A Path to PR Measurement

Finding your way past obstacles, big and small

CARMA

Contents

3 | Introduction

4 | An Overview of the Barriers

8 | Making Time for PR Measurement

11 | Limited Budget

14 | Training and Awareness

17 | Limited Demand

19 | Responsibility Overlap

Introduction

That marketing gets measurement right while PR flails is a common refrain, and there are many leaders across the field of communications pushing for PR to get with the program and start measuring more rigorously and more often.

Clearly there are strong arguments as to why PR should be measuring more, but rarely do the critics who decry the lack of measurement delve into a fundamental question that must be answered if we, as an industry, are going to move forward: Why does it seem to be taking so long for PR pros to really get on board and start measuring as a routine part of PR work?

After all, we can't really expect a long-term solution to a problem if we don't address the underlying issues.

In this eBook, we examine some of the foundational problems in PR that are preventing widespread adoption of measurement, and suggest solutions to overcome those barriers.

The issues involved are interconnected and cannot easily be divided from one another, but they may point us in the right direction to answer the "why" behind the lack of PR measurement.

Overview

Before we take a look at each of these obstacles in-depth and look at how communicators can address them, we'll define each problem within the context of PR and communications work. The five issues that seem to come up repeatedly in discussions of why measurement practices haven't been introduced follow.

Issue One: Lack of Time

Whether we are considering a large agency, a boutique specialty firm, or a small agency, PR professionals typically work long hours on multiple projects. A great deal of the work is intensive, and it is not uncommon to frenetically jump from one item to the next—this is particularly true if social media and media relations are part of the mix. Virtually all PR professionals have to pay attention to 24/7/365 news cycles and social media in order to do their jobs effectively.

Real measurement, on the other side of the spectrum, requires a lot of forward planning prior to an engagement, substantial time reviewing and layering on additional data during a campaign, and significant time analyzing results and turning results into insights. Measurement can be time-consuming, and in an industry where clients have their own ideas on what successful PR looks like, selling measurement can feel a bit anticlimactic.

This is likely one reason why the industry has leaned so hard on data and numbers that don't provide much in the way of insight, but are easy to gather and report. AVEs are quick to calculate and report, as are vanity metrics such as likes and followers. These provide the illusion of measurement without taking any of the time.

Measurement that ties PR efforts to business objectives requires additional steps beyond simple data collection.

As monitoring dashboards get more detailed and are able to deliver more data, the impulse on the part of PR practitioners seems to be to simply report more of this data, but it's important to remember that data collection is a component of measurement. Measurement that ties PR efforts to business objectives requires additional steps beyond simple data collection.

Issue 2: Limited budgets

Clients have always been conscious of the amount they are spending on PR, whether it's an internal function in a company or when they use an outside firm. As noted above, measurement that goes beyond data reporting takes time, and time is money.

Conducting the analysis necessary and establishing a solid measuring program—while continuing to do all of the work previously expected from PR—means additional resources. Whether a company is asking for measurement from an outside firm or adding it to the plate of its internal PR team, it's more work, and that means spending more.

Spending more isn't what most clients want to hear. So, PR pros get boxed into an unenviable corner: in an effort to make PR services more meaningful, they've been told time and again they need to measure, but when they pitch measurement there's a bigger bottom line attached—which potentially makes PR a target to cut.

Issue 3: A lack of training and/or awareness

Up until recently, there really hasn't been a lot of emphasis on training in PR measurement, other than in some college communications curricula. There are a lot of PR practitioners who enter the field through industry experience, rather than following a college major. For them, learning and understanding PR measurement is either something they seek out because they understand its importance or are interested in it; or, they are thrust into it when a client asks for it.

Whether they are willing or reluctant students of PR measurement, most are essentially on their own to seek out direction, advice, and examples on how to measure. Although industry groups like PRSA, AMEC, IABC, and IPR are readily available resources, not every PR professional is a member of one of these

groups—they might not even be aware that such resources exist.

