



Measurement Guru Survey 2017

About PR Measured

PR Measured is a consultancy to help earned media intelligence groups develop client-led insight products. We support the business across the customer lifecycle from developing commercial strategy to improving insight delivery and reporting. Our focus is on helping businesses create and develop products to secure revenue growth. Sometimes all a business needs is an outside opinion. Contact us at hello@prmeasured.com to learn more about how we can help your company.

The Measurement Guru Survey - 2017

Executive Summary

The 2017 Measurement Guru Survey show us a measurement industry in a state of flux. Most of the gurus questioned manage client relationships (66%), and they are very committed to their clients. However, they are concerned about the future of measurement. Some don't think that measurement companies are heading in the right direction for clients.

Industry consolidation is not seen as good for business, nor is it seen as being good for the individual, according to 55% of respondents. Gurus that did not see a future for themselves in the industry (18%) worked for companies that have been part of recent industry consolidation.

Gurus love their teams, but are less happy with their company's leadership. Some don't feel that they are being listened to (34%), and they don't feel that their skills are seen as important (24%) by their organisation.

Measurement gurus love their clients, feel under appreciated

Employee Engagement



Measurement gurus are a committed group. They love their clients and are always willing to “go the extra mile” for them. They feel that they are part of a committed team, and are respected by their peers. But, there are concerns.

While most gurus felt trusted to get on with their job, they did not feel that they had management support to complete their tasks. **Only three out of five gurus felt that morale was good.** They don't feel listened to by their company, and many don't think that their skills were seen as important.

Just 53% of gurus would recommend where they work to a friend.

“Poor communication and lack of context for decisions or changes made has caused a feeling of uncertainty and low morale within the company.”

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Gurus want to be part of the measurement community

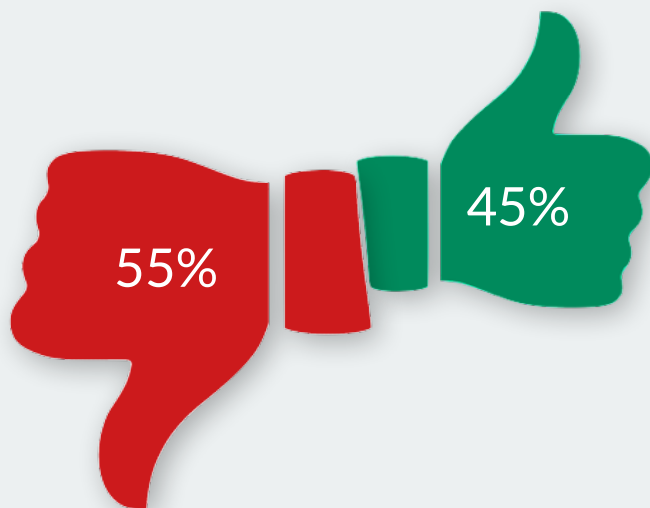
Many gurus think that there's a community of experts that share knowledge and best practice. Many want to be part of the community, and most feel able to access the measurement community when they need to. The community could do more to support individuals, particularly those that have been working in measurement for a longer period.

Gurus could spend a little time exploring their industry. Most had heard of AMEC (95%), but fewer knew about the IPR (71%) or FIBEP (47%). Most gurus were aware of their local PR trade association like PRCA and PRSA, but they may want to spend some time learning about trade associations outside their home market.

