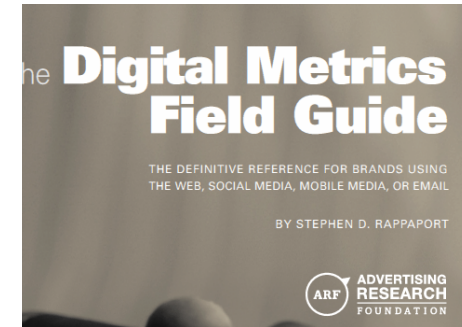


# Insider's Guide to Digital Media Measurement Sentiment Analysis Symposium 2015

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# Today's Experience



# Why do Digital Media Measurement?



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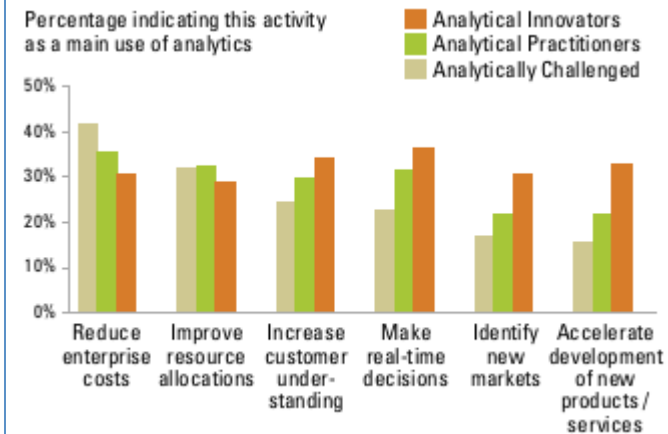
To understand and optimize  
the contributions that  
social media activities  
make to the business



# The Three Levels of Analytics Maturity

## Greater Capability = More Strategic Contribution

34%	54%	12%
Analytically Challenged	Analytical Practitioners	Analytical Innovators
Rely more on management experience than data analysis	Working to become more data driven	Analytics culture driven by senior mandate
Focus on cost reduction in use of analytics	Primarily operational in their application of analytics	More strategic in their application of analytics
Suffer from data quality and access issues	Have "just good enough" data	Place a high value on data
Lack appropriate data management and analytical skills	Have more of the information they need to make decisions	Have higher levels of data management and analytic skills
Simple approach to analytics, mostly descriptive applications	More complex approach to analytics, some predictive applications	Sophisticated approach to analytics, focus on prediction and prescription



# Case Study: CVS

## Objective: Gauge Consumer Reaction to Strategy Shift

### **Business Question**

How will consumers respond to CVS's announcement of the decision to cease the sale of cigarettes and tobacco products

### **Business Solution**

Leverage social media as PR message amplification, as well as measurement of conversation and sentiment toward the brand

### **Strategic Approach**

Employ Facebook promoted posts and tweets linking to the press release or YouTube video and then listen in real time to conversation sources, volumes, and sentiments for the subsequent 48 hours

### **Learnings**

We saw great response in mentions that far exceeded our benchmark, consumer sentiment was overwhelmingly positive, Facebook and Twitter saw significant fan growth, and many users challenged competitors to follow suit

### **Measurement**

Our focus here was to fluidly focus on social listening to understand the conversation volumes by channel, sentiment, trending keywords, and influencers while manually analyzing engagements and comments across social platforms to see how this event compared in impact to our benchmark

### **Future**

We will continue to monitor the conversations for insights while retaining these findings as a measuring stick against other future important company announcements

# Case Study: CVS One Year Later

1

**The New York Times**

5 Quit Smoking  
v Into a Health  
It

FAIR GAME  
Dish Suit Shows Close Ties Between  
Executive and Board Members

PAID POST  
A Couple Discovers Mom's Secret  
— From Beaches to World-Class  
Art  
VISA  
Signature

