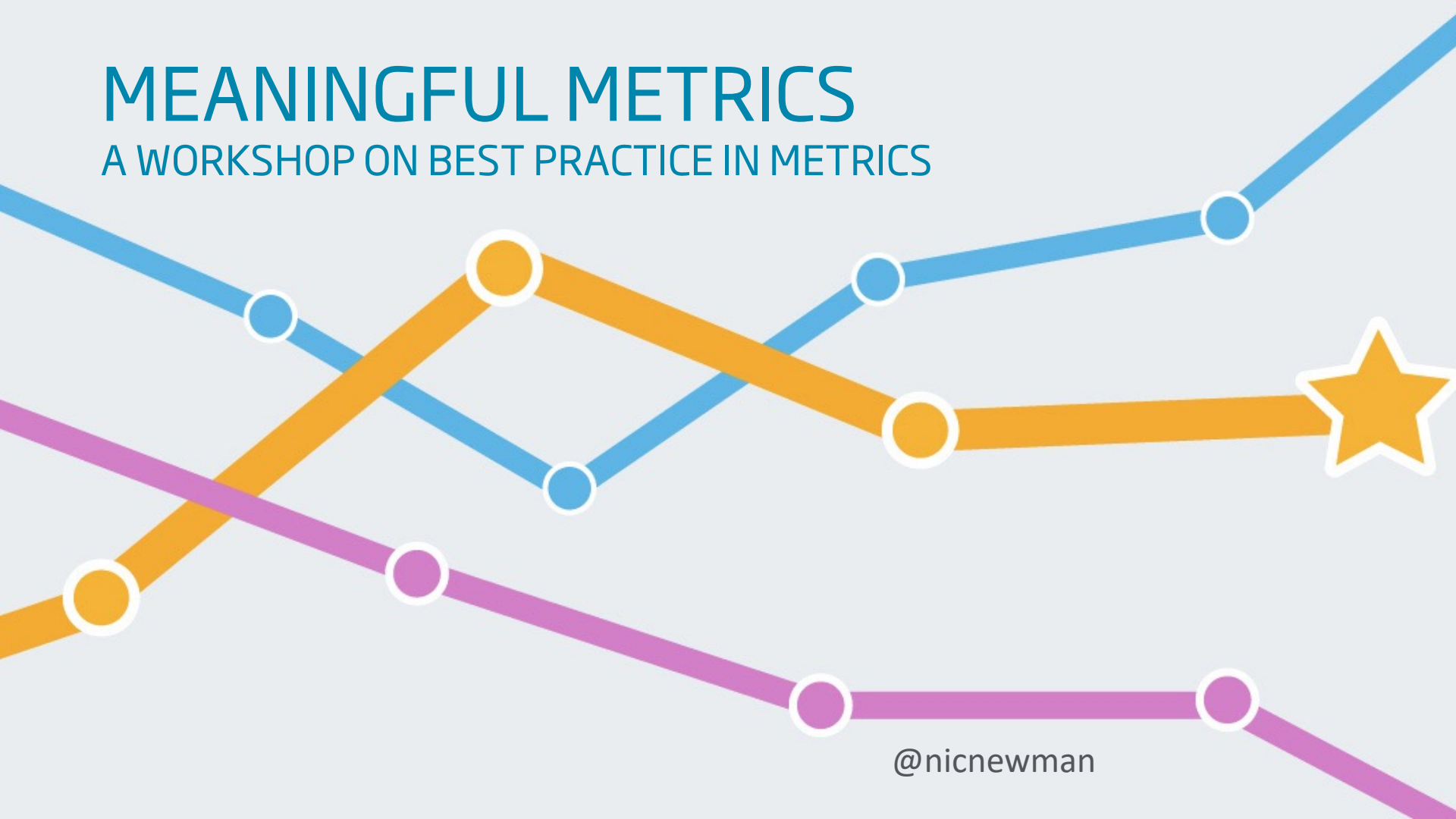


MEANINGFUL METRICS

A WORKSHOP ON BEST PRACTICE IN METRICS

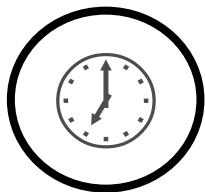


@nicnewman

Using metrics effectively



In Twos



5 minutes

Task

What are some of the challenges you have with metrics at RFE?

What's the problem with metrics?

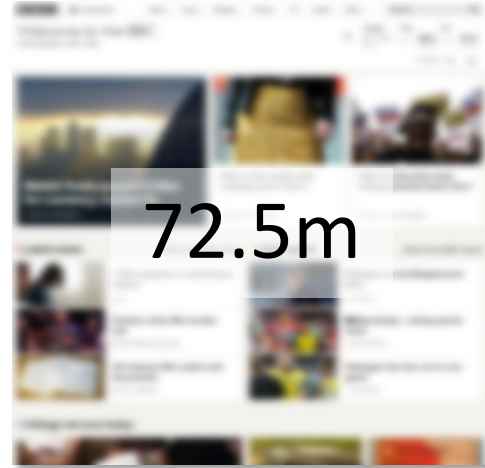
- Too many
- Vanity metrics
- Not actionable

An example of a vanity metric ...

