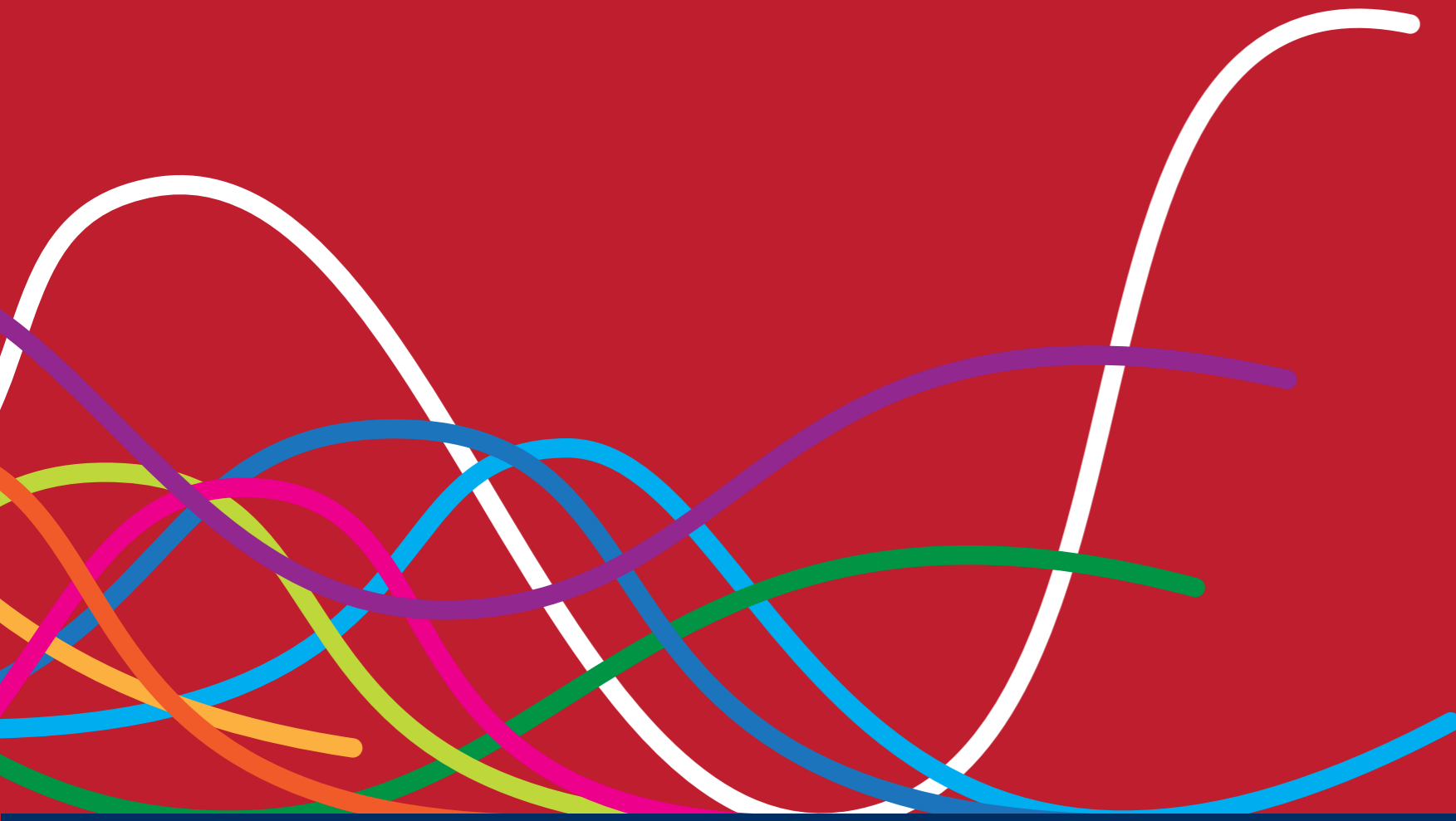



Driving your
communications
success



metrica

Give your PR the power of Metrica insight



As audiences fragment and the media landscape changes, it's becoming increasingly difficult to evaluate all of your coverage across print, online, broadcast and social media channels.

It's also growing more complex to identify and interpret the people, the issues, the messages and the trends that will impact your target audiences, and ultimately your business.

