

Workshop J

How the Digital Revolution is Changing PR

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How the Digital Revolution is Changing PR

What does this mean for Analytics and measurement?

Moderator: Nicole Moreo
Vice President, Group Manager
@kikimoreo



Ketchum Global Research & Analytics



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Meet the Presenters



Paul Hender
Head of Insight EMIA
@PaulHender

CISION



Jan Janzen
Head of Analytics &
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 **ARGUS DATA INSIGHTS**
WISSEN ZUM ERFOLG



Darryl Sparey
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HOTWIRE
THE GLOBAL COMMUNICATIONS AGENCY



Steffen Egelund
CEO
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Media:track



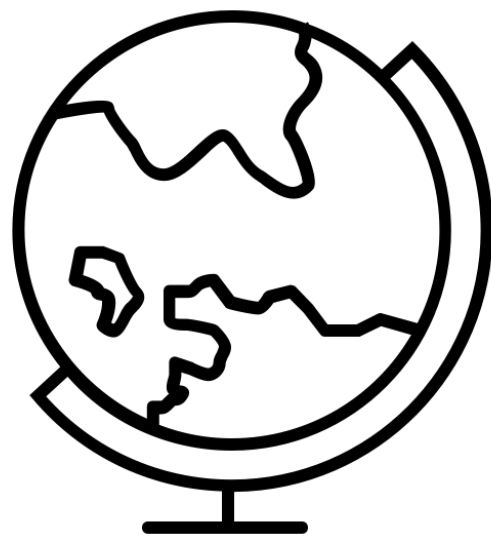
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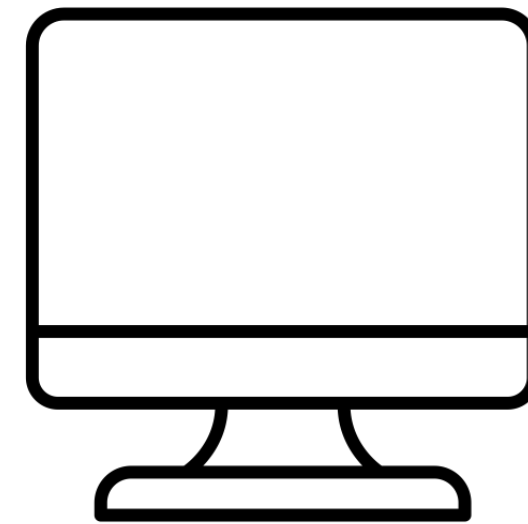


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Digital in 2018: World's Internet Users Pass the 4 Billion Mark



Well over **half of the world's population** is now online



Nearly a **quarter of a billion new users** came online for the first time in 2017



Africa has seen the fastest growth rates, with the number of internet users across the continent increasing by more than 20 percent year-on-year

source: 2018 Global Digital suite of reports from We Are Social and Hootsuite



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“Since 2000, time spent online every week by an average American has risen from 9.4 hours to 23.6.”

source: The 2017 Digital Future Report
Center for the Digital Future at USC Annenberg




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“90 percent of the digital data ever created in the world has been generated in just the past two years, only 1 percent of that data has been analyzed.”

source: McKinsey & Company




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“IDC predicts that the ‘digital universe’ (the data created and copied every year) will reach 180 zettabytes (180 followed by 21 zeros) in 2025.”

source: IDC and Bloomberg



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HOW DOES THIS IMPACT ME?

“Only 8 percent of companies surveyed recently said their current business model would remain economically viable if their industry keeps digitizing at its current course and speed.”

source:McKinsey



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Paul Hender

Head of Insight EMIA, Cision

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1996

#1		General Electric \$136,515m
#2		Royal Dutch Shell \$128,206m
#3		Coca-Cola \$117,255m
#4		Nippon Telegraph \$113,609m
#5		Exxon Mobil \$102,161m

2018

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#1		Apple \$833,250m
#2		Amazon \$734.860m
#3	 Microsoft	Microsoft \$725,780m
#4		Google \$723,490m
#5		Facebook \$504,620m