Number of unique browser visits/month



UK POPULATION



AVERAGE WEEKLY BROWSER REACH

BBC

Other examples of vanity metrics ...

SOCIAL MEDIA FOLLOWS

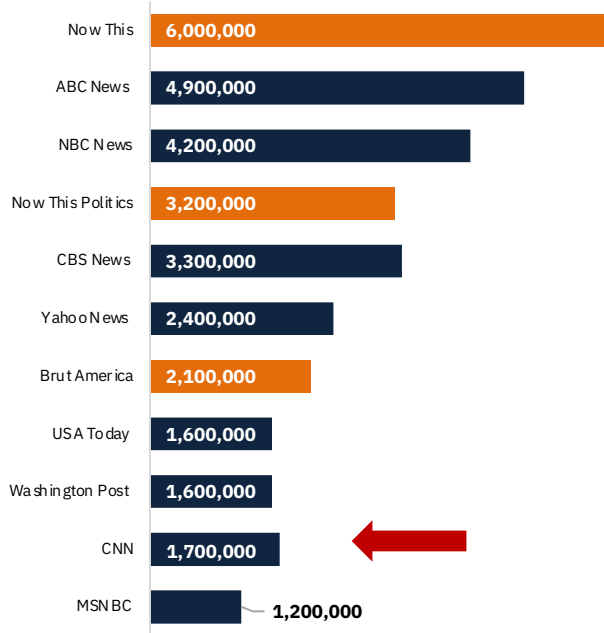


62m followers on Twitter
39m followers on Facebook
1.7m followers on TikTok

Why are these not great metrics?
How could we make these more meaningful?

Comparing CNN with other publishers can make metrics more meaningful

United States



Now we can see that CNN is not doing as well as NBC or CBS

Also we find the insight that socially native brands are doing much better. Maybe there is something CNN can learn from them?

Traditional brands

Socially native brands

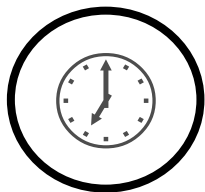
What does a good metric look like?

- Simple, understandable
- Meaningful
- Comparative
- Actionable

Using metrics effectively



In Twos



10 minutes

Task

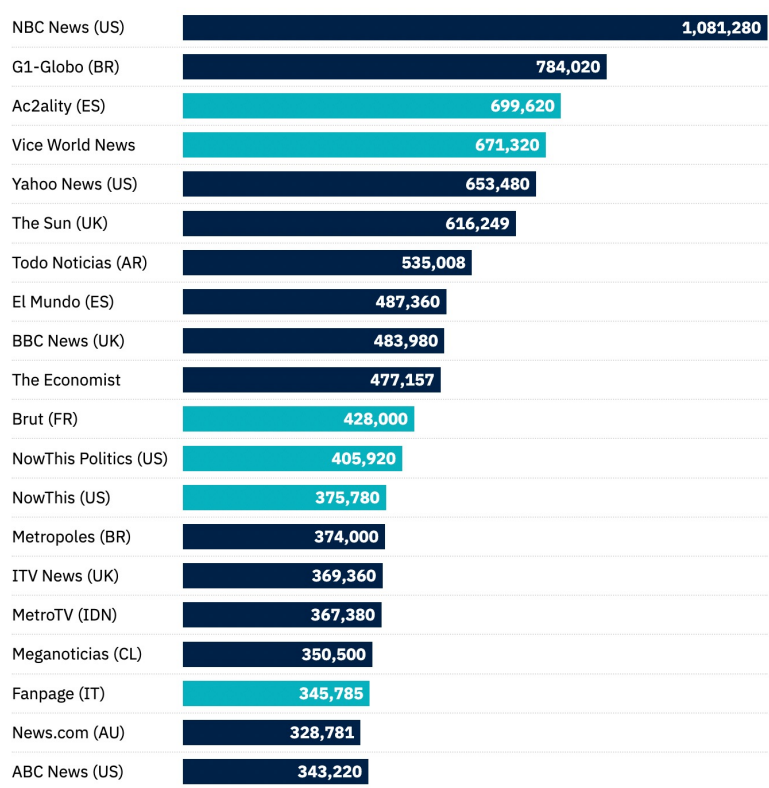
What would be more meaningful metrics you can use on TikTok?

Think of as many as you can

Then chose **one** leading metric for each

Average views per post is one possible metric

News outlets **in turquoise** are social native brands.



CNN **average views per post**
only 163,000

We could also consider **number of posts over 500,000** (compared with other providers)

Percentage that watches at least 75% of the length

How could you make these **actionable**?

How would this be different for Twitter?

