Social Media Measurement Field Guide Workshop
September 21, 2020

Danti Chen
Head of Data Science & Product
Global Intelligence
Weber Shandwick

Jon Farb
Chief Product Officer
Listenfirst

Danny Landau
Senior Director
Research & Analytics
Talkwalker

Andrew Reid
President
New York Venture Capital Association

Amy Laine
Market Development & Insights,
IBM

Shelly Murphy
VP Media COE
IRI

Jon Lorenzini
Marketing Science Manager
Snap
<table>
<thead>
<tr>
<th>Name</th>
<th>Company/Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Andrew Reid</td>
<td>New York Venture Capital Association (Chair)</td>
</tr>
<tr>
<td>Amy Laine</td>
<td>IBM (Co-Chair)</td>
</tr>
<tr>
<td>Kevin Quinley</td>
<td>Census Bureau</td>
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<tr>
<td>Joe Lahr</td>
<td>ComScore</td>
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<td>Jon Farb</td>
<td>ListenFirst Media</td>
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<td>Danny Landau</td>
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<tr>
<td>Kai Tu</td>
<td>Viacom CBS</td>
</tr>
<tr>
<td>Danti Chen</td>
<td>Weber Shandwick</td>
</tr>
<tr>
<td>Jorie McLeod</td>
<td>Horizon Media (Young Pros Officer)</td>
</tr>
<tr>
<td>Agustina Perez Blau</td>
<td>Nielsen (Young Pros Ambassador)</td>
</tr>
</tbody>
</table>
Housekeeping

Please rename yourself - click on the Participants icon at the bottom of your screen, hover over your name, click on More, select Rename and enter your Name, Company, Country.

Please change your view to Speaker view, so the speaker is featured in their viewing window.

To avoid background noise, we kindly ask you to keep your cameras and mics off until you go to the breakout rooms.
Created For:
• People entering the Social Media field
• Those looking to understand a new area of social media measurement

Covering:
• Types of social media campaigns
• Sources of social media data for each type
• Metrics appropriate to each type of campaign
  ◦ How they affect buying / allocation decisions
  ◦ Most important metrics for analyzing performance
• Tools and techniques
• Social vs. other digital
• Using social to build brands
Types of Social Media Measurement

- Paid
- Influencers
- Earned
- Owned
Our Process

1. Research & Interviews
2. Consolidation & ARF Community Discussion
3. Writing Field Guide
4. Publish and Distribute Visual Content from Field Guide

Today!
Interview Areas of Focus

Seven interviews conducted with experts in their fields as contributions to the Field Guide and conference workshop.

SOCIAL ADVERTISING
- Buying ads and analyzing performance

SOCIAL BRAND BUILDING
- Non-paid ways to engage your audience

TOOLS and TECHNIQUES
- Where’s the value?

FIELD GUIDE
- Social Council
- + Interviews
- + Workshop
Questions: Social Advertising

1. In terms of measurement, how do you compare a social ad to another form of digital advertising? How do you approach measuring a social ad differently than other forms of digital advertising?

2. Are there times when you feel social ads are not the right tactic? If so, when?

3. To communicate the value of social ads to someone who is not as familiar with the medium, what metrics or methods do you think are the most convincing to a new audience?

4. In terms of social ad performance, which metrics do you think are most important but receive the least attention? Which are overhyped? Can you provide context around which metrics would best determine success or failure of a social campaign?

5. How do you take measurement considerations (e.g., capabilities, methods) into account when determining how much to allocate to various social channels? Would you be hesitant to spend on a platform that had below average measurement capabilities? Why or why not?

6. When it comes to measurement, what are the biggest challenges in communicating the value of social advertising to others?
How is Social Media Measurement Different?

“Internal resistance to using social media data? No, but a lot of questions about it.”
- Jessica Holzberg, US Census Bureau

“Initially we set up a study to see if there’s any measurable connection between on platform social engagements (likes, retweets, etc.) and our business metrics (visiting the website or signing up for demos). That study showed that, for us our lower funnel business metrics, we couldn’t find a connection.