1  
Experts Urge Spurring  
Use of Nonaspirin  
Painkillers

BUSINESS DAY

## *How CVS Quit Smoking and Grew Into a Health Care Giant*

By HIROKO TABUCHI JULY 11, 2025



Jessica Chung, a nurse practitioner, examined Mike Gaffney last month at a CVS clinic in Midtown Manhattan.  
Brian Harkin for The New York Times

Email

Share

Tweet

Michael Gaffney's throat was scratchy for days, and lemon tea was not helping. So he dropped into a MinuteClinic above a CVS store in Midtown Manhattan on a lunch break. Within minutes, a nurse practitioner tested him for strep throat (negative), suggested lozenges and a regimen (ample fluids, no spicy food), collected a co-payment (\$25 cash) and sent him on his way.



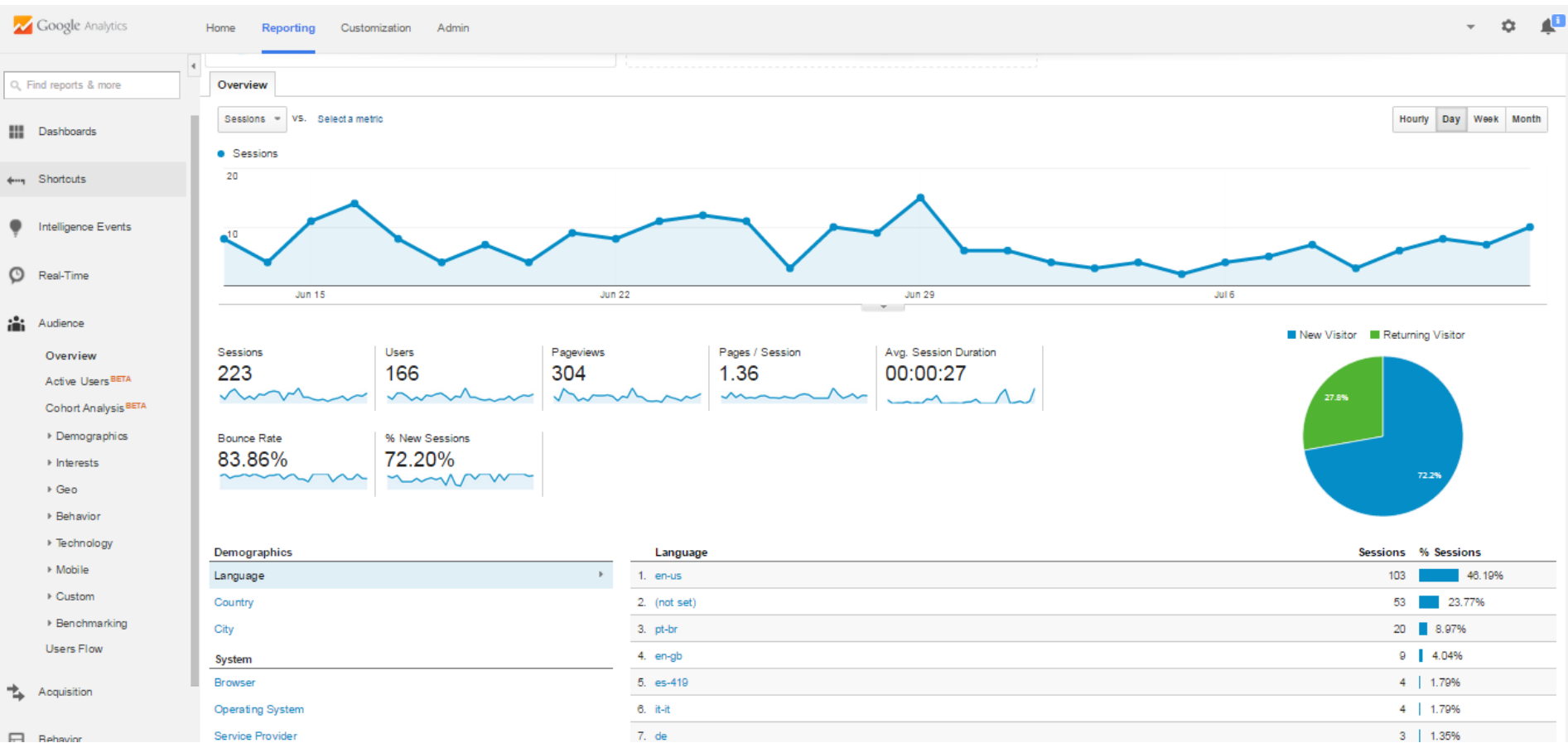
# Fundamentals 1

## Digital Metrics

- Metric:
  - A count, percentage or ratio that describes a trend or event
- Metrics primarily come from:
  - Company servers
  - Social networks, e.g., Facebook, Twitter
  - Sharing sites, e.g., YouTube, Pinterest,
  - Third-party analytics, e.g., Omniture, Google, KissMetrics
  - Listening and engagement platforms, e.g. Hootsuite, Radian 6, Brandwatch, Netvibes
- Metrics are typically reported in:
  - Reports
  - Dashboards
  - Conversations



