





# **New Database Metrics to Track and Analyze Multiple Business Stakeholders**

**Transportation Center Seminar  
Series October 23, 2008**

**Clarke L. Caywood, Ph.D.**

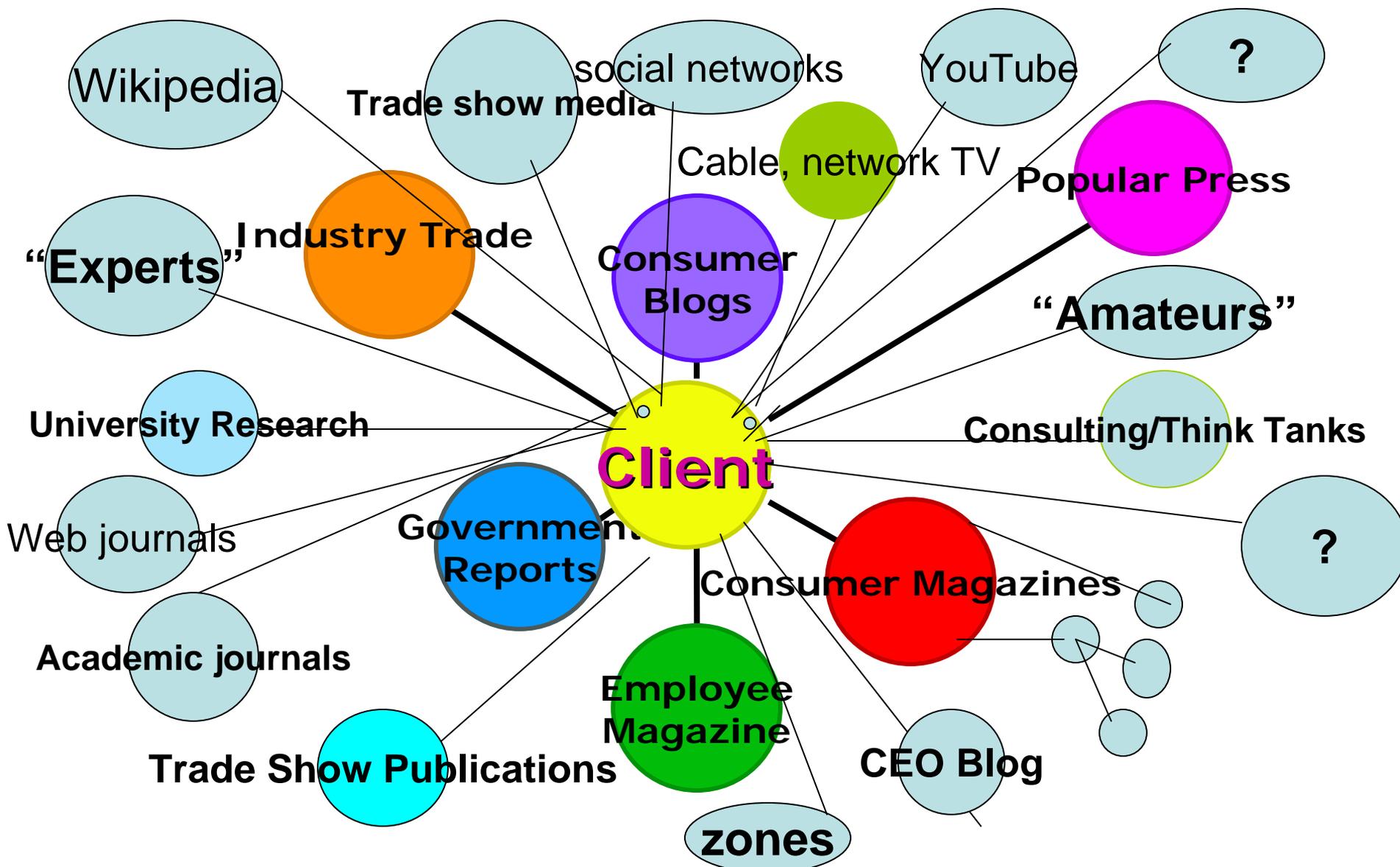


# **Question 1. Remember: What does the CEO want...?**

**“I don’t want just functional managers; I want leaders who can manage our relationships with stakeholders...” (includes metrics)**

**interview with CCO quoting her CEO of public company October 2007.**

# What data do you need to track stakeholders?



# Digital Insight

Welcome: USERNAME Help | Logout



Integrated Media Intelligence

QUICK FIND

>>GO



IMI Center

Media Center

Messaging Center

Metrics Center

Trend Center

MyIMI December 15, 2006

Filter By: Geography Demographics Media Type Competitors Campaigns

## INTEGRATED MEDIA INTELLIGENCE INDEX

IMIndex: **TOYOTA** ADV | PR | CGM | All



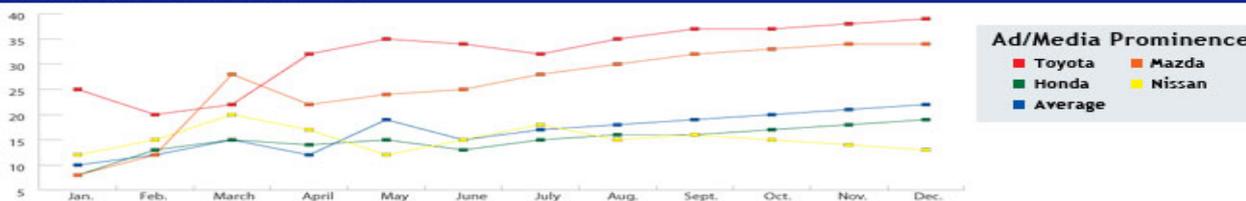
<b>MAZDA</b>	165↑
<b>HONDA</b> The Power of Dreams	142↓
<b>NISSAN</b>	133↑
Average: All Others	122↑

## MY ALERTS

Alerts for Today	Time	Priority
<b>Honda:</b> New Accord Spot	3:00 AM ET	Red
IMI Alert: <b>Nissan</b> +10 Points	2:10 PM ET	Green
<b>Nissan:</b> Media Tone Negative	3:00 PM ET	Yellow
<b>Toyota:</b> Increases Blog SOV	4:52 PM ET	Red