Largest public companies by market capitalisation



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Automation and Insight

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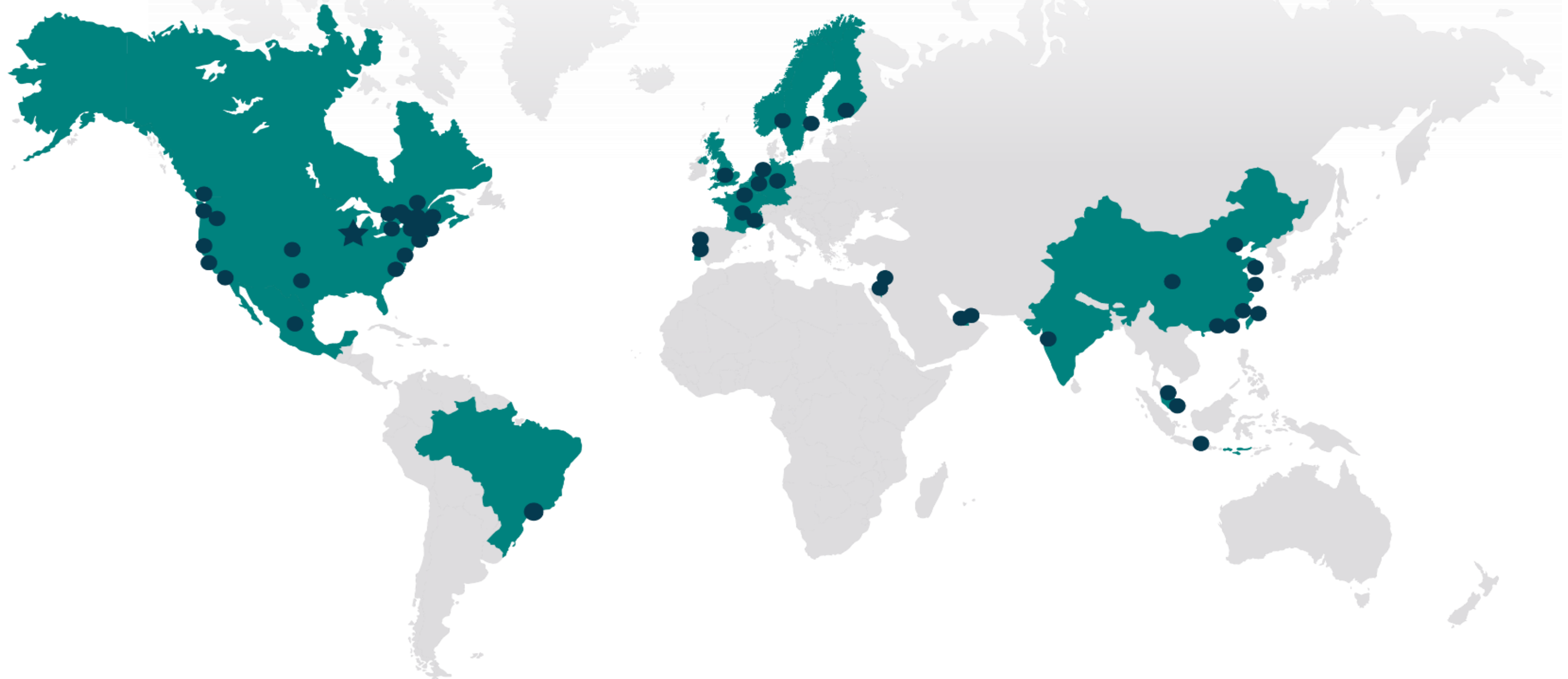
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Global and Local

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Innovation and Integration



REACH

True reach (versus potential reach/circulation)

- Views, Unique Visitors, Repeat Visitors



ENGAGEMENT

Track specific actions taken by the end-user

- Click-throughs, Image Views, Video Plays, Document Opens/Downloads, Audio Plays