# Google Analytics Example



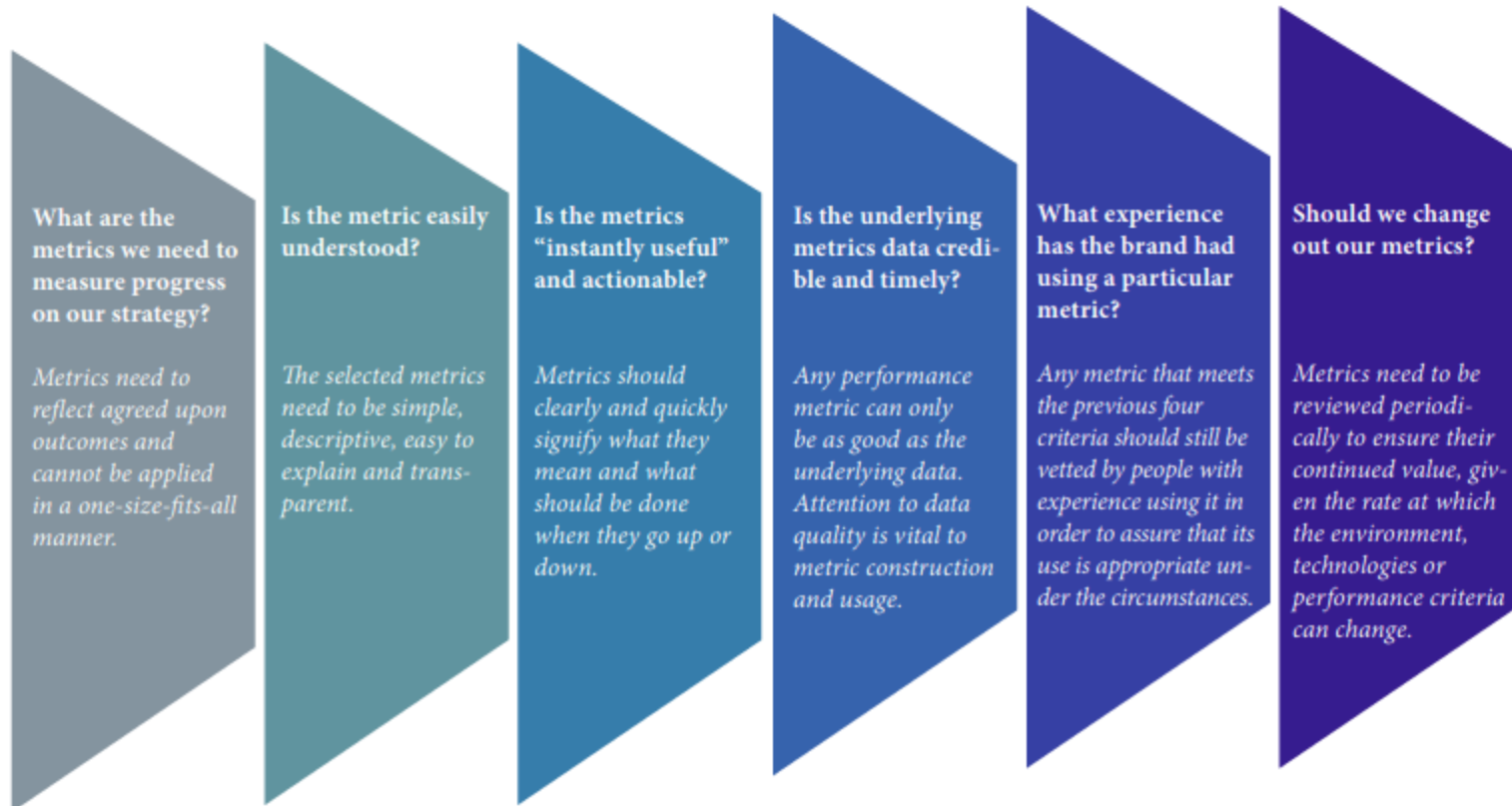
# Fundamentals 1

## Categories of Digital Metrics

1. Advertising (e.g. impressions, reach)
2. Audience/traffic (e.g. unique visitors, visits)
3. Site navigation and site performance (e.g. bounce rate, latency)
4. Media consumption (e.g. page views)
5. Engagement and interaction (e.g. clicks, plays)
6. Amplification and endorsement (e.g. pins, shares)
7. Conversion (e.g. checkout, email capture rate)
8. E-commerce (e.g. customers, average order value)
9. Ad effectiveness (e.g. brand lift)

# Fundamentals 1

## What Makes a Good Metric? Questions to Ask.



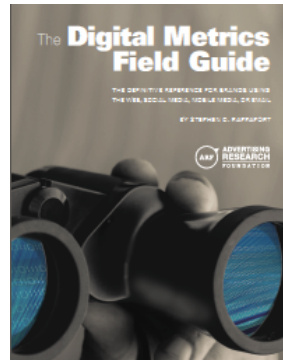
Adapted by Philip Napoli from The Digital Metrics Field Guide, appears in *Measuring Media Impact*, The Lear Center, Winter 2014

# Why was the Field Guide written?



**What?**  
Does it mean?

+



**Oh!**  
Now I get it.

=



**Ahh ...**  
We understand Impact

# Field Guide: What's Inside?

- 197 metrics
  - Web, digital, social, email
- 150+ research studies
  - What we know about them
- 12 invited essays
  - Present and future of measurement

## Repeat Visitors

AUTHORITY:	MEDIA:	STAGE:	CATEGORY:	APPLIES TO:
Digital Analytics Association, IAB, Millward Brown Digital	Owned	2. Connect	2. Audience/Traffic	Website Social Mobile
<b>ANSWERS QUESTION:</b> Are people coming back to our website, app, or brand page within a certain time period, and how many?				
<b>DEFINITION:</b> Unique visitors who have accessed a site, app, or brand page two or more times within a specific reporting period.				
<b>TECH NOTES:</b> See Visitors (Unique Visitors) for the notes.  IAB's definition of Return Visits is more similar to the Repeat Visitor definition than the Return Visitor definition. IAB's "Social Media Metrics Definitions" defines Return Visits as "the average number of times a user returns to a site or application over a specific time period."				
<b>ARF COMMENTS:</b>  Repeat Visitors can indicate if website content is bringing users back and retaining their interest. For e-commerce sites, the number of repeat visits may reveal how many visits are required to make (or lose) the sale. Further, tracking the time between visits—minutes, hours, or days—can be helpful in terms of understanding the length of the sales process. For e-commerce it is important to keep in mind that people shopping for a product or service will be visiting a number of sites, coming back to compare, and so forth. For this reason, e-commerce sites should provide repeat visitors with shortcuts and services that support and smooth the transaction. Dainow (2005) provides a good overview of the value of Repeat Visitors for e-commerce sites.  Sites that are interested in retaining audiences over time may also be interested in the Returning Visitor metric, which measures whether or not people visit over a span of reporting periods.				

