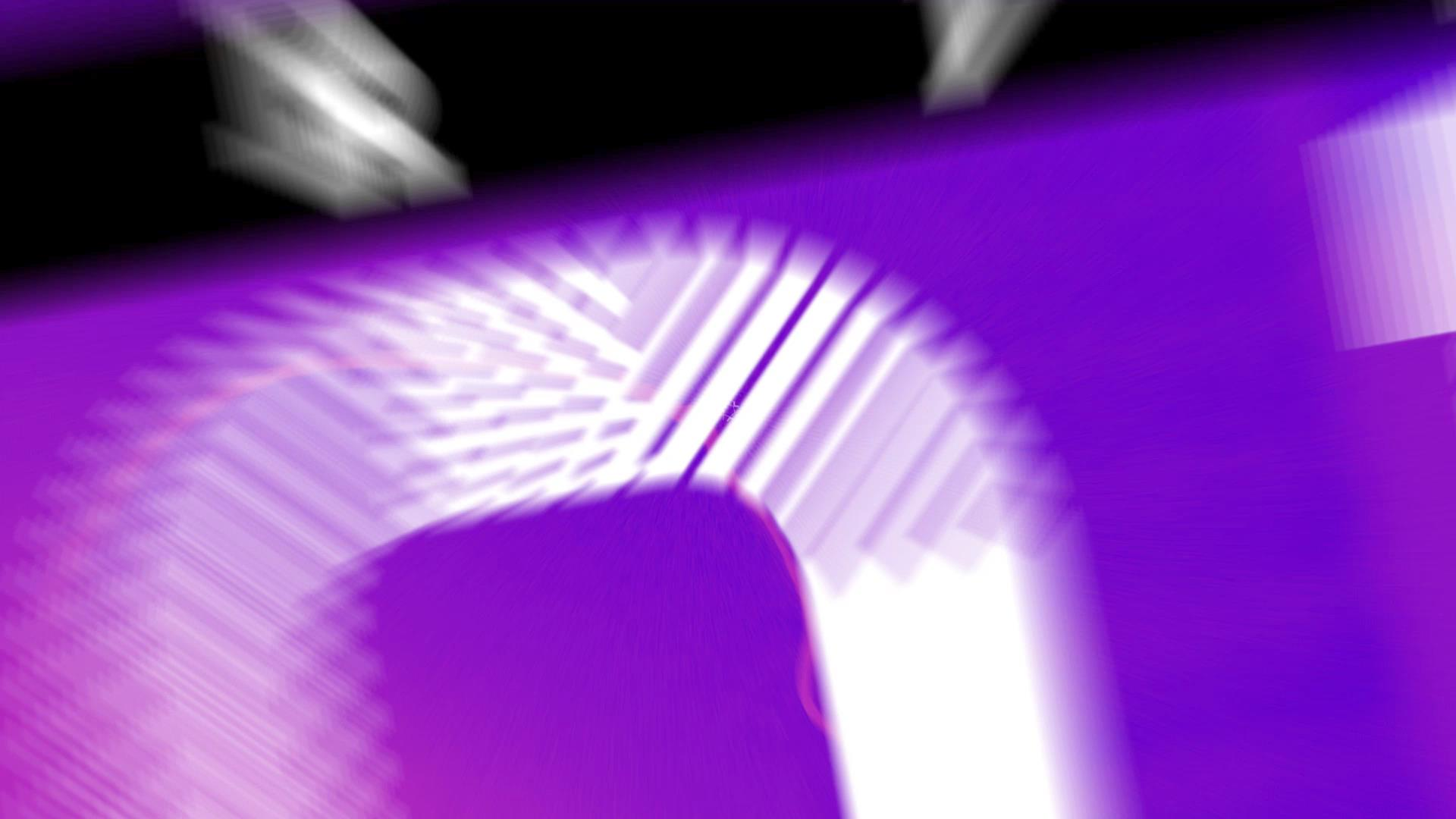
Customer Journey

- Discover
- Evaluate
- Use



Measurement

- **Outputs**
 - **PR** – Overall Volume, Top Tier Coverage, Drivers
 - **Social** – Volume, Impressions, Trends/Coverage Drivers, Sentiment
- **Outcomes**
 - **PR** – Visits to A.com, Blog Views
 - **Social** - Video Views, Engagement, Visits to Adobe.com, Trials, Downloads, Active Use, Form Submissions
- **Impact**
 - Trials, revenue touched



Learnings

- Map your measurement back to business objectives and the customer journey
- Create a single source of truth rather than data silos
- Collaborate across the business to gather meaningful data
- Pilot new things



Adobe