>> more

## SHARE OF INTEGRATED MEDIA

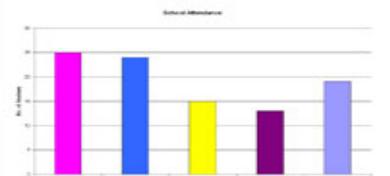


IMI  
CENTER

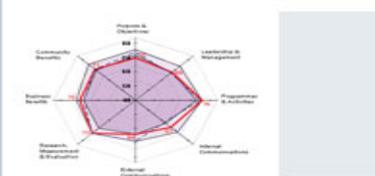
## MESSAGE SHARE



## KEY METRICS

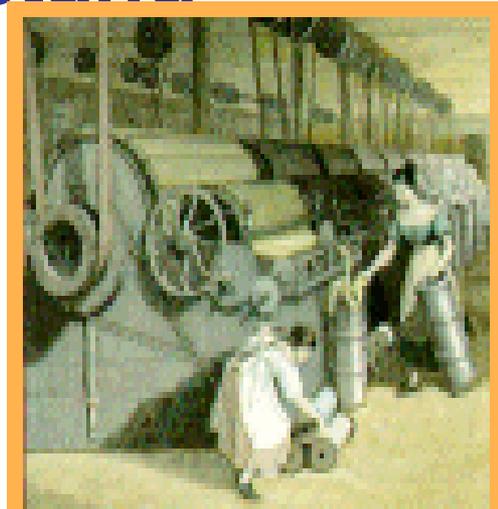


## CATEGORY TRENDS

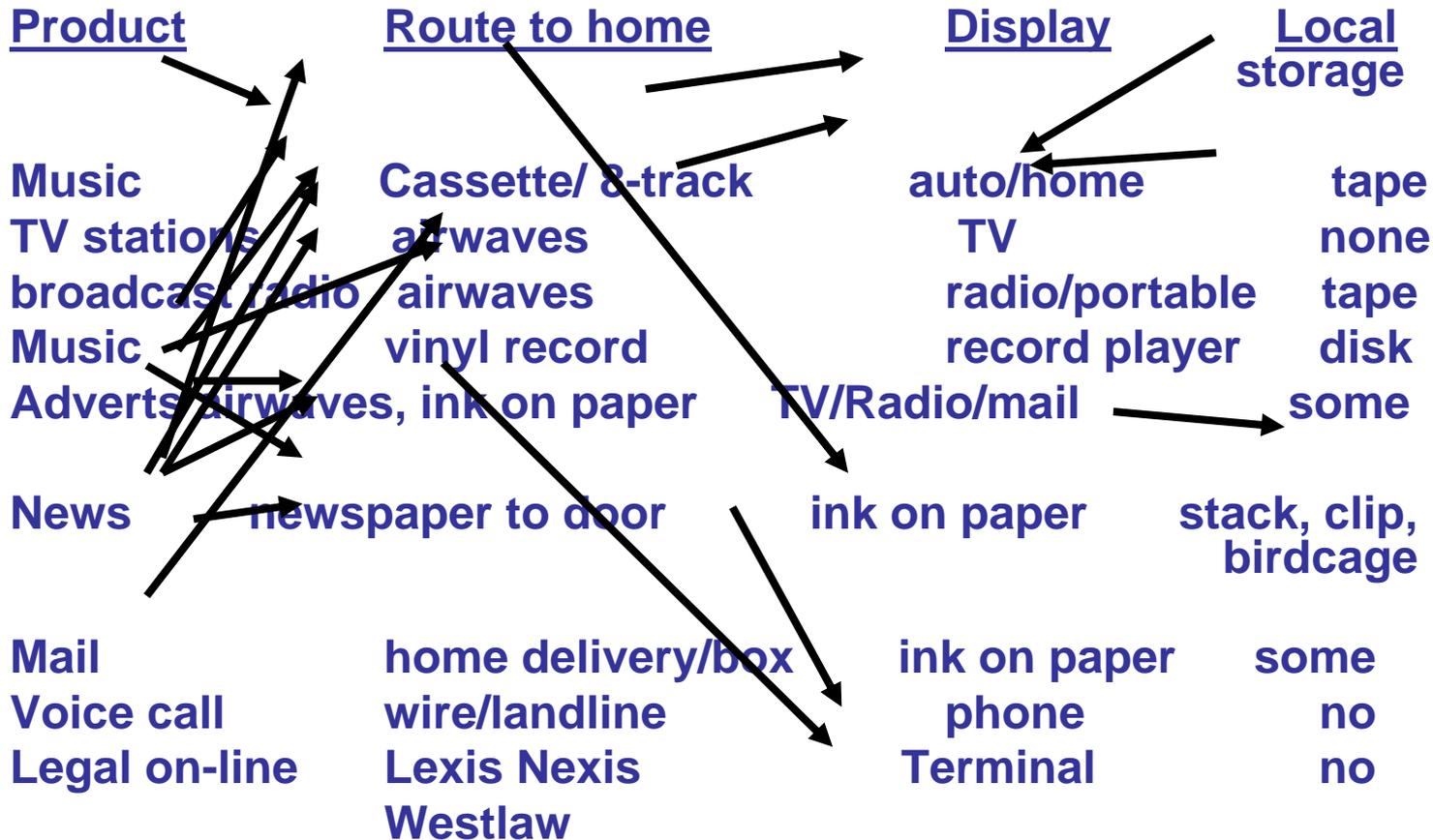


# Question 2. Can Luddites use digital databases?

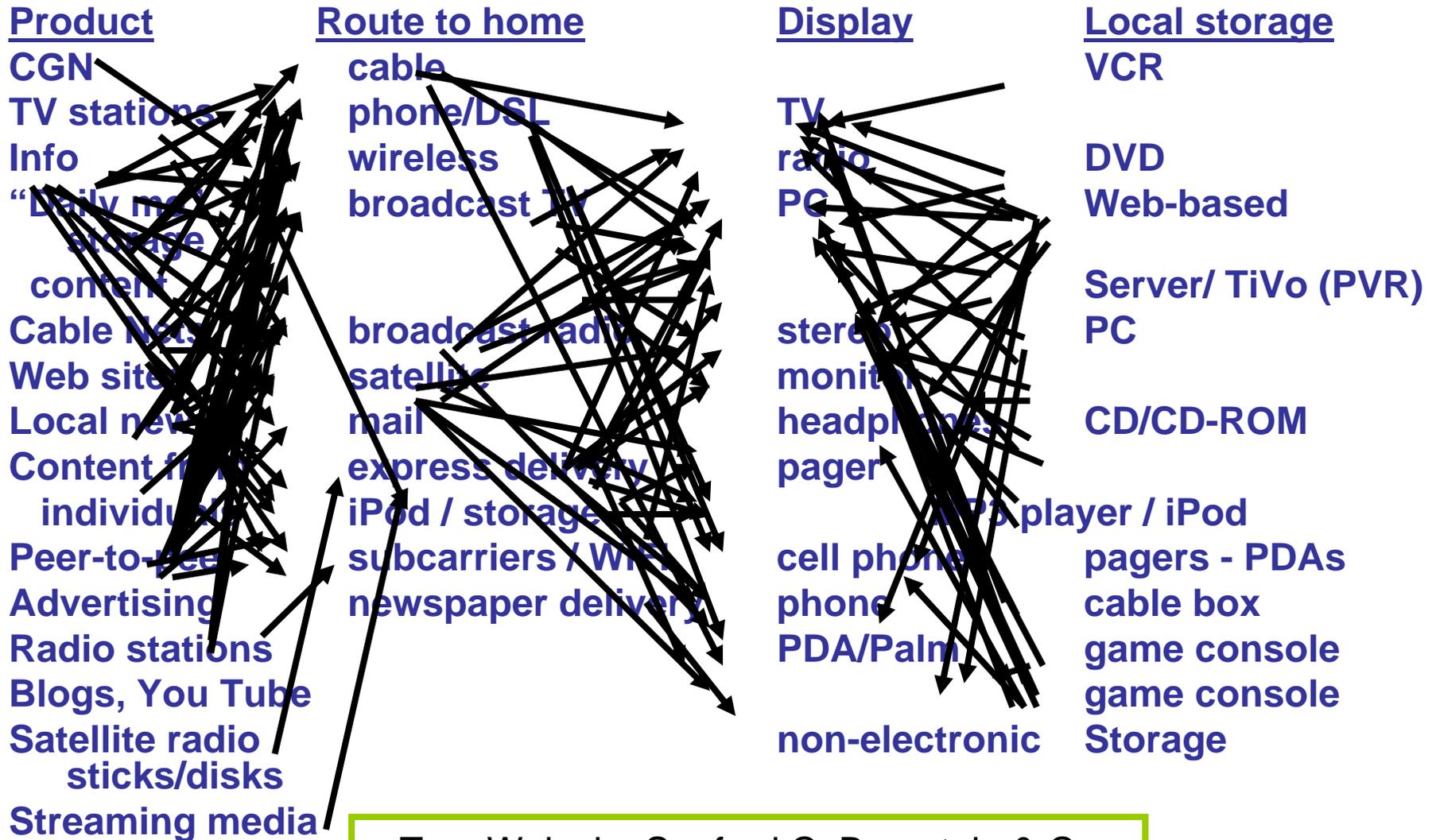
1. “Outside-in” or “inside-out? thinking”
2. “SWOT” vs. “TOWS” to plan
3. Consumer databases CRM to know the market behavior (message use)?
4. All media databases to understand externalities?
5. Consumer Generated Content as consumer brand contacts?