That study helped clarify for us that social engagement itself is really not our primary end goal, but rather it can play an important part in getting people to continue the consumer journey with IBM.”
- Joe Prota and Chris Rightmire, Social Discipline Team, IBM

“The Bureau sees social media as way for disinformation to spread.”
- Zack Schwartz, Deputy Division Chief, US Census Bureau
## Sources of Social Media Data

<table>
<thead>
<tr>
<th>Source Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1st Party Social Media Analytics Tools</strong></td>
<td>Provided directly by platforms for page and account owners (e.g. Facebook Insights, Youtube Analytics, etc.)</td>
</tr>
<tr>
<td><strong>Social Advertising Platforms</strong></td>
<td>Tools provided by platforms to enable the execution of paid media advertising buys and also report analytics (e.g. Google Adwords, Facebook Ads Manager, etc.)</td>
</tr>
<tr>
<td><strong>3rd Party Social Media Analytics Tools</strong></td>
<td>Aggregate social metrics via publicly available social data and access to social platform APIs. Includes both social performance metrics and social listening.</td>
</tr>
<tr>
<td><strong>Third Party Tags</strong></td>
<td>Third-party tagging allow by social platforms, in limited instances, to verify some of their in-house metrics.</td>
</tr>
<tr>
<td><strong>Surveys and Panels</strong></td>
<td>Survey within platforms or to aggregated data on panelists whose social usage can be tracked</td>
</tr>
</tbody>
</table>
## Standard Metrics

<table>
<thead>
<tr>
<th>Category</th>
<th>Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size and scale</td>
<td>Fans, Followers, Impressions, Reach</td>
</tr>
<tr>
<td>Engagement</td>
<td>Likes, Comments, Reactions, Clicks, Shares</td>
</tr>
<tr>
<td>Social Listening</td>
<td>Mentions Volume, Sentiment</td>
</tr>
<tr>
<td>Ad Effectiveness</td>
<td>Recall, Favorability, Purchase Intent</td>
</tr>
<tr>
<td>Actions</td>
<td>Downloads, Email list signups, Purchases</td>
</tr>
<tr>
<td>Video specific</td>
<td>Views, View Durations, Completion Rate</td>
</tr>
</tbody>
</table>
### Influencer Metrics

<table>
<thead>
<tr>
<th>Influencer Metric</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales Lift</td>
<td>Relative to a control (not exposed)</td>
</tr>
<tr>
<td>ROAS (Return on Ad Spend)</td>
<td>The incremental dollar sales due to the influencer campaign relative to the cost of the campaign</td>
</tr>
<tr>
<td>Brand Relevancy</td>
<td>How well influencer's posts reflect the brand</td>
</tr>
<tr>
<td>Commercial Potential</td>
<td>Influencer's followers’ level of interest in purchasing/trialing product/service mentioned in the post</td>
</tr>
<tr>
<td>Social Influence</td>
<td>Size of influencer candidate's following/audience Level of engagement of followers</td>
</tr>
<tr>
<td>Audience Compatibility</td>
<td>Fit between influencer's audience and brand's audience profile</td>
</tr>
<tr>
<td>Selected Content Performance</td>
<td>Level of engagement with the influencer’s selected content (i.e., past sponsorship or a specific category) Audience reactions to such content with respect to favorability, intent to purchase</td>
</tr>
</tbody>
</table>
Breakout Groups

1. Paid/Owned/Earned Social Media moderated by Danny Landau and Jon Farb

2. Influencer Selection and Measurement, moderated by Danti Chen and Shelly Murphy

3. Social Media and the Marketing Funnel: From Brand Reputation to Lower Funnel Metrics, moderated by Amy Laine, Andrew Reid & Jon Lerenzini
Breakout rooms

• The following pop up window will appear when you’re assigned to a breakout room, please select Join Breakout Room.