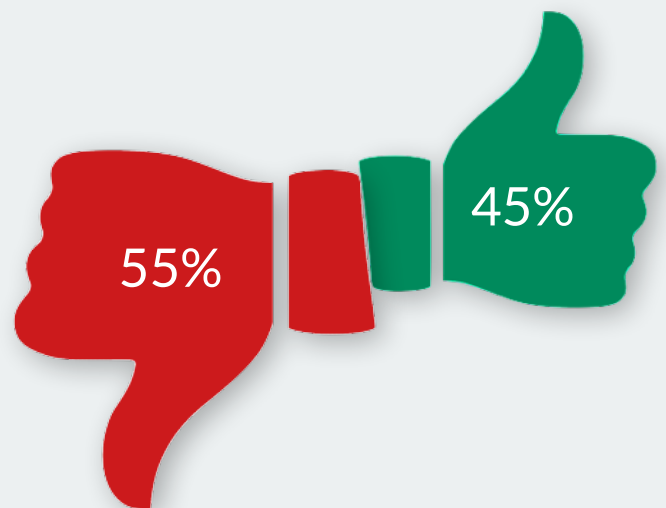


Consolidation bad for business, bad for the guru

I feel that consolidation in the industry is good for business



I feel that consolidation in the industry is good for me, personally

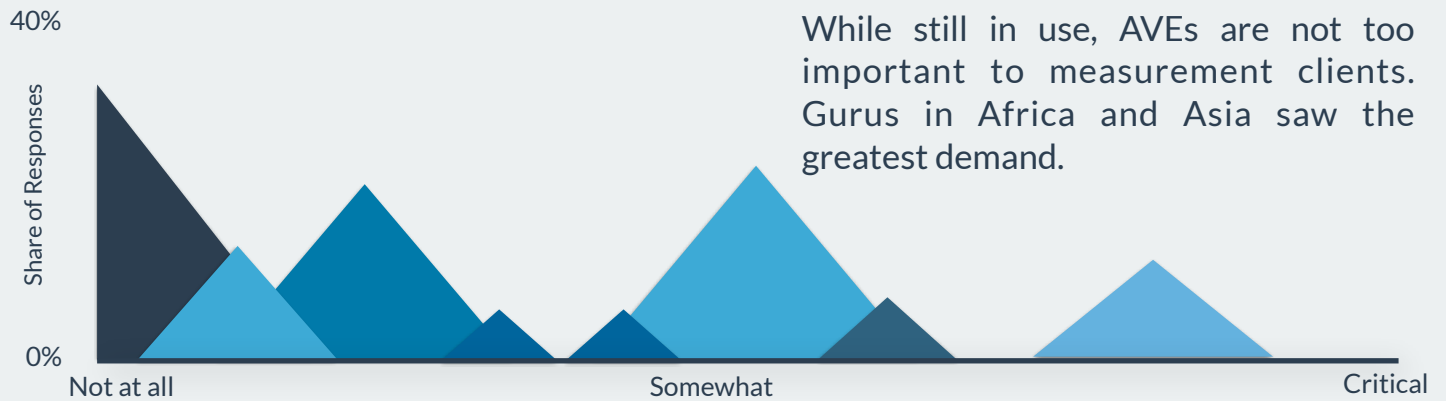


The impact of consolidation was clearly felt. Gurus expressed concern about the impact that consolidation would have on delivering effective measurement to clients. Management teams need to spend more time explaining the client benefits of consolidation to their staff.

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AVEs are not important to clients

How important is the Advertising Value Equivalent (AVE) / Earned Media Value (EMV) to your clients?



Barcelona Principles widely adopted

Do you feel that your organisation complies with the Barcelona Principles?



PESO measurement model is not in regular use

How often do you measure across paid, earned, shared and owned media?



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Measurement gurus don't recommended career

I would recommend starting a career in the measurement industry to a friend



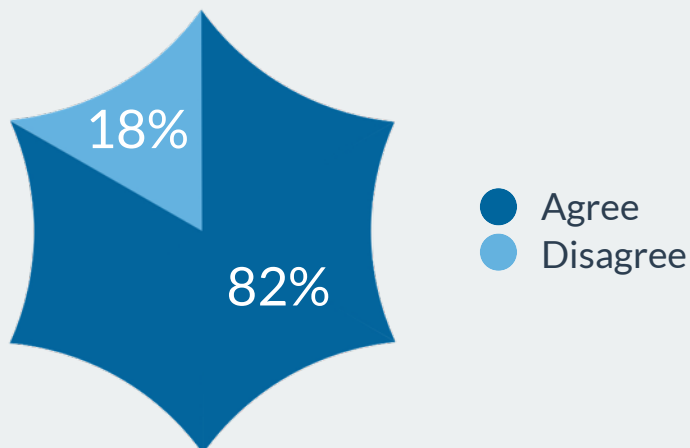
Gurus were less than enthusiastic about recommending a career in measurement. Those that had been working in measurement for the longest period tended to be the most negative in recommending a career in the industry.

Overall Net Promotor Score was +6. Those that had been practicing measurement for more than ten years generated the most negative score (-6). This group tended to comment on the industry's direction in answering client needs, and slow growth compared to other disciplines.

"I feel great about [my] future in measurement, but have grown discontented with PR measurement; the over-hyped promise of ...automated analytics... has created expectations that are unrealistic ... putting [us] in a difficult position [with clients]."

The future is bright for the guru

I believe there is a future for me in my industry



97%

have developed skills that can be transferred to another industry

Those that felt they did not have a future in measurement tended to work at companies that were active in industry consolidation. Almost all respondents felt that they had developed transferrable skills.

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About the study

The Measurement Guru Survey was conducted from 26 July to 25 August 2017. The survey respondents were all self-selecting. A sample of 37 PR measurement professionals completed the survey.

The measurement gurus included in this study came from all global markets. The most dominant source of respondents was the Americas (43%), followed by Africa (22%), Europe (19%), and Australia / Asia (19%).

The gurus have worked in measurement for an average of 11 years. They tended to manage client relationships (66%), and are well-positioned to comment on client use of methodologies.

Notable Quotes

“Love what we do/have been doing for many years; but lately not sure that what we do, our team, or any individual matters anymore to the company”

“Limited by legacy research techniques. We need to look beyond PR and take a more integrated approach.”

“I feel we need to focus more on bottom line impact on communications efforts; in terms of how they truly contribute to overall business growth.”

“[The future’s] so bright I have to wear shades, seriously I think the industry is just now coming of age.”

“I am passionate about what I do for a living and would love to see it continue on throughout my life.”