# Reaching Decision Makers 1975



# Reaching Decision-Makers Today Requires Digital Systems



Tom Wolzein, Sanford C. Bernstein & Co

# Question 3. Are you connected with “protected groups”?

Sympathetic social communities

Elderly

Children

Racial, ethnic groups

Chronically ill

Mentally ill

Disabled

Immigrants

People on welfare or social services

Poor or very low income

Others

# Question 4. Are you in “high visibility” industries?

Newsworthy, regulated or self-regulated

Energy

Military products

Pharmaceuticals

Insurance

Gaming

Toys, cribs

Housing

Credit and banking

Automobiles

Sports and Entertainment

Military Services

Tobacco, alcohol

Gaming, and others

# **Question 6. What if digital metrics were required by practice or even law?**

- **Six Sigma, ISO.**
- **Medical check and shots to attend school.**
- **Lexis Nexis or Westlaw for attorneys**
- **Sarbanes-Oxley demands for Boards**

# Sample Users Digital Systems

XEROX

WAL\*MART®  
ALWAYS LOW PRICES *Always*

ims



AstraZeneca 



cme  
Chicago Mercantile Exchange

NORTEL

Allstate  
You're in good hands.

 Bristol-Myers Squibb Company



CISCO SYSTEMS

YAHOO!

centocor

Microsoft®



 Sun  
microsystems

UNITED

AMERITRADE 



HUMIRA®  
(adalimumab)  
More Normal Living

Entrust®

bea  
Think liquid.™

Seagate 

TEVA  
NEUROSCIENCE

PacifiCare®  
Caring is good. Doing something is better.™

McAfee®

novo nordisk®  


GENESYS®  


Scotts

 POLYCOM®

 redhat.

FORRESTER®

 Nationwide®  
On Your Side™

## QUESTION 7. What is on your management dashboard?

- **What's on your organization's inside dashboard?**



- Quarterly annual data
- Announcements/messages
- Employee data
- data/production

- **What's outside your windshield?**

- Experts
- Media including bloggers
- Governments



# Sample Business Dashboard

Welcome IntelliDealer User

[Customize Page](#)

Change Location?

[Click here to update your profile.](#)

## Recent Equipment Lost Sales

Date	Make	Model	Customer	Stock Number	Competitor	Reason	Competitor Price
04/22/2005	DEERE	310G	Morrison Construction Pat Morrison	?	RJ EQUIP DEERE 310G	AVAIL	0

## Top Unit Sales Territories - All Locations

Territory	Amount
Northwest	716,884
Upper Thames	347,960
Southeast	300,942
Oxford County	144,328
Harvey County	139,217
Melvin County	28,300
<b>Total:</b>	<b>1,677,631</b>

## Inventory Aging - All Locations

Months Old	Units	Amount
0 - 6	104	39,871,851
7 - 12	148	1,487,835
13 - 18	291	4,694,516
19 - 24	115	1,336,054
25 - 36	143	2,007,128
Over 36	257	581,776
<b>Total:</b>	<b>1,058</b>	<b>49,979,163</b>

## MTD Sales - All Locations

	Amount	%
Equipment	246,058	65.0
Parts Invoicing	41,509	11.0
General	3,720	1.0
Rental	5,290	1.4
Shop Labor	39,107	10.3
Shop Parts	43,005	11.4
<b>Total</b>	<b>378,689</b>	

## Top Equipment Salespeople - All Locations

Salesperson	Amount
Mike Jones	793,861
Jerry Ort	253,397
Edgar Horton	160,610
James Kravitz	150,020
Lenny Michaels	105,465
Andy Miller	100,608
Fred Falworth	99,751
Teresa Blanton	83,266
Allan Thompson	80,119
Kyle Clarkson	64,100

# Dashboard - PR Driven

# Businesses

Marketspace

Coverage

Topics

Outreach

Reporting

Settings

Admin

You are in: Marketspace Home

## Marketspace Home

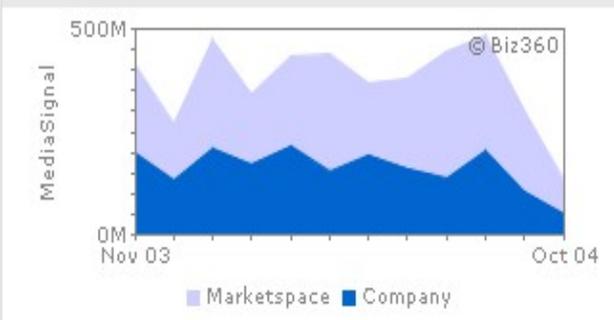
### MediaSignal Rankings

Ranked for last 30 days

Rank	Company	MediaSignal
1	<a href="#">Apple</a>	87 M
2	<a href="#">Hewlett-Packard</a>	78 M
3	<a href="#">Dell</a>	51 M
4	<a href="#">Gateway</a>	12 M

### Hewlett-Packard in the Marketspace

MediaSignal for last 12 months



### Related Reports:

- [Marketspace Home](#)
- [Marketspace Ranking](#)
- [Share of Marketspace](#)
- [Marketspace Trend](#)
- [Saved Reports](#)

### Search Coverage:

[Advanced](#)

### About this Page:

The Marketspace Home page provides a consolidated view of your marketspace from the standpoint of media coverage, including important players and top stories.

The marketspace is the media universe inhabited by your company and industry competitors.

