

# Scoring with impact

Measuring communications impact

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# Our analytics journey

An aerial photograph of a winding asphalt road that curves through a dense forest of tall evergreen trees. A small yellow car is visible on the road, driving towards the right. The road has white painted edges. The overall scene is captured from a high angle, looking down at the road and the surrounding forest.

## DESCRIPTIVE

What happened?

2021-2022

## DIAGNOSTIC

Why things happened?

2022-2023

## PREDICTIVE

What will happen in future?

2023

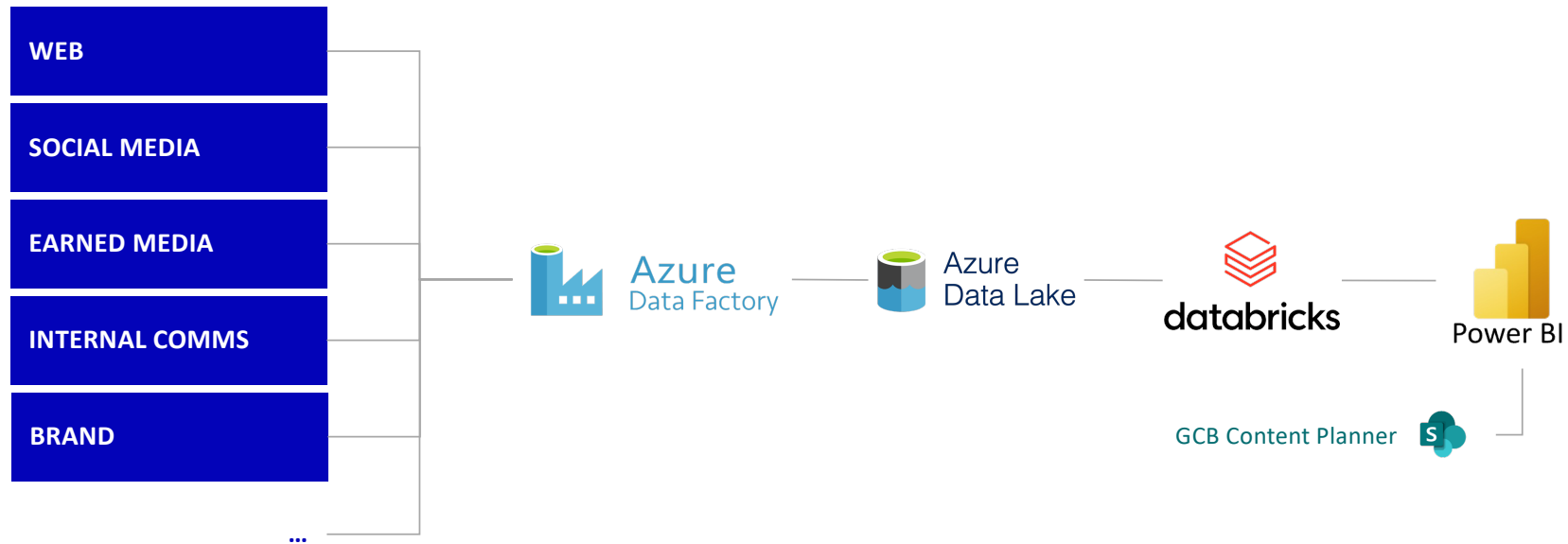
## PRESCRIPTIVE

What should we do?

