

# MAKING METRICS MATTER

TAKING MEASUREMENT  
MAINSTREAM

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15-16 JUNE 2016



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# Jerry Nichols

Global Head of Marketing Performance Management, SAP



# Brand To Cash

Measuring Marketing's Impact Across the Customer Journey



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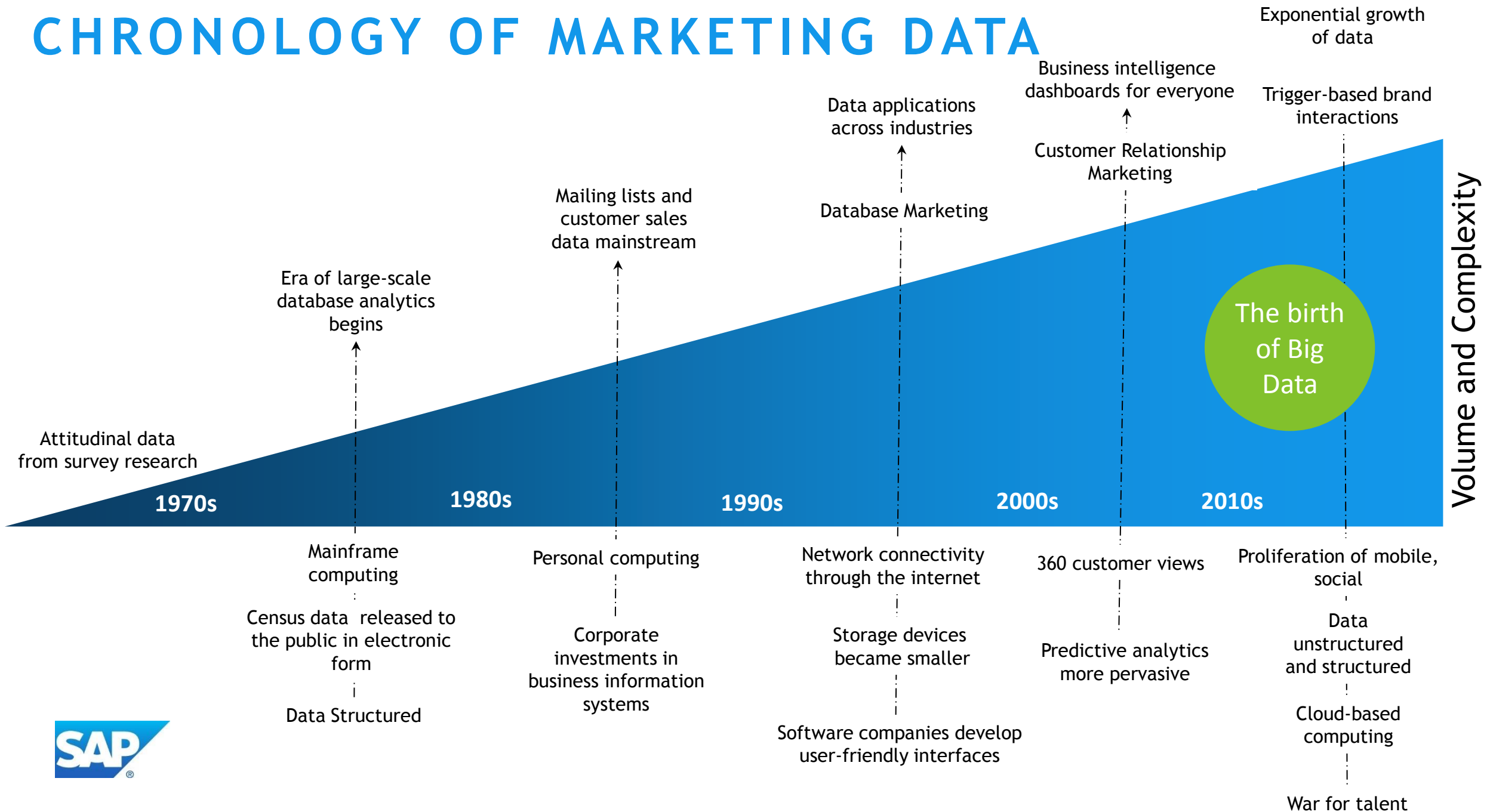
Measuring Marketing's Impact Across The Customer Journey



