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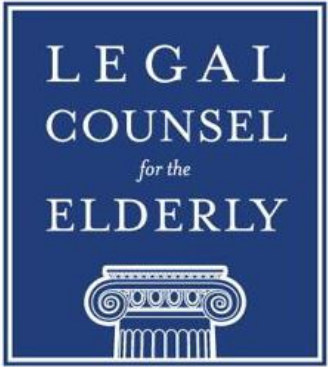
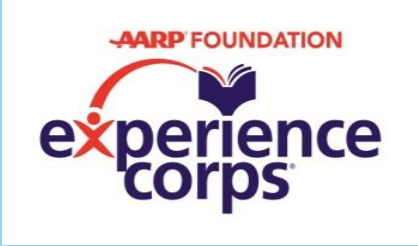
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Presented by:  Ragan  PR Daily  PRSA

**#RaganMeasure**



# The Many Faces of AARP



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# The Barriers to Data Driven Actionable Insights

Organizations & Goals – **AARP vs. ASI vs. Foundation vs...**

Regulation & Legal – **PII & Tax Status**

Systems & Integration – **Infrastructure & Analysis, Online & Offline**

Decision Makers & Objectives – **Navigating the C-Suite**

Skills & Resources – **Staff, Time, & Tools**

Staying Ahead & Forward Thinking – **Big Data & Enterprise Strategy**

# Executive Personas

CMO	➔	All Marketing Concepts – Online & Offline
COO / CFO	➔	ROI, Operations & Forecasting
CIO / CTO	➔	Technology, Infrastructure & Security
General Council	➔	Legal & Liability
Brand Manager	➔	Awareness, Sentiment & Reach
Content Manager	➔	Blog, Video & Social
Digital / Web Manager	➔	Search, Website & Analytics
Social Media Manager	➔	Community & Outreach

# AARP's Social Media Goals

## OUR GOAL

Increase relevancy among non-members and reinforce value with new/current members.

## OUR STRATEGY

By owning our channel, we will curate a social experience where AARP consistently shows up as **relevant, authentic** and drives “**we get you**” with every post.

## OUR MEASURE



**ENGAGEMENT**

Shares



**EARNED  
ORGANIC  
REACH**



**MEMBERS**  
Lifetime Value



**SHARE OF  
WEBSITE  
TRAFFIC**

# “Nice to Know” Metrics vs. Insights & KPIs

Ask yourself one question when reviewing data:

## “So what?”

- Data doesn't matter without insights
- Facts are not useful without context
- What is valuable to one decision maker is not necessarily important for all
- “How” doesn't matter. “Where” is interesting  
“What” is not enough. “Why” is an insight