

## 6 Vital Success Metrics For Marketers In 2019

Marketers today must work harder than ever to prove value and return on investment. With demands from leadership for concrete data to back up marketing spends you can be hard-pressed to find the right metrics, but here are some that could be used as a success benchmark.

### **Video analytics**

Video marketing has exploded, pushing marketers to step up their game and compete for audience's attention to increase their engagement and conversion rates. "On average, 300 hours of video are uploaded every minute on YouTube. Around 100 million hours of video are watched every day on Facebook. and this is not showing any signs of slowing down," says Heba Sayed, Marketing Manager at IBM Watson Customer Engagement, Middle East, Africa & Turkey.

This can prove difficult to track and can be highly inaccurate if you don't arm yourselves with tools that provide you with full visibility of your brand across text, image and video. Thanks to AI, marketers today can be aware of key video mentions of their brand that are made by anyone, not just those coming directly from their brands' channels. "AI-driven video recognition is now revolutionizing social media analytics for brands," Sayed adds. Newly-released video recognition technology can detect brand logos in online videos, gathering 300% more results than traditional media monitoring.

### **Daily active users**

As social users are inundated with different brands right and left, measuring success needs to focus on how well a campaign stands out and resonates in a sea of noise. Klime Mickovski, Acting Head of Product/Head of Data & Insights, Digital at Sky News Arabia believes that looking at daily active users allows marketers to hone in consistently engaged users. "It also directly impacts the digital revenue you generate as they consume most of your monetizable inventory," he says.

### **Fluctuation**

While vanity metrics add no value in isolation, they can provide insights when considered across a period of time. "All the current metrics such as reach, impressions, hits, interactions, engagement, etc are just numbers unless we are looking at the fluctuations in them versus our competition or our own previous history," says Jamal Al Mawed, Founder & Managing Director at Gambit Communications.

### **Content relevance**

Creating content that simply looks good or is viral-primed to gain mass traction will not actually benefit a brand if it is not targeted directly at the segment of audience the brand is

seeking to engage or convert. If your target audience is niche, why would you look to engage a mass audience? “In order to stay afloat, marketers need to make sure the content they are producing is relevant to who they are targeting,” says Sarah Curtis, Co-founder & Director at POP Communications.

### **Sustainability of content**

Content creation today is shadowed by the convenience and predominance of vanity metrics, such as engagement rate, opportunity to see, number of shares, etc. However, a more strategic outlook when approaching content is to consider the value of a short-term quick-win versus sustainable content that can continue to add business value over extended periods of time.

“Content marketers need to move away from looking at content as a direct route to engagement. Engaging content is not synonymous to high-performing or quality content. We need to recognize how important it is for us to shift our strategies away from instantaneously gratifying content, and towards sustainable content that focuses on bottom-line business value,” says Joe Lipscombe, Director of Content and Influence at Memac Ogilvy.

### **Average duration of engagement**

Podcasts have a myriad of benefits starting from how quickly they can be turned around, to how easy they are to consume, their ability to truly reflect a brand’s personality, and—importantly—how mobile-friendly they are. However, using the number of downloads as a key metric is problematic.

“We’d typically monitor the average duration that people listen, as well as how many people have downloaded the podcast,” says Cheryl King, Managing Director at Markettiers. “It may well be that the podcast is centered on a very niche subject, so therefore the number of downloads may be lower, but every single person tuning in to that podcast will be relevant.”

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