# AGENDA

- 1. Proliferation of marketing data**
- 2. Defining and measuring success along the customer journey**
- 3. Telling a story with data**
- 4. Key learnings**

# CHRONOLOGY OF MARKETING DATA



# CURRENT TRENDS IN BIG DATA

## Organizations are awash with data

- By 2020, we will generate 40 Zettabaytes of data (40 Trillion GBs) per IDC

## Every minute we generate

- More than 204 million e-mail messages
- Over 2 million Google search queries
- 48 hours of new YouTube videos
- 684K bits of content shared on Facebook
- 100K + tweets

**As the demand for big data grows, so does the demand for the talent necessary to make sense of it.**





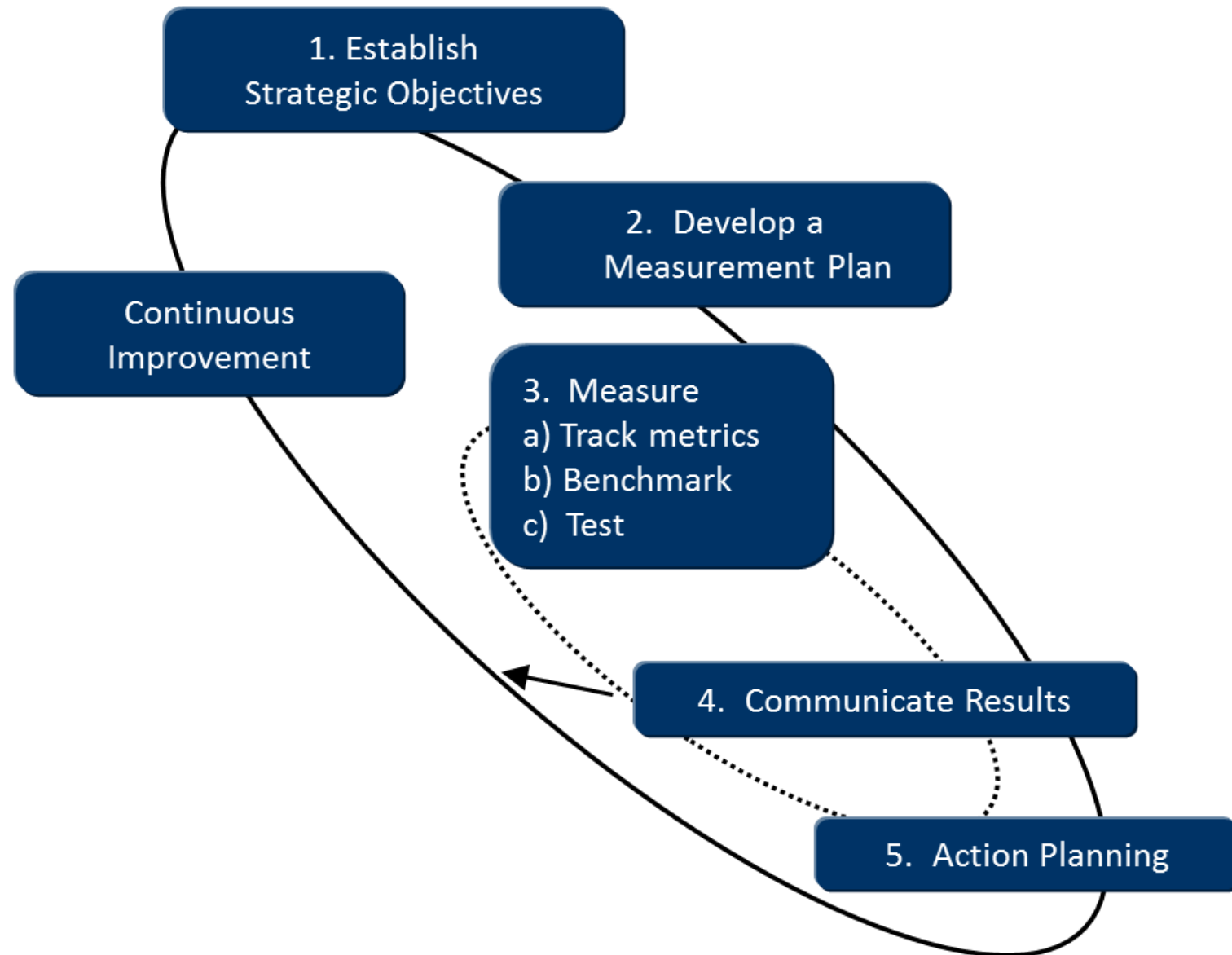
**“The universe is made  
of stories, not atoms.”**

