



# BECOMING DATA DRIVEN IN IC

A word cloud featuring various job titles and roles. The words are arranged in a non-linear fashion, with some being significantly larger than others. The colors used include orange, red, blue, yellow, purple, and dark blue. The background is white with a blue diagonal stripe at the top right.

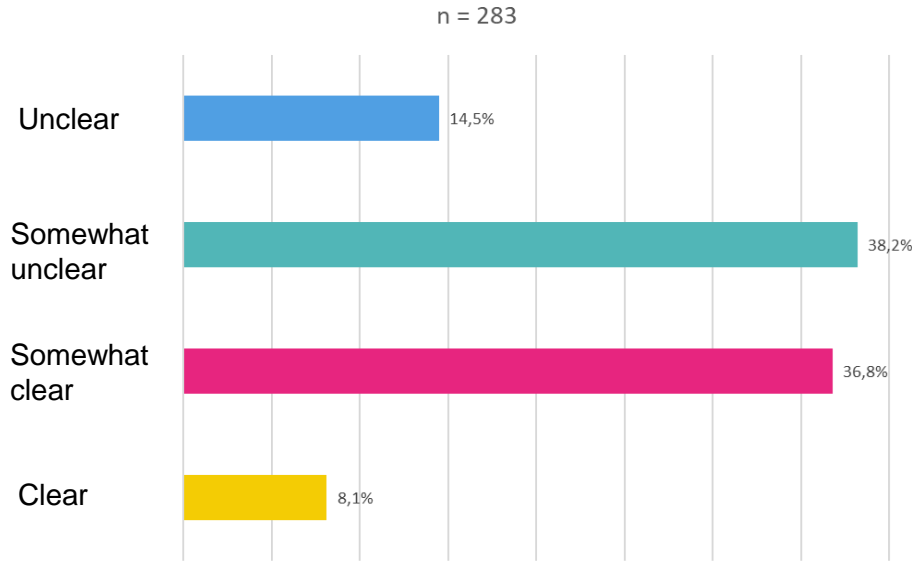
web designer  
onboarding  
designer  
stakeholder manager  
publicist  
host  
video creator  
journalist  
political commentator  
DJ  
event manager  
chief of staff  
data consultant  
editor  
marketer  
stylist  
story sourcer  
coach  
director  
IT support  
social media manager  
liaison officer  
copywriter  
consultant  
media trainer  
employee forum owner  
learning & development  
change manager  
human shield

Hidden roles of IC:

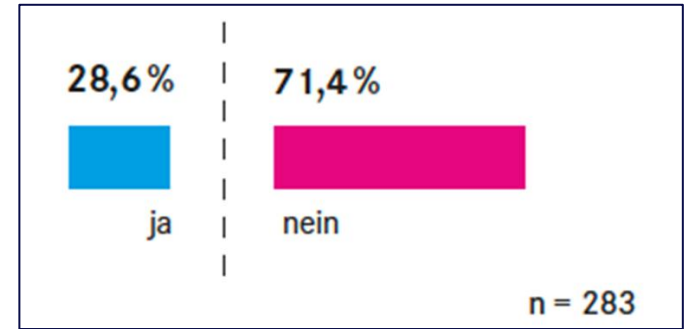
**DATA**

**CONSULTANT**

# Are your communication goals clearly defined?



# Do you have success metrics?



Source: <https://staffbase.com/de/ratgeber-und-studien-interne-kommunikation/>

**Data - Analysis - Actions**

**DATA**

# Channel metrics

Is my channel performing as intended?

GOALS

REACH

USAGE

INTERACTION

SATISFACTIO  
N

KPIs

Registration rate

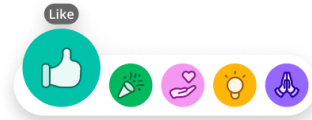
Daily/weekly  
usage

With plugins: take  
part in surveys,  
quiz etc.

With content:  
likes, reactions,  
comments

Social  
interactions:  
shares

Net Promoter  
Score: Would you  
recommend this  
platform to a  
colleague/another  
communicator



Tip: look at these numbers per user group



# News metrics

Is my content performing as intended?