As guardian of your organisation's reputation, it's key you can prove and improve the effectiveness of your communications efforts.

Metrica, one of the world's most experienced global PR measurement services, can give you that key advantage. Metrica works with you, tracking how your PR activities are performing to provide you with invaluable insights. The results help you target with more accuracy and create stronger, more focused plans to maximise success.


With metrics wrapped firmly around each client's unique business objectives, we can demonstrate the outcomes achieved and ultimately the impact PR has on the bottom line.

Metrica services can help you

- get a deeper understanding of the impact and outcome of your PR
- gain insights to plan your communications to maximum effect
- understand reputational drivers to aid sound decision making
- engage your target audiences in the most efficient way
- demonstrate the success of your PR initiatives
- gain an early warning on how your brand is being represented by social stakeholders

The team at Metrica have years of experience in the PR industry, backed up by a highly customised approach. Our tailor-made service only measures what matters to your business – so you can meet your Key Performance Indicators and demonstrate real ROI.

Metrica's outstanding experience is already trusted by some of the world's leading organisations including Skype, HSBC, eBay, Expedia, Sainsbury's, Adobe, Canon and Vodafone.



Helping you meet your challenges

Metrica can help with a variety of business challenges. The following pages give you an overview of the types of measurement and insight services we provide.

Communicating success within the business

Does the board understand PR's contribution to the success of your organisation?

Does PR have enough exposure with senior stakeholders?

Does PR influence business decision-making?

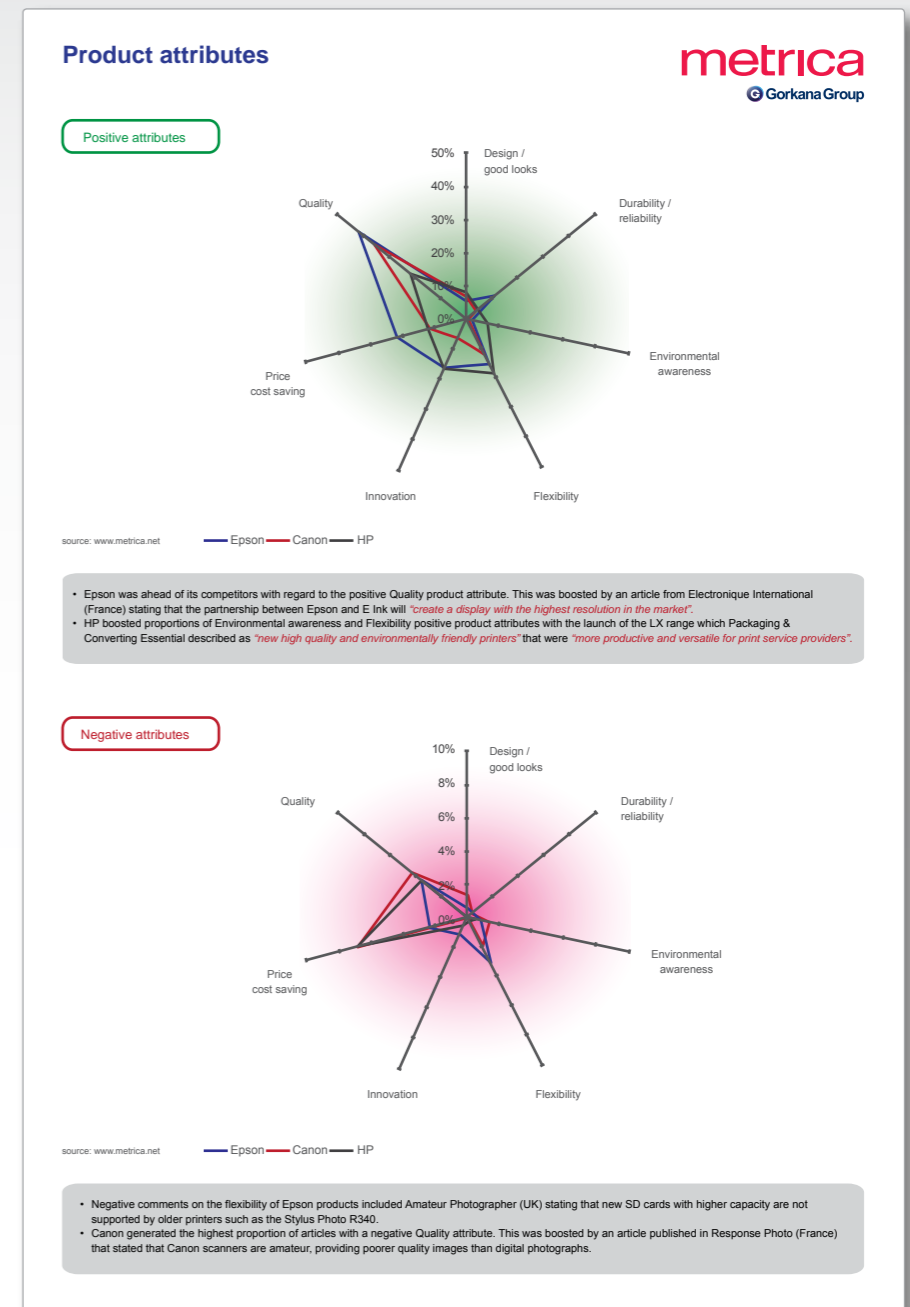
Metrica can help you accurately gauge the contribution of PR towards overall business objectives – driving the credibility of PR within the business. You are already perfectly placed to frame business decisions in reputational terms: we can give you the reputational data you need to ensure your decisions are backed by sound evidence.