- Muriel Rukeyser, poet -



# OUR PROCESS FOR MAKING METRICS MATTER

- Analytics is more than measurement or tools
- Analytics is a platform for delivering insights that drive actions for meeting strategic objectives and continuous improvement
- Helps answer the following questions:
  - How are we achieving against goals?
  - What worked? What didn't? Why?
  - What are the recommendations for the business?
  - How can we be better in the future?



# OUR CHALLENGE

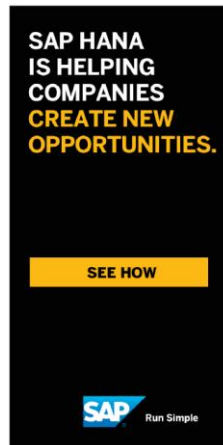
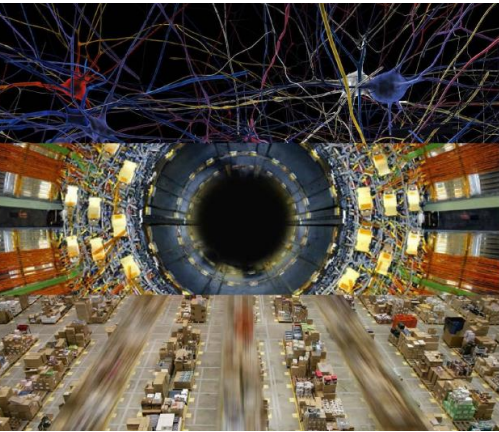
Launch of the Run Simple global advertising campaign required a measurement approach that could quantify results for the corporation, both strategically and operationally.

**The Run Simple campaign introduced SAP as the brand that simplifies business operations.**



# RUN SIMPLE CREATIVE ASSETS

Run Simple translated into **14 languages** in **29 markets** and ran across **24 TV networks**, **28 airports**, **32 magazines**, **60 digital publishers**, **120 articles** in key outlets, yielding **4.2B+** awareness exposures for the campaign.



# 1. ESTABLISH STRATEGIC OBJECTIVES: RUN SIMPLE CAMPAIGN OBJECTIVE & KPIs

Campaign overall objective: Drive awareness and demand for SAP HANA through Run Simple Messaging.