Actionable metrics



Actionable metrics at the FT

“All well and good to have stats and numbers but not very useful unless you do something with them”



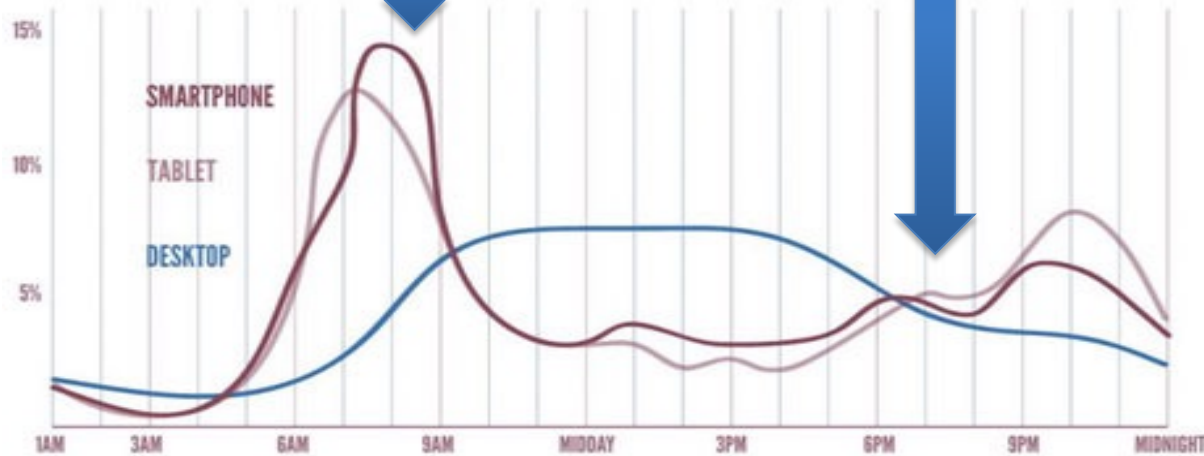
TOM BETTS, HEAD OF BUSINESS INTELLIGENCE FINANCIAL TIMES

Making data actionable

FT

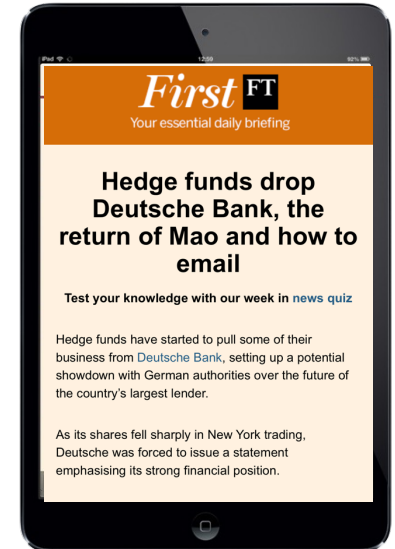
New digital prime time

Most journalists file stories



Source: FT audience research

New products



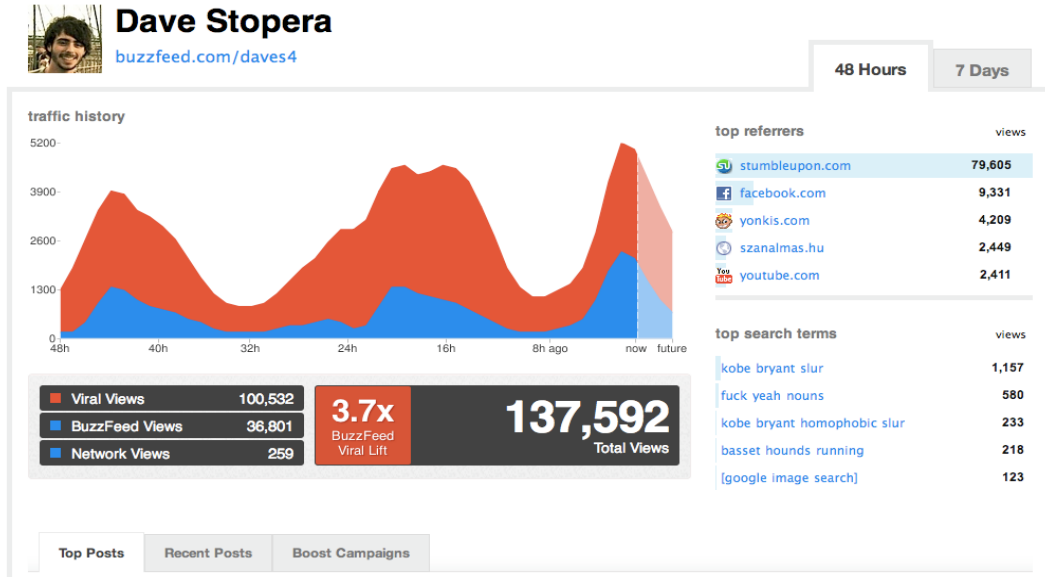
Actionable editorial metrics: Article views (FT)



A really good simple metric that **combines volume with quality**

- ARTICLE VIEW = Number of page views where people engage for over 5 seconds
- How would it change content commissioning if this was your lead metric?

Actionable editorial metrics: BuzzFeed News



- Bottom up journalistic metrics drove early growth
- Real time optimisation of content
- Maps back to wider business model

Framework for actionable metrics



Framework for actionable metrics

TARGETS AND
BENCHMARKS

Context for KPIs

High level aim

Business
objective

Defined online
strategy

Online goal

Are we meeting
that goal?

KPI

Ways of cutting the
KPI to drive
meaning

Segment

Framework for actionable metrics - BBC Sounds



Objective – to increase listening with U35s

Online strategy – commission more content aimed at U35s, promote it better on air and in the app

KPI – total amount of online listening with U35s (move from x to y), average amount of time per U35 listener

Segment – measure listening time for specific genres (football/news), lives vs podcasts etc)

Framework for actionable metrics

BBC Sounds

Context for KPIs

High level aim

Increase listening
with under 35s

Business
objective

Defined online
strategy

Commission and promote
content for U35s

Online goal

Are we meeting
that goal?