**GOALS**

**AWARENESS**

**INTEREST**

**ENGAGEMENT**

**ACTION**

**KPIs**

Potential reach

Reach/read rate

Likes/reactions

Shares/@mentions

Every active user

Open rates  
(visits)

Comments

Event  
registrations

Unique visitors

Returning visitors

Subscribers

Video views

(Pulse) surveys

**Data - Analysis - Actions**

**ANALYSIS**



# Operative metrics

## IDENTIFY BENCHMARK

TOPIC	CHANNEL	USER GROUP/ SEGMENT	MEDIA TYPE	SPEAKER
Sustainability	Intranet	Location/Division	Text	CEO
Diversity	Employee app	Managers	Video	Local manager
Health & Safety	Email newsletter	Blue/White collar	Podcast	Initiative lead

## SET GOALS

**Data - Analysis - Actions**

**ACTION**

# Operative Measurement

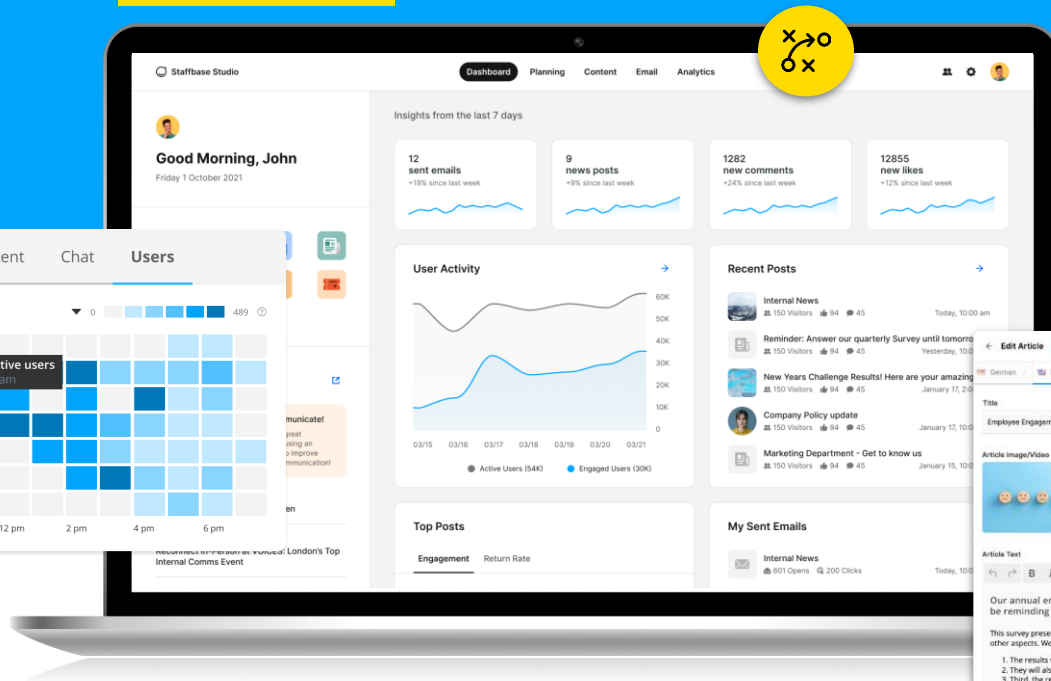
- ✓ Do our **communication activities** fulfil their objectives in the impact levels?
- ✓ Which communication activities are performing **below benchmark** and need to be stopped/reinforced?
- ✓ Which communication activities perform **above benchmark** and should be strengthened?
- ✓ Are our **resources** efficiently allocated to the **channels** & their **communication activities**?

# Strategic Measurement

- ✓ Are we **reaching** our employees where they are?
- ✓ What **impact** does the campaign generate (e.g. brand perception, employee satisfaction)?
- ✓ Are our **resources** efficiently allocated to the **themes & campaigns**?