AUDIENCE INSIGHTS

Understand who is actually consuming the content

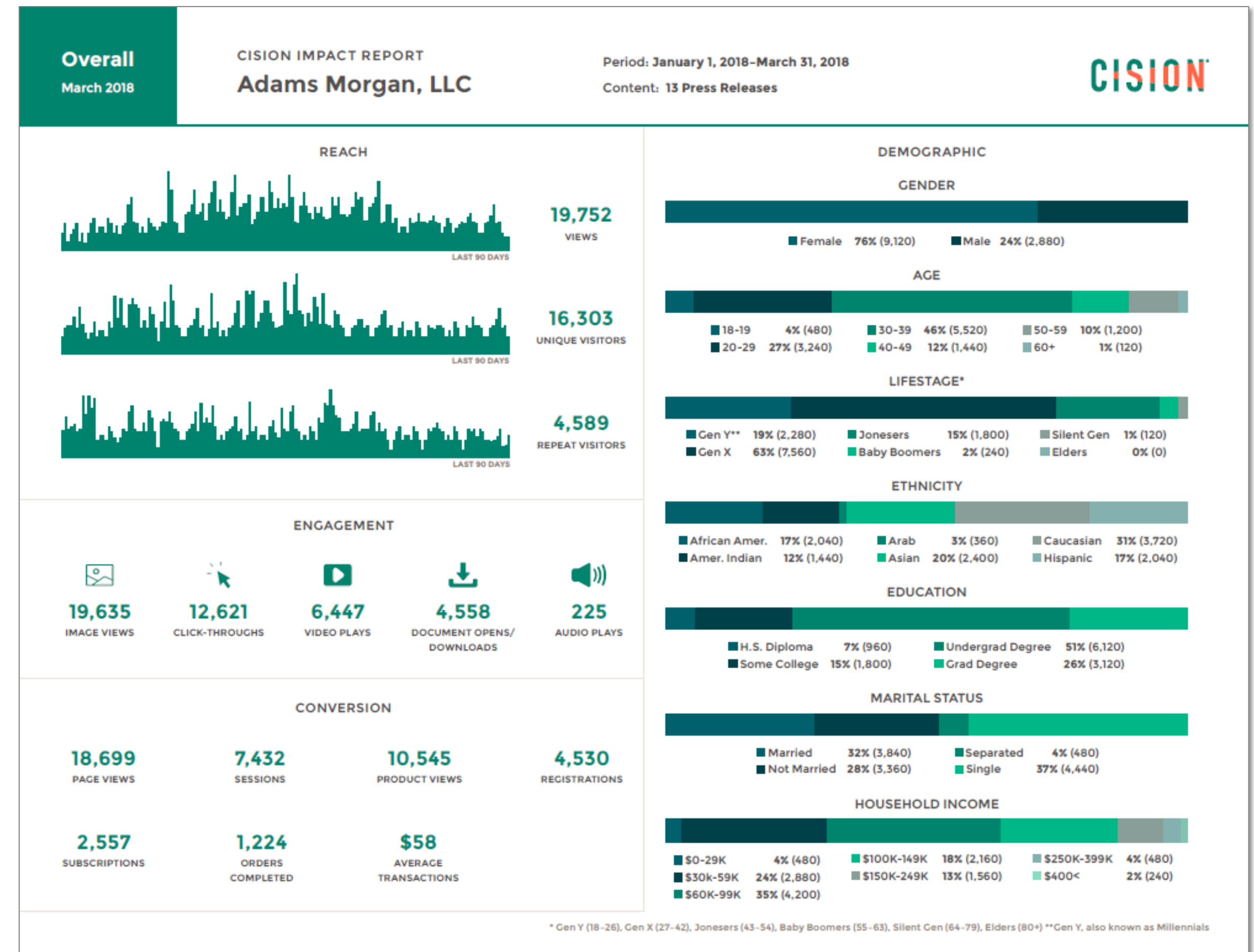
- Demographics (B2C) and Firmographics (B2B)