Listening hours from U35
tagged content or time
spent by U35 listeners

KPI

Ways of cutting the
KPI to drive
meaning

e.g. podcasts vs lives,
clicks from posts in
Facebook, ads in search

Segment

Exercise

10 minutes

Devise your own example with

- Business objective
- Online strategy
- KPI
- Ways of cutting that KPI to drive meaning



Actionable metrics at the Guardian

Actionable metrics at the Guardian

Objective

Increase referral traffic from Facebook from 3% to 10%

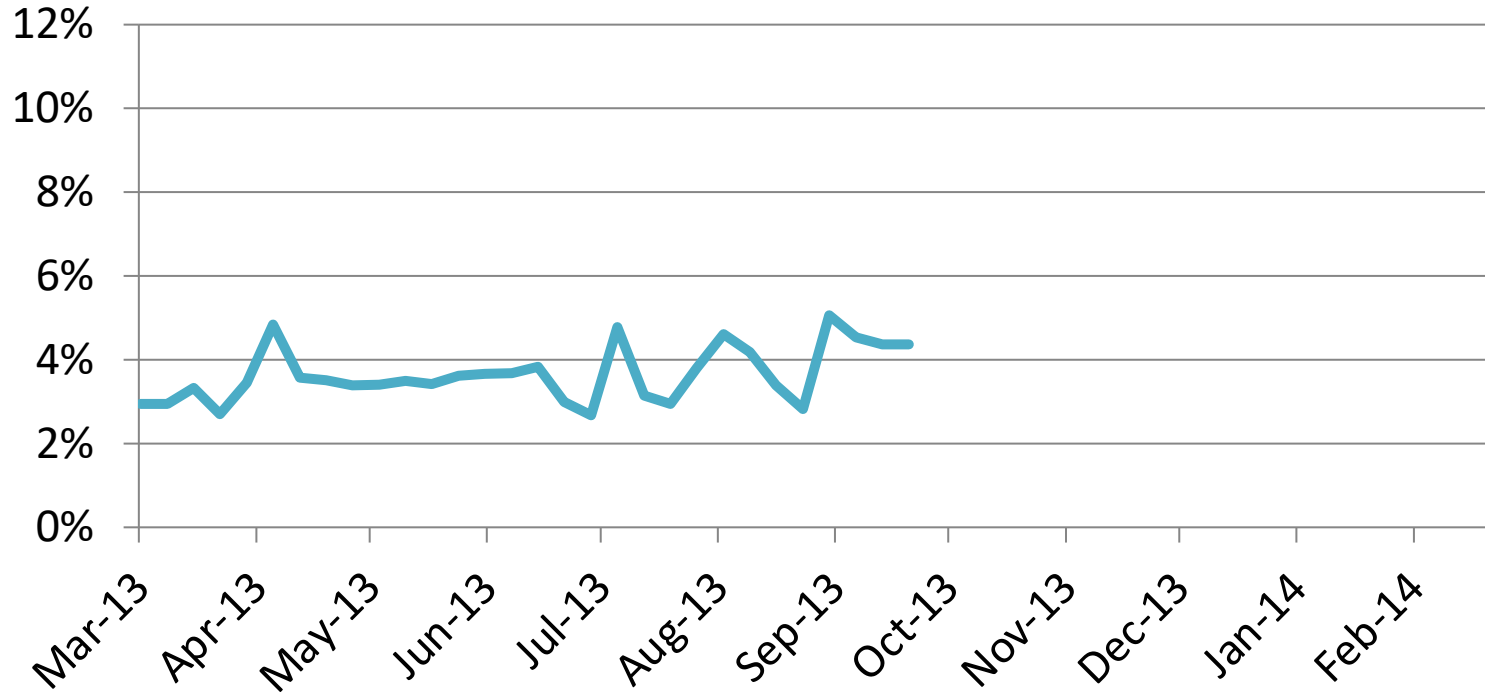
Online strategy

Try different content, pictures

KPI % boost over organic activity

Segments different type of content, headline lengths etc

Challenge: increase Facebook traffic



Organic or managed?



The screenshot shows the Facebook profile of The Guardian. The header includes the Facebook logo, the name 'The Guardian', a search bar, and navigation links for Home, Post, and a menu. The main cover image features the Guardian's logo and the text 'The Observer'. Below the cover image is the profile picture, a blue square with a white 'g'. The name 'The Guardian' is followed by a verified badge, a star rating of 4.5 (377 ratings), and engagement statistics: 1,677,315 likes, 162,110 talking about this, and 50 were here. Action buttons for 'Liked', 'Following', 'Message', and a share icon are present. A bio section identifies the page as 'Media/News/Publishing' and describes it as 'The world's leading liberal voice, since 1821'. Below the bio are links for 'About - Suggest an Edit', 'Photos', 'Likes' (showing 1.6m), and 'Top Fans'. The right sidebar contains a 'Create Page' button, a sponsored post for Cheltenham horse racing, a SurveyMonkey advertisement, and a 'Recent' section with decade filters (2010s, 2000s, 1990s).

f The Guardian

Home Post

Create Page

Sponsored

Cheltenham EXCLUSIVE! www.betfair.com

Cashback if the favourite wins! Available on ALL day 3 races at Cheltenham. T&C Apply....