### CITED RESEARCH:

Dainow, Brandt (2005). *Defining Unique Visitors* (<http://goo.gl/qxvSu>, accessed January 3, 2013).

### SEE ALSO:

*Return Visitor*

*Visit (Session)*

*Unique Visitors (Unique Browsers)*


# Fundamentals 1

## Think Outside the Category

- Put the metrics in a framework to tell a story about how a digital initiative is expected to work, and how it is working

# A Case That Reflects Most of the Learning Oscar Mayer

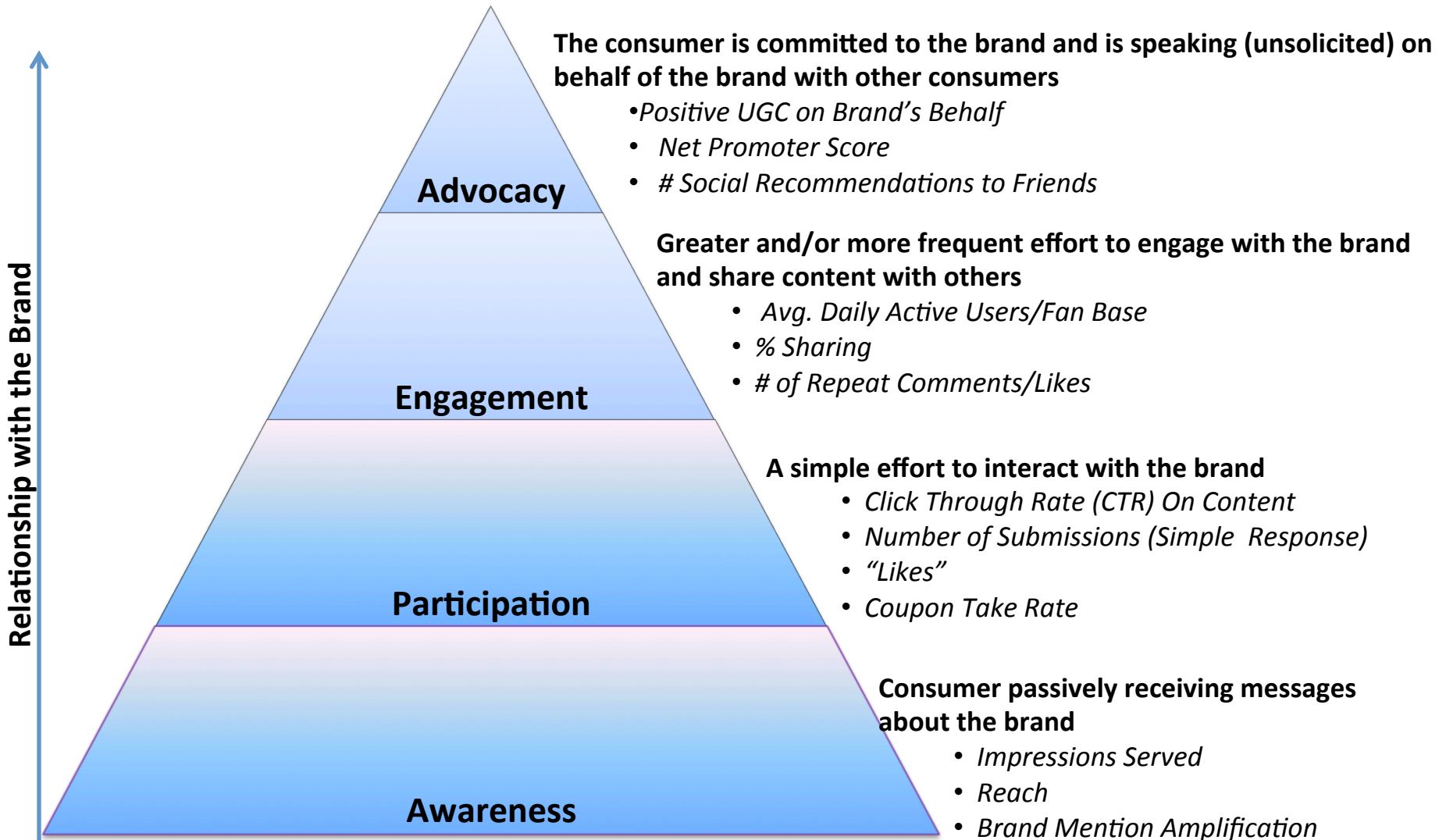
- Reasons the brand went social
  - Generate Sales Leads
  - Establish Better Customer Service
  - Engender Consumer Loyalty
  - Address A PR Situation
  - Shift Brand Perceptions
- Strategy:
  - Increase Consumer Involvement With Brand
- Their Theory (based on academic research):  
More Advocacy —> Better Performance