2023-2024

# Creating sustainable data pipelines

The importance of storing data in-house



✓ 100% data ownership

✓ Secure environment

✓ Future-proof



# Creating sustainable data pipelines

Current integration status

## Web



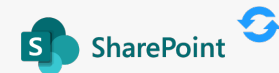
## Social Media



## Earned Media



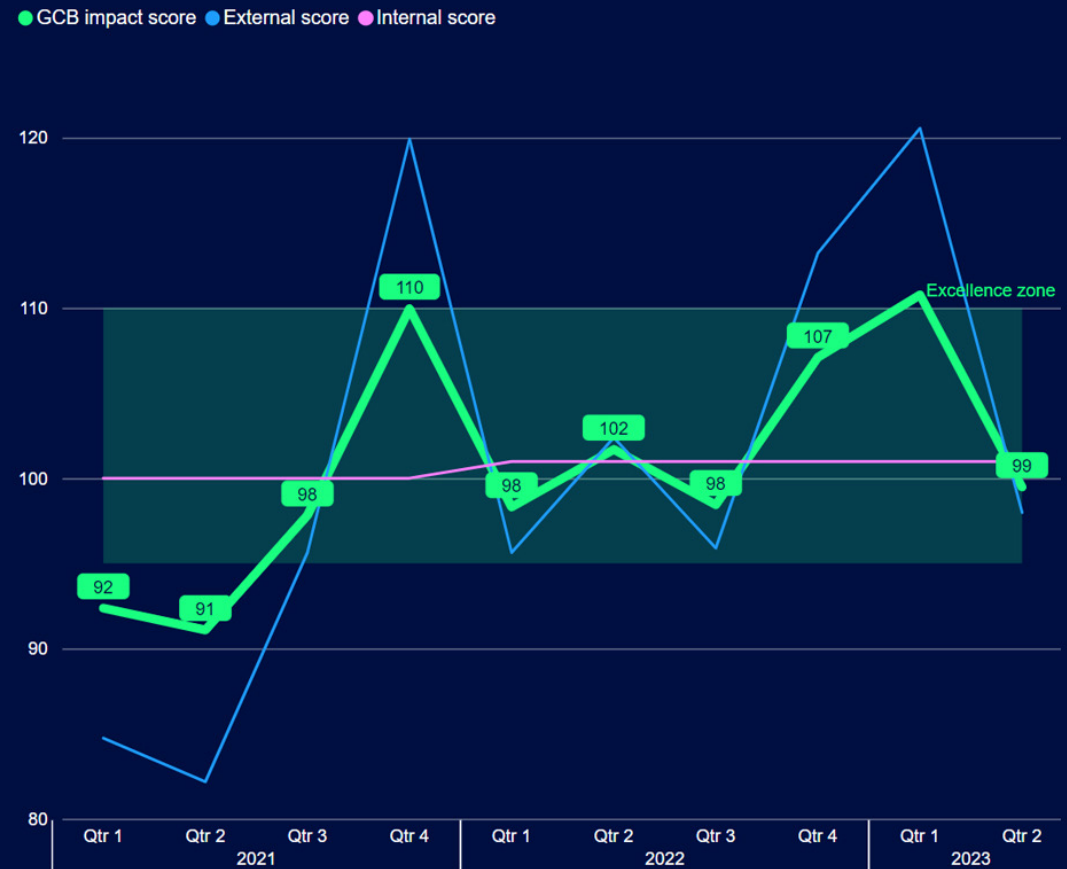
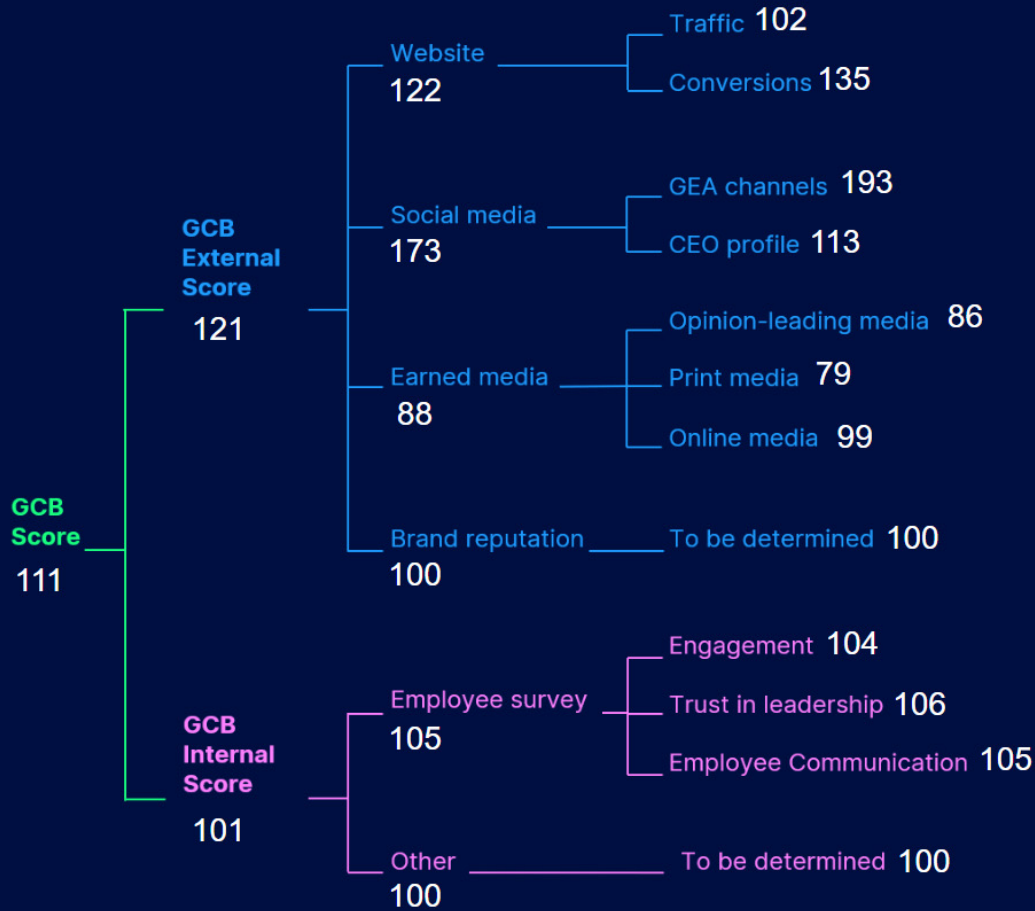
## Internal Comms



