WORKSHOP G
Metrics that Matter

Gold Sponsor
Workshop Day
Richard Bagnall
CEO, PRIME Research
UK
Social Media and the AMEC Business Insights Study
Base: All (72) Q Thinking about all the research and insights work your business carried out for all types of clients in the year ending December 31st 2013, approximately what percentage of your total clients included social media in their programmes (including all user generated content sites)?

42% of AMEC member clients included social media in their programmes in 2013
Proportion of clients including social media measurement
Potential growth activities
Change in client demand
My 2015 forecast
The Rise of Data Scientists

**BEFORE**

nobody cared for a "math geek" in parties.

**NOW**

People love data scientists!

RK
Consulting
CLOUDY WITH A HIGH CHANCE OF CONTENT POLLUTION

"Ultimately it's the idea that matters—not the transmission method."

Andrew Bowins
Senior Vice President
Corporate & Digital Communications,
MasterCard Worldwide
Are you measuring what really matters or just what you know you can count?
I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

Maya Angelou
And then what happened?
AMEC's Social Media Measurement Framework User Guide

The AMEC Social Media Measurement Framework User Guide has been developed to address a common issue that troubles many communications practitioners...
Sam Flemming
CEO, Founder of CIC
Companies continue to scale social across the organization

**SBDI:** Imagine an organization transformed by social tools that drive collaboration and information sharing across the enterprise and integrates social data into operational processes. How close is your organization to that ideal? Please rate on a scale of 1-10 where 1 = "Not at all close" and 10 = "Very close"

*Data source: CIC 2013 China enterprise social business research*
Social continues to go ‘private’ with data locked in by social media owners creating challenges for offering ‘comprehensive coverage’

WhatsApp: 500+ Million Users

WeChat: 600+ Million Users

Line: 400+ Million Users
Need for diverging skill sets for “Social MEDIA” and “Social BUSINESS”

Chanel’s Weibo Tweet Exposed to 127 mln Accounts

Mercedes Smart Sells 388 Cars in 3 mins on WeChat

- 6677 initial US$150 deposits
- 2636 orders
- 1757 made full payments
- 388 finally sold in 3 minutes via flash sale
Social Media Command Centers evolving to become
“Big Data + Insight Command Centers”
Clients demand ‘agile insights’ to fill gap between ‘info display’ and ‘monthly in depth reports’
THANK YOU

Shanghai Headquarters:
4th Floor, Building 6, Fenglin Link, No.485 Feng Lin Road, Xuhui District
Shanghai, 200032, China
Phone: +86 - (0)21 - 6404 9191   Fax: +86 - (0)21 - 6432 5559

Beijing Office:
Room 801, Union Plaza, No.20 ChaoWai Road, Chaoyang District,
Beijing, 100020, China
Phone: +86 - (0)10 - 6588 6560

© 2014 CIC. All rights reserved. This document contains proprietary and confidential information. It is only intended for CIC client’s internal use only. Reproduction, redistribution to third parties and/or publication in whole or in part is strictly prohibited without prior written consent of CIC.

© 2014 CIC 版权所有。此文件包含专有和保密信息。本文件只适用于 CIC 客户的相关品牌和企业内部使用。未经 CIC 预先的书面许可，本文件或文件中的任何内容不得转交给第三方，同时也不得复制，转播本文件或文件中的任何内容。
Christophe Folschette
Founder, Talkwalker
My 2015 forecast
1. Growing need for converged media optimization

1. POE
2. Benchmarking
3. ROI
2. Content Marketing & Social Advertising

Average Organic Reach of Content Published on Brand Facebook Pages

U.S. Total Social Media Advertising: 2012-2017 Forecast

Analysis of 100+ Facebook Brand Pages around the world with more than 48 million total fans conducted by Social@Ogilvy in February 2014. Please see our report, "Facebook Zero" at http://social.ogilvy.com for details.

Proprietary and Confidential. Copyright © 2013 BIA/Kelsey. All Rights Reserved.
3. First steps into images and video tracking

Photos Alone = 1.8B+ Uploaded & Shared Per Day
Growth Remains Robust as New Real-Time Platforms Emerge

Daily Number of Photos Uploaded & Shared on Select Platforms, 2005 – 2014YTD

American Teens’ Most Important Social Network
% share of respondents, select findings
April 2014

Source: KPCB, estimates based on publicly disclosed company data, 2014 YTD data per latest as of 9/14.
4. Mobile changes media consumption

Remain Optimistic About Mobile Ad Spend Growth
Print Remains Way Over-Indexed

% of Time Spent in Media vs. % of Advertising Spending, USA 2013

Source: Advertising spend based on IAB data for full year 2013. Print includes newspaper and magazine. $30B+ opportunity calculated assuming Internet and Mobile ad spend share equal their respective time spent share. Time spent share data based on eMarketer 7/3 (adjust to exclude outdoors / classified media spend). Arrows denote Y/Y shift in percent share.
5. Gravities between connection & content networks

Source: Jan Rezab
6. Growing need for real-time measurement and insights as Social goes Enterprise
Ben Levine
Research Director, Ketchum
SMM in 2015

A bold prediction for the future
Help me, help you
Geek Chic
bold prediction #1

(FROM)

Robert Plutchik’s Wheel of Emotions

(TO)
Reinventing Social Media: Deep Learning, Predictive Marketing, And Image Recognition Will Change Everything (Business Insider, March 2014)
Adam Parker
Founder, Lissted
What makes someone influential?
"Welcome to the real world."
“We're not that much smarter than we used to be, even though we have much more information — and that means the real skill now is learning how to pick out the useful information from all this noise.”

Nate Silver (Fresh Air, npr.org)
Statues 8,671 598 \times 14.5
Followers

3,066

503

x6.1
Listed

A

@_____

B

@_____

179

19

x9.4
Retweeted last 30 days

187

0
Mentioned last 30 days

A

@_______

61

B

@_______

1
Last tweet

30/5/14  22/8/13
Klout score

A: 57
B: 32
<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statuses</td>
<td>x14.5</td>
</tr>
<tr>
<td>Followers</td>
<td>X6.1</td>
</tr>
<tr>
<td>Listed</td>
<td>X9.4</td>
</tr>
<tr>
<td>Retweeted last 30 days</td>
<td>187 v 0</td>
</tr>
<tr>
<td>Mentioned last 30 days</td>
<td>61 v 1</td>
</tr>
<tr>
<td>Klout score</td>
<td>57 v 32</td>
</tr>
</tbody>
</table>
@richardbagnall

@barryleggetter