Multiple  
Objectives  
for Social



# Tenet: Advocacy Emerges from Brand Relationships That are Progressively More Involving



# Frameworks Organize Metrics for Analysis

	Awareness			Participation				Engagement			Advocacy			Bus Results
	Imp	Rch	Mnt	CTR	Sub	Like	Cpn	Fan	Shr	Ret	Sen	NPS	Rec	
Sales														
Cust. Serv.														
Loyalty														
Reputation														
Brand														

- Summary or Managerial View
- Track and trend for insight
- Tie to social media activities and business results
- Drill down

# Sidebar: General and Specific Frameworks

## There are Many of Them ... Here's a Few

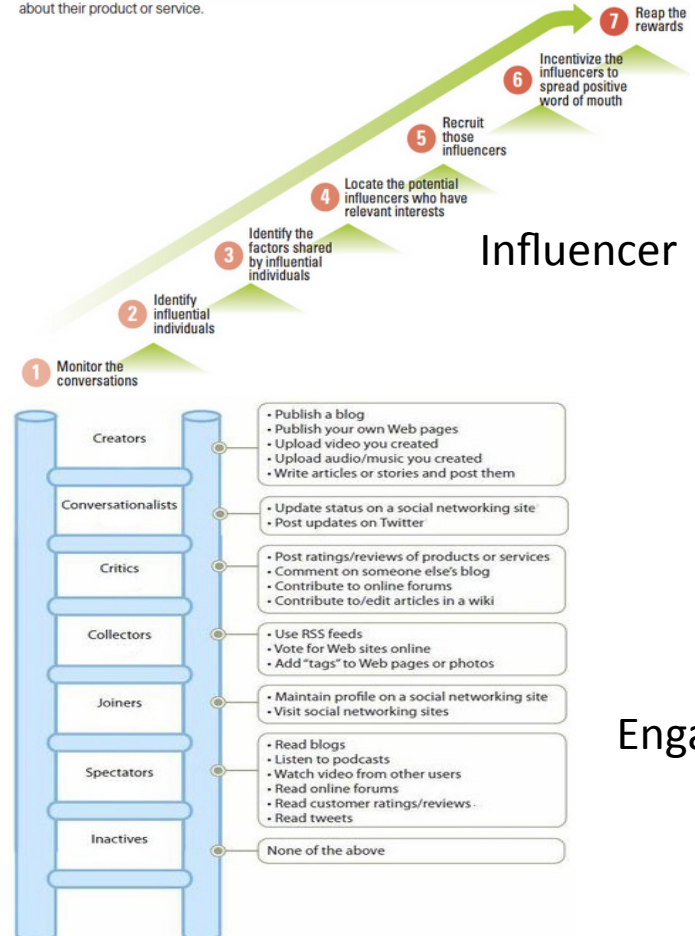


SM Marketing Funnel

- There are general frameworks and narrow, specific frameworks.
- Use a combination to “zoom’ in and out