When firms are successful at what they do, there's generally a certain formula that they follow for client programs. If measurement is requested by a client or even when it is suggested by the PR team, the compulsion is to tack measurement on to the already-tested programs. That isn't always the best approach, because adding measurement usually means that you will be doing something new—like mapping measurement efforts back to business goals. Time-tested approaches don't need to be scrapped, but proposals will likely need to be structured differently.

Issue 4: Limited demand

A lot of what falls under PR's banner hasn't traditionally been measured beyond clip counts. PR professionals are asked to: develop working relationships with members of the media, secure coverage, do community outreach, produce volumes of printed materials from newsletters to brochures, maintain social media channels, write case studies and white papers, produce content for websites...and more.

Most of the time these activities are conducted without a great deal of thought put into how each program element or event ties back to actual business goals (the first step in measuring effectively).

When PR is tasked with the amorphous goal of "raising awareness," rarely does it come with sufficient budget to conduct baseline and post-campaign surveys. So, PR departments continue to do what they've always done, separated from the "hard numbers" parts of the business. The only

times PR is the center of attention is when the company has a nice media placement or a major media crisis.

Because PR has generally been viewed through this limited lens, there rarely is a push for numbers by clients beyond placement counts, vanity metrics, and faux measurement like AVEs. This is particularly true for clients with limited budgets, such as small businesses and nonprofit firms. These clients might choose to engage with a PR firm for very specific objectives, such as media outreach, where they have identified an internal weakness. To boil it down, if you don't have the media relationships you need, a good way to jump-start that process is to hire a PR firm for that objective.

Is then the answer to more effective PR measurement to have components of it combined into a broader communications measurement effort?

Things are a bit different at large PR firms, many of which have sophisticated measurement and data analysis practice groups in-house. While this addresses requests for measurement from clients, it also has created a bit of a silo effect, which limits the number of PR practitioners who actually do measurement work.

Issue 5: Responsibility overlap

This is one of the trickier aspects to measurement when we look at the PESO model and crumbling walls between advertising, marketing, and PR. Put bluntly, this is the "who really gets the credit" question. Or, possibly, a "turf war" issue.

It can be difficult to pinpoint what exactly drives a customer to purchase. Anything from influencer marketing to traditional advertising to seeing a mention in a newspaper might be the final nudge that moves an individual from "interested audience" to "purchaser." It could be a combination of all factors, plus a friend making a mention on Facebook. The last click gets the credit, but should it?

This isn't an excuse not to measure, far from it. It does mean that more than one department might legitimately be able to tie their individual efforts to the same business result. This fact actually bolsters the argument that PR should work with marketing and other departments to come up with solid communications metrics.

Is then the answer to more effective PR measurement to have components of it combined into a broader communications measurement effort?

This could be the direction in which we are headed in PR—the combining of elements that factor into an audience member's decision process, from introduction to taking action.

Making Time for PR Measurement

One of the most frequently mentioned barriers to setting up a PR measurement program is the time it takes. This is completely understandable—it does take time to set up measurement, and PR professionals frequently go from one client issue to the next with barely enough time to recalibrate.

This is because the bulk of public relations work is either very or somewhat time sensitive. You don't tell reporters you'll "get back" to them once you're done setting up Google Analytics. Similarly, social media, now a large part of most PR work, moves quickly and requires attention. PR plates are already quite full, and adding measurement on top of that can be a challenge.

On the measurement side, everything from setting up the conversations to determine what PR activities tie back to business goals, to figuring out what to measure, on up through the process of collecting and analyzing the data all takes significant time.

It isn't hard to see why time is a major barrier to more fully adopting PR measurement. It's also the reason the industry hasn't managed to shake "easy" but useless metrics like AVEs.