Competitor benchmarking

Who is dominating your media space?

What are the drivers of reputation for you and your competitors?

Our competitor benchmarking and gap analysis services can help you understand your relative reputational strengths and weaknesses. By identifying opportunities to improve your profile in the media, you can achieve a true competitive advantage.



Engaging the right audiences

Are your messages reaching the right target audiences?

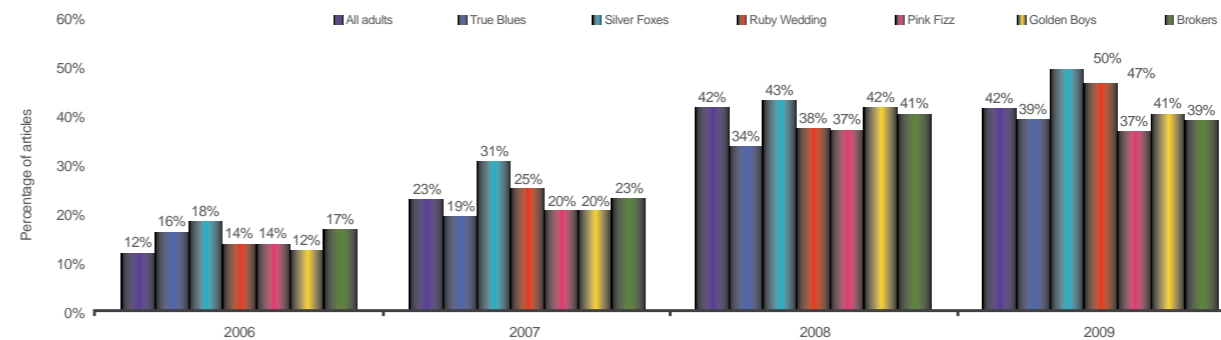
Which audiences should you be targeting?

What is the most effective way to reach them?

We can also conduct market research into your audience groups' readership habits to identify the true reach and extent of exposure to your key messages.

Audience exposure to key messages

Reach of messages to target audiences
for Client A coverage which delivered at least one message, broken down by year

