Notes re: Collab/Space Austin: Metrics Projects

Funders present:

Jennifer Preston, Knight

OSI—international crew (because this was connected to an international conference)

Omidyar—at least 2 program officers

Gates—a couple of people, not clear if they were program officers

Other key players at the metrics event:

Rosental—Knight Center Austin and ISOJ organizer

Dana Chinn—Media Impact Project USC Annenberg

Not present: Ford, MacArthur

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Presentation:

Laura Evans, vp audience development (Scripps Data Analyst):

Her whole focus is how to blend content and advertisers.

Media companies are overly focused on

--aggregate audience figures (like # of page views).

--demographic info (but you cant win that game, google has more info)

--a silver bullet (engaged minutes?)

We are forgetting what is fundamental, the experience we deliver, what is truly unique about us. What is differentiated for the user and for the advertiser?

What content produced those actions?

What didn’t they click?

What content experience works best for that user?

How are interactions different among loyal users?

Day to day we deliver content, so we need to understand everything about what we deliver.

What works best with whom?

Scripps creates an incredibly complex data environment to make connections between data about people, about content and about ads. To do so they use (partial list):

Gigya—registration and social profile

Tag content in email

CMS Adobe Experience

DMP ad serving

Analytics

Adobe audience manager

Tableau for reporting

Scripps’ main challenge: they’d prefer a logged-in experience instead of cookies (mobile user=pc user) because with cookies they have to refresh all their dbases every 60 days.

Question: data privacy? Answer: Data privacy is probably more important to consumer than the fact that you are tracking them. If you deliver something of value, they are much more ok with giving you data.

Where they are going? Video. Video is better for the advertiser, because it provides more data points than display ads. Does the customer mute or not, watch all or not, see full screen or not; you can deliver really detailed metrics on video to advertiser.

Engagement and experience with branded content—received well by consumers if you do it well. You can’t sell it to just anyone.

Presentations by 7 metrics projects:

1.CHUTE: You execute visual campaigns, but how do you know if you are being successful in reaching the consumer? Chute lets you tap into what consumers say about your campaign. Distills ideas, inspiration and influencers. Works by keyword search that you can segment via competitors, geography, etc. How do we use this info? Rights; Display;

QUESTIONS from audience (and answers): Q: Platform? A: SAS. Q: Biz model? A: License front-end tools to brands and customers, and also API customers that buy the tools. Q: What’s the engine? A: They have a popularity algorithm and a trending algorithm; both pull data by using . keywords. They pull from twitter and instagram—but not the whole hose. NYT is a customer for branded content.

CHALLENGES: How you use this info? How you differentiate your product? Optimal pricing?

Make better tool for editorial?

MY TAKE: Totally uninteresting.

2.CIR IMPACT TRACKER: Every shop aspires to keep data on qualitative impact—whether reporter is asked to appear on news shows, whether advocates use stories as part of their petitions drives, whether congresspeople use stories to shape legislation. CIR created a form that makes it easy for a reporter to enter all this info. Once entered, the info becomes data that can be aggregated, etc.

QUESTIONS from audience: I was taking notes so ironically I didn’t capture the questions.

CHALLENGES: How can you increase usability of the form, especially outside CIR (can you add fields, reports, etc)? How do you motivate reporters to use, esp beyond CIR? How do you connect this qualitative data to your quantitative data, and can you use latter to verify former?

MY TAKE: This is a great simple tool that all TMC members should have. It’s a good adjunct to the quantitative work we are doing.

3. GRIST: Grist basically has created an analytics tool similar to a stripped-down chartbeat that measures mouse activity on the page. They built the system as a wordpress plug-in, so it’s open source. It was hard to understand the full scope from the presentation.

QUESTIONS: Can you track people using privacy protection? A: Privacy not an issue because they are using a pixel ping. Their focus is on the typical user, not personalization. Q: Do you care about where people are sharing the story? A: yes, but they track that with google analytics, not with this tool. Q Is this an impact measurement or an engagement measurement? it’s an engagement measurement.

CHALLENGES: How will you—or can you-- turn this into an impact tool?

MY TAKE: Only reason to do all this instead of Chartbeat is that this is free for others/ open source. But Chartbeat is way more robust.

This sinks up with native advertising really well.

4. The Guardian’s OPHAN: This system processes ¼ billion events per day. The goal is to give reporters, editors and commercial staff more info on how readers are navigating their site. Everyone with a guardian address has access to it. It’s built based on questions that come out of the newsroom.

--What’s being read on the website? Where they are coming from, what they do after they read a story;

--How readers from a particular country are engaging with content from device, social media sources, etc. They mostly are looking at how much people are engaging and then making real-time changes.For example, on Ferguson stories they saw an increase of 1% of people coming from Twitter to 25% coming from Twitter. They also can filter between different devices and apps.

--attention time. Median time of how long people are staying, and where they are going next.

Dashboard shows data in aggregate. For registered users we can get more data, but we have to provide simplicity and the data has to be actionable.

--They would like to know what actions readers—and we-- are taking around engaged time. WE also need context around performance.

5. HARMONY: StoryPilot Stories drive change. Explain how.

What does engagement do? If you start talking about fracking in a new way, do we see it propagate through other discussions and can we trace the conversations back to the story that set all that off? Our focus right now is social issue documentaries, mainly because they focus on one issue, they are designed to create impact, they have a big splash, and funders want to see the impact.

16 social issues; identified types of issues (issue trendsetter, policy changers, issue primer, etc).

Data scientists use natural language processing to show relationship between data and story.

WE want to be a place where people can research truth of an issue.

Social issues: mass media, social media and congressional record info correlated to launch of differente events including documentaries.

Box office, wikipedia views, twitter engagement, facebook engagement, and policy engagements.

They are pulling from title right now. They will start working from other keywords. Drawing data on policy changes from Sunlight Foundation, using film titles. They have been able to track social change but by individual searches (?)

In terms of social media searches, they are using a moral term dictionary.

6. TEXAS TRIBUNE: Rodney Gibbs, Texas Tribune

They publish on the web on their own site, but also give away their content to other sites—hard to track where it shows up. They do 60 live events a year and want to know the impact from that. They also create a lot of video which are picked up around the state, and their journalists appear in a lot of places. How to measure? What they’ve done is put in place a suite of tools that work together:

Web: Google analytics, pixel ping

Events: Eventbrite, Survey

Broadcast: Google analytics, TV Eyes

QUESTIONS (they were irrelevant to metrics—people wanted to know about their biz model)

CHALLENGE: What’s the one data point that we need? That’s our biggest challenge.

MY TAKE: They aren’t doing anything different from any other media company. They were in the lineup because they are a funders’ darling right now.

7. VERIFEED. Melinda@verifeed.com (veriate). Their goal is to help outlets with basic marketing questions—what is the scale of your untapped market, who are your ten biggest influencers, and how can you spot trends first. They claim to be able to tell you if there is an audience that would like to read you but doesn’t know about you. Very nice presentation but absolutely no information on the how, except that they use “predictive analytics” and their main competitors are mass resistance and klout.

QUESTIONS: People were intrigued but couldn’t get to any real questions since no real content was shared.

MY TAKE: NO there there.