CONVERSION

Measure downstream activity and business impact

- Client Site Sessions & Pageviews
- Shopping Cart/Revenue and Lead Generation





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FROM DATA TO RELEVANCE



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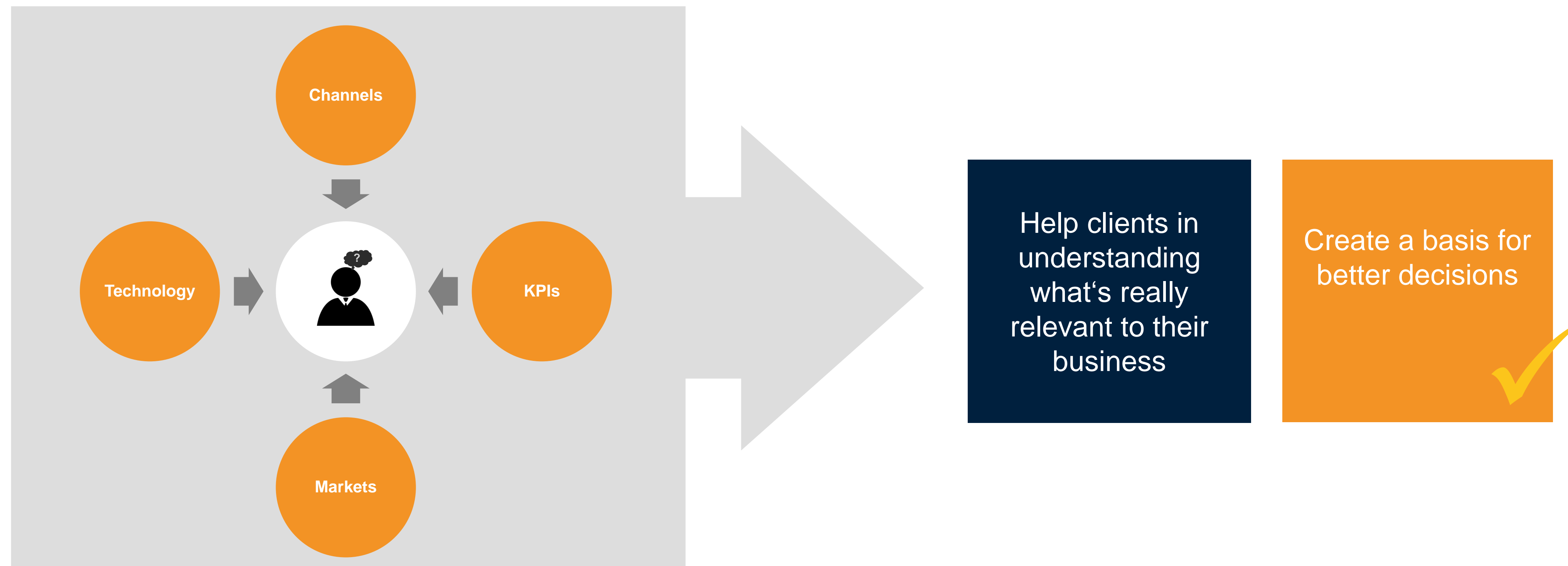
AGENDA

- From Numbers To Strategic Guidance
- Create Relevance By Shifting Perspectives
- From Silos To Integration
- From What Was To What Will Be



FROM NUMBERS TO STRATEGIC GUIDANCE

THE GROWING IMPORTANCE OF IN-DEPTH CONSULTING



CREATE RELEVANCE BY SHIFTING PERSPECTIVES

From earned to perso

Putting all media types and their
connections into focus



FROM SILOS TO INTEGRATION

CROSSMEDIA ANALYTICS BECOME MORE AND MORE IMPORTANT



Definition of
comprehensive
KPI-Grid

Show which
channels are
relevant for
success ✓



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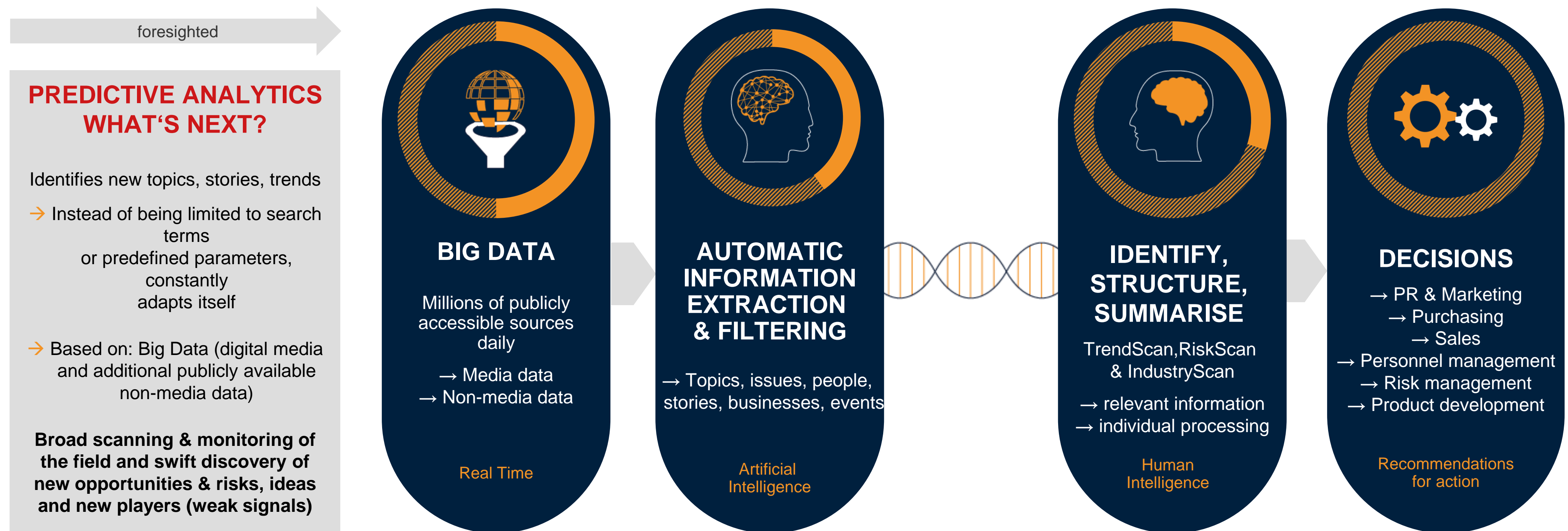
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FROM WHAT WAS TO WHAT WILL BE