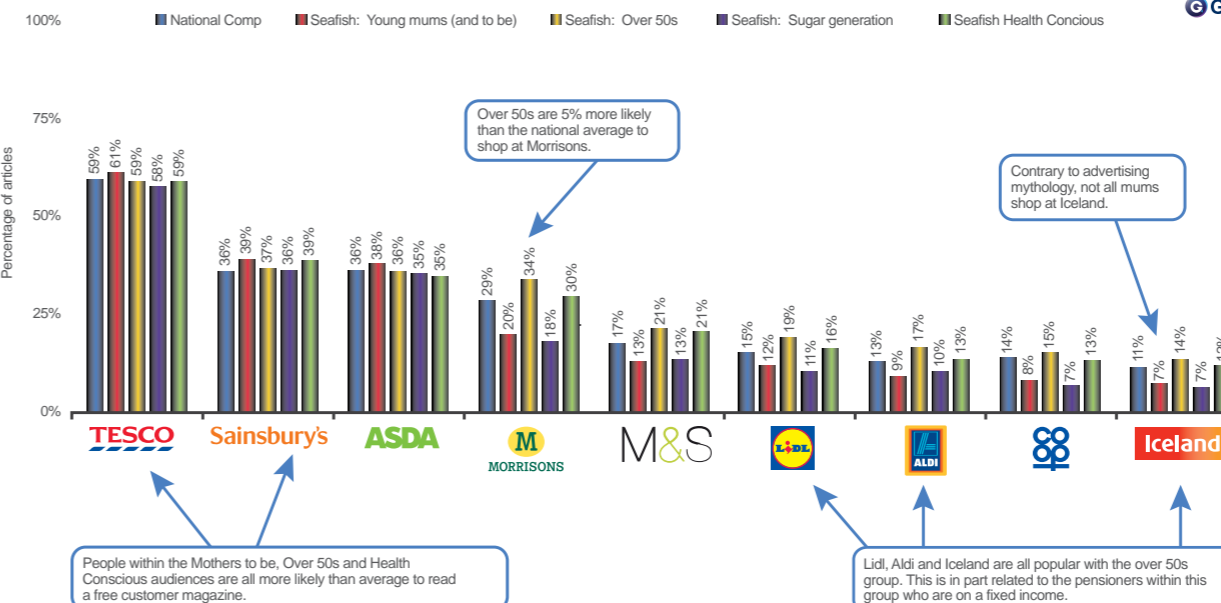


- Delivery of Client A messages increased from 14% of articles in 2006 to 78% of articles in 2009, an outstanding result. This increased the likelihood of audiences being exposed to each message.
- Client A messages were delivered in national press titles such as the *Daily Mirror* and the *Daily Express* in 2009, boosting reach to all audiences

Average	All adults: 30%	Pink Fizz: 27%
	True Blues: 27%	Golden Boys: 29%
	Silver Foxes: 36%	Brokers: 30%
	Ruby Wedding: 31%	

Benchmark - audience report

Purchasing Habits



Seafish: Audience Insight Report

Campaign, launch and messaging effectiveness

How well are your campaigns working?

Are your key messages resonating with your audiences?

Did your PR result in behavioural change?

Is your new PR campaign going to work when you launch it?

Our award-winning analysis services help you to understand the impact your PR is having across all media channels, giving you a 360-degree evaluation of all media content. This is backed up with research-based techniques so you can recognise real outcomes and out-takes.

Spokespeople effectiveness

Which of your spokespeople is speaking up for your brand most effectively?

How do they compare with other industry and competitor spokespeople?

Spokespeople can play a vital role in the quality of your coverage. We ensure you know how to make the most of them.

PR Agency performance

Is your PR Agency delivering against the objectives and KPIs set out for them?

Whether you want to get a clear idea of the effectiveness of communications and PR initiatives, view PR Agency performance, or find out how best to structure a measurement and analysis programme for your PR, we can provide guidance, support and analysis.



