

# Taxonomy of Methods, Metrics, and Indicators by Program Stage

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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
	• 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	Outcome (short-term)	
	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)	
	• Employee satisfaction / Voice of Employees (VOE)	Quant	Survey – open ended Q	Outcome (medium-term)	
		Qual	Survey – Employee Sat	Outcome (long-term)*	
	• Customer satisfaction / Voice of the Customer (VOC)	Quant	Focus groups	Outcome (long-term)*	
		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.