• Don’t forget to change your view to Gallery view (top right corner) and unmute yourself once you joined the breakout room
ARF Social Council Workshop
Owned / Earned / Paid Breakout Session
September 22, 2020

Jon Farb
ListenFirst

Danny Landau
Talkwalker
Workshop Background and Objectives

The ARF Social Council is putting together a social measurement field guide to help the industry further unlock the value of social media marketing.

As part of the field work creation process, we want to gather feedback from the industry and share some best practices and concepts we’ve compiled so far.

After this session, our plan is to merge all the input we’ve received into a comprehensive and structured guide for social media marketing practitioners across departments, organizations, and skill sets.
Metric Classification

Owned

Earned

Corey Bernstein
That was my 100th ride!!! What an amazing ride and an amazing shoutout from Alex!! Thank you so much!!!

Like · Reply · 21h

Patricia Pilkingon
This was a great ride with my girls Celebrated Stephenie Ingram’s 100th ride 👏

Like · Reply · 20h

Trecia Gillett
I love Peloton so much I think they put something in my drink 😁😊😊. This community it everything...keeps me motivated, gets me motivated. Makes me think I’m superwoman 😍

Like · Reply · 20h

Lanell Smith
Trecia Gillett #truth 😄❤️

Like · Reply · 19h

Most Relevant is selected, so some replies may have been filtered out.
Metric Classification

Organic Conversation

Brian Willett @bwillett79 · 2h
A little #peleton ride because of the rain. It was a good one. instagram.com/p/CfCaa_PlnStn...

Brian Willett @bwillett79 · Sep 19
Had a great #peleton ride this morning. Also got to hang with my wife @jenn_wills and @kevinmsalmon instagram.com/p/CfuMrOVd0Ez2...

Crispy T @CrispyT68 · Sep 19
I put a screen in front of my couch and now I call it my #Peleton couch, except the screen doesn't have fit people screaming motivational stuff at me. #FoodNetwork #DontSweatOnTheCouch

Samantha Andrews @SAMANTHA_SJIA · Sep 19
Do I buy a Peleton ahead of potential lockdowns or do I risk just investing in an expensive clothes horse? Anyone have one? #peleton

Dr. Rita R. Gibson, PhD @DrRitaRGPhD2018 · Sep 13
You can count on me to dress up workout gear! Enter my referral code: 45BY4 during Bike purchase, and get $100 towards bike accessories. #peleton #kingdombody&soul instagram.com/p/CF6aMgbQp6J/

Spa Week @SPAWEEK · Jun 9, 2016
Ride how you want. Ride how you feel. That's the @Peleton way. bit.ly/1T036UJ #fitness #workoutlife

MarTech Conference @MarTechConf · May 6, 2016
Meet @Peleton's new CMO, Lori Taulbae Marcus! rench.co/1qBuLn
## Metric Classification

<table>
<thead>
<tr>
<th>Owned</th>
<th>Earned</th>
<th>Organic Conversation</th>
<th>Paid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pages / Profile Engagement (Public)</td>
<td>Responses to Owned Content</td>
<td>Mention Content Volume</td>
<td>Impressions</td>
</tr>
<tr>
<td>- Likes / Follows</td>
<td>- Comments / Replies Content</td>
<td>- Hashtag</td>
<td>- Reach</td>
</tr>
<tr>
<td>- Check-ins</td>
<td>- Content Engagement Metrics</td>
<td>- Keyword</td>
<td>- Other Uniques</td>
</tr>
<tr>
<td>- Pages / Profile Content Published</td>
<td></td>
<td>- Profile / Handle</td>
<td>- Advanced Video Metrics</td>
</tr>
<tr>
<td>Pages / Profile Engagement (Authenticated / Private)</td>
<td></td>
<td>- Photo Tag</td>
<td>- Clicks / CTA / Conversion Metrics</td>
</tr>
<tr>
<td>- Impressions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Reach</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Other Uniques Metrics</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Content Engagement (Public)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Likes / Reactions</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>- Shares Volume</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Comments / Replies Volume</td>
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<tr>
<td>- Video Views</td>
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<td></td>
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</tr>
<tr>
<td>- Story Metrics</td>
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</tbody>
</table>
1. Is there a consensus regarding the understanding of a paid/owned/earned framework in the industry?