*Key Performance Indicators (KPIs) included:*

## Perception KPIs

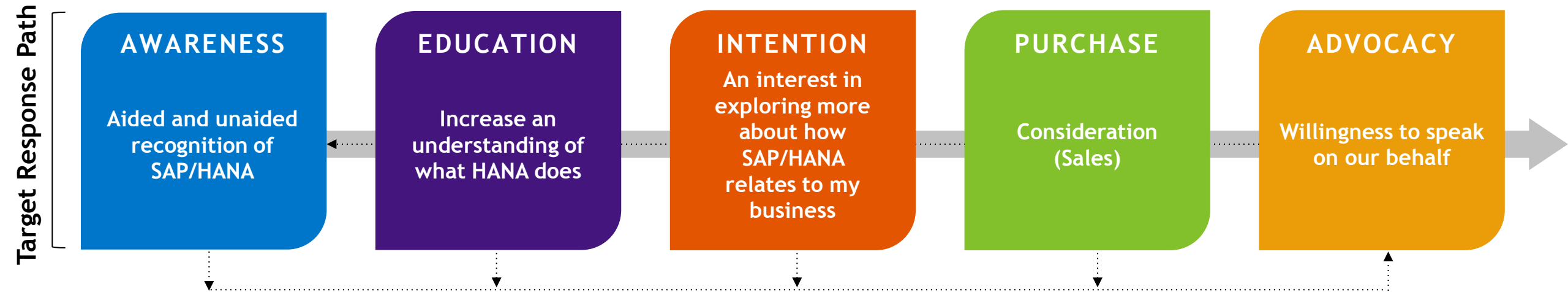
- % YoY increase in earned brand mentions in social media
- % YoY increase in purchase consideration for SAP

## Portfolio KPIs

- % YoY increase in:
  - » Leads
  - » Pipeline build
  - » Software license revenue/cloud bookings



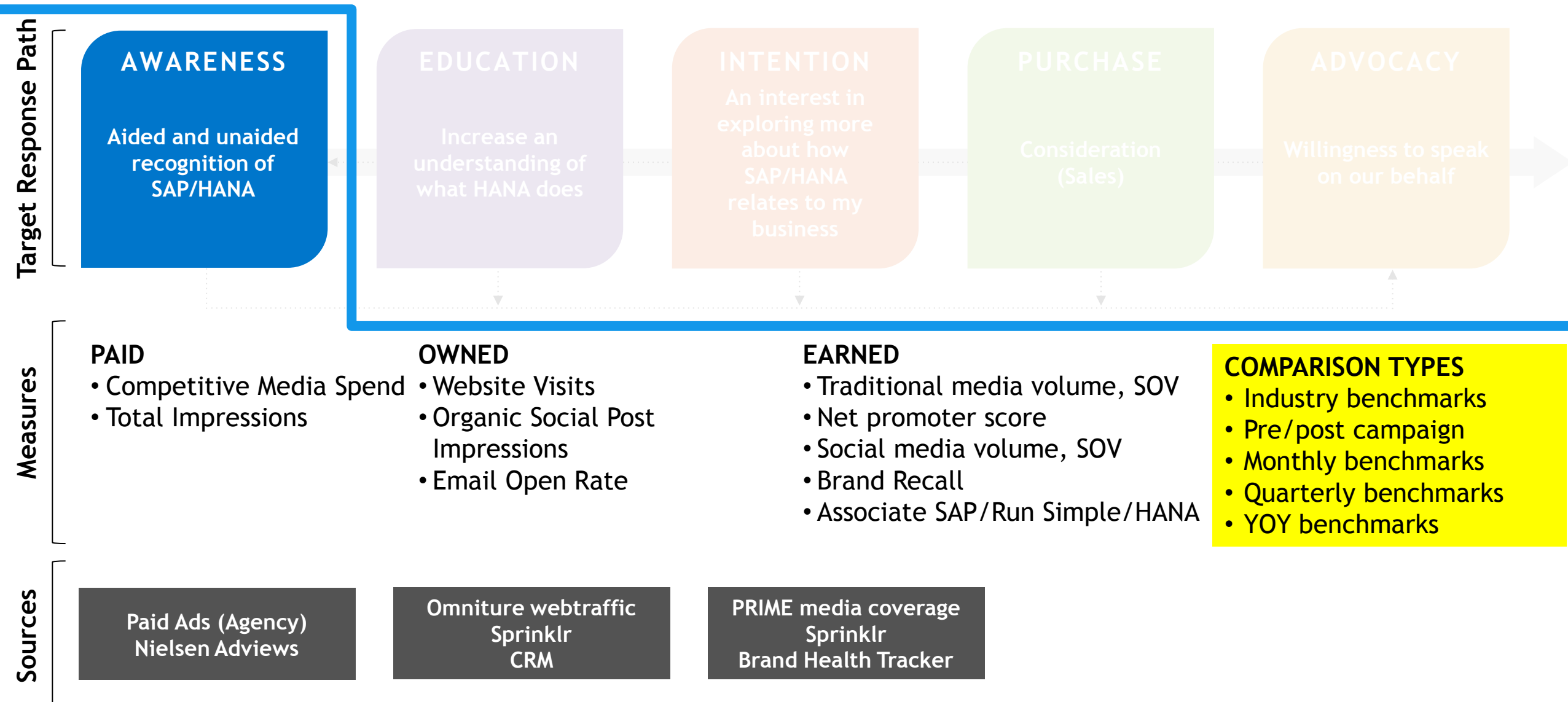
## 2. DEVELOP A MEASUREMENT PLAN: ALIGNED TO THE TARGETED CUSTOMER RESPONSE PATH