PR practitioners should take a bit of comfort in that, like learning a new skill or a new language, the initial learning curve for measurement can be steep but the more you do, the easier it gets. The setup that takes many hours now will become something you can accomplish in half the time a year later. With that in mind, here are some ways to start carving out small amounts of time for measurement.

Start small

The quickest way to frustration for a busy PR pro is to set a goal that is too complex to execute properly without a lot of additional resources. If you're strapped for time but want to start measuring, start small, with a clear, concrete goal. For example, if you are in the middle of a client program it's difficult to start a measurement program halfway through. Presumably you are already tracking some components—if it's a media relations program or a product launch, you are most likely already tracking straight client mentions.

Rather than going all the way back to the beginning of the program—which could mean re-reviewing hundreds if not thousands of clips—just pick a two-week interval. Then, look at any other additional data you have from that time frame—was there any social media engagement during that period? If you have access to information like email sign-ups or registrations, what did those numbers look like during that period? What was the media coverage like, taking into account tone, message resonance, original content or syndicated, etc.?

Since you are only looking at a brief segment of a campaign, this isn't enough time to draw any real conclusions—but, it does "train" your measurement mind to start looking at information differently. If you do this periodically over the course of a campaign, by the end of the program you may have some additional insights based on what the data show.

Pick low-hanging fruit first

If you're just beginning a PR program and want to start incorporating measurement, there are most likely some fairly straightforward items you could tackle without introducing a lot of complexity. Pointing PR efforts to a microsite and tracking things like click-throughs and signups should be fairly simple to implement. The most important things to keep in mind are: 1) the program's objective, 2) what activities are being conducted to achieve that objective, and 3) how and what kinds of data are being collected on those activities.

For example, if the PR program is for a nonprofit running an annual silent auction those items might look like:

- **Objective**: to increase donations by 10 percent over last year's fundraising total;
- **Activities**: Local media outreach, targeted social media promotion of event, and direct email campaign to ongoing/regular donors.
- **Data collection**: for media outreach, an event-specific microsite that links to a ticket page, for targeted social promotion a link to ticket sales page, and a direct email campaign asking donors to increase their donation from last year by adding a specific dollar amount (if they donated $100 last year, ask for $110 this year, etc.).

These data points specifically link back to the objective, and this is most likely work that is already being done—you're just drawing a specific line between the objective, the activity, and the outcome.

Delegate

We all learn best by doing—so this isn't an ideal option, at least not when you're just starting to measure. However, if a lack of time is completely preventing any advancement in this area, some delegation might be helpful. The trick is, if you are delegating you need to be able to clearly articulate how to set up measurement and what needs to be tracked so that you don't simply end up with a messy pile of unusable data at the end of a program, when you think you're going to be doing analysis and providing measurable insights.

Bearing that in mind, having an intern or associate load information into a spreadsheet is probably a logical delegation of tasks. The same holds true for setting up Google Analytics or similar programs: if there's someone who is an expert now, go to them to see if they can help you out. (And then add "learn Google Analytics" to a personal development list for the next time.)

Don't go it alone—if possible

Get a measurement buddy. Whether it's a team member who also knows they "should" be measuring but aren't, or someone from outside your company who has some experience who can act as a "measurement mentor," it's helpful to have another person who can think through ideas with you. The ideal situation is to find someone within your company, because PR measurement that is tied to business goals can touch on areas that are proprietary.

Asking someone you admire in the measurement community on Twitter to sign an NDA so that you can bounce ideas off of them for free...isn't going to go over well. That said, the majority of the people who are passionate about PR measurement are usually willing to answer a general question or two, to help you get started on the right path.

Eventually, it gets easier

Once you start down the path of doing PR measurement deliberately and with clear objectives, you will find that it gets easier. The discussions to figure out which business goals can be supported by PR programs, what to measure to make the connection between program activities and things like signups or lead generation, and so on will get much shorter, because prior experience will guide you.