• [Learn More](#)

### Tone Rankings

Ranked for last 30 days

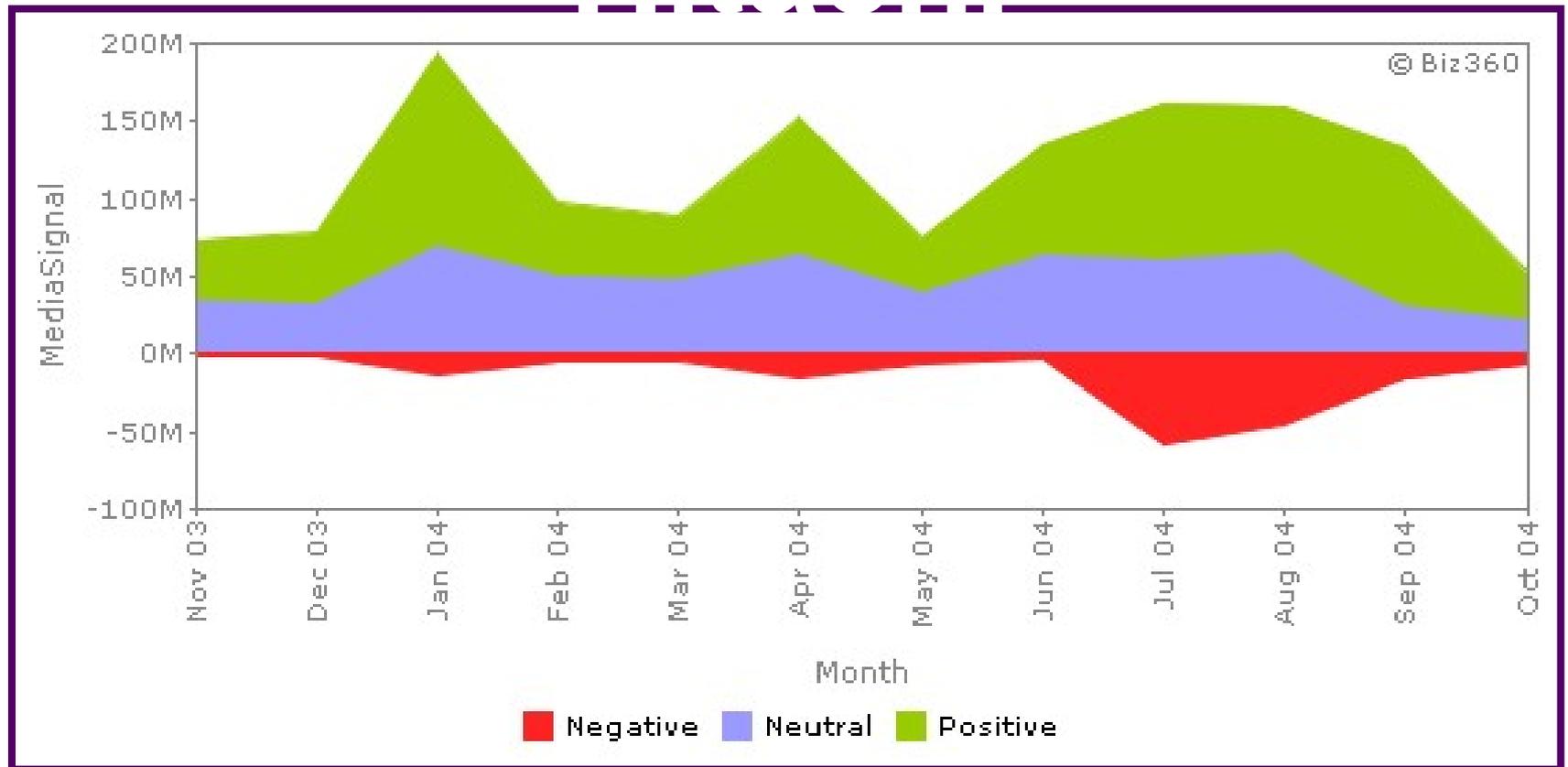
Rank	Company	Tone
1	<a href="#">Apple</a>	
2	<a href="#">Gateway</a>	
3	<a href="#">Hewlett-Packard</a>	
4	<a href="#">Dell</a>	

### Coverage Rankings

Ranked for last 30 days

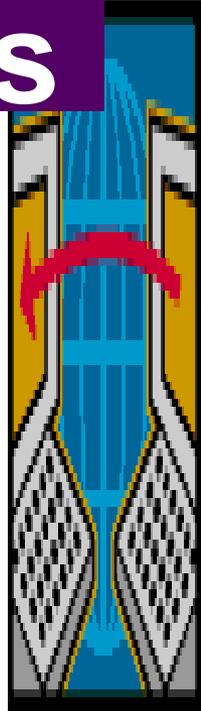
Rank	Company	Coverage
1	<a href="#">Hewlett-Packard</a>	17,741
2	<a href="#">Dell</a>	10,429
3	<a href="#">Apple</a>	9,241
4	<a href="#">Gateway</a>	3,657

# Phone, Apple and Hitachi



# Quick Corp. Case Studies

- a daily basis to see if they are on message?
- With over a billion “hits” how does Harley-Davidson define & monitor their PR success?
- How does HD track noise pollution law trends?
- How can VeriSign keep a pulse on new privacy issues and trends to protect customers?
- Can Genentech stem a rumor of danger on their drug immediately?



# Quick Cases

- **Would your board like to know how seriously your new program launch is being taken in the industry?**
- **Would your client's Chief Strategist like to know what Non Governmental Organizations (NGOs or GONGOS) are doing in your field?**
- **How many trends and crises can *you* track all over the world on a minute by minute basis?**

# Selected Vendors New Metrics

- *Vocus.com*
- *Bacon Cision.com*
- *Competitive Insights.net*
- *Evolve24.com*
- *PRTrak*
- *IMC VMSinfo.com*
- *Biz360.com*
- *Carma News Access*
- *BuzzLogic*
- *Cmfony.com TNS Media Intelligence*
- *Media Tenor Institute for Media Content Analysis* (non-automated)
- **Cost from a few thousand to one hundred thousand**
- **Your Hand Analysis** (inaccurate and impossible)
- **Doing Nothing** (very expensive)

# The iRoom™

## See Everything

Get the power of a  
**“virtual issue room”**  
 available 24/7 around the globe.



**The only global issue management suite for business**

A complete web based solution that gives early warning, effective outreach, consistent messages and improved company efficiency and effectiveness.

Real time global analysis identifies trends, patterns and emerging issues accurately!



Identify players and their positions. Compare yourself to competitors. Provide the critical insights you need globally 24/7.

# Establish Thought Leadership

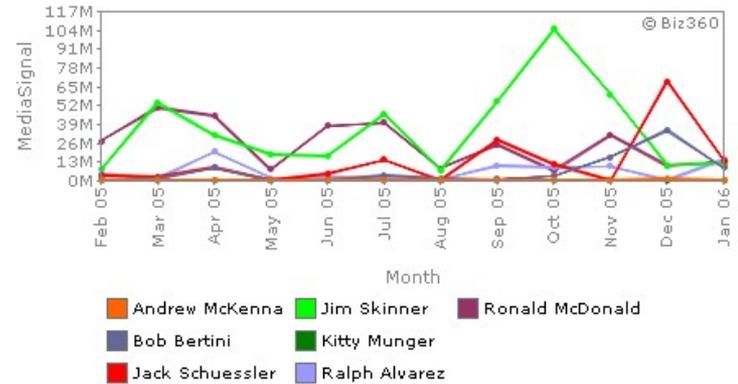
- Measure spokesperson competitive mindshare
- Evaluate translation of messaging
- Monitor spokesperson favorability

## Establish Thought Leadership

Spokesperson Ranking	
Fast Food Mkt, 12 Months	
Spokesperson	MediaSignal
Jim Skinner	423 M
Ronald McDonald	303 M
Jack Schuessler	156 M
Bob Bertini	80 M
Ralph Alvarez	76 M
Andrew McKenna	2.5 M
Kitty Munger	19 K