Crisis and reputation management

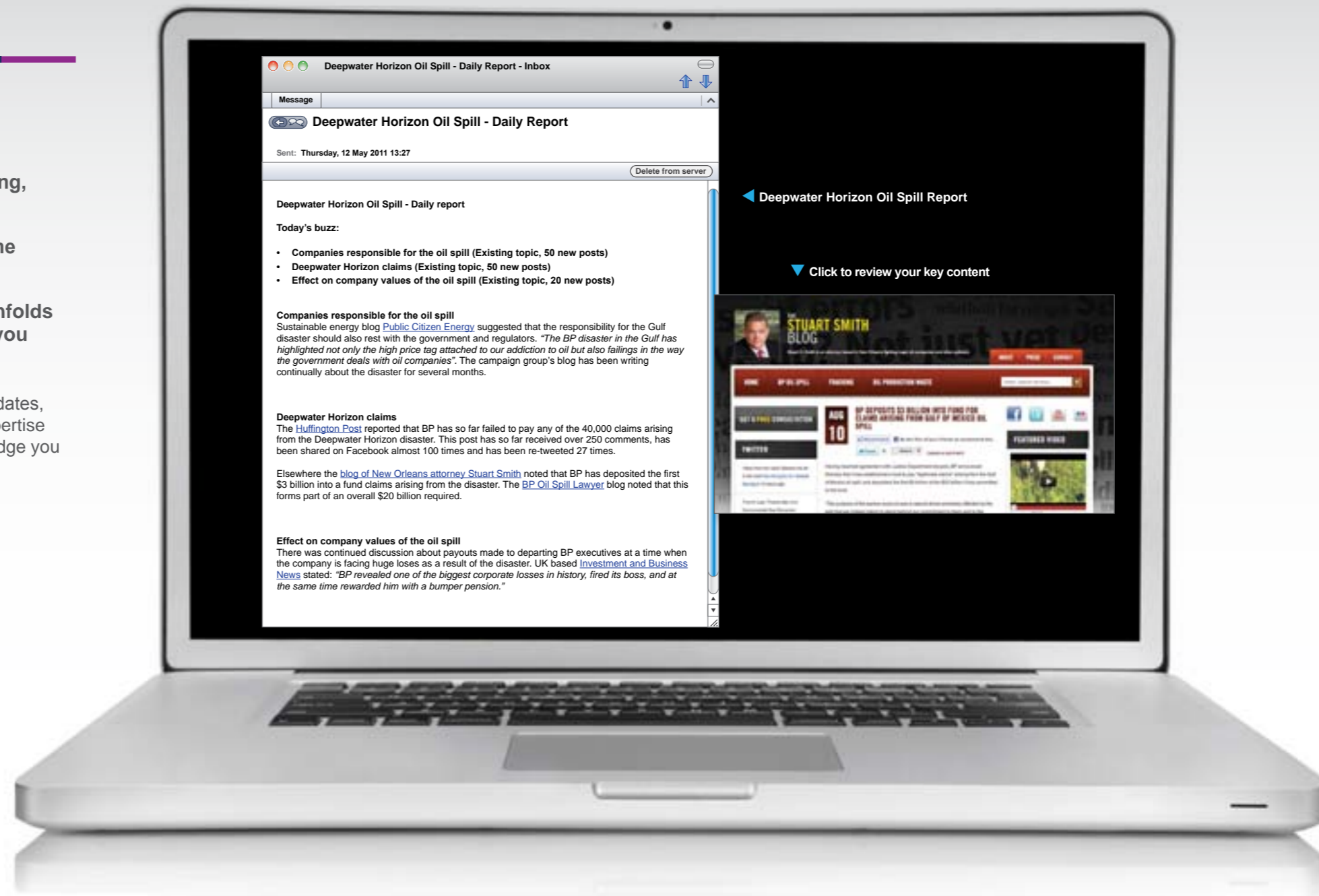
How effectively are you handling a crisis?

Who are your critics and advocates: what are they saying, and what is the impact?

Which media channel is driving the crisis and setting the agenda?

Which of your messages are resonating as the crisis unfolds and what other communications and channels should you consider?

We'll keep your finger on the pulse with fast, up-to-the-minute updates, commentary and insights from our experienced analysts. Our expertise can help you cut through the daily volatility, delivering the knowledge you need to shape your strategy and the way you respond.



Social media management

Who are the key influencers and drivers of conversations about your brand/products?

Which subjects and issues matter to your audiences?

