# Measurement Plan Discussion

**VELIR**

NATIONAL BUREAU OF ECONOMIC RESEARCH

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# AGENDA

The purpose of this measurement plan is to map KPIs to digital goals for NBER's users. In this section, we outline the digital goals created during the "discover" phase of the project in order to confirm their relevance.
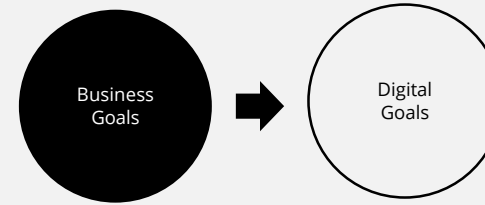
# MEASUREMENT PLAN:
# DIGITAL GOAL CONFIRMATION

02

# Our Approach

Velir recommends laying the groundwork for the site measurement strategy by first, establishing a measurement plan. Once in place, we complete a holistic assessment of your measurement and reporting needs based on your specific KPIs, then recommend an optimal tagging configuration for collecting these data points and accessing them via a user-friendly, preconfigured platform.
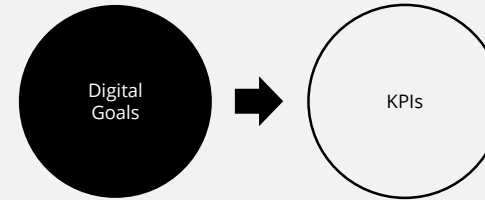
**Goal Definition**
Define business objectives
Define measurable digital goals that align to the business objectives.

Business Goals → Digital Goals

**Defining Measurement**
Identify Key Performance Indicators that will be measured to determine the success level of the digital goals
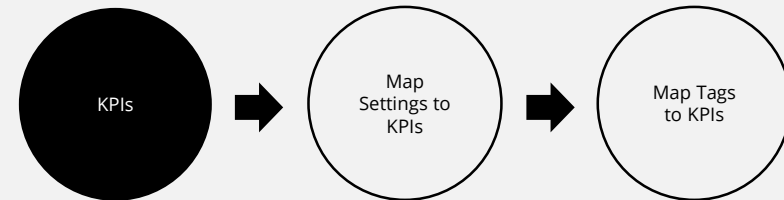
Digital Goals → KPIs

**Systems and Configurations**
Assess available analytics systems to define data architecture and optimize configurations to streamline reporting

KPIs → Assess Analytics Systems → Optimize Configurations
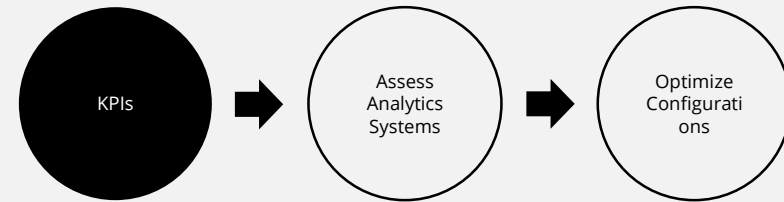
**Data and Tagging Strategy**
Map analytics settings and tagging to KPIs to track important interactions and facilitate reporting

KPIs → Map Settings to KPIs → Map Tags to KPIs

# OVERVIEW

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## OPPORTUNITIES

Working papers, books, data, and events can be cross-promoted.

Exposing related research can provide further incentive for engagement.

Options to share and to contact can facilitate dialogue with and within the research community.

## DIGITAL GOALS

**Users are compelled to discover and consume research.**

**Example KPI:**

**Featured Topic CTR**

Promote visibility of and engagement with research.

# DIGITAL GOALS

# Advance and diversify the profession.

## OPPORTUNITIES

Transparent communication around exclusive activities/processes can be introduced.

Diversity can be fostered by showcasing opportunities for students.

## DIGITAL GOALS

**Users are informed of opportunities online.**

**Example KPI:
"Explore Conferences" CTR**

**Users engage with/sign up for opportunities online.**

**Example KPI:**

**Sign Up Rate**

# DIGITAL GOALS

# Meet audiences' professional needs and goals.

## OPPORTUNITIES

Top audience behaviors can guide the creation and prioritization of content.

The value that the NBER has to offer to users at varying career stages can be more effectively communicated.

Non-technical content can be better surfaced and promoted.