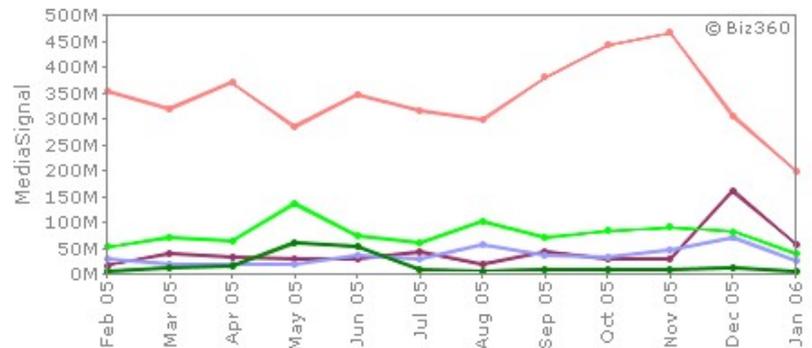
## Spokesperson Trend

Fast Food Mkt, MediaSignal, 12 Months



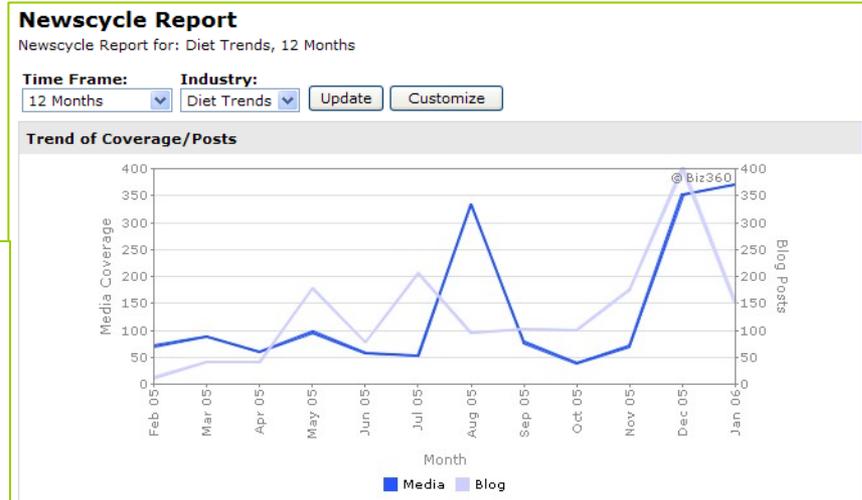
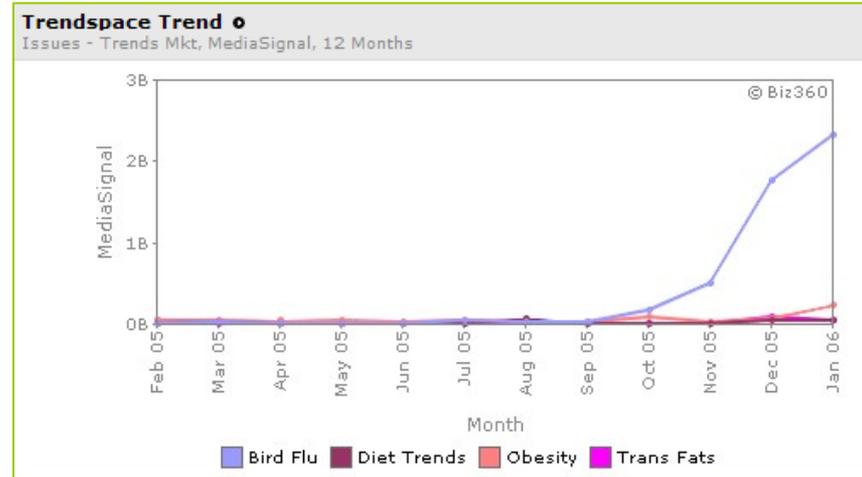
## Marketspace Trend

Fast Food Mkt, MediaSignal, 12 Months



# Monitor Industry Trends & Issues

- Evaluate market trends & issues
- Discover topics, people and organizations



## Topic Discovery

Topic Discovery for: Trans Fats, All content, 90 days

Industry(s):

Content Set:

Trans Fats

All content, 90 days

[Update]

[Create Content Set...]

## Trans Fats

### Topics

partially hydrogenated (25) [+](#)  
shelf life (15) [+](#)  
dietary supplements (14) [+](#)  
fatty acids (13) [+](#)  
baked goods (13) [+](#)

### People

Food (111) [+](#)  
Michael Jacobson (5) [+](#)  
Barbara Schneeman (5) [+](#)  
Orville Redenbacher (3) [+](#)  
Elisa Margolius (2) [+](#)

### Organizations

Kellogg (29) [+](#)  
Frito-Lay (5) [+](#)  
General Mills (4) [+](#)  
Monsanto (3) [+](#)  
Nestle (2) [+](#)



# Protect Organization/Product Brands

- Brand impact and sentiment in media and blogs
- Discover brand associations
- Evaluate brand attributes
- Identify threats and opportunities

**Topic Discovery**  
Topic Discovery for: All content, 90 days

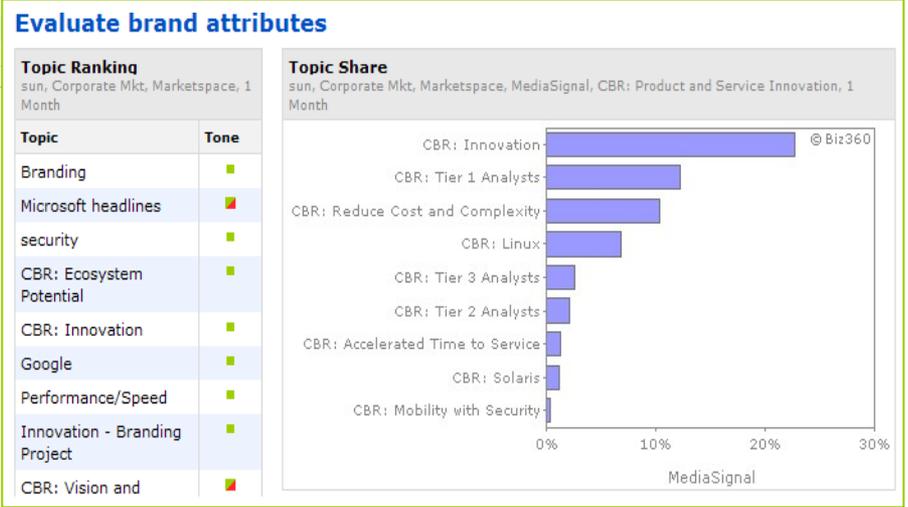
Company(s):  Content Set:

**Marketspace**

Topics	People	Organizations
vice president (258)	To (4252)	Microsoft (3043)
open source (213)	But (1102)	IBM (1284)
internet explorer (140)	Based (412)	HP (654)
sql server (125)	Bill Gates (238)	Sun Microsystems (625)
media player (84)	Availability (55)	Customers (567)