CREATE RELEVANCE BY LOOKING INTO THE FUTURE: PREDICTIVE ANALYTICS



MAKE IT RELEVANT!

- ✓ Help clients in understanding **what's really relevant** to their business
- ✓ Create relevance by **Shifting Perspectives**: From Earned to PESO
- ✓ Show **which channels** are relevant for success
- ✓ Create relevance by looking into the future: **Predictive analytics**



Steffen Egelund



CEO, Media Track

Media:track



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Are we able to automate which articles we select as relevant for a client?

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**The Answer:
We are getting close!**

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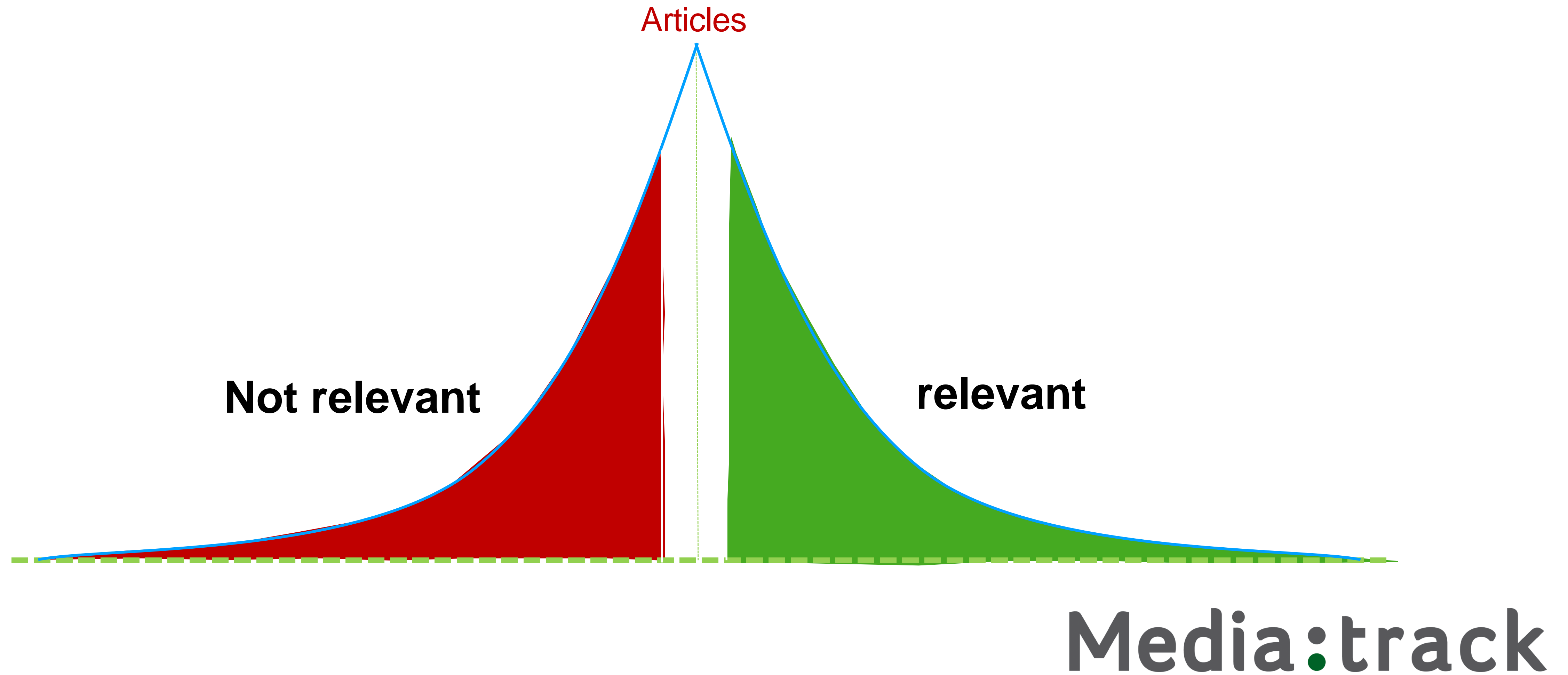