## 2. DEVELOP A MEASUREMENT PLAN: GUIDING PRINCIPLES

- **Provides:**
  - Assessment of campaign success
  - Identification of best practices and opportunities for improvement
  - Performance relative to benchmarks
  - Alignment to the customer journey, media plan, and channel strategy
- **Customer journey stage defined as:**
  - Awareness, Education, Intention, Purchase, Advocacy
- **Performance measures included:**
  - Digital metrics
  - Social media monitoring
  - Brand health
  - Media coverage
  - Demand generation performance

## 2. DEVELOP A MEASUREMENT PLAN: DEFINE OPERATIONAL METRICS/SOURCES FOR EACH PHASE

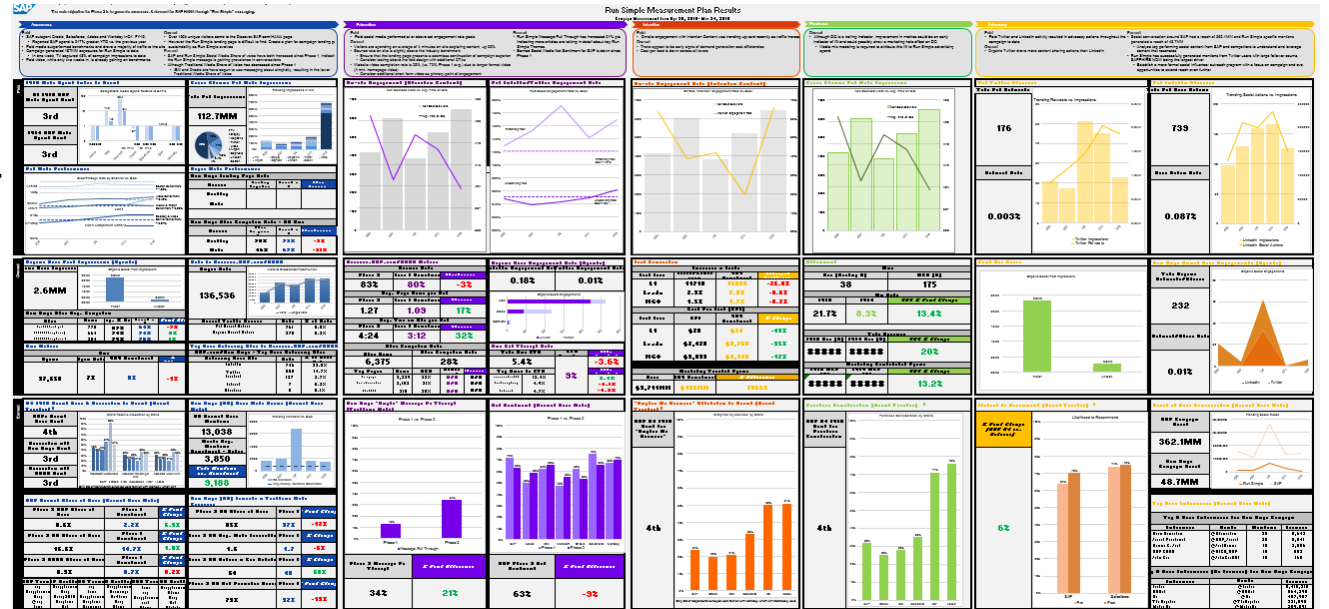


# 3. MEASURE

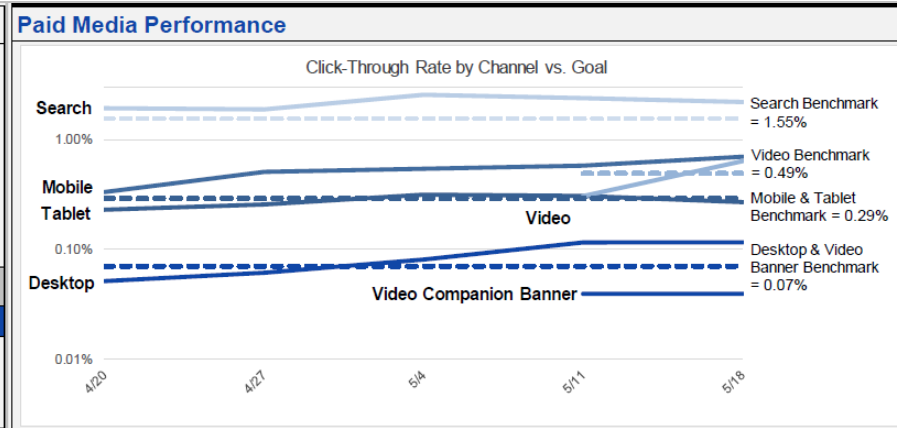
Give special emphasis to measuring operational performance through the customer journey

## Benchmark Types:

- Industry Average