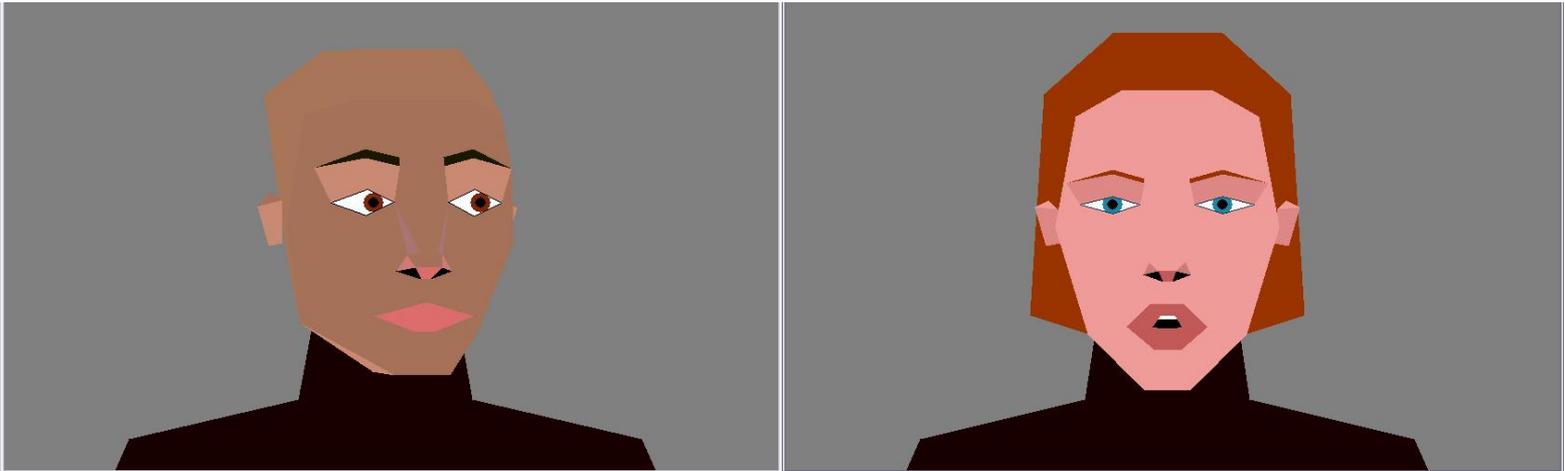
**Sun Microsystems**

Topics	People	Organizations
ultrasparc t1 (65)	Scott Mcnealy (33)	Sun Microsystems (609)
code-named niagara (16)	Jonathan Schwartz (27)	Sun Microsystem (3)
first-quarter loss (11)		
el paso (9)		
netbeans IDE (6)		



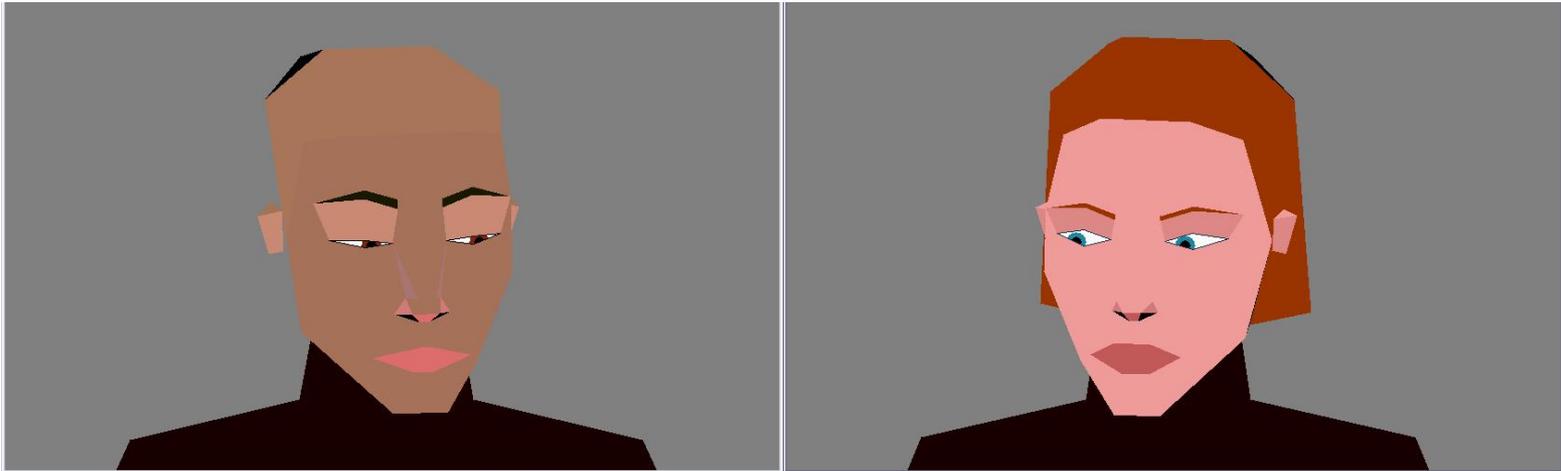
# Blogger for Wrigley

by Sara Owsley see InfoLab at  
[www.Northwestern.edu](http://www.Northwestern.edu)



**Juicy Fruit**

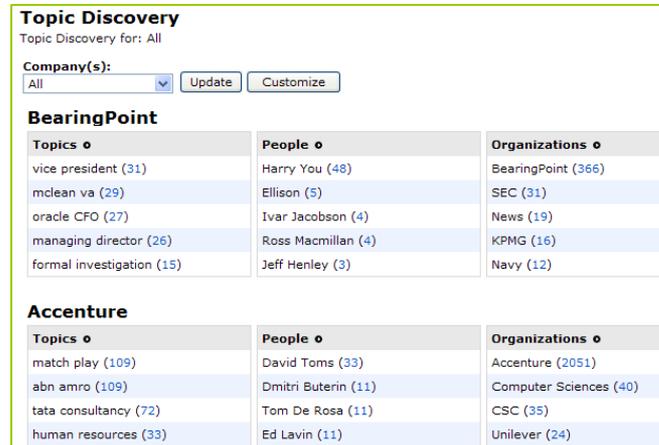
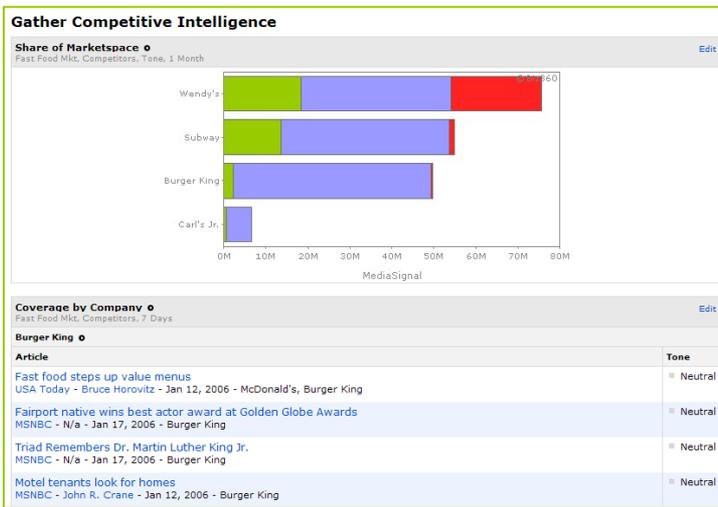
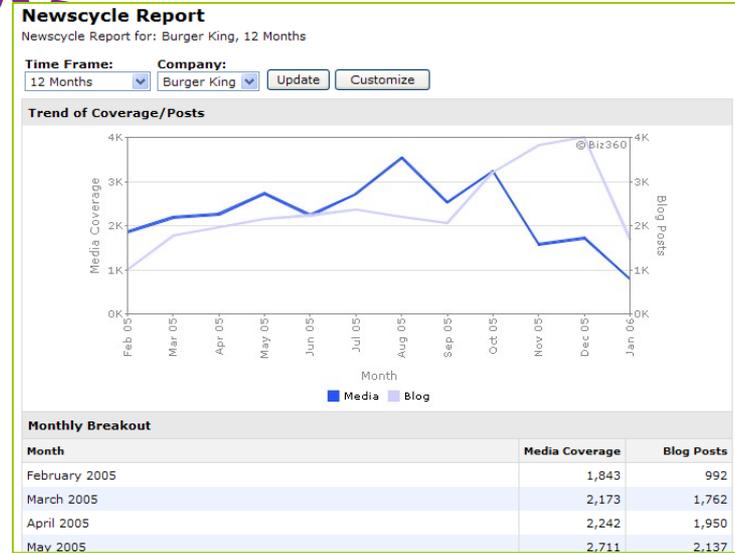
# Blog search for statements



