

MAKING METRICS MATTER

TAKING MEASUREMENT
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amec INTERNATIONAL SUMMIT ON MEASUREMENT

LONDON

15-16 JUNE 2016



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Diane Scott

Director Media & Corporate Affairs, Visa Europe



VISA

VISA

Beyond Share of Voice

How new style metrics got the attention of senior management



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Introduction



Visa Europe

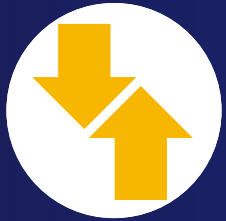
- Payment Technology company NOT a credit card company
- 3000 banks and FIs as members in 38 European markets
- 16.8bn transactions processed in 2015
- 25% annual growth in gross revenues

Recently separated into new business units:

- Scheme
- Processing
- Business Innovation

Visa Inc to close deal to buy Visa Europe Q2/3

Context



Internal drivers:

- New CEO
- Budget justification
- Decentralising control
- Efficiency and innovation push

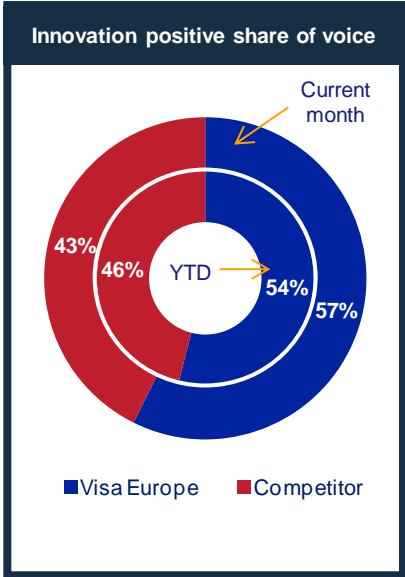
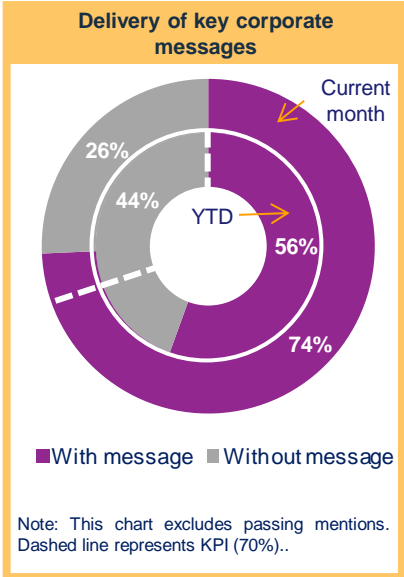
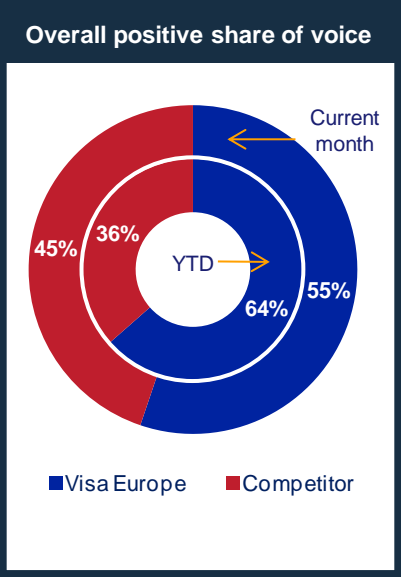


External drivers:

- Greater competition
- Fragmented and stretched media
- Changing media consumption

Monthly Evaluation report

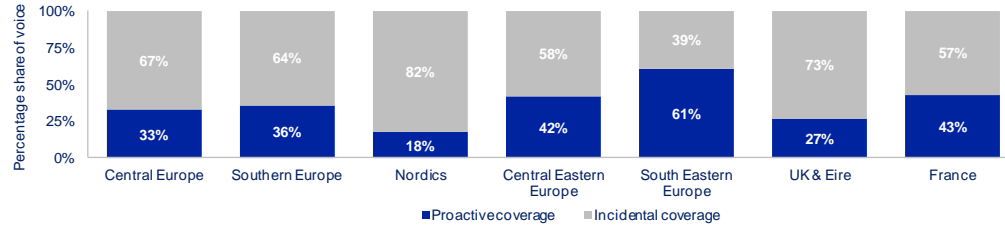
Current month	Rolling monthly average
784 Tier 1 articles	701 Tier 1 articles
69% of these articles were favourable in tone	57% of these articles were favourable in tone
48% of content was proactively generated	42% of content was proactively generated
29% of coverage featured a spokesperson	19% of coverage featured a spokesperson