SurveyMonkey surveymonkey.com

Recent

2010s

2000s

1990s

the guardian The Observer

g

The Guardian ✓

★★★★★ (377 ratings)

1,677,315 likes · 162,110 talking about this · 50 were here

Media/News/Publishing

The world's leading liberal voice, since 1821

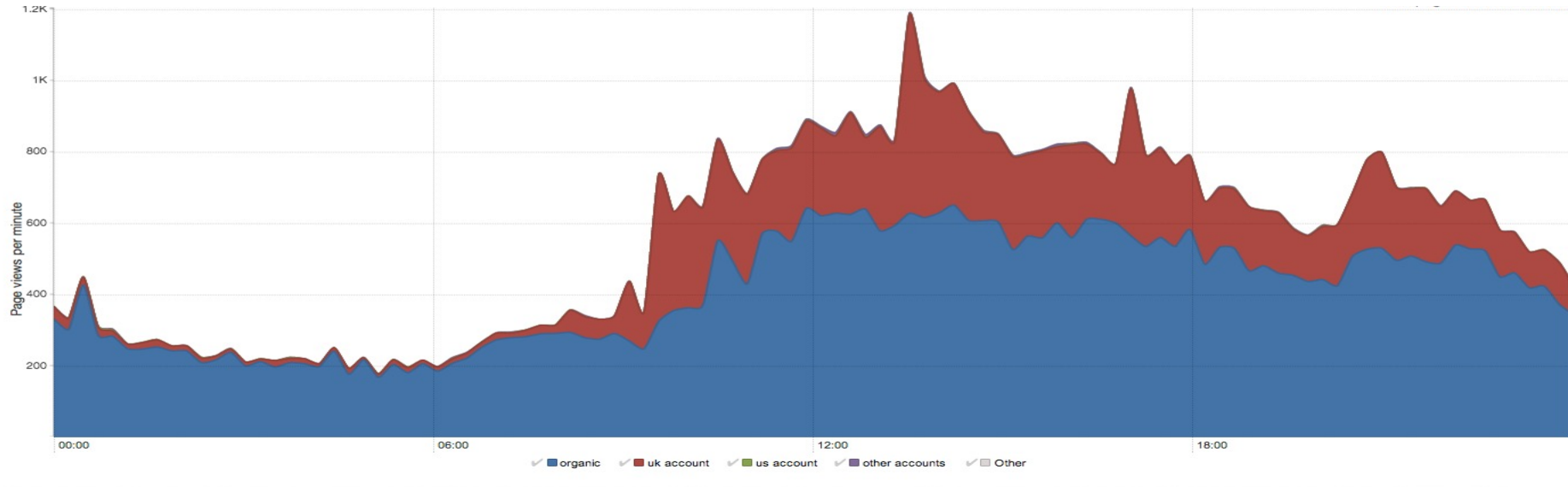
About - Suggest an Edit

Photos

Likes 1.6m

Top Fans

Organic or managed?



Facebook Page Posts

UK account

US account

AU account

 [export to excel](#)

Guardian Content

[Phone call metadata does betray sensitive details about your life – study](#)  



Platform

Published

Likes/Shares

Comment
Counts

Reach
Metric

Facebook
Referrals
in Last 7
Days

Page views
per
likes/shares

 Facebook Account

13 Mar
14:00

141

9

0

862

6.1

Organic

13 Mar
11:08

238

14

-

58

0.2

[Michael Bay to produce remake of Alfred Hitchcock's The Birds](#)  



 Facebook Account

13 Mar
13:30

339

201

0

497

1.5

Organic

13 Mar
10:58

1,102

98

-

409

0.4

[Pygmy tyrannosaur roamed the Arctic](#)  