You'll even start to think differently about processes and what to include in new business pitches so that measurement will be incorporated from the very outset—which is the ultimate objective. Once you've demonstrated the value, you'll be able to build in the time to measure into programs—leaving you less strapped for time.

Limited Budget

Along with not having sufficient time to measure, another big barrier is a lack of budget. It's a Catch-22 for PR pros: adding measurement tied to business goals would validate PR spend, but clients don't want to pay for something that isn't proven or viewed as unnecessary. Some might even view new line items for time for measurement as an attempt to pad a proposed budget. After all, how long can it really take?

Real measurement can take significant time, and time means having budget. From the up-front planning stages to data collection and review, up through the analysis and insights work, implementing a communications measurement program will take time.

Does this mean that organizations on tight budgets, or PR pros interested in starting measurement programs are out of luck?

No, not out of luck at all—there are still ways you can include measurement that matters.

Start with what you've got

One of the best ways to reduce the cost of measurement is to take a look at the information you are already collecting and see if there's a way to look at that data through a measurement lens.

Almost every organization tracks and monitors media mentions. If you aren't already layering additional intelligence on that information, this is a good place to start. Look at the business goals that your PR efforts are supposed to be affecting, and then start to examine your media coverage with those goals in mind.

For example, if your media efforts are supporting a new product launch which was mentioned in an article, take a look at your website traffic during the week that the media mention hit—was there a spike in activity and purchases after the article ran?

Try and think of all of the data already being collected across your organization, and see if a new way of looking at those numbers could potentially meet PR measurement needs. Companies collect a lot of data—but don't always review it through the eyes of different departments.

Free tools exist—make good use of them

Yes, there will be setup time involved, but what you gain on the other side of your effort will be worth the time investment on the front end. Excel spreadsheets and Google Analytics are two free tools that anyone starting out in measurement should become acclimated to using regularly. Excel can generate the charts and graphs you'll need to illustrate results—you'll still need to pull insights from the data,

Try and think of all of the data already being collected across your organization, and see if a new way of looking at those numbers could potentially meet PR measurement needs.

but visual representations are a great way to quickly convey data in a report. Google Analytics can provide a lot of data on who is visiting your site and when, and with a bit of planning, you can task it to track URLs specific to your campaign, giving you detailed data.

For social media programs, the platforms provide analytics tools that you can use. Although the information provided isn't terribly deep, it is a start—and, these tools are free.

Essentially, if you are going to rely on free tools because there is no budget for a more robust solution, it's important to take a few minutes to examine what information is provided and then see how it can be used to augment or support

your goal tracking, rather than the other way around. That way you'll be more likely to look at engagement rather than things like impressions, which are of limited use.

See if internal resources are available

When we hear that there isn't the budget to measure properly, typically this concern isn't restricted to the dollars available to purchase tools—it means there isn't the budget to allocate the staff time. In this way, "no budget" as a barrier is the same as the "no time" barrier covered in an earlier post.

So, similar to the suggestion of delegation in that piece, if the budgetary issue holding you back from measurement is the inability to dedicate sufficient full-time resources to measurement, see if there are any internal resources—from interns to entry level PR pros—who could tackle some portions of measurement.

Data collection, content review, spreadsheet entries, and other similar tasks could potentially be divvied up, making the entire measurement effort less resource-intensive than finding budget for staff dedicated to measurement. Although this isn't "free" it is cost effective and does carry additional benefits.

First and foremost, by engaging others in the measurement effort, you're on your way to building a stronger measurement "bench." Those assisting in the more routine aspects of data collection and maintenance will be primed to do the higher-level analysis in the future.

If you are limited on budget, take a look at your business goals [and] pick one aspect of the campaign/PR program to measure.

Additionally, good measurement results from collaborative efforts might increase support—and demonstrate the need for dedicated measurement resources.

If you can't measure all that you want, pick one

When budgets are tight, sometimes it will be considered a win to simply get started. If you are limited on budget, take a look at your business goals and narrow down your options: pick one aspect of the campaign/PR program to measure and focus efforts on that.