1. Did a manual, simple yes/no coding of whether articles (1000+ articles per client) are relevant for a client or not
2. Repeated for 22 different clients
3. For each article we recorded and used meta data only, such as: source, source type, language, keyword(s), word count, publication date, where in the article the keyword was found etc.
4. Data from all the articles were then split in two groups: one group for backwards AI calculations and one control group.

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Is an article relevant for a client or not?



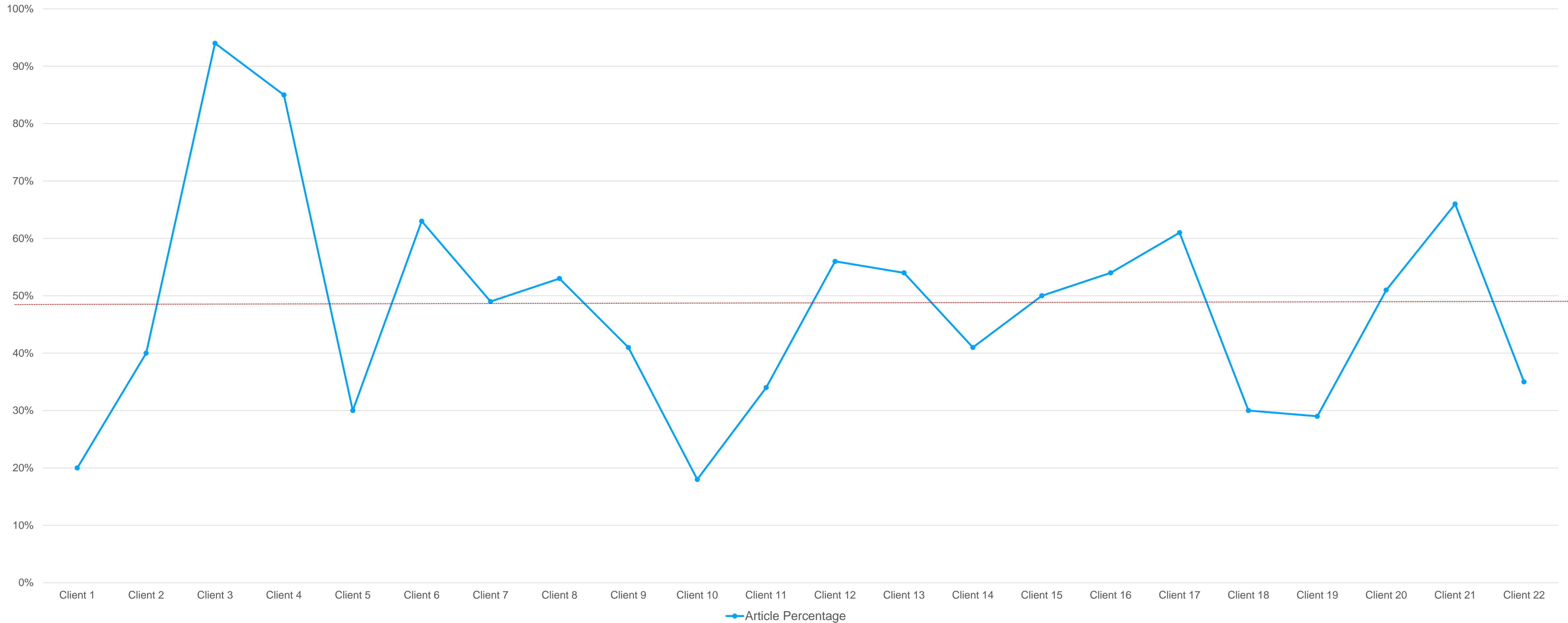


**By setting the confidence level at 95%,
we were able to accurately predict
percentage of articles per client compared
to control group.**

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Article Percentage



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The Digital Revolution has happened