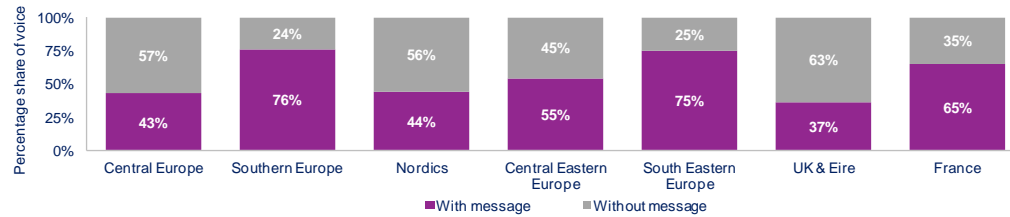
-
-
- Team reviews report and inserts key business insights
-
-
-
-
-

Driving internal competition and increased quality

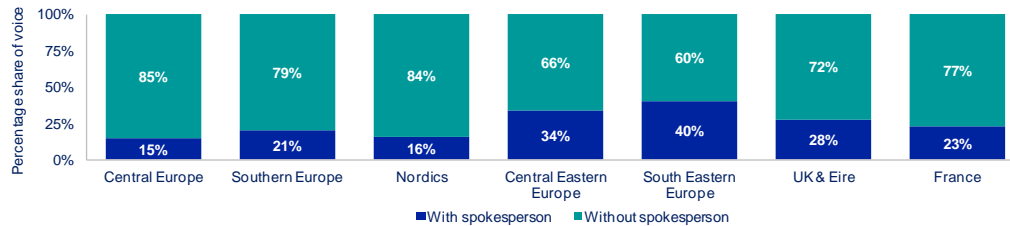
Proactive coverage



Message delivery



Spokesperson presence

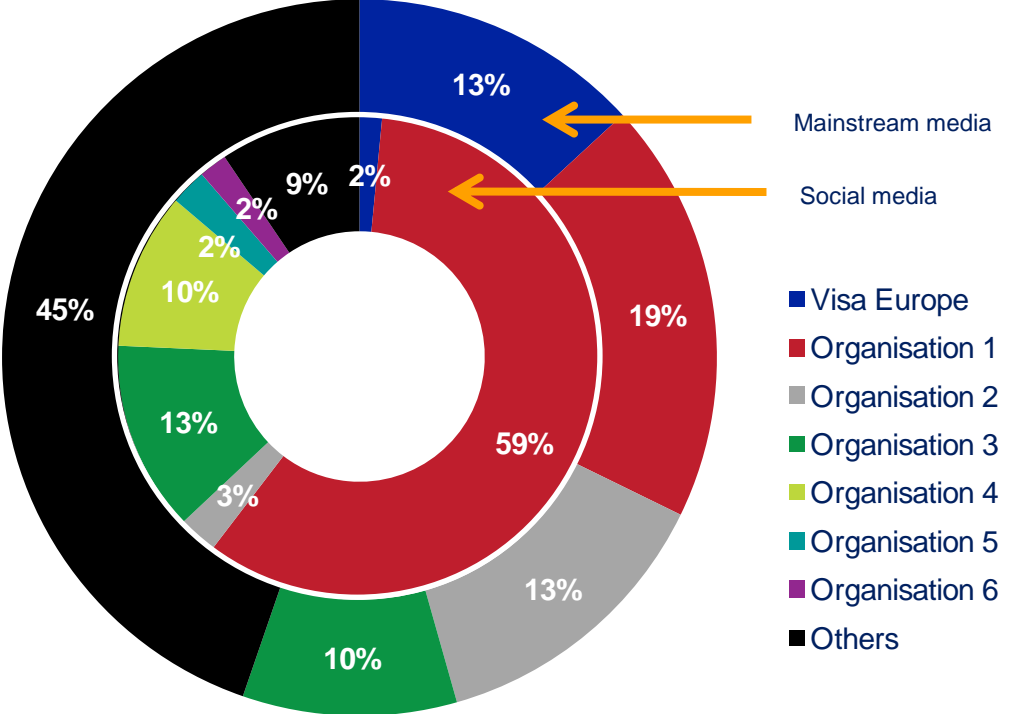


Note: These charts exclude passing mentions.



Evaluation informing communication strategy

Mainstream and social media
SOV – Mobile Payments



Consequences



- Better aligned and motivated communications team with improved business understanding
- Motivated local teams
- KPIs with buy-in
- 2015 2nd highest performing team in Visa Europe
- Example of internal best practice
- Expected to have a role in shaping business plans and responses
- Invited into conversations earlier

What next?



- Setting KPIs with the local teams
- Better integration between social and traditional media monitoring and evaluation
- Continuing to refine the message analysis and reporting

What makes it work?



- Expert monitoring and evaluation partner that understands our business
- Supportive and engaged PR agencies
- Learning 'behind the scenes' first
- Taking time to align messages with business objectives and priorities
- Using reports as stimulus for discussion
- Sharing the reports widely and tailoring to the audience

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