Ideally, you'd select a measurement that most clearly reflects the most important business goal, but sometimes that might mean a complicated or multi-faceted measurement plan. If that's the case then select a smaller, but still meaningful, aspect of the program to measure.

The most important thing to consider in this situation is the ability to do the measurement right, while not creating an insurmountable task to tackle. The objective is to begin to measure and demonstrate its effectiveness so that during the next round of budget approvals, you can advocate for more—by demonstrating tangible results.

Training and Awareness

Barriers to PR measurement adoption such as not having the time or the money to do measurement are tough, but they can at least be challenged head-on by proving the need.

Some barriers, such as lack of training and awareness can be much harder to address, mostly because of the fractured nature of the profession itself.

How do people enter the PR profession?

When you think of the modern-day path to a profession, it follows along a reasonably predictable path. A student in college develops an interest in a field of study, focuses on it with the objective of obtaining an undergraduate degree in the field. Internships and entry-level jobs are sought out, or the student—depending on the field—advances to a graduate degree, if required. For those who choose the medical profession, post-graduate work is then followed by a residency program.

Although this type of path is available to communications and public relations professionals, it is not required. Many PR professionals get into the field via entirely different paths, primarily through work experience. Virtually all of my colleagues in the public affairs practice group at the communications firm I worked at arrived there with backgrounds in government and through the ranks of a company, demonstrate an aptitude for communicating, and end up in the company's PR shop. In the last decade or so, many in PR's ranks have come from journalism as that field shrank and PR grew. A lot of internal communications professionals are housed in Human Resources.

That there are many paths to communications and PR work is one of the profession's greatest strengths. It means that there are people who understand how to communicate with a variety of audiences and with expertise within specific fields.

Public affairs professionals, for example, need to understand government and how the legislative process works—inside and out—as much as they need to know how to communicate with the public. The same holds true for many of the other specialty or practice groups such as healthcare, finance, and food & agriculture.

Reaching PR and Communications Professionals

This range of entry points into the profession also poses a number of challenges, one of which is—oddly enough—the ability to communicate about the profession with those in it.

Professional associations like PRSA, AMEC, and IPR are an obvious starting point. It is difficult to pinpoint an exact percentage of how many communicators are members of

these associations, but it's probably fair to say that it is likely only a fraction of those working in the field.

Even narrowing in on how many work in PR and communications jobs in the United States is a challenge. The Bureau of Labor Statistics gathers this type of data, and even their categorizations are confusing. Section 11-2000 is "Advertising, Marketing, Promotions, Public Relations, and Sales Managers" with subsection 11-2030 being "Public Relations and Fundraising Managers."

It's a jumble—and it excludes anyone who is self-employed within the field. With the lines between marketing, advertising, and PR continuing to blur, there could be thousands of workers who are functionally doing PR and communications work but are not identified as such by title or tidy job description.

With a profession this decentralized, it's no wonder that even a strong, focused effort advocating for measurement by the leading professional associations has met with limited success.

Identifying the need

Even within PR and communications agencies the demand for training in measurement may be limited. Large agencies have practice groups that specialize in measurement, so entry- and mid-level practitioners may not have any more than a cursory introduction to limited measurement—and much of that might be driven by client demand.

The more in-depth, focused measurement that relies on baseline assessment, audits, focus groups, and surveys gets handed off to the in-agency data specialists. Mid-sized and smaller or boutique agencies are often faced with the time and money barriers covered in previous chapters.

How can measurement be expanded and adopted more broadly?

Of all the barriers to more widespread PR measurement adoption, this could be the toughest to overcome because of the above-mentioned lack of cohesion of the profession. There are some steps that could be taken that could increase awareness of measurement principles outside of the functioning of professional organizations. Getting the word out to the broader communications community will be challenging.

