



**amec**



**8-10 June 2011, Lisbon**  
**3rd European Summit on Measurement**

# Social ROMI

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**ORGANIC®**



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# What do you “get” from Twitter?



Guessing is not acceptable.



Today, we have  
the tools.



# Return On Marketing Investment

Offline Channels

Online Channels

Destinations

# Return On Marketing Investment

Offline Channels	Online Channels		Destinations
Television Radio Print Non Paid Media	We Go To Them Social Media OLA Mobile DPOS	They Come To Us Brand Destinations	Retail Environments

# Return On Marketing Investment

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<p>Television Radio Print Non Paid Media</p>	<p>We Go To Them Social Media OLA Mobile DPOS</p>	<p>They Come To Us Brand Destinations</p>	<p>Retail Environments</p>
<p>IAG/Nielsen Reach &amp; Frequency CPM/impressions</p>	<p>Measurement Points</p> <p>CPM                      Unique Visits CTR                      Engagements Cost per Media      Opt-In                                  Hand Raisers</p>		<p>Retail Sales</p>

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## Custom ROMI Model





+ follow us on  
**twitter**



+ follow us on **twitter** =

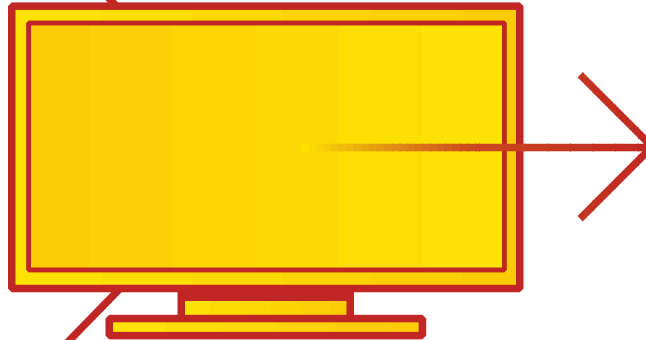




+ follow us on **twitter** =



Better Homes and Gardens  
dwell  
People  
TIME



follow us on  
twitter 



# Two Approaches to Modeling

## A Standard Marketing Mix Model

Marketing  
Channels



Sales  
Impact

# Two Approaches to Modeling

## A Standard Marketing Mix Model



This approach is often unable to detect the impact of smaller marketing efforts, such as PR Activities.

# Two Approaches to Modeling

## The Organic Approach



# Two Approaches to Modeling

## The Organic Approach



By taking advantage of online consumer behaviors, Organic is able to connect the dots between smaller marketing activities and their impact on sales, and **prove** their **ROI**.

# Results

Channel	(Case Units/\$000)
Trade Merchandising	50
TV	28
FSIs	15
Online Media	54
Shelftalk	133
In-Store Coupon	110
In-Pack Coupon	73
<b>PR Activities</b>	<b>32</b>



# Results

Positive News Coverage  
leads to higher sales

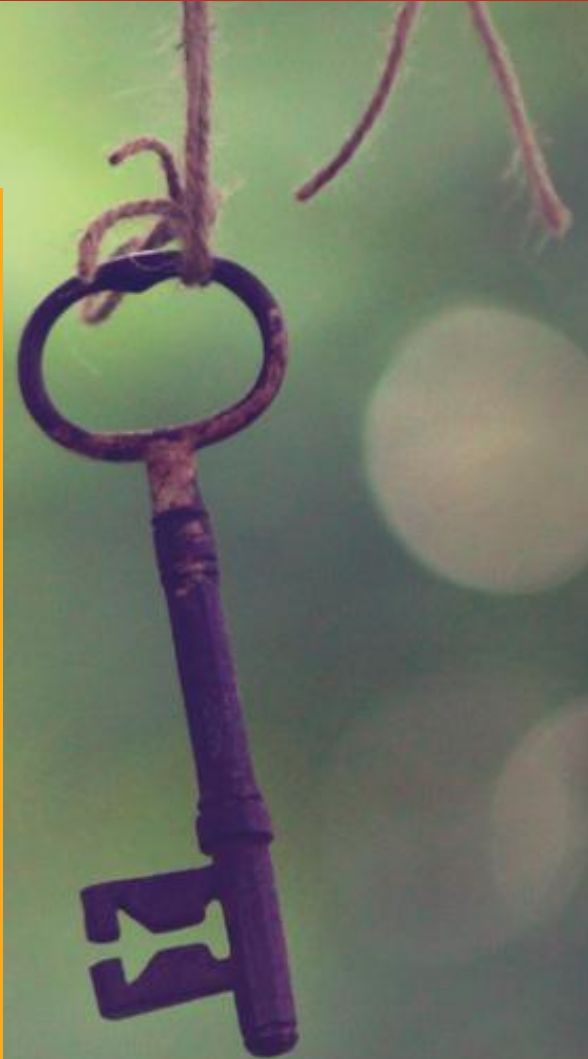
A 30% Increase in weekly  
story impressions leads to  
another 250 units sold



# Results

## Both traditional media and virtual media PR Impact Sales

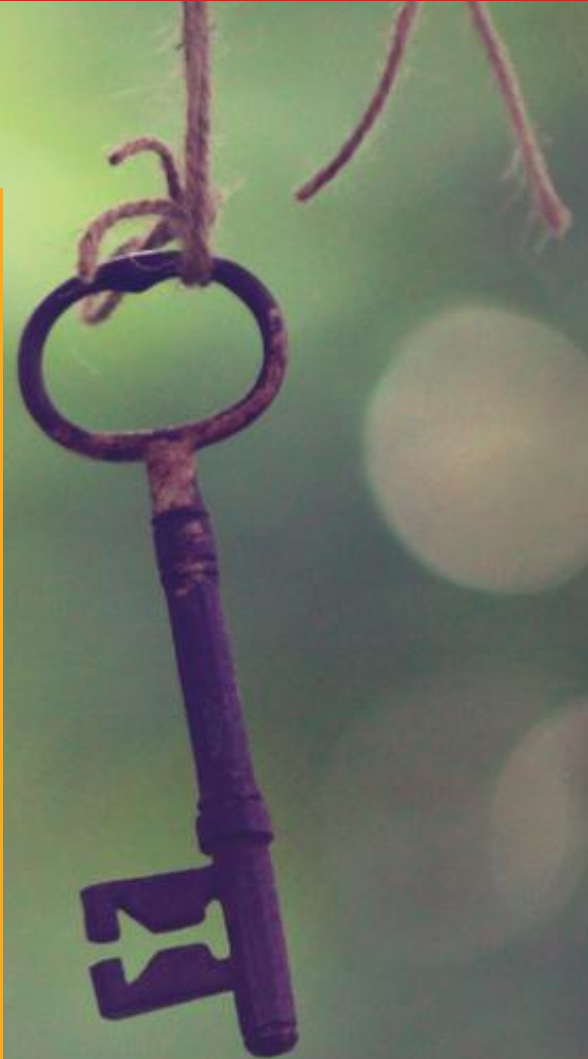
- Event driven PR increases sales within a market
- Increases in Tweets improve sales across geographic boundaries
- Increasing Twitter traffic drives website traffic and significantly correlates to increasing sales



# Conclusion

PR is a  
**Demonstrated**  
Sales Driver!

- *ROI 14% Higher than TV*
- *Sales Impact is Realized Immediately*



Questions?

Thanks :)