

From: Amanda Chapel
Sent: Thursday, September 27, 2007 7:54 PM
To: Behavioral Advertising Comments

Subject: PR and Behavioral Targeting

The measure of PR value is increasing about showing more than just coverage and column inches. While this will still work with a couple of communications clients, in the longer term, we will have to show more. And there are already opportunities today to use some new measures. For example, the beauty about everything that's happening online is that it is track-able. So if your business objective is to improve your relationships with a specific constituency, maybe your partners, whoever that might be—and those relationships are reflected online to some degree at least—then you can track that. You can find numbers behind that—not only traffic, but you can see the number of links from blogs, the number of comments and discussions and all these things that can be tracked online. If you want to see one business model that is very successfully built on exactly that, it's Google. Because they are revolutionizing advertising because they can show a business result by paying their advertising clients only when they actually click on one of their little ads, that makes a huge difference compared to just traditional awareness campaigns, with ads in a newspaper, where you never exactly know who really cares and who actually watches this stuff. In the future, as a next step, there are new measures where we can actually go from measuring coverage, or awareness to measuring action or things that will have an impact on the bottom line of the company.

For example, there is one measure that was established by a management consultant a couple of years ago called the "Net Promoter Score. "It's based on one simple question: "Are you prepared to recommend our product or our brand to someone else?" It's an easy question to ask. You can ask your customers, your partners, whoever that might be. That simple question is a benchmark to start with. Then you do something [like a PR campaign] and you ask the same question again to track changes.

There are studies by the London School of Economics that show that when you are able to raise the number of people who are prepared to recommend what you are doing, that will have a significant impact on your bottom line. It's also intuitively the case: The more people are running around and saying you are doing great things, the better you will do. But that's one of those measures where you can see how we can make a leap from just awareness to action. I think we will see more of that.

http://www.bulldogreporter.com/dailydog/issues/1_1/dailydog_pr_spotlight/8514-1.html