- Pre/Post Campaign
- Competitive



Organic Social Post Impressions (Sprinklr)				
Organic Social Impressions				
<b>2.6MM</b>				
Run Simple Video Avg. Completion				
Video	Views	Avg. % View	Benchmark (SAP YouTube)	% Point Diff.
Run SAP. Run Simple. (2:00)	775	57%	64%	-7%
SAP HANA Living Business (1:00)	664	74%	74%	0%
SAP HANA Living Business (0:30)	304	79%	78%	1%



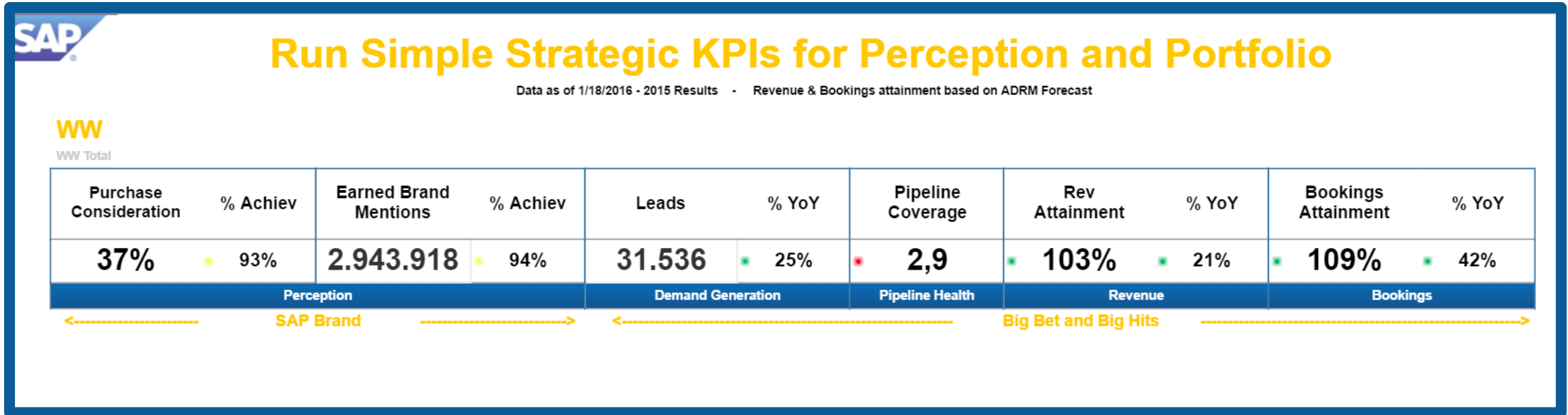
Discover.SAP.com/HANA Metrics		
Bounce Rate		
Phase 2	Phase 1 Benchmark	% Point Difference
<b>83%</b>	<b>80%</b>	<b>-3%</b>
Avg. Page Views per Visit		
Phase 2	Phase 1 Benchmark	% Difference
<b>1.27</b>	<b>1.09</b>	<b>17%</b>
Avg. Time on Site per Visit		
Phase 2	Phase 1 Benchmark	% Difference
<b>4:24</b>	<b>3:12</b>	<b>32%</b>
Video Completion Rate		
Video Views	Video Completion Rate	
<b>6,375</b>	<b>28%</b>	