On the agency side, measurement adoption could be accelerated a bit by requiring awards submissions to include solid, real, measurement standards across all categories. This will need to be a push industry-wide, and it is beginning to happen. PRWeek prohibited the use of AVEs in award submissions back in 2011, yet there are still requests for AVEs. It won't solve the problem on its own, but incremental steps are important.

Those with an interest in measurement can look for opportunities to introduce practical measurement to communicators who do not belong to any of the professional organizations. This means that measurement advocates will need to find them, rather than the other way around. Seeking out speaking opportunities that introduce measurement to industries that have a strong reputational focus (or problems) might be a good entry point.

Platforms and software tools will continue to be on the front lines of measurement, and could well be the single best point of introduction to measurement to those who are unfamiliar with changes in the PR and communications industry. Those in communications or PR who have a substantial volume of news coverage to track will likely seek out tools to manage that volume—even if they have no formal PR training and no connection to associations.

This means that software tools that enable measurement should also consider providing easy-to-follow instructions on how to use their platforms to provide solid measurement.
The most effective way to advance the measurement cause is through peer-to-peer discussions and, perhaps, introducing an element of competition. A company that sees a competitor doing something that they are not—and edging ahead because of it—will typically make it a priority to come up to speed fast.

The more that companies use effective measurement that shows real results, the more other companies will investigate and eventually adopt measurement. In some senses we are still, despite years of industry focus, on the front end of the adoption curve when it comes to measuring PR efforts.

Limited Demand

The common barriers to PR measurement examined in the preceding chapters relate directly to PR as a separate entity within an organization. Time management, funding, and training are all issues that tie back to PR as a distinct practice within an organization.

The barriers covered in the following chapters are heavily affected by how PR, marketing, and advertising are now bleeding into one another's space, primarily due to the rise of digital. Silos are coming down, but that can complicate measurement.

Why demand for rigorous PR measurement is limited

The role of public relations in many organizations is dominated by media relations. In fact, this is what most people outside of the business think of when they hear "PR." Although PR is much, much more than media relations, the simple fact is that press coverage—monitoring it, getting placements in it, responding to it, and managing it—is central to a lot of PR practitioners' jobs, and has been for a long time.

In many ways, this makes sense from a historical perspective. For better or for worse, the dominance of earned media coverage has dictated how PR practitioners approach measurement. How to assess earned coverage evolved separately from the numbers-heavy marketing and advertising departments, and because so much of what PR originally sprang from was deemed too ephemeral to measure—how does one assess a value of a relationship with a reporter, for example—PR had a tendency to rely on counting placements as a measure of success.

Despite the completely arbitrary nature of [AVEs], people accepted it, and the profession has fought to shake it off ever since.

The value question

While that was one method adopted, there was still the question of the value of placements, which is where AVEs sprang from: assessing a dollar value to an earned article, based on the cost of the equivalent sized advertisement. As over-simplified as that idea was, it was taken one step further when someone decided to add multipliers to the equation to address the criticism that a paid-for advertisement was of lower value than an earned media placement.

Despite the completely arbitrary nature of this data point, people accepted it, and the profession has fought to shake it off ever since. In fact, usage of clip counts and AVEs are so entrenched, they are the de facto benchmarks that exist in many companies. When the same

data points appear year after year in reports, and comparisons are made year-over-year on those metrics, moving away from them feels risky—even if they haven't been providing useful information.

Addressing limited demand means that PR professionals are going to need to "sell" measurement, and the most direct way to do this is to demonstrate its value.

The net effect of this is that clients who have used these data points for years are unlikely to be proactive in pushing for more rigorous measurement, particularly if it is going to cost them more money. This means that advocating movement to better measurement will often fall to the PR team, whether it's an internal group or an external PR firm.

Addressing limited demand means that PR professionals are going to need to "sell" measurement, and the most direct way to do this is to demonstrate its value. Case studies, pilot programs, and good old-fashioned competition (such as pointing out it could help get a leg up on competitors) are possible starting points.