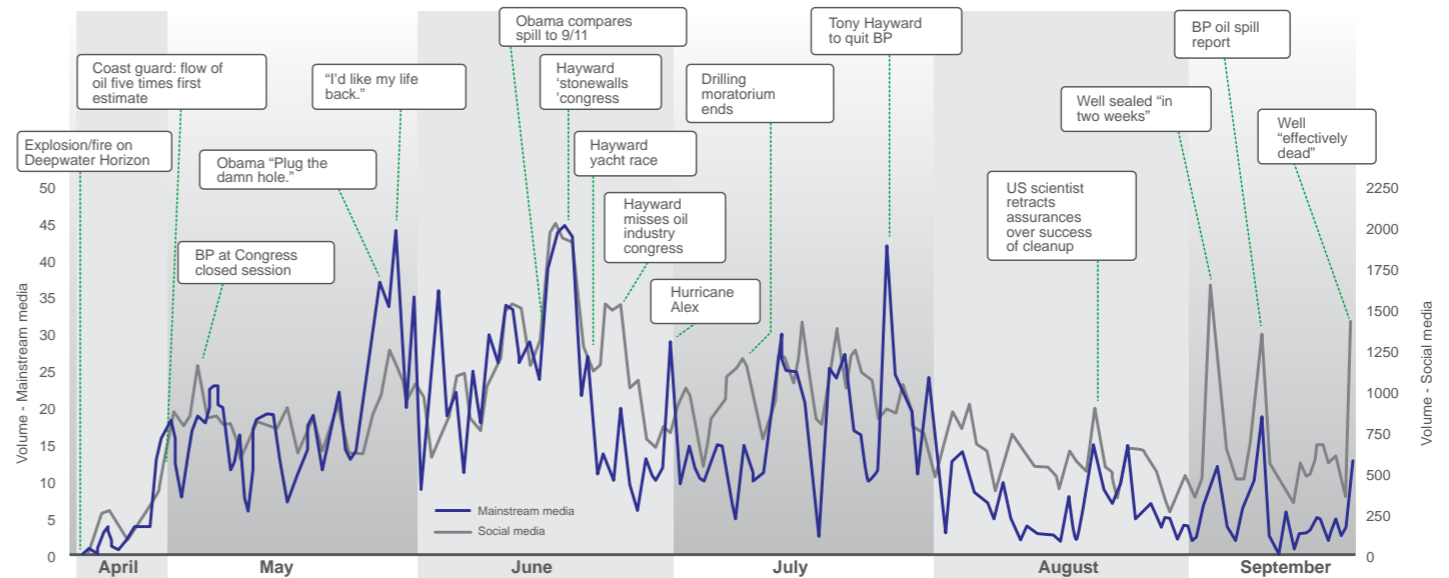
Which products and campaigns are creating the most positive and negative buzz?

What impact are mainstream stories having on social media conversations and vice versa?

Metrica's Social Media services cut through the daily volatility to deliver the knowledge, insights and tools you need to confidently tackle the challenges and take advantages of opportunities.

