



METRIC MONDAY

READ YOUR WEEKLY METRIC THAT MATTERS AT COMM.DIV.COM.AU/METRIC-MONDAY

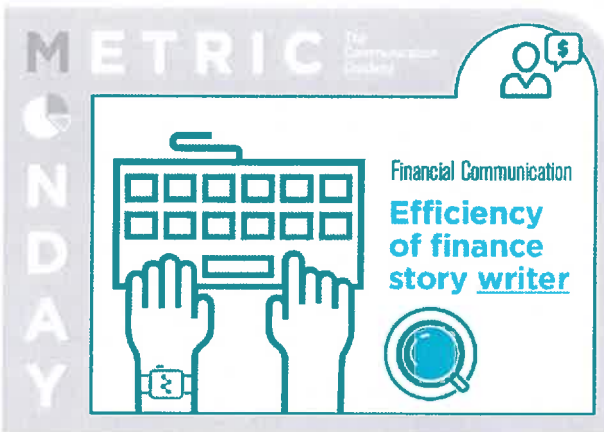
FINANCIAL COMMUNICATION

If money makes the world go around, then financial communication is about sharing the money story.

According to research by Ernst & Young, financial stakeholders are seeking the cohesive story about company performance and some are better at telling a clear story than others. According to one respondent, "Companies are putting out more and more information – more dots, if you will. But not all are good at helping us connect the dots."

How well is that story told and what are the impacts?

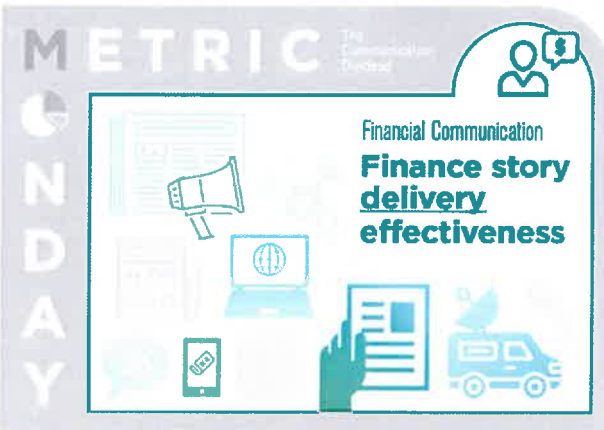
Metrics for financial communication and investor relations provide insight into this question depending on which part of the story you are seeking to understand – the efficiency of those writing it; the effectiveness of the delivery of it; or the effect on the audiences receiving it.



Efficiency of those writing the finance story

Efficiency metrics focus on how well resources are used to tell the finance story with performance against targets in areas such as:

- Endorsement of annual financial communication plan
- Alignment of financial communication with corporate strategy key messages
- Accuracy of financial media releases and investor communication
- Turnaround time for financial communications (eg. media releases, presentations, speeches)
- On-time delivery of financial communications
- Frequency of direct interactions with key media and influencers
- Responsiveness to financial media enquiries.



Effectiveness of the delivery of the finance story

How well the finance story is delivered can be understood through audience research and tracked through a range of qualitative and quantitative measures including:

- Quality of investor meetings (eg. management rank of meeting post-exit)
- Quality of investor conference participation
- Quality of investor relations website and capabilities
- Quality of the financial community presentation deck
- Achievement of external recognition awards
- Mentions of financial key messages
- Tone of financial media coverage
- Influencer commentary



Effect on the audiences receiving the finance story

Finally, the impact on the audiences receiving the finance story is the ultimate assessment of the performance of financial communication. Typical metrics include:

- Investor perception studies exploring
 - What is resonating with investors?
 - Is the strategy clear and carrying the confidence of investors?
 - How were direct management interactions received?
 - What relative importance do investors attach to specific company initiatives and objectives?
 - Are there any disconnects between what the company is saying and what the institutional investment community is hearing?
- Post road show feedback reporting (quantitative and qualitative)
- Relationships with the financial community measured through relationship strength and/or reputation indices.

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Communication Lifecycle

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Communication Lifecycle - STEP 4:

Relationship

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Communication Lifecycle - STEP 1:

Awareness

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Communication Lifecycle - STEP 5:

Preference

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Communication Lifecycle - STEP 2:

Knowledge

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Communication Lifecycle - STEP 6:

Intent to take action

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Communication Lifecycle - STEP 3:

Interest and relevance

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Communication Lifecycle - STEP 7:

Advocacy

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#InternalComms [IC]

Innovative employee engagement metrics

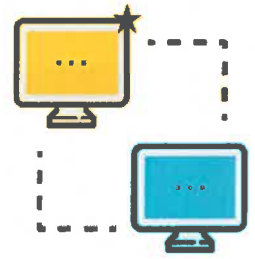


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#InternalComms [IC]

Number of new intranet pages



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#InternalComms [IC]

Employee happiness



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Ratio of comms employees to total employees

$$\frac{\text{Total number of internal and external comms employees}}{\text{Total number of employees}} \times 100$$



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Employer of Choice



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#InternalComms [IC]

Staff recall of key messages



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#InternalComms [IC]

Number of managers attending briefings




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Fat Chat Quotient

$$\frac{\text{Meeting length} + \text{Preparation} + \text{Intelligence of questions asked} + \text{Tasks understood} + \text{Tasks assigned...}}{\text{Number of variables}}$$



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Hashtag usage

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Share of Influence


Influencers + Social Listening + Data 

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Efficiency rating =


$$\frac{\text{Budgeted hours}}{\text{Actual hours}} \times 100$$




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Economic value =

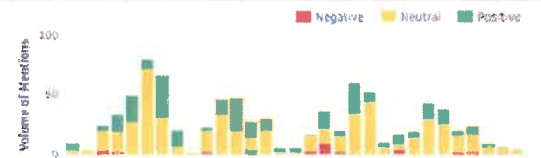
Revenue + Cost savings 

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Sentiment

$$\frac{\text{Positive} + \text{Negative} + \text{Neutral mentions}}{\text{Total mentions}}$$



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Amplification rate 

Amplification rate # of Retweets Per Tweet

Amplification rate # of Shares Per Post

Amplification rate # of Share Clicks Per Post (or Video)

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METRIC 


Email Marketing Engagement Score 

Engagement

Open Rate Click Rate

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METRIC 

Applause rate 

Applause rate # of Favourite clicks per post

Applause rate # of Likes per post

Applause rate # of +1s and Likes per post (or video)

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