PR: Technophobes need not apply



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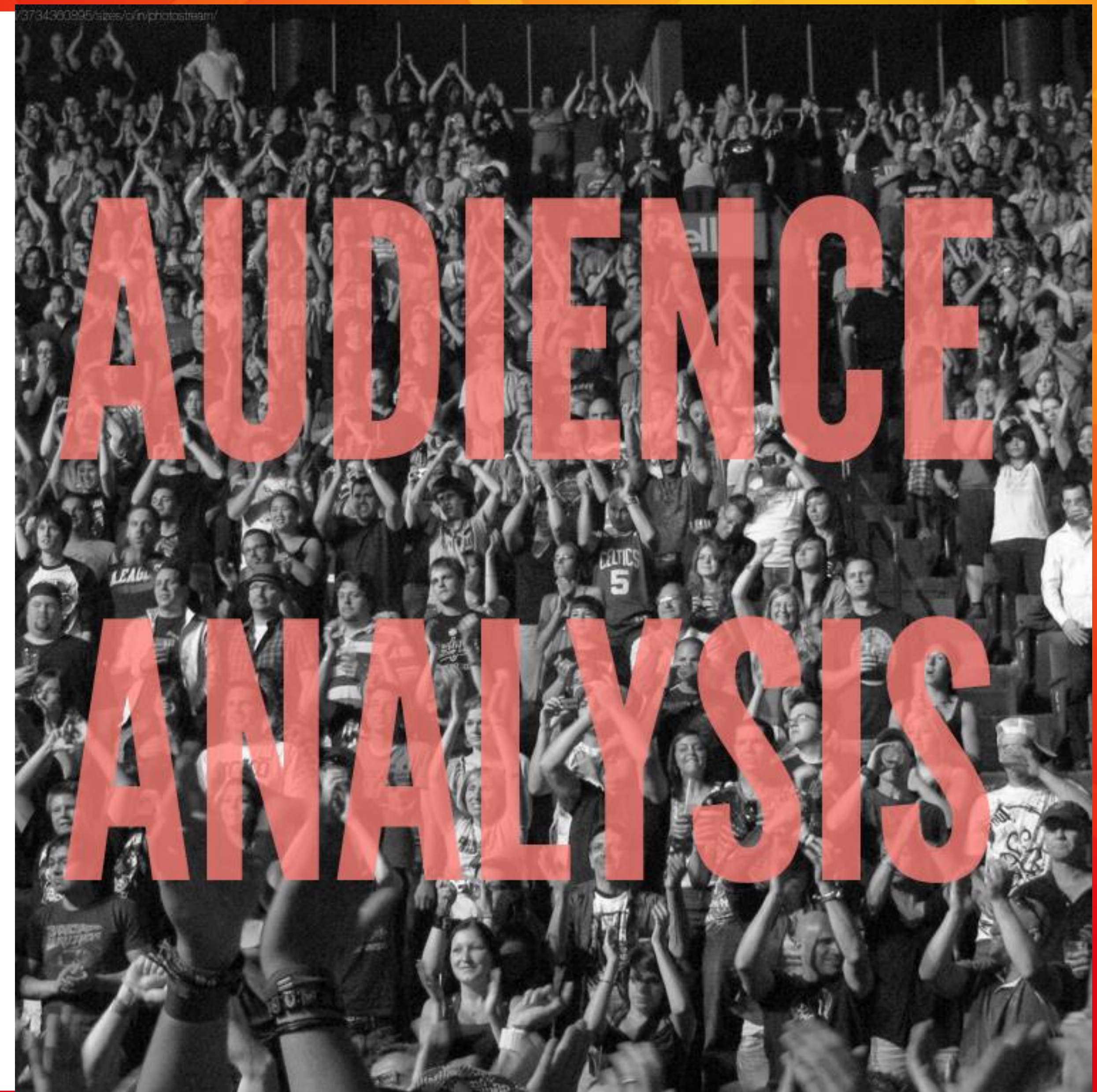
The Digital Revolution has happened

- Social technologies are informing insights
- Hyper targeting across platforms is a reality today
- Agencies are using SEO-based reporting for PR
- AI is becoming a viable part of the “PR Stack”



Social technologies are informing insights

We can use social media analysis tools like Netbase, Sysomos and Crimson Hexagon to **understand audiences, their views, what they like and what they don't!**



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Hyper targeting across platforms is a reality today