# One easy-to-use content management system to rule them all

## Staffbase Studio



✓ **Content management**

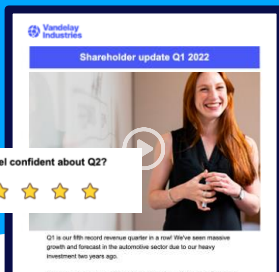
✓ **Strategic planning**

✓ **Measurement across channels**

*One central place*

# Best-in-class communications, across all your employee touchpoints

## Employee Email

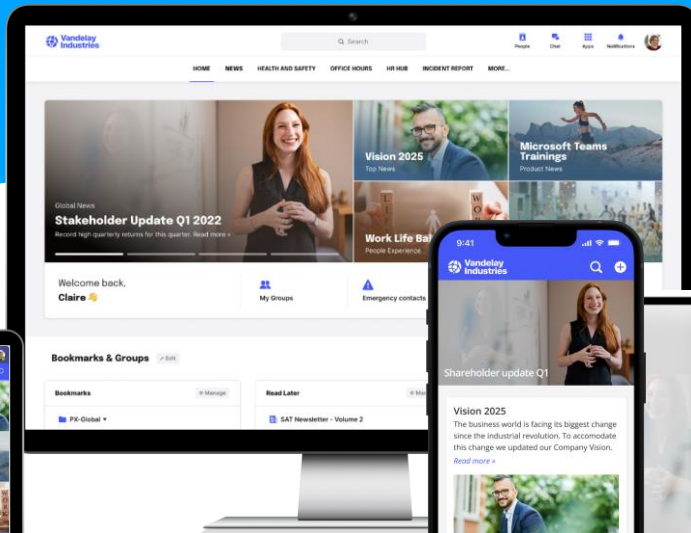


## SharePoint & Teams



For office employees

## Front Door Intranet



## Mobile App

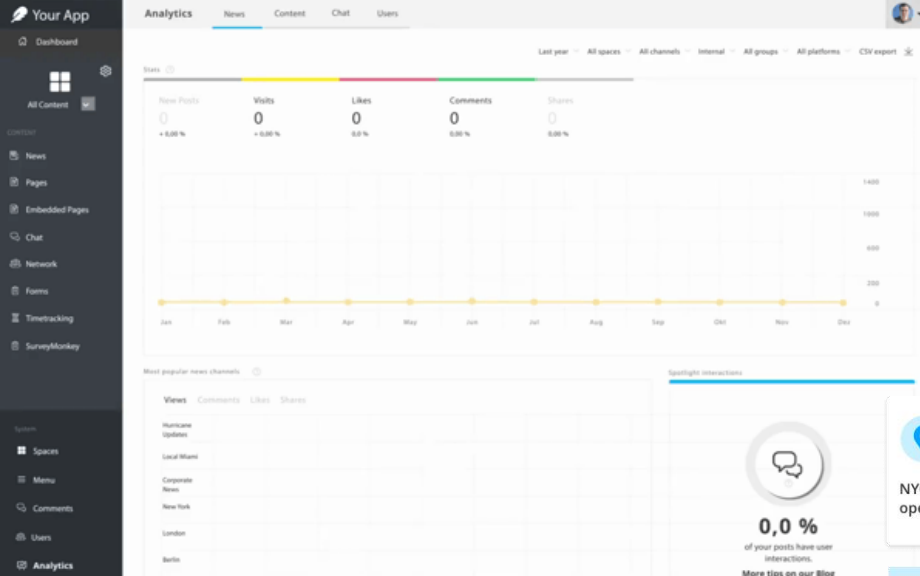


For all employees

## Alerts & Social



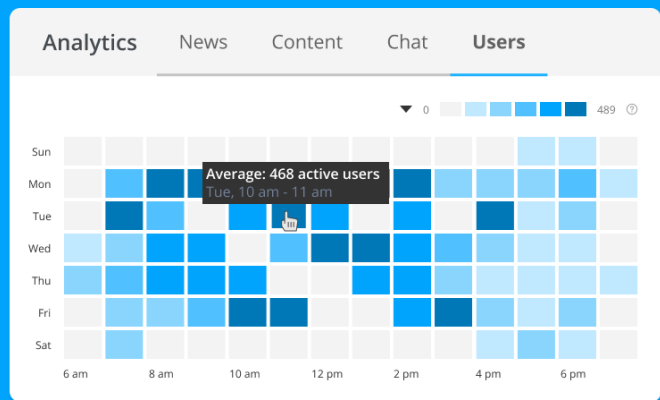
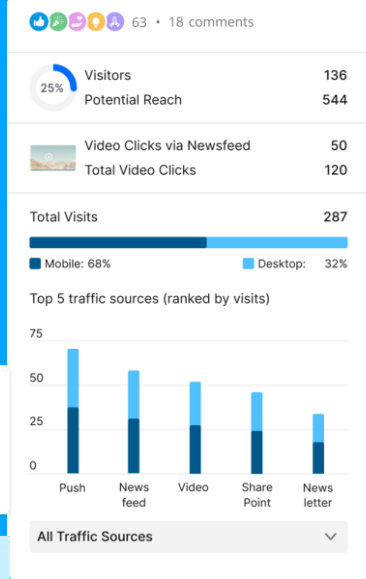
## Digital Signage



**754**  
NYC-based recipients opened this email

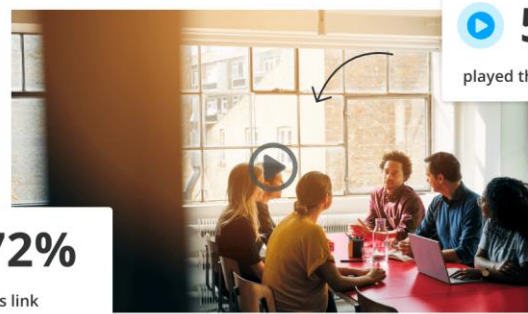
**42%**  
of the finance department opened the email more than once

**25%**  
of employees skimmed the email



**ACME**

**An Update on Open Enrollment**



**52%**  
played the video

**72%**  
clicked this link





**Dimitri  
Krabbenborg**

# Thank you