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AMEC launches free M3 measurement tool - Wins Immediate Industry Support

AMEC, the Association for the Measurement and Evaluation of Communication has launched the M3 Measurement Maturity Mapper – and won immediate industry support.

The AMEC Measurement Maturity Mapper, or M3 for short, is a new tool which lets PR professionals benchmark their comms measurement and makes recommendations for areas of improvement.

The tool was launched during the European Week of AMEC Measurement Month (w/c 19th Nov) and has immediately won positive support from the PR industry.

Behind the development of the M3 was the AMEC team of Paul Hender, COO, CARMA; Colin Wheeler, Managing Director, Survey Solutions; Ben Levine, Director, Head of Research, Analytics & Measurement at FleishmanHillard Fishburn; Aseem Sood, CEO, Impact Research & Measurement and Michael Ishmael, Managing Director, 66 Bytes.

Why is the M3 needed

Explains CARMA's Paul Hender, "What we know is that everyone is at a different stage on the measurement journey. The M3 tool helps an organisation understand where it is on the journey to help improve its measurement," said Carma's Paul Hender.

"The M3 tool has been deliberately designed to help PR professionals assess where they are, starting with a short diagnostic questionnaire to benchmark an organisation's existing measurement approach. All data is anonymised and remains completely confidential."

Hender said 70 AMEC members contributed data to the initial dataset.

How the M3 tool works

The M3 takes users through a series of questions – all of which are rooted in the Barcelona Principles 2.0 and the AMEC Integrated Evaluation Framework ([IEF](#)), focused on how their organisation, or their client's organisation, currently approaches communication measurement and evaluation at three levels:

- Reporting: to what degree does the organisation measure communication outputs, outcomes, and outcomes. This is assessed both in terms of channels, metrics, and frequency
- Planning: how does the organisation approach communications planning, starting with setting objectives and KPIs, conducting research to inform strategy and tactics, and integrating with other marketing disciplines
- Demonstrating impact: to what degree does the organisation's measurement and evaluation go beyond channel metrics, and what methods do they utilise to make relative and causal links between communications and desire organisational results.

The result is a relative benchmark – by market, sector, organisation type or size – on where users are in their measurement and evaluation journey, both overall and for each of component.

Industry support!

Launch of the M3 Measurement Maturity Mapper has won immediate praise within the PR and communications industry.

Francis Ingham, Director General of the PRCA and Chief Executive of ICCO, said: “The M3 is another brilliant step forward by AMEC and we will give it our full support worldwide.”

Stuart Bruce, Executive Board Director of the Chartered Institute of Public Relations and leader of the Measurement Task Force, said: “It’s a fantastic new resource from AMEC. Just like AMEC’s Integrated Evaluation Model, the M3 can help make your job as a PR professional easier and if used properly make you better at your job.”

Industry commentator Stephen Waddington, Partner and Chief Engagement Officer at Ketchum, said: “The industry has got to welcome this new free tool from AMEC because it allows public relations practitioners to benchmark and improve their measurement approach.”

About AMEC

AMEC - the International Association for Measurement and Evaluation of Communication - is the world's largest professional body for communications research, media intelligence and insights with more than 160 members in more than 80 countries.

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