**Measuring what Matters**

Roger Jones, digital strategy consultant, Actionable Insight.

Synopsis of presentation with links attached:

**Introduction (5)**

[Roger Jones | Geek in a suit](https://sketchfab.com/models/95b7ccbe8c0c4c788419bc3cdee8763e)

[Actionable Insight](http://actionableinsight.co.uk/)

[University of Roehampton](http://www.roehampton.ac.uk/home/)

[Pre and post investment businesses in and around Berkeley Square](https://www.google.co.uk/maps?q=berkeley+square&espv=2&biw=1436&bih=658&bav=on.2,or.r_qf.&bvm=bv.80185997,d.cWc&dpr=1&um=1&ie=UTF-8&sa=X&ei=bHZzVMzME47esATMkICQCw&ved=0CAYQ_AUoAQ)

[UK Trade & Investment](https://www.gov.uk/government/organisations/uk-trade-investment)

[UKTI eExporting Programme](https://www.gov.uk/e-exporting)

Recording the talks

[Pecha Kucha](http://www.pechakucha.org/)

[Socratic questioning](http://en.wikipedia.org/wiki/Socratic_questioning)

We asked ourselves - as a direct result of attending today what would you like to ask / know?

Run through the running order

Toilets and fire drills

Hashtag #unmeasurable

Wifi password: customerfirst

Feedback mechanism

**DMA (2)**

[Measuring the unmeasurable conference Can we really measure social media or are we having a ☺](http://www.dma.org.uk/event/measuring-the-unmeasurable-conference-2014-birmingham)

[Measurement camp 2009](http://measurementcamp.wikidot.com/)

**Methodology (3)**

[Social media measurement slides](https://www.dropbox.com/s/rsfqa1vvl7owwqf/rj_social_media_measurement_rev0.ppt?dl=0) continue onto

SLIDE: 9 circles slide

[Social media measurement live links](https://www.dropbox.com/s/r7vdj47tovp9cqi/rj_social_media_measurement_live_links_rev0.docx?dl=0)

**Business (2)**

[The Estate Model (Measure range from 4 to 5 versus competitor set)](http://en.wikipedia.org/wiki/Fifth_Estate)

[McKinsey Global City Report 2010 > 2025](http://www.mckinsey.com/tools/Wrappers/Wrapper.aspx?sid=%7B8EBEED9A-894E-48B1-9C55-6BE8BF9B95E1%7D&pid=%7B79100D8B-3884-4BFB-A048-E7A33C9525C9%7D)

**Brand (2)**

**SLIDE: Gives and gets (mobile, tablet and desktop)**

[Econsultancy Online translation](https://econsultancy.com/)

**People (3)**

[Usage characteristics](http://www.wordle.net/show/wrdl/8342172/Usage_Characteristics_)

[Office of National Statistics](http://www.ons.gov.uk/ons/index.html%22%20%5Co%20%22Office%20of%20National%20Statistics%20%22%20%5Ct%20%22_blank)

[Experian Segmentation Portal](http://www.segmentationportal.com/%22%20%5Co%20%22Experian%20Segmentation%20Portal%20%22%20%5Ct%20%22_blank)

Social network advertising calculator – big question!!!

**Objectives (1)**

**SLIDE: Unawareness > Awareness + Familiarity > Consideration + Purchase > Loyalty**

**Web (2)**

[Google Analytics](https://www.google.com/analytics/web/?authuser=0#home/a55583677w88798708p92255804/)

[Silktide Sitebeam](http://sitebeam.net/)

**Search (3)**

Google Trends

Google Partners (formerly Google Analytics IQ)

[SEM Rush](http://www.semrush.com/%22%20%5Co%20%22SEM%20Rush%20%22%20%5Ct%20%22_blank)

**Social media (8)**

[Brandwatch](http://www.brandwatch.com/%22%20%5Co%20%22Brandwatch%20%22%20%5Ct%20%22_blank)

[Traackr](http://traackr.com/)

[Facebook Insights (Likes, reach and engagement)](https://www.facebook.com/pages/Young-Voices/169654932297?sk=insights)

[Twitter Analytics](https://analytics.twitter.com/user/rogerjones28/tweets)

[LinkedIn Analytics](http://help.linkedin.com/app/answers/detail/a_id/26032/~/analytics-tab-for-company-pages)

[YouTube Analytics](https://www.youtube.com/analytics?o=U)

[Similar Web](http://www.similarweb.com/)

[Social Bakers](http://www.socialbakers.com/)

**Digitally Efficient Content (2) and curation**

[Bit.ly](https://bitly.com/%22%20%5Co%20%22Bitly.com%22%20%5Ct%20%22_blank)

Infogr.am

[IFTT](https://ifttt.com/)T

[Hootsuite](https://learn.hootsuite.com/)

**Technology (3)**

[The Conversational Prism](https://conversationprism.com/wp-content/uploads/2013/07/JESS3_BrianSolis_ConversationPrism4_WEB_2880x1800.jpg) (Cost per click back to the site)

[Comscore](http://www.comscore.com/%22%20%5Co%20%22Comscore%20%22%20%5Ct%20%22_blank)

[Hide My Ass](https://www.hidemyass.com/%22%20%5Co%20%22Hide%20My%20Ass%20%22%20%5Ct%20%22_blank)

**Measurement (2)**

SLIDE: CPA + AOV + CLV (Japanese) + %Conversion + **Engagement ratio**

[The Jet Stream Methodology](http://www.slideshare.net/rogerjones28/rj-big-databreakfastclubjetstreamrev0)

SLIDE: Questions