## DIGITAL GOALS

**All non-affiliated users return to the site more frequently. (i.e., researchers, students, journalists, etc.)**

**Example KPI:**
**Growth in Return Non-Affiliated Users**

# DIGITAL GOALS

**Increase monetary support to back grant-funded researchers.**

## OPPORTUNITIES

Mission, vision, and impact can be made more obvious to aid the decisions of funders (existing and new).

Different types of funders can learn how their support can make a difference.

## DIGITAL GOALS

**Users are informed of funded activities and funding opportunities.**

**Example KPI:**

**"Contact Us" CTR**

# DIGITAL GOALS

| **Digital Goal** | *Users engage with / sign up for opportunities online.* | |
|---|---|---|
| **KPIs** | Newsletter Sign-Up Rate | Social Follow Rate |

**Rate** is typically calculated as [event] / pageviews.
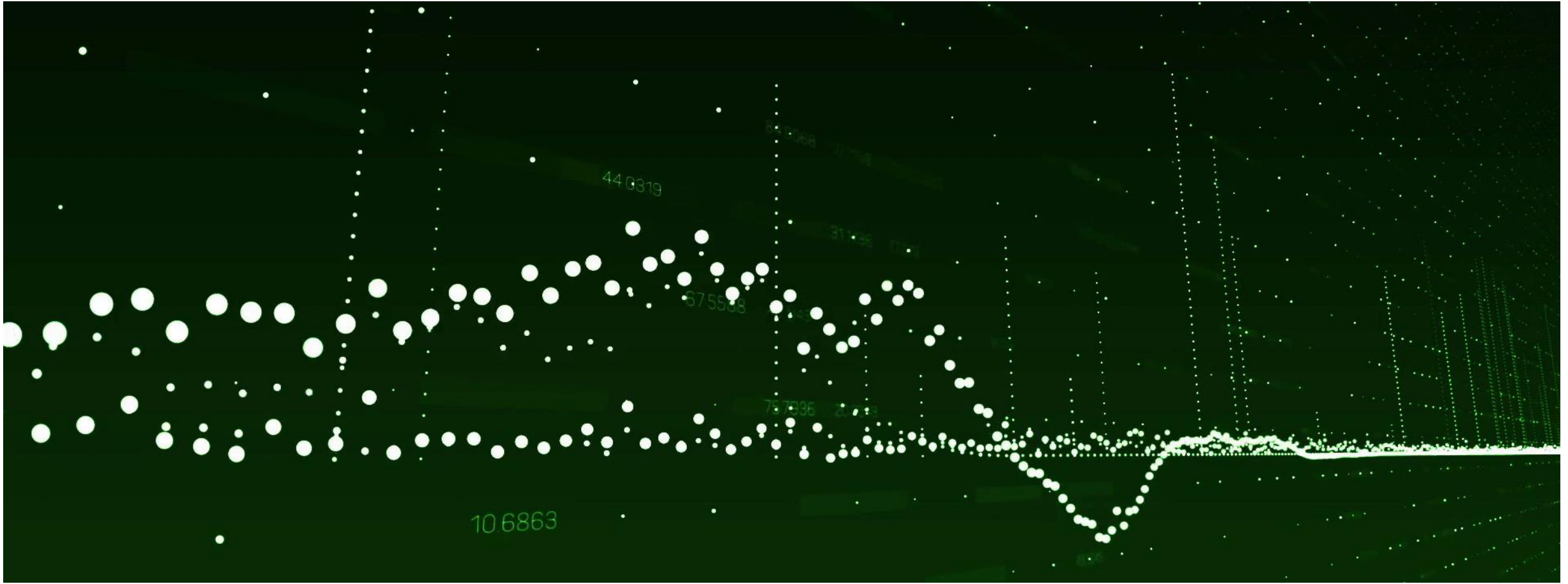
# MEASUREMENT PLAN EXAMPLE

Discuss NBER's current analytics capabilities in order to inform our

measurement strategy recommendations moving forward.

# CURRENT STATE
# NBER ANALYTICS

01

# Current State NBER Analytics

- How familiar is NBER with Google Analytics? Google Tag Manager?

- What reporting is currently in place?

- What analytics gaps exist today? What do you wish you could report on?

# ANALYTICS OVERVIEW

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# NEXT STEPS

## 03

# Analytics Deliverables

- Measurement Plan

- Data & Tagging Specifications

- Tagging Implementation



# NEXT STEPS

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