

awareness with their existing and prospective customers, their reputation (for customer retention, pricing power) within their field, and client/customer acquisition.

Ultimately, our qualitative solution is low tech and low cost, although it is hands on. Here's how it works.

Certain results matter to organizations more than others. Every business has its key trades, its key reporters, its primary conferences and trade shows. In aligning PR programs to business results, certain outcomes—a byline in a key trade outlet, a feature interview with top tier business media, securing a keynote presentation at an especially important event—will make all the difference.

Pierpont's Qualitative Assessment Scoreboard (QAS)™ is a unique tool to develop a quantitative scoring system for measuring real results. Together, we would work with a given client to mutually identify the most important outlets and audiences, and build weighted scores for them. Results are viewed through the following success categories:

### Awareness

- Prominence score: exclusive, dominant, average, minimum
- Source: outlet circulation/reach (low, medium, high)

### Reputation

- Tone: positive, negative, neutral
- Desired conversation type
- Authority: Quality of author/outlet (low, medium, high)

### Favorability

- Key messages communicated: full, partial, none, negative, incorrect
- Alignment with client objectives: below, meets, exceeds

On that last bullet, let's spend a second on client objectives and performance met-

## Success Categories for Measuring Optimal Results

Measuring client performance can range from web traffic, to sales, top-line revenue, EBITDA targets, market share, recruitment, etc. An actual quantitative target is an ideal benchmark.

Every business has its key trades, reporters, and its primary conferences and trade shows. Therefore certain results matter to organizations more than others. Designing a measurement scorecard, with agreed upon objectives and outcomes by both parties, is necessary to aligning PR programs to business results. Together, clients and agencies should identify the most important outlets and audiences, as well as weighted scores for each. Scoring media coverage is broken down into the following success categories.

- Awareness
  - Prominence Score: exclusive dominant, average, minimum
  - Source: outlet circulation/reach (low, medium, high)
- Reputation
  - Tone: positive, negative, neutral
  - Desired Conversation Type
  - Authority: Quality of author/outlet (low, medium, high)
- Favorability
  - Key message communicated: full, partial, none, negative, incorrect
  - Alignment with client objectives: below, meets, exceeds

Each category must be clearly defined by both parties to guarantee measurement accuracy. Ultimately, a qualitative measurement score can be developed in a low tech and low cost manner, although managing the scope of what is measured is vital in order to ensure it doesn't become unduly labor-intensive.

rics. Defining these clearly is absolutely vital for any PR program's success, and is equally central to the success of meaningful measure-