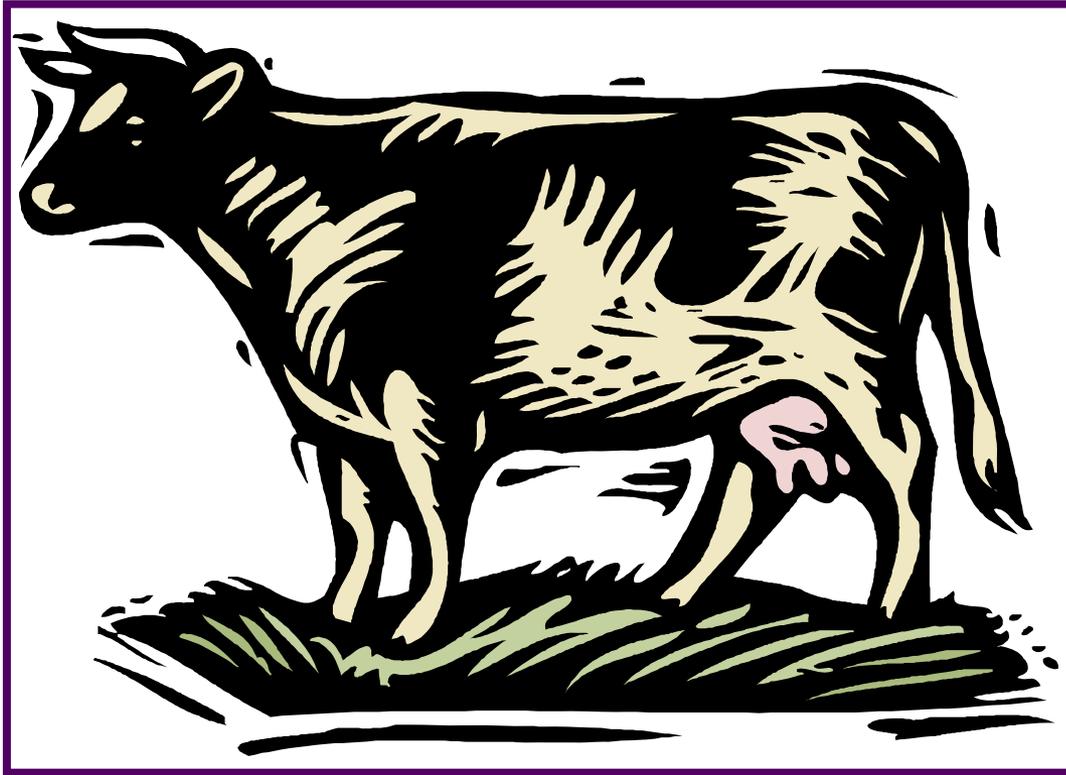
Winterfresh Gum  
Big Red Gum  
Extra Gum      Life Savers  
Doublemint Gum      Altoids  
Juicy Fruit      Eclipse Gum  
Hubba Bubba  
Orbit Gum      Big League Chew

# Gather Competitive Intelligence

- Monitor competitors' messages, mindshare and sentiment
- Evaluate the impact of competitors' marketing



# Is it AI?





## Media Prominence Index December 15, 2006

IMI Dashboard

IMIIndex

APIIndex

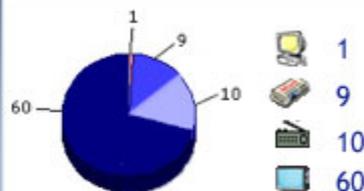
MPIndex

reate Reports

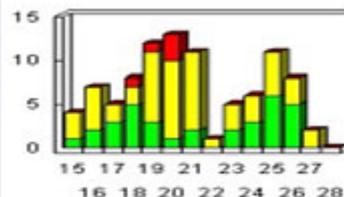
MPI: TOYOTA



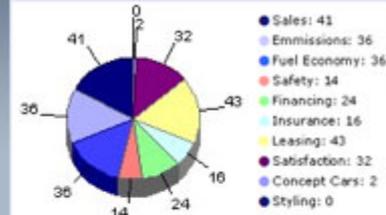
Media Breakdown



Coverage Tonality (Last 2 weeks)



Item Count (By Key Topic)



Filter By:

### Item Count: Key Topics

MPI: Toyota

211 Items (Impressions: 3,960,631; MPI: \$80,000)

Item Tone: **5** - **6** - **200**

#### ▼ Concept Cars (2)

Item headline goes here (Item Source; Item Date; Media Type; Item Tonality)

Integer dui arcu, tempor aliquam, consequat ut, tempus consequat, erat. Vivamus ultricies tincidunt mi. In faucibus nisl vitae dui. Nulla adipiscing scelerisque urna. Morbi mattis dui eget ante ultrices malesuada. [View the Item >>](#)

Item headline goes here (Item Source; Item Date; Media Type; Item Tonality)

Integer dui arcu, tempor aliquam, consequat ut, tempus consequat, erat. Vivamus ultricies tincidunt mi. In faucibus nisl vitae dui. Nulla adipiscing scelerisque urna. Morbi mattis dui eget ante ultrices malesuada. [View the Item >>](#)

#### ▶ Emissions (36)

#### ▶ Fuel Economy (3)

#### ▶ Financing (24)

#### ▶ Insurance (16)

#### ▶ Leasing (43)

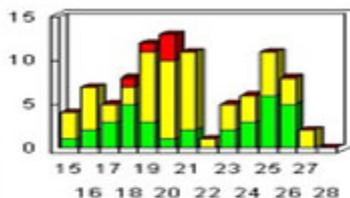
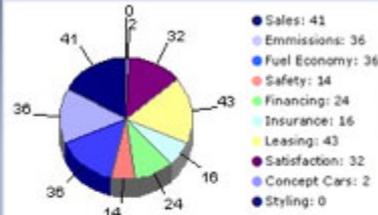
#### ▶ Safety (14)

IMI  
CENTER  
-3





## Media Prominence Index: TV December 15, 2006

**MPI TV: TOYOTA****Coverage Tonality (Last 2 weeks)****Item Count**[IMI Dashboard](#)[IMIIndex](#)[APIIndex](#)[MPIIndex](#)[MPI: TV](#)[Create Reports](#)Filter By:    **Item Count: Key Topics**

