THE COMPASS AND THE MAP

Choosing The Best Path in Content Development and Measurement

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CONTENT MEASUREMENT = ?
THE COMPASS & THE MAP

START

PVs

UVs

Social Efficiency

Brand Impact

Social Sources

Time Spent

Shares

END
THE COMPASS & THE MAP

END
THE COMPASS & THE MAP
MAP EXAMPLE – FOR BEER

CLIENT

PVs

UVs

SOCIAL ACTIONS

SOCIAL SOURCING

TIME SPENT

SHARES

WHY???
THE MAP

- 325 Content pieces organized by category
- Time Spent with Content plotted against Social Actions taken
THE COMPASS – MILLENNIAL MALE INTERESTS

- Celebrities
- Comedy
- Sports / Football

Source: Gravity 2015
Salute American companies who were re-imagining American manufacturing
One company per state - Ford Pre-roll featured before each video story
"This can prevent famine across the globe"
"We deliver fun for the world"
"This is a once in a lifetime type of change"
"Leaders lead and the industry follows"

"This is the history of our company"
"We build other people’s products"
"We’re now producing at higher volume"
"Mass producing requires new manufacturing"
THE COMPASS: CONNECTIVE TISSUE – VALIDATE THE ANALYTICS HYPOTHESIS

INSPIRE BE IN THE KNOW FIND COMFORT CONNECT FEEL GOOD ENTERTAIN UPDATE SOCIAL

AOL Content Moments Segmentation 2015
UNDERSTAND EMOTIONS VIA CONTENT SEGMENTATION

• There are eight distinct content moment types

- **FIND (16%)**
- **INSPIRE (15%)**
- **UPDATE SOCIALLY (17%)**
- **ENTERTAIN (18%)**
- **BE IN THE KNOW (10%)**
- **FEEL GOOD (12%)**
- **COMFORT (7%)**
- **CONNECT (5%)**

AOL Content Moments Segmentation 2015
### “FIND” DRIVES AUTO CONTENT MOTIVATION 2ND ONLY TO HEALTH/PHARMA

Consumers watching or reading Autos content are in Lean Forward mode.
- They’re also searching for a practical outcome – looking for useful information on their auto options.

#### Topics

<table>
<thead>
<tr>
<th>Topics</th>
<th>INSPIRE</th>
<th>BE IN THE KNOW</th>
<th>FIND</th>
<th>COMFORT</th>
<th>CONNECT</th>
<th>FEEL GOOD</th>
<th>ENTERTAIN</th>
<th>UPDATE</th>
<th>SOCIALY</th>
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<td>A public figure or celebrity</td>
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