 Facebook Account

13 Mar
13:00

109

6

0

471

4.3

Organic

12 Mar
21:00

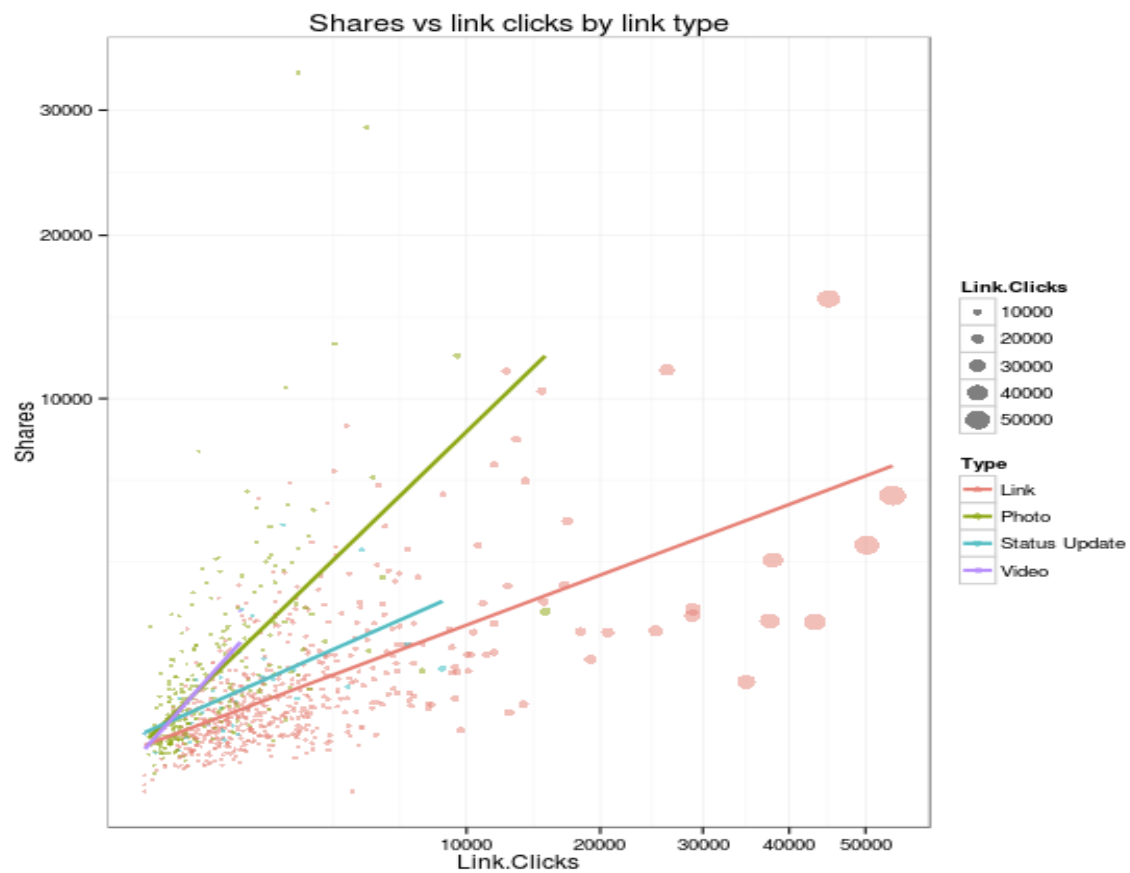
396

44

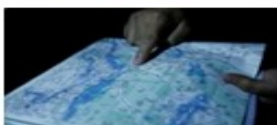
-

197

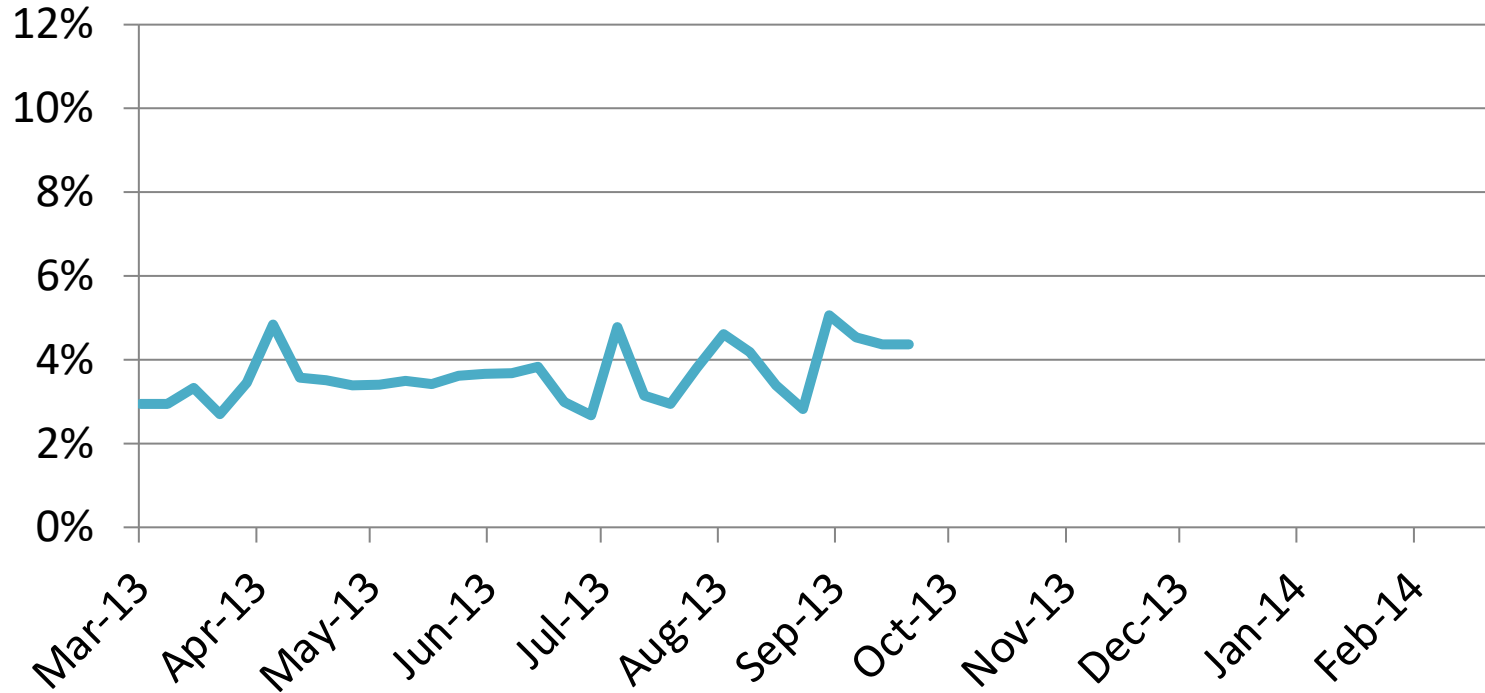
0.5



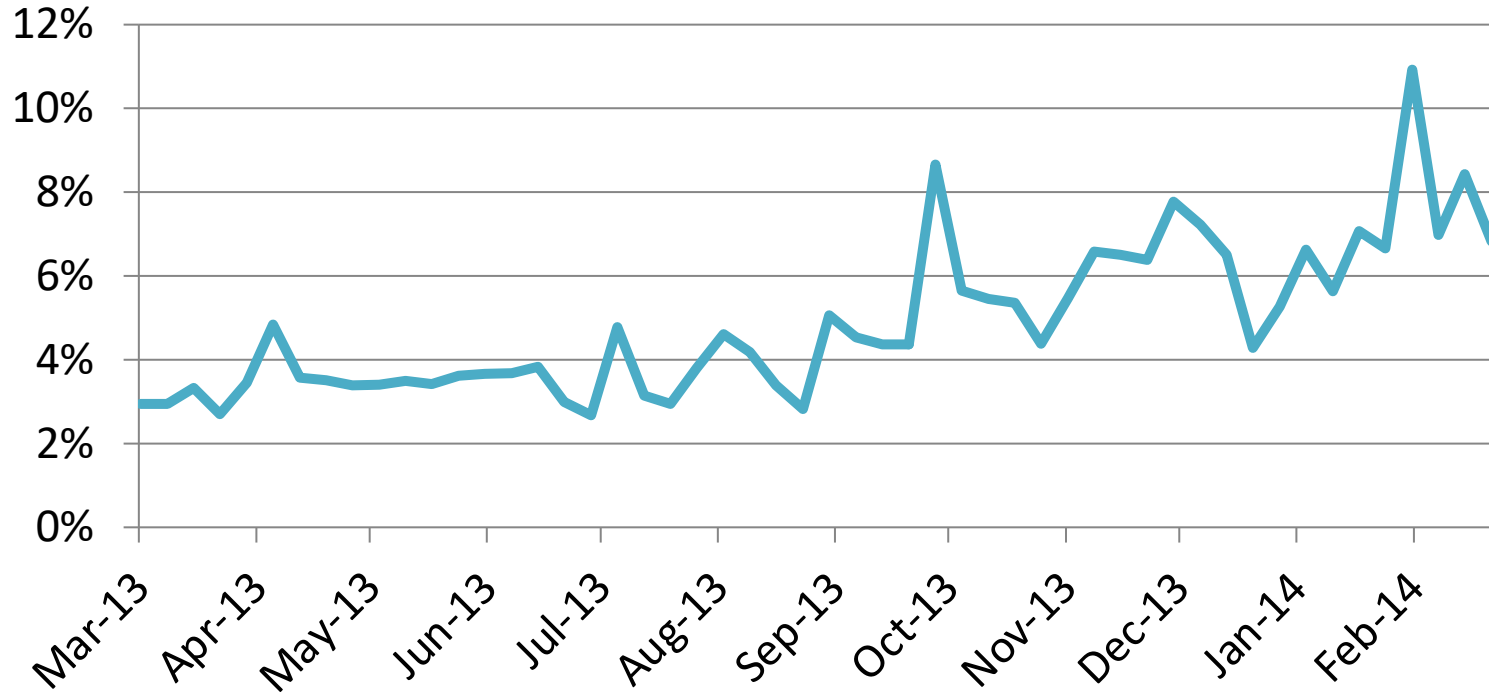
Facebook Inspirations

		Twitter	Reddit	Google	Facebook	Guardian
World news	Malaysian officials deny claims that missing flight MH370 flew on for hours					
		0	0	537	0	796
World news	Malaysia Airlines flight MH370: how the search unfolded					
		0	0	296	0	31
World news	MH370: Missing plane could have kept flying four hours after disappearing, U.S. investigators say – live					
		0	12	272	7	172
Football	Eric Cantona arrested and cautioned after assault in London					
		152	0	10	4	506
World news	MH370: Malaysia dismisses 'inaccurate' reports about plane's last signals – live					
		0	0	100	15	679
Football	Uli Hoeness sentenced to three-and-a-half years in jail for tax evasion					
		13	0	54	4	242