2. Is one universal framework too limiting for different kinds of use-cases or publishers/entities? Do some organizations using social media marketing actually have or need multiple paid/owned/earned frameworks?

3. How does this framework unlock more value from social media? Can a team become more efficient through specialization along the framework’s spectrum?
Influencer Break-out

AudienceXScience 2020
Social Council Workshop

Danti Chen
Weber Shandwick

Shelly Murphy
IRI
# What Is Influencer Marketing

An A hybrid of old and new marketing tools, taking the idea of the celebrity endorsement and placing it in modern day content-driven marketing. The main differentiator is the collaboration between brands and influencers. Can be *organic only* or include *paid media* to boost reach.

### Influencer Types

<table>
<thead>
<tr>
<th>Influencer Type</th>
<th>Followers</th>
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<tbody>
<tr>
<td><strong>Micro</strong></td>
<td>1,000 and 100,000 followers.</td>
</tr>
<tr>
<td><strong>Macro</strong></td>
<td>100,000 and 1 million followers</td>
</tr>
</tbody>
</table>

- **Nano**: Somebody with fewer than 1,000 followers who has an immense influence with a comparatively narrow market. Example: a person with the most credibility in a particular neighborhood.

- **Mega**: Social superstars with more than 1 million followers. These are often celebrities because of fame they gained in the “real world”

- **Non Human**: Computer generated virtual influencers. Example: Miquela has 1.9M followers
Influencer marketing is on track to hit $15 billion in ad spend by end of 2022 and has quickly become a staple in media plans for many brands*

On the brink of explosive growth, Influencer marketing is desperate to start cleaning up its 'Wild West' terrain

*source: Business Insider
The Optimization Cycle

Optimization (tactical)
Identification (strategic)
Measurement (strategic)
Activation (tactical)
Influencer Selection – How is itDone?

01 Goal Oriented
02 Audience Centric
03 Data Driven
A **clear goal** helps with the selection criteria, and the success metric.
A targeted approach, focused on addressing specific audience demography, interests, behaviors & market nuisances.
GOING FROM 400
The Initial Screening of 400 influencers was scored for their:

Social Influence
How engaged are the influencer’s followers?

Commercial Potential
Does the influencer or their followers show interest in trying/purchasing?

Brand Relevance
Do the influencer’s followers perceive the posts as relevant?

TO THE TOP 25
Each of the Top 100 Influencers were then scored for their:

Content Diversity
Does the influencer/post on a range of relevant topics?

Audience Business Travel Affinity
Does the influencer’s audience fit the business traveler profile?

Sponsorship Performance
Is the influencer’s sponsored content engaging? Does their audience react favorably?
Influencer **Measurement** – How is it Done?

01 Feasibility

02 Design

03 Outcome
Measurement Feasibility is Critical

Campaign feasibility conducted
During the planning phase, well before the campaign begins

- Impressions/Influencers – Is the campaign size sufficient
- Campaign Length – At least one purchase cycle of analysis product
- Product distribution – Has the featured brand been in distribution for a year
- Size of analysis brand – Is it likely to move the needle

Feasibility is NOT a guarantee of a positive lift due to the campaign. Feasibility estimates minimum requirements to obtain a statistically significant read IF there is a positive lift.
Analysis Design
Selection of Test and Control Markets

- A vs. B (test vs. control) should mirror each other in terms of historical purchasing metrics; Category, Analysis Brand and Competitor Volume Sales, Price, Distribution and Volume Sales on Promotion
- Additional criteria include geographic representation, population size and purchasing rate relative to geography size
- A tight match sets the analysis up for success by minimizing differences during the 52 weeks prior to the start of the influencer campaign
Campaign Execution

Control Markets
No Influencer Campaign
Outcomes
What Was the Conversion to Offline Sales?