Responsibility Overlap

Social media platforms have probably done more to decimate the walls between advertising, marketing, sales, public relations work, and customer service than any other change in the media landscape.

These platforms are provided for free to users as a vehicle for advertising and sales. They act as a direct to consumer conduit and are extensively segmented, so they are used for marketing work. They are the primary means by which we communicate, so they are relevant to public relations efforts—and, of course, social media is now how we complain to one another and to brands, so the customer service angle is plainly apparent as well.

Because of the overlap in use, each of the aforementioned parts of an organization have some stake in the data generated by social platforms—and, those numbers can impact offline activities as well.

When many have a stake, many will lay claim.

How responsibility overlap and attribution affect PR measurement

As PR has expanded, measurement requirements for its book of work have not kept up. PR practitioners do far more than media relations: there's internal communications, public affairs, audience identification and targeting, elements of paid media work, content strategies, and following a PESO strategy.

Because PESO (paid, earned, shared, owned) contains elements that used to live exclusively in other departments, particularly in advertising and marketing, attribution—a key part of accurate measurement—can feel more difficult.

Put more negatively and more bluntly: it can feel like PR is treading on the turf of other departments. Anyone who doesn't see the potential for friction here probably hasn't had to compete internally for budget.

Shared goals, siloed credit

We put a great deal of emphasis in measurement on tying PR activities to business goals. Sometimes those business goals may be exclusive to or heavily fall to PR—say, if a business goal is improving corporate reputation in the year following a major crisis. While advertising and marketing will have roles in this business goal, repairing image is solidly in PR's wheelhouse. In other cases, the business goals tied to PR activities will present a more evenly

shared objective, such as selling more product. Whether a company is selling candy bars or couches, digital subscriptions or software, one of the business goals is always going to be increasing sales.

If a potential customer sees a television advertisement, interacts with an influencer on social media, reads a profile piece published months ago about the CEO's CSR efforts that mirror her views, and then decides—on a word of mouth recommendation from a personal friend—to purchase, which department gets to count that sale in their measurement data? And perhaps more importantly, how is that information being captured?

For large companies, the volume of sales and data collected smooth out some of these issues, and can provide some answers. Because of the size of the data sets, individual cases such as the scenario set out above have less of an impact on measurement outcomes.

In smaller companies, one would expect the ability to attribute the sale would be easier to see because of the smaller data set. Instead, it's harder because advertising, PR, and marketing all can make some claim on converting that member of the targeted audience into a purchaser. In fact they probably all have data that captures that consumer's separate interactions.

Conclusion

Are consolidated communications metrics the answer?

Measurement is necessary to improve business outcomes and make smart decisions. As digital has become a dominant means of communication and entertainment, our ability to draw bright lines between measuring streams of data that can be easily attributable to one activity or another has eroded.

The answer, it seems, is in recognizing that a blended approach to data analysis is necessary. While there is and will continue to be a need to measure specific marketing, advertising, and PR activities separately, there is clearly also a need to see how these activities collectively impact communications and how they are working in concert to meet business goals.

Consolidated communications metrics are also a potent response to overcoming PR measurement barriers. By making the case that combined communications efforts can and must be measured, the case is also made that PR must be measured independently—just as marketing and advertising are.

CARMA

DELIVERING WHAT MATTERS

CARMA is a global provider of integrated media intelligence solutions. We deliver what matters using an unrivalled mix of cutting edge technologies and experienced media measurement and analysis experts. We offer the most comprehensive monitoring service available on all forms of local, regional and international media whether print, broadcast, online or social. All captured media content is reviewed and analyzed by a team of researchers and analysts to provide the most relevant and actionable insight enabling communications professionals to make informed business decisions.

FOLLOW US ONLINE

Facebook
/CARMAASIA

Twitter
@CARMAASIA

LinkedIn
/CARMAASIA

www.carma.com