

TOP METRICS FOR MEDIA ANALYSIS



METRICS

OBJECTIVES

DETAILS

Content Quality

IMPACT OF MEDIA
COVERAGE

Impact is customized for each company. Teams must define in advance what will constitute a 'good' piece of coverage

Typical examples of how to measure content are listed below. Assign a score to each.

Message Pull
Through

KEY MESSAGES

Pre-determine messages you want to communicate and score each time they're mentioned

Image

THOUGHT
LEADERSHIP AND
COMPETITIVE SHARE

Assign a higher score if your image is included and a predefined competitors' is not

Quote

THOUGHT
LEADERSHIP AND
COMPETITIVE SHARE

Score if your spokesperson is quoted directly. Assign a higher score if your quote is included and a predefined competitors' quote is not

Sentiment

THOUGHT
LEADERSHIP AND
COMPETITIVE SHARE

Analyze if the inclusion is positive, negative or neutral

Issue Position

THOUGHT
LEADERSHIP AND
COMPETITIVE SHARE

Assign scores based on where you are mentioned in the piece

Share of Competitive
Voice

BUILD REPUTATION

Report on the percentage of the coverage assigned to you versus your predefined competitors