## Brand

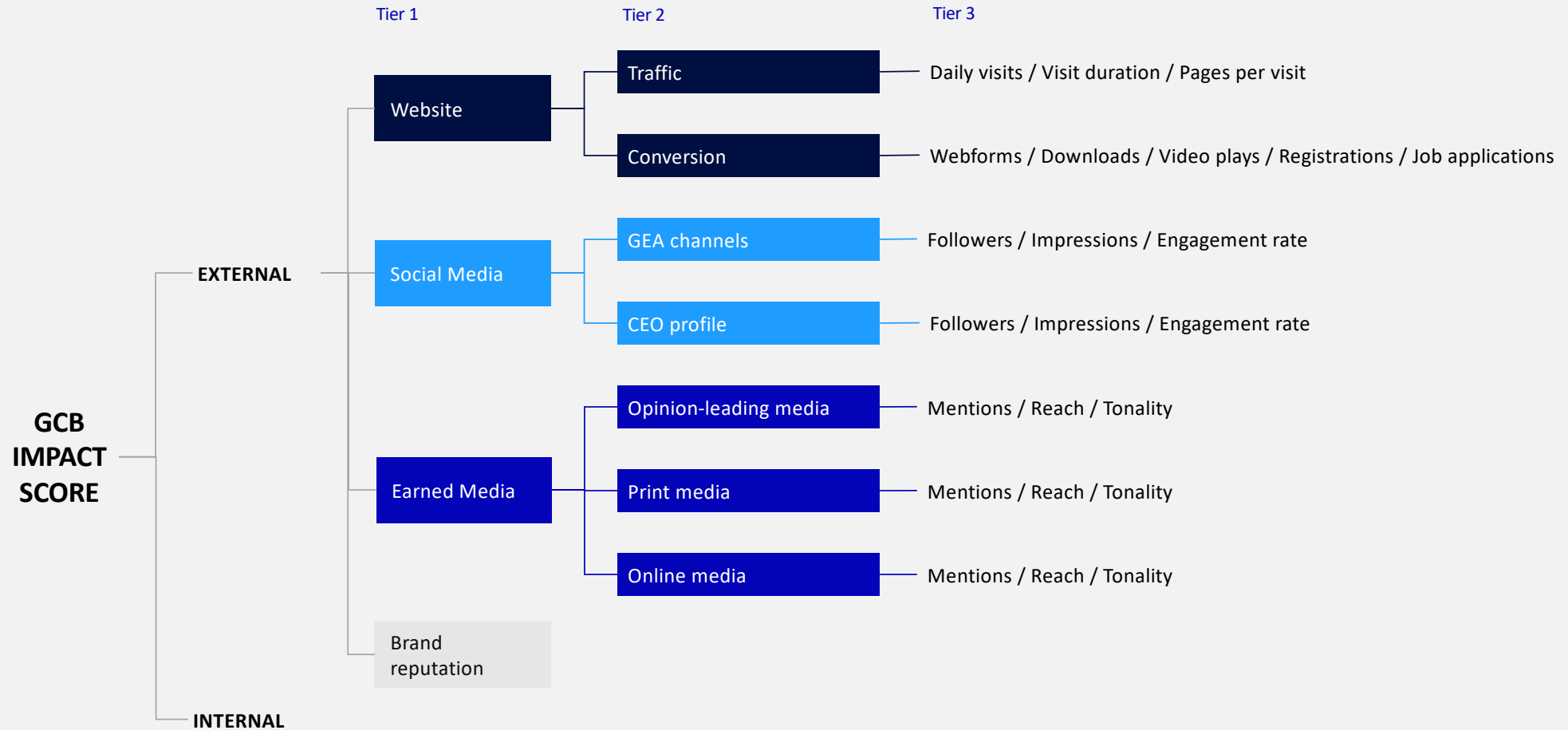


# Group Communications and Brand Impact Score



# External score deep dive

## GCB Impact Score



# Tier 3 score example

## GCB Impact Score

Weights must be provided based on the “perceived importance” of its potential changes over time

Scores are calculated by measuring the % difference compared to its baseline

“zero measurement”  
baseline

Baselines are automatically calculated based on the metric’s average value in 2021 (if available)



Daily visits

8,916  
Current value

8,505  
Baseline

105  
Score

45 %  
Weight



Pages per visit

2.8  
Current value

2.7  
Baseline

102  
Score

25 %  
Weight



Visit duration

2.3  
Current value

2.4  
Baseline

98  
Score

30 %  
Weight

# Deep dive dashboards

## GCB Impact Score

8,269

Nr of posts

41M

Impressions

5,003

AVG post impressions

1.3 %

Engagement rate

330K

Followers

### Impressions and engagement rate over time

● Eng. rate ● AVG post impressions



### Networks and channels

Network	Followers	%	Nr of posts	Impressions	AVG post impressions	Eng. rate
LinkedIn						
GEA Group	242,370	73.4%	917	7,257,953	7,915	1.5 %
GEA Heating & Refrigeration...	20,736	6.3%	461	2,044,064	4,434	2.3 %
GEA Pasta, Extrusion and Mi...	20,260	6.1%	78	258,259	3,311	2.2 %
GEA Food Processing	12,692	3.8%	182	479,158	2,633	2.1 %
GEA Packaging	8,554	2.6%	164	396,180	2,416	2.9 %
GEA Pharma & Healthcare	5,448	1.7%	211	274,798	1,302	2.9 %

### Top hashtags

Hashtag	Nr of posts	Overall impressions	AVG post impressions	Eng. rate
#TheBenchmarkHasBeenSet	1	102,116	102,116	0.1 %
#lactoferrin	1	38,723	38,723	1.5 %
#nourrirlefutue	4	145,375	36,344	0.6 %
#traiterobotisee	4	145,375	36,344	0.6 %
#topemployer2023	2	62,675	31,338	2.0 %
# wheyprocessing {hashtag \\	1	30,739	30,739	3.5 %
# wheyseparation {hashtag \\	1	30,739	30,739	3.5 %
#fruitjuice	1	30,644	30,644	0.8 %
#safeguardingourresources	1	30,644	30,644	0.8 %
#sludgetreatment	1	30,644	30,644	0.8 %

