

Taxonomy of Methods, Metrics, and Indicators by Program Stage

CHANNEL	METRICS & INDICATORS	METHODOLOGY	METHOD	STAGE
Advertising	• Placement	Quant	Media buying schedule	Activity
	• Reach	Quant	Media circulation / ratings	Output
	• Impressions	Quant	Media circulation / ratings	Output
	• Frequency	Quant	Media buying schedule	Output
	• Clickthrough rate – CTR (e.g., to website)	Quant	Website statistics	Outcome (short-term)
	• Awareness of ads	Quant	Survey – market / audience	Outcome (short-term)
	• Relevance of ads / liking ads	Qual		Outcome (short-term)
	• Recall of brand / message	Qual		Outcome (short-term)
	• Awareness of message	Qual		Outcome (short-term)
	• Intention to act on message	Qual		Outcome (medium-term)
	• Subscription / registration for more information	Quant	Database records	Outcome (medium-term)
	• Inquiries re product or service	Quant	Database records	Outcome (medium-term)
Publicity	• Media releases / statements issued	Quant	Internal activity report	Activity
	• Number of interviews / journalist contacts	Quant		Activity
	• Number of articles / items placed in media	Quant	Media content analysis	Output
	• Reach (net audience based on circulation/ratings)	Quant		Output
	• Impressions (total audience)	Quant		Output
	• Share of voice (%)	Quant		Output
	• Messages placed	Qual		Output
	• Sentiment / tone	Qual		Output
Websites	• Content created	Quant	Internal activity report	Activity
	• Page views	Quant	Website statistics (e.g., Google Analytics)	Output
	• Video views	Quant		Output
	• Duration	Quant		Output
	• Bounce rate	Quant		Output
	• Downloads	Quant		Output
	• Return visits	Quant		Outcome (short-term)
	• Subscription / registration for more information	Quant		Outcome (short-term)
	• Inquiries	Quant / Qual		Database records
Social media	• Impressions (total views)	Quant	Social media analysis	Output
	• Sentiment	Qual		Output
	• Follows	Quant		Outcome (short-term)
	• Likes	Quant		Outcome (short-term)
	• Retweets	Quant		Outcome (short-term)
	• Shares	Quant		Outcome (short-term)
	• Clickthroughs (e.g., to a website)	Quant		Outcome (short-term)
	• Comments	Qual		Outcome (short-term)
Videos	• Content produced	Quant	Internal activity report	Activity
	• Views online	Quant	Website statistics	Output
	• % of video viewed online	Quant	Website statistics	Output
	• Views at screenings / events	Qual	Registrations / attendance	Outcome (short-term)
	• Viewer satisfaction (e.g., comprehension, usefulness)	Qual	Viewer panel Survey	Outcome (short-term)
Publications	• Circulation / distribution	Quant	Database records	Activity
	• Readership	Quant	Survey - Readers	Output
	• Reader satisfaction (e.g., usefulness)	Qual		Outcome (short-term)
	• Recall of content / messages	Qual		Outcome (short-term)
Events & Presentations	• Number arranged	Quant	Internal activity report	Activity
	• Number of attendees	Quant	Registrations / attendance	Output
	• Attendee satisfaction (e.g., usefulness)	Qual	Survey of attendees	Outcome (short-term)
CAMPAIGNS & OVERALL MEASURES **	• Total audience reach and/or impressions	Quant	Media circulations/ratings	Output
	• Awareness of campaign	Quant	Survey – Audience/market	Outcome (short-term)
	• Awareness of messages	Quant		Outcome (short-term)
	• Intention to act on messages	Quant		Outcome (medium-term)
	• Subscriptions / registrations	Quant	Database records	Outcome (medium-term)
	• Comments (positive, negative, neutral)	Qual	Media content analysis	Outcome (medium-term)
			Survey – open ended Q	Outcome (medium-term)
	• Employee satisfaction / Voice of Employees (VOE)	Quant	Survey – Employee Sat	Outcome (long-term)*
		Qual	Focus groups	Outcome (long-term)*
	• Customer satisfaction / Voice of the Customer (VOC)	Quant	Survey - Customer Sat	Outcome (long-term)*
	• Net Promoter Score (NPS)	Quant / Qual	Survey - NPS	Outcome (long-term)*
	• Stakeholder satisfaction / support	Quant	Survey - Stakeholders	Outcome (long-term)*
		Qual	Interviews - Stakeholders	Outcome (long-term)*
	• Partner or public satisfaction, engagement, etc.	Qual	Key informant interviews	Outcome (long-term)*
	• Trust level	Quant / Qual	Survey (e.g., Edelman)	Outcome (long-term)*
	• Reputation rating or score	Qual	Survey - Reputation	Outcome (long-term)*
	• Public opinion change / support	Quant	Survey – Public Opinion	Impact
	• Behaviour change (e.g., vaccination; cancer screening; change brands; vote; etc.)	Quant	Public records; customer database; surveys	Impact
	• Increased investment; tourism; donations; etc.	Quant	Financial data	Impact*
	• Increased recycling; public transport use, etc.	Quant	Public data	Impact*
	• Improved public health (e.g., reduced disease)	Quant / Qual	Public health data	Impact*
	• Changed policy as requested	Qual	Policy records	Impact*
	• Increased sales	Quant	Sales data	Impact*

*Some outcomes and impacts are multi-causal. In such cases, evaluation seeks to show a contribution to the outcome or impact (partial causality).

**Evaluation can be integrated to include multiple activities in a single survey, round of interviews, etc.