MPI: Toyota

50 Items (Impressions: 456,372; MPI: \$9,000)

Item Tone: [1](#) - [12](#) - [37](#)▼ **Concept Cars (2)****Item headline goes here** (Item Source; Item Date; Media Type; Item Tonality)Integer dui arcu, tempor aliquam, consequat ut, tempus consequat, erat. Vivamus ultricies tincidunt mi. In faucibus nisl vitae dui. Nulla adipiscing scelerisque urna. Morbi mattis dui eget ante ultrices malesuada. [View the Item >>](#)**Item headline goes here** (Item Source; Item Date; Media Type; Item Tonality)Integer dui arcu, tempor aliquam, consequat ut, tempus consequat, erat. Vivamus ultricies tincidunt mi. In faucibus nisl vitae dui. Nulla adipiscing scelerisque urna. Morbi mattis dui eget ante ultrices malesuada. [View the Item >>](#)▶ **Emissions (0)**▶ **Fuel Economy (0)**▶ **Financing (14)**▶ **Insurance (24)**▶ **Leasing (6)**▶ **Safety (3)**



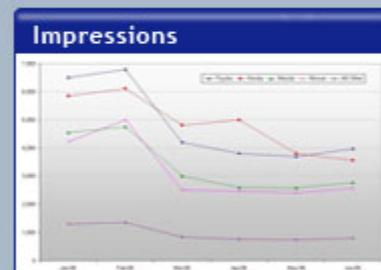
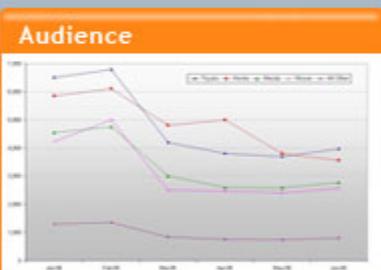
## Media Center December 15, 2006

Media Center

AdSite 4

InSight

Create Reports



### Top Ads

- Toyota Corolla: "Be Proud"
- Toyota: "Golf Club"
- Toyota Corolla: "People"
- Toyota Prius: "Here We Go..."

>> more

### Breaking Ads

- Toyota: "Pepper"
- Toyota Corolla: "Surf's up"
- Toyota Tacoma: "Mountain"

>> more

### Top News

2007 Toyota Tundra Preview. XXXL Toyota Set to Take-On Big Three Stronghold >>

Toyota celebrates 50 years of forklift manufacture >>

Free agency? Toyota helping salaries rise >>

>> more

### Breaking News

Toyota's B-spec turns its first wheel >>

Toyota adds diversity to 'people's car' >>

>> more

# MEDIA CENTER -1





## Messaging Center December 15, 2006

Filter By: Geography Demographics Media Type Competitors Campaigns

### Advertising/Editorial Messaging Synch

Brand: Toyota | All

#### Advertising Messaging (API)



#### Editorial Messaging (MPI)



#### Ad/Edit Messaging Synch



Message Synch

Competitive Messaging

Share of Message

Create Reports

## Trends for MIRIM

(Message & Relationship Management)

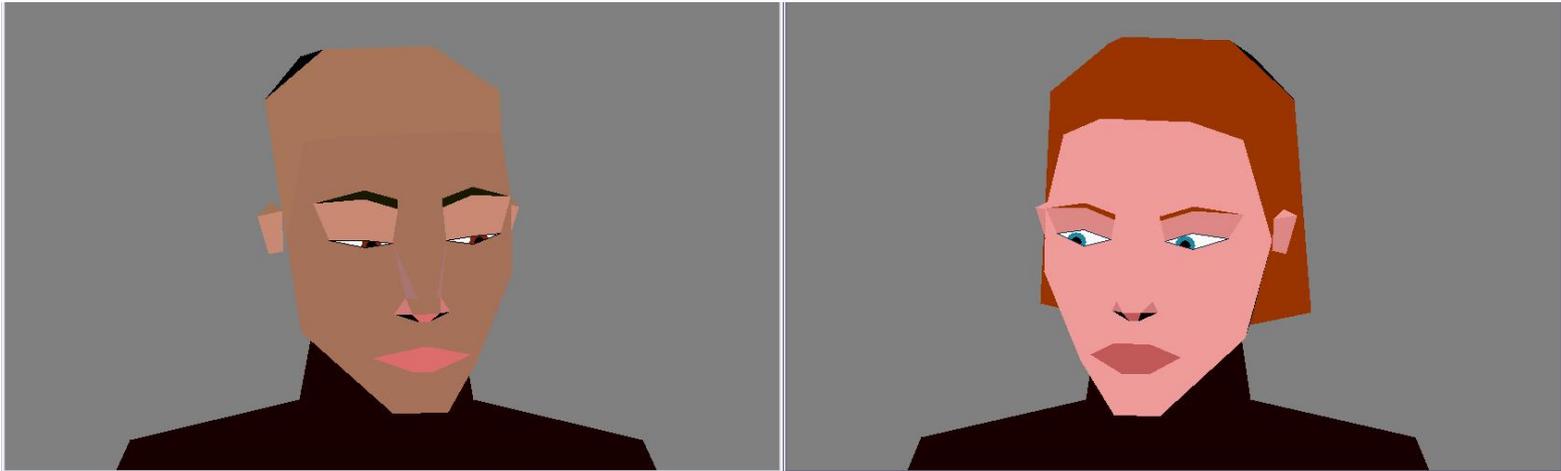
- **Increasing liability risk for not having full service metrics and information** (Lexis-Nexis, WestLaw “required by law”) Sarbanes-Oxley, NYSE Rules
- **Global media and text**
- **Databases will capture measurements of risk communications, issues management, competitive threat, financial fragility, government involvement, new industries, new sources (scripts)**

# Trends for MRM

- **Inventing more “killer” applications including predictive metrics, ROI, Breakeven**
- **Short-term and long term link to CRM**
- **The decline in the value and credibility of traditional media (Web 2.0 expansion) will increase the need for complete measurement**
- **New media ideas from Northwestern!**

# Tactic: Buzz by product

<http://www.infolab.northwestern.edu/project.asp?id=31#projects>



Winterfresh Gum  
Big Red Gum  
Extra Gum      Life Savers  
Doublemint Gum      Altoids  
Juicy Fruit      Eclipse Gum      Hubba Bubba  
Orbit Gum      Big League Chew

# Tactic: News At Seven

[NewsAtSeven.com](http://NewsAtSeven.com)

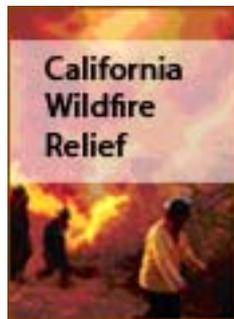


- News at Seven has a full website, available at *News At Seven* is a system that automatically generates a virtual news show. Totally autonomous, it collects, parses, edits and organizes news stories and then passes the formatted content to artificial anchors for presentation. Using the resources present on the web, the system goes beyond the straight text of the news stories to also retrieve relevant images and blogs with commentary on the topics to be presented.



## accelerating **Humanitarian Relief**

▶ See What's New in The Aidmatrix Network June '08 Release



[bbb.org/charity](http://bbb.org/charity)

# Questions and Notes

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# Transportation Center Business Advisory Board