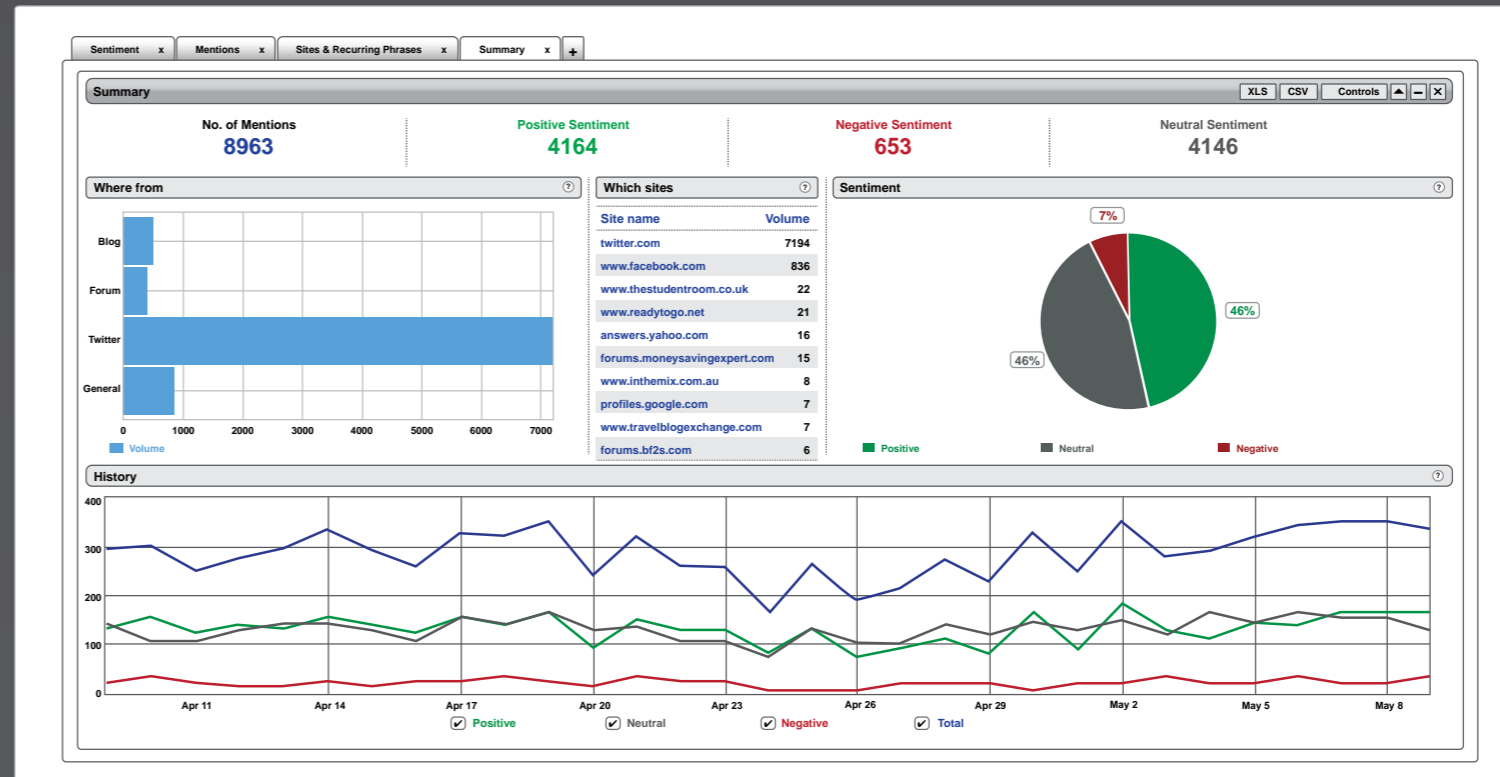
Media Timeline - All Coverage

Figure 2: volume of coverage in social and US mainstream media broken down by day. Please note: difference scales



▲ Example analysis of mainstream media coverage and impact on social media and vice versa.

Metrica Radar finds your most relevant social media content as it develops. ▼



Interrogate Metrica analysis and insights in the way that suits you best

Reports, KPIs and scorecards

Metrica Evaluation Reports and Scorecards are unique and customised to your individual needs. This ensures accurate information is delivered to you in the way you prefer, as and when you require it. Evaluation reports contain a tailored blend of easy to understand graphs and contextual summaries; these can be highly detailed and specific to certain products and regions, or top-line, global and concise enough to be easily digested.

Frequency and type of report can vary from daily analysis to a weekly KPI scorecard or bi-annual global overview – it all depends on your specific requirements.