### Top labels

Label	Nr of posts	Overall impressions	AVG post impressions	Eng. rate
2022	43	168,726	3,924	1.8 %
achema	97	325,710	3,358	0.7 %
agm	7	27,330	3,904	1.2 %
ams	23	58,025	2,523	0.7 %
animation	1	38,472	38,472	1.3 %
annual-report	24	185,291	7,720	1.9 %
anuga-2022	38	191,694	5,045	2.2 %
aseptic-valve	22	109,255	4,966	1.2 %
a-thirst-for-the-extraordinary	3	4,750	1,583	4.7 %
australia	1	8,817	8,817	0.2 %





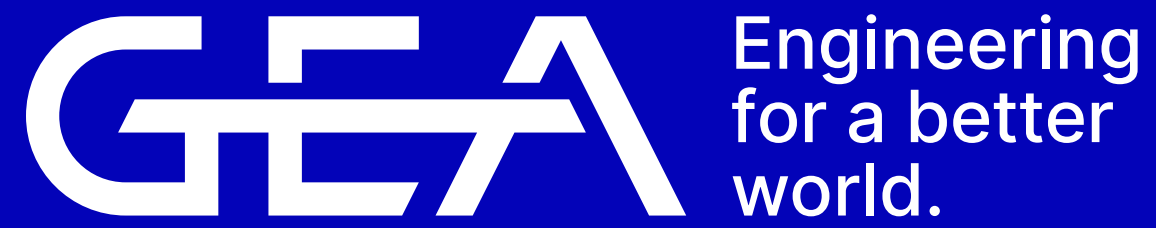
## Achievements and next steps

- **50% of the planned metrics** integrated (full data ownership)
- By **leveraging GEA's existing Microsoft cloud platform** and **in-house data engineering and analysis expertise**, only a small budget was necessary to solve some of the more complicated data engineering tasks. (<20K€)
- **40% adoption rate** (based on dashboard usage statistics)
- **Data driven insights** embedded into GCB's content management processes to optimize its activities
  - Awareness of topics and formats generating highest engagement and impressions
  - Thematic drivers of media mentions & media visibility
  - Optimal timing of internal events to drive maximum engagement

### What's next?

- Establishing missing data pipelines
- Automated reporting for Executive Board and Global Executive Committee
- Embedding AI and prediction

# DEMO



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

# BACKUP SLIDES



# New strategic overlays in 2023

## Addressing structural improvement areas in GCB

### Strategic content management

- **WHAT:** Define core strategic themes for the year based on organizational objectives and data driven insights. Where do we want to set the agenda?
- **HOW:** “R2M” for each theme: Map themes to stakeholder and channel landscape; consider best formats; leverage data driven insights
- Boost storytelling on owned channels: Hero stories, GEA Group channels on social media, Connect, Yammer etc.  
INCENTIVE: refreshed homepages gea.com and Connect coming in 2023

### Impact reporting

- Establish reporting products: i.e. half yearly for GEC, quarterly for GCB
- Establish routines to embed data driven insights into content management processes

### Crisis management

- Boost preparedness for cyber attack
- Establish cross GCB playbook for crisis management
- Learn from Russia case



# Strategic content management

## Proposal for cross GCB meeting and alignment routine

### Yearly content summit

- When: January
- What: Define strategic themes
- Who: Cross GCB physical meeting

### Trend scouting

- Establish format to share insights from social listening and GEA press review
- Adapt strategic topic planning if necessary
- Learn from best practices re. content & formats



### Quarterly data check In

- How did our content and campaigns perform across our channels?
- Are we meeting our performance thresholds for 2023?
- Record key learnings, share and apply them

### Weekly editorial call

- Strategic themes for current and next week
- Ad hoc & “bread and butter” topics
- Data based insights or nuggets