# 3. MEASURE

Key Performance Indicators inspected during monthly business reviews



# 4. COMMUNICATE RESULTS: MEASUREMENT PLAN RESULTS SHARED MID-CAMPAIGN & CAMPAIGN WRAP UP

*“There are early indicators that our campaign is driving sales!”*

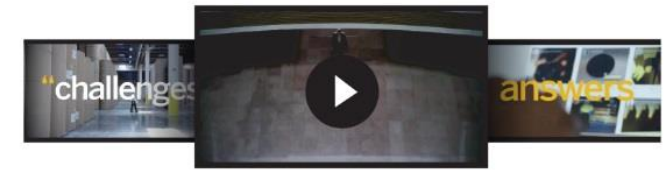
*Through optimizations we doubled our engagement rate through content optimizations and testing strategies”*

Infographic for sharing results helped us express what was important and taught audience how to think about brand measurement



## Run simple Launch Phase Results

Primary Objective: Use paid media to create awareness for new positioning



In October 2014 the Run simple campaign launched in the US to drive awareness of what “Run simple” means to SAP. Content was rolled out across traditional and digital channels.



The launch phase generated over 550MM impressions to drive awareness of Run simple.

Paid Impressions by Top Publishers



Campaign by Numbers

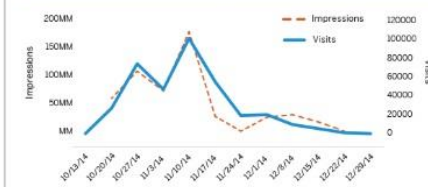


Impressions by Channel



The launch campaign drove both searches and visits indicating a new level of awareness.

Paid Impressions Result in Visits to sap.com/runsimple



Creating a landing page experience with high quality content, clear calls to action and a stronger connection to SAP.com would maximize the engagement of visitors to Run simple and increase organic referral traffic.

1.3 MM Paid Search Impressions

Google bing

Resulting in 23k Clicks (2% Click-thru)

Paid media performed well, driving a high volume of traffic to sap.com/runsimple. Future phases of the campaign will enhance the user experience through content and landing page stickiness to foster engagement, intent, and purchase.



Mentions by Hashtag

122,249

TOP 3 Authors with Most Mentions of @SAP and #runsimple

Quest Solutions Ben Greenberg Glen Doody

# KEY LEARNINGS

1. Involve the right people
2. Define objectives and success up-front
3. Proactive vs. reactive approach
4. Identify the right operational metrics, sources, and comparative benchmarks
5. Be consistent, Analyze, Optimize
6. Visualize, Excite the Audience, Keep Learning
7. Tell a story
8. Have some fun!



# SUMMARY

The SAP measurement program changed the landscape for the organization.

Brought together a single organizational vision for success across the customer journey



Leveraged a myriad of data sources and inputs to tell a story



Validated efficacy and optimized a multimillion dollar advertising investment



Demonstrated success for Strategic KPIs

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