myMetrica

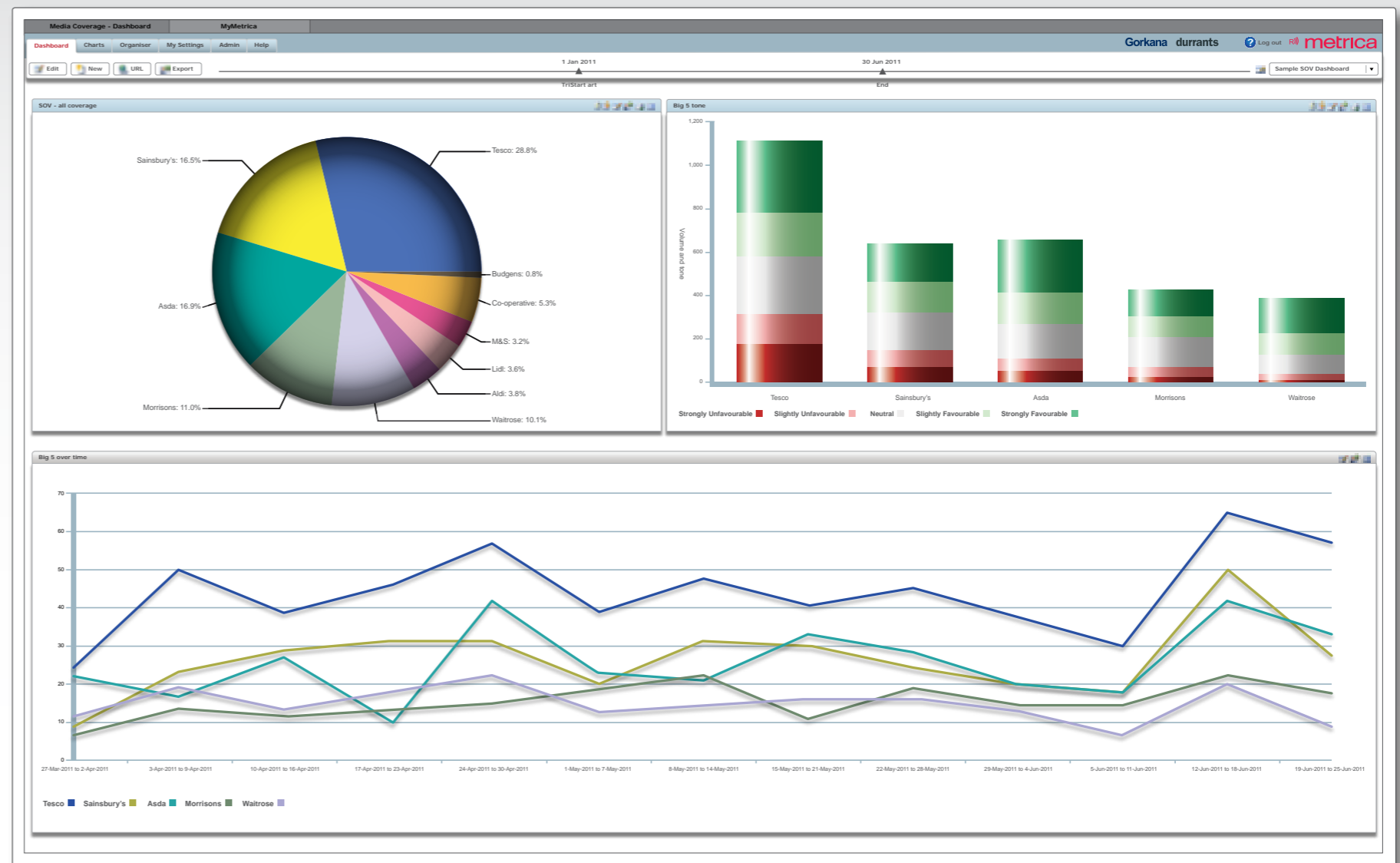
myMetrica is the industry-leading portal for PR measurement and analysis. It's the straightforward way for you to quickly and easily interrogate, review and share your analysis from anywhere in the world, 24/7. You get complete control of your media analytics, so you can drill down into your data and create customised dashboards and charts. It's an essential tool when you have more complex messaging and measurement issues.

myMetrica also gives you access to detailed summaries of every article. You can also link to the articles.

Get the essentials with Metricalite

For those who don't require an in-depth, tailored analysis, we recommend our simplest service – Metricalite.

This provides you with the key facts you need for a basic understanding of your coverage and its impact. Your report includes a management summary plus summarized details of your core metrics and insights.



Why choose Metrica?

- We're one of the world's most experienced communications measurement consultancies, founded in 1993.
- We've been advising global brands on social media strategy and measurement since 2005.
- Our customised approach means our service can match the type of analysis you need – no matter how simple or complex.
- We're market-leading for speed, accuracy and reliability, combining the best analysts, smartest technology and trusted content from leading suppliers.
- We offer the flexibility to digest and review your analysis through the myMetrica online portal and fully-customised reports.
- We have extensive sector expertise: our specialist account teams use their sector experience to add significant value to your planning and measurement strategy.
- We have global experience, working with some of the world's leading brands; it means we can offer a consistent understanding of PR success across all markets, in multiple languages and dialects.
- We are part of Gorkana Group, with market-leading Media Database, Monitoring and Analysis services all now easily accessible through one integrated portal

What are your biggest PR measurement challenges? Get in touch today.

 info@metrica.net

 **020 7674 0800**

 **www.metrica.net**

 www.metrica.net/measurementmatters

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The market-leading media intelligence services Gorkana, Durrants and Metrica have come together as one company – Gorkana Group.

Our PR planning, monitoring and analysis services are now easily accessible through one integrated portal, giving you a unique real-time vantage point while saving you valuable time.

With our combined strengths of accurate and enriched journalist and media intelligence, fast and comprehensive media monitoring and in-depth media evaluation, we are best placed to intelligently inform and drive the success of your PR strategies.

 **Gorkana Group**
Gorkana | durrants | metrica

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