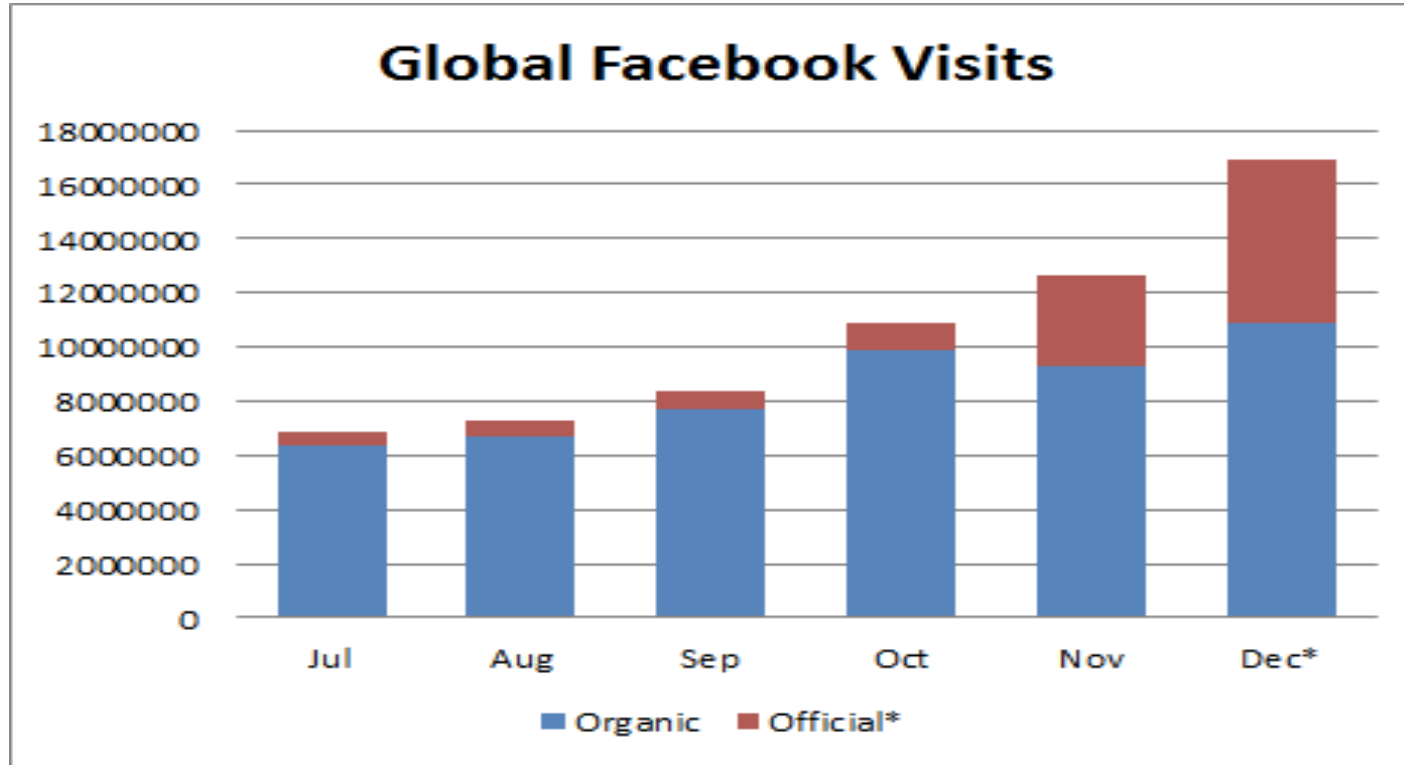
Did it work?



Yes, it did



Impact of initiative in a graph



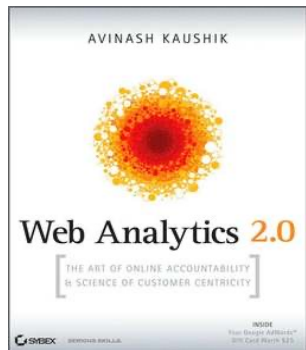
Lessons

- Targets and focus
- Move quickly, don't get stuck
- Drive trust through results

Recap

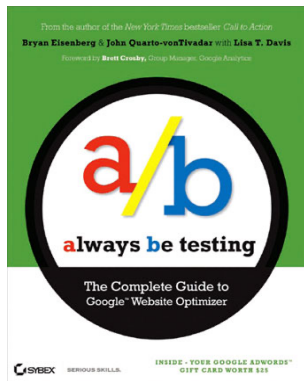
- Data will be critical to the success of media companies
- Cast aside vanity metrics in favour of actionable ones
- Create a North Star metric for your business
- Define clear objectives for teams to work with
- Hypotheses and experiments to make progress fast

Further reading



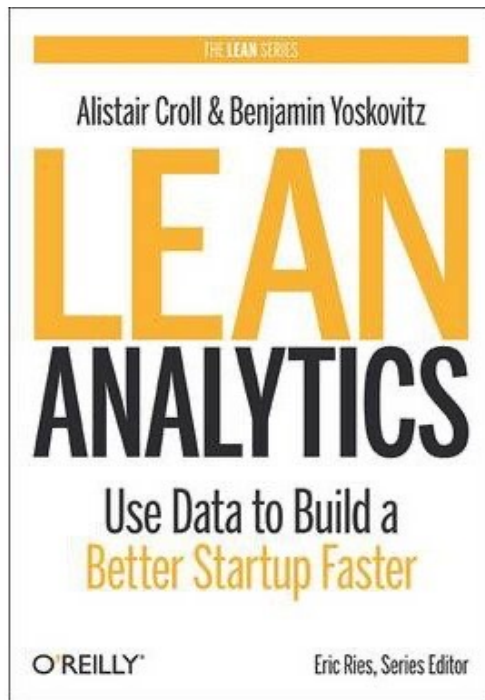
Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity

Avinash Kaushik



Always Be Testing: The Complete Guide to Google Website Optimizer

Bryan Eisenberg



Lean Analytics: Use Data to Build a Better Startup Faster

Alistair Croll