### SEVEN STEPS TO SOCIAL MEDIA SUCCESS

Our research suggests that by using this seven-step framework to identify and recruit individuals who are influential on social media, businesses can promote social media word of mouth about their product or service.



Source: Forrester Research, Inc.

Engagement

# Fundamentals 2

## Digital Metrics Realities

- Not many people, brands or businesses understand social media metrics, what they mean, or which ones to use
  - What the ????. Reliance on “vanity measures.” It’s up to you.
- Data quality varies
  - “Deterministic” data: tied to a person has the highest quality but there are cross-platform issues
  - Tags: contain information that brands want to track, e.g. source, ad, keyword, etc
  - Cookie-based: capture relevant information but can be misleading due to deletion
  - Bot traffic: non-human traffic can be benign or malicious (click fraud)
    - Bot traffic: 56% for larger sites; up to 80% for blogs
    - 22% of web traffic is caused by evil “impersonator” bots (<http://goo.gl/Rhu20M>)

# Fundamentals 2

## Realities Continued

- Many brands have difficulty getting a holistic picture of their digital performance
  - Parts of the campaign farmed out to a variety of specialist agencies
    - Search, social media, etc.
  - Agencies prepare performance reports that they share with their clients
    - Multiple agencies, multiple reports
  - Not all relevant data sources are available and/or shared
    - Sales and financial data especially
  - Cross-device and cross-channel data is not always comparable across sources
    - Improvements being made within channel or ad network

# Fundamentals 2

## Realities Continued

- ROI is improving, but has many challenges still
  - Positive Developments
    - “deterministic” data tied to people analyzes individuals
      - Issue: UserIDs don’t map across platforms
    - Attribution models are improving due to multi-channel models
    - Social data becoming included in media mix models
  - BUT
    - ROI needs sophisticated analysis, multiple data sets, talented analysts, and a mature analytics organization
    - Many brands not confident in ROI
      - 70% of marketing executives would spend more on digital if ROI was measured better\*

# How do the realities resonate with you?



- Have you experienced them? Others?
- How do you cope with/overcome them?



# Workshop:

## Analyze a Business Objective Using the Fundamentals



Source: Altimeter Group



- Is this approach sufficient?
- What else would you measure and why?

# Six Months Have Passed. Avoided Call Percentage has Dropped and Leveled Off.



Source: Altimeter Group



- What do you think about now?
- Would you change anything? Why? How?

# Keep in Mind

- Measurement more closely reflects what people are doing, saying or feeling because of social media (Humetrics)
- Begin with a “theory” of how social works for your business or brand
- Impose a framework for measurement based on it
- Don’t bite the apple of vanity metrics. Be selective. Know what to use and what to ignore
- Avoid the endometrics problem: Optimize to your objectives, not to the platform’s metrics
- Let metrics be the “characters” that tell your analytic story and give them a “personality”
- Always challenge the conventional wisdom

# Final Thoughts

**Avoid distraction.** Digital metric analysis is about clarity, focus and simplification

**Have a discovery mindset.** Look at your results from different perspectives and constantly look for new insights

**Give credit where it is due.** Digital media is almost always a part of a larger communications plan. Show where it benefits and where it helps

**Be flexible.** Be open to re-thinking and changing your approach as you learn about how your digital media efforts are performing

**Socialize your findings.** Share them with others and incorporate their point of view

**Remember that You're Studying People.** Measures change because people change. Always try to understand why.

# Thank you!

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