Test Markets (A) 
Influencer Campaign

Control Markets (B) 
No Influencer Campaign

Pre-Campaign Sales Trends

<table>
<thead>
<tr>
<th></th>
<th>Pre-Campaign Sales Trends</th>
<th>Campaign Sales Trends</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B</td>
<td></td>
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</tbody>
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Net effect = +5% Lift
97% statistical significance
Comparing A vs. B, Campaign period vs. 52 week pre-period

Analysis Brand Dollar Sales
- $5,000,000

Sales Lift
- 5.0%

Incremental Sales due to Campaign
- $250,000

Cost of Campaign
- $125,000

Return on Ad Spend
- $2.00

+5% lift can be attributed to the influencer campaign after controlling for other variables that influence sales such as in store promotions.
Discussion

an exercise
Exercise
Influencer Selection and Measurement

Upcoming campaign to leverage 1,000 relevant consumer influencers who can be leveraged to promote an OTC drug.

INFLUENCER BRIEF
• Diagnosed episodic migraine sufferer
• 25+ years old
• Positive and authentic attitude (not crass or rude)
• Has special expertise or focus areas including travel/adventure, family/parenting, food/culinary, art/music, DIY/home improvement
• Key performance indicator (KPI) is positive lift from offline sales

DISCUSSION
• What metrics would you consider during identification?
• How would you design the campaign analysis?
• Explain evaluating success of the campaign?
Marketing Funnel Break-out

AudienceXScience 2020
Social Council Workshop

Amy Laine
IBM

Andrew Reid
New York Venture Capital Association
YOU CANNOT MANAGE WHAT YOU CANNOT MEASURE
Establish your KPIs and how you’ll measure
- Awareness (e.g., volume of mentions, share of voice)
- Brand image (e.g., attributes, sentiment)
  - Plutchik’s Wheel of Emotion
  - Watson Personality Insights
  - IBM Project Debater
- Brand equity (e.g., amplification, embedded links)

SOCIAL SERVES AS THE ‘CANARY IN THE COAL MINE’
Identify mis/disinformation and reputational threats
- Monitor individual “naysayers”
- Look for swells in negativity, have a benchmark of acceptance (e.g., 10%)
- Watch for switches or “jumps in conversation” from one venue / group to another

TEST & MEASURE. Test & Measure. Test & Measure.
- Set aside budget to test new creative, platforms, and targeting
- Constantly measure user experience and brand perception
- Create and test hypotheses ... again and again
Best Practices for the lower funnel

Establish KPIs and measurement

1. How does my audience convert?
   - Online (Web)
   - Online (App)
   - Offline (In Store)

2. How is my advertising driving volume and new business?
   - Attribution (Volume vs. Dollars) - Attribution Windows
     - Total conversion
     - Total Leads
     - Total Installs
     - Conversion Rate (CVR)
   - Revenue on Ad Spend (ROAS)
     - Cost per install (CPI)
     - Cost per lead (CPL)
   - Incrementality (Behavior change vs. Dollars)
     - Point Lift of control vs. Exposed = Exp CVR - Ctrl CVR
     - Relative Lift of Control vs. Exposed = (Exp CVR-Ctrl CVR)/Ctrl CVR
     - iROAS

Segment your Customers

- How qualified is the audience (remarketing, previous purchase - CRM, new audiences)
- How efficient or easy is it to reach them on which platforms
- Average order values, frequency of purchase, purchase cycle
- Behaviors on site, against ads and intent signals

Test & Measure, Test & Measure, Test & Measure

- Set aside a portion of budget to test new creative, platforms, targeting, and User Experience
- Test constantly, and have a plan for all potential outcomes - if there is no material business change why test at all

3. How valuable is my audience post-conversion?
   - Lifetime Value (LTV)
Let’s Continue the Conversation! Join the ARF Social Council Community