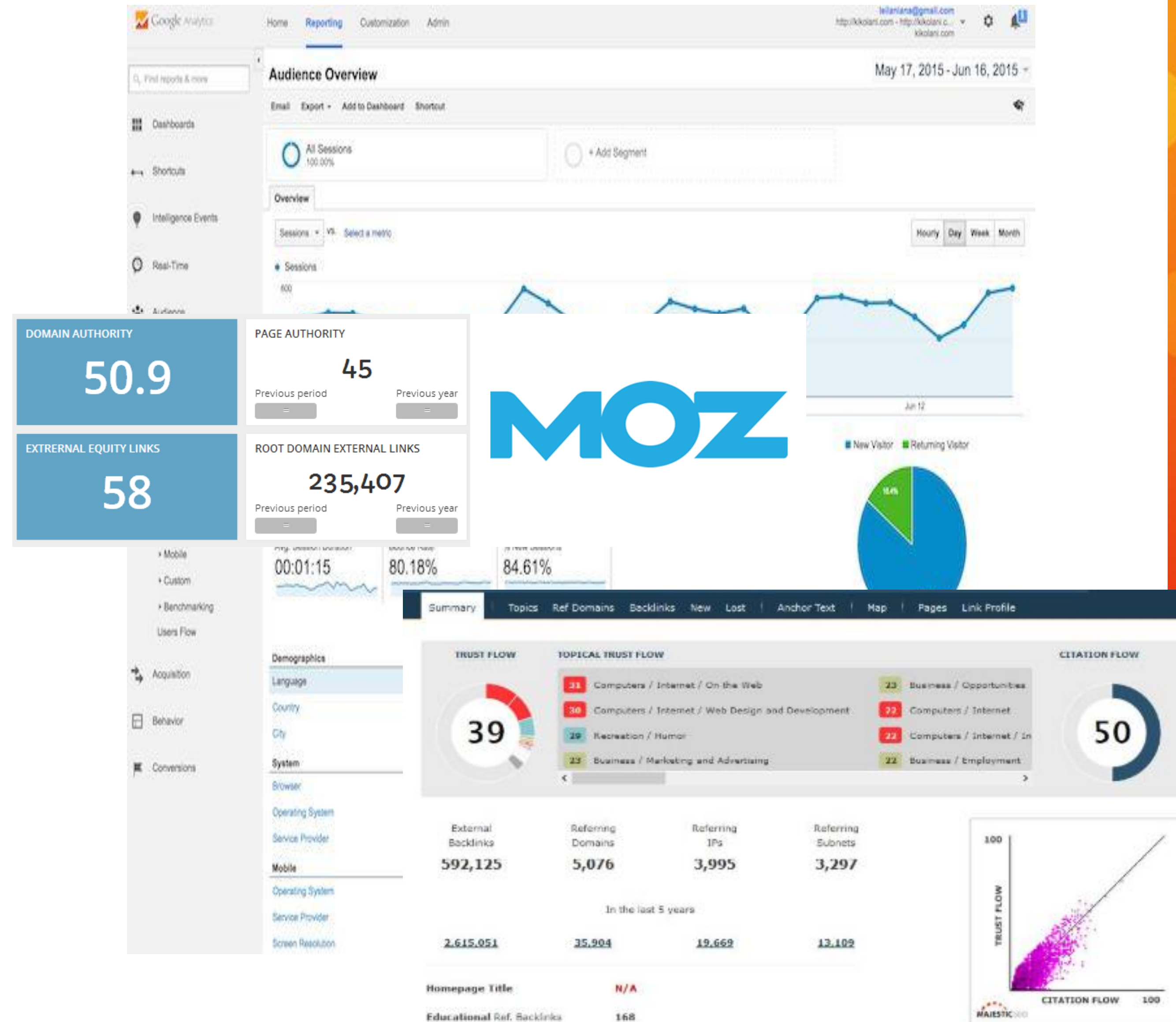
We can use PPC and paid social media targeting to ensure that our target audience engages with our content. We can then easily demonstrate ROI with trackable links and CRM integration.



Agencies are using SEO-based reporting for PR

Tools like Majestic SEO, Moz and Searchmetrics can inform comms strategy.

PRs need to **learn to use Google Analytics** to prove the effectiveness of their work.



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AI is becoming a viable part of the “PR Stack

AI meets PR. The CIPR has set-up a panel to look at PR skill sets, and map AI technologies to this. The first output from this research can be found at cipr.co.uk/AI



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The Digital Revolution has happened.... So now what?

- Use social media insight as an input into campaign ideation
- Try out paid promotion of content on LinkedIn, Twitter, etc.
- Get comfortable using Google Analytics for your reporting
- Look at how AI can help take away “grunt work” from your teams



In Summary...



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The Ecosystem



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Questions?



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BARCELONA
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