Bayer 2022

Measurement And Reporting Playbook

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CHAPTER 1

Introduction

Making the most of every insight

As a data-driven organization, it's essential to harness actionable insights to ask better questions and make more informed decisions as we evolve. I**t's essential to measure the success of our communications efforts**.

To reveal new opportunities to improve communications, analytics will help determine content performance.

Despite its importance, an effort's return on investment (ROI) isn't always easy to determine. There's not always a clear link between a communications push and the profit it generates.

Similarly, the process to **win hearts and minds** is often a long, winding road that isn't as clear cut as a single transaction.

Making the most of every insight

More to the point: successful communications efforts are about more than money alone.

There's also incredible value in simply engaging with our audience(s), whether to inform them about what we do or to simply share ideas that benefit their everyday lives.

To both ends, this guide is designed to help Bayer employees understand how to effectively measure the success of our digital properties and channels.

What is analytics?

Simply put, analytics is a process of gathering and interpreting data to help inform more effective decisions.

Fueled by digital innovations like AI and advanced computing, analytics enables organizations to harness their unique data to find ways to work more efficiently, effectively and profitably.

Why does analytics matter?

If you can measure something, you can improve it. Analytics helps Bayer establish more effective and meaningful communications strategies to benefit our businesses, our partners and everyday consumers.

The greatest benefit is the ability to understand Bayer's strengths and weaknesses.

Analytics enables us to measure which types of content generates more performance to our unique audience. This information then enables us to focus our efforts to what works well while gleaning new insights from content that underperforms.

Through analytics, Bayer is better able to harness the insights we need to continually—and perpetually—improve our communications plan. By constantly learning, we save time, stress and investment while creating better digital experiences for everyone.

Creating consistency.

Despite being a single entity, Bayer is comprised of multiple business partners working across various countries, each with their own unique offerings, needs and opportunities.

This diversity is certainly something to celebrate—and is precisely the reason why One Bayer is such a rich and dynamic concept.

For every business of Bayer to benefit from analytics, **we need to be consistent when it comes to collecting and analyzing our data.**

By aligning to the same measuring and reporting process, each communications partner can help their teams gather sound data that enables all of us to avoid confusion and ‘speak the same language’.

CHAPTER 2

What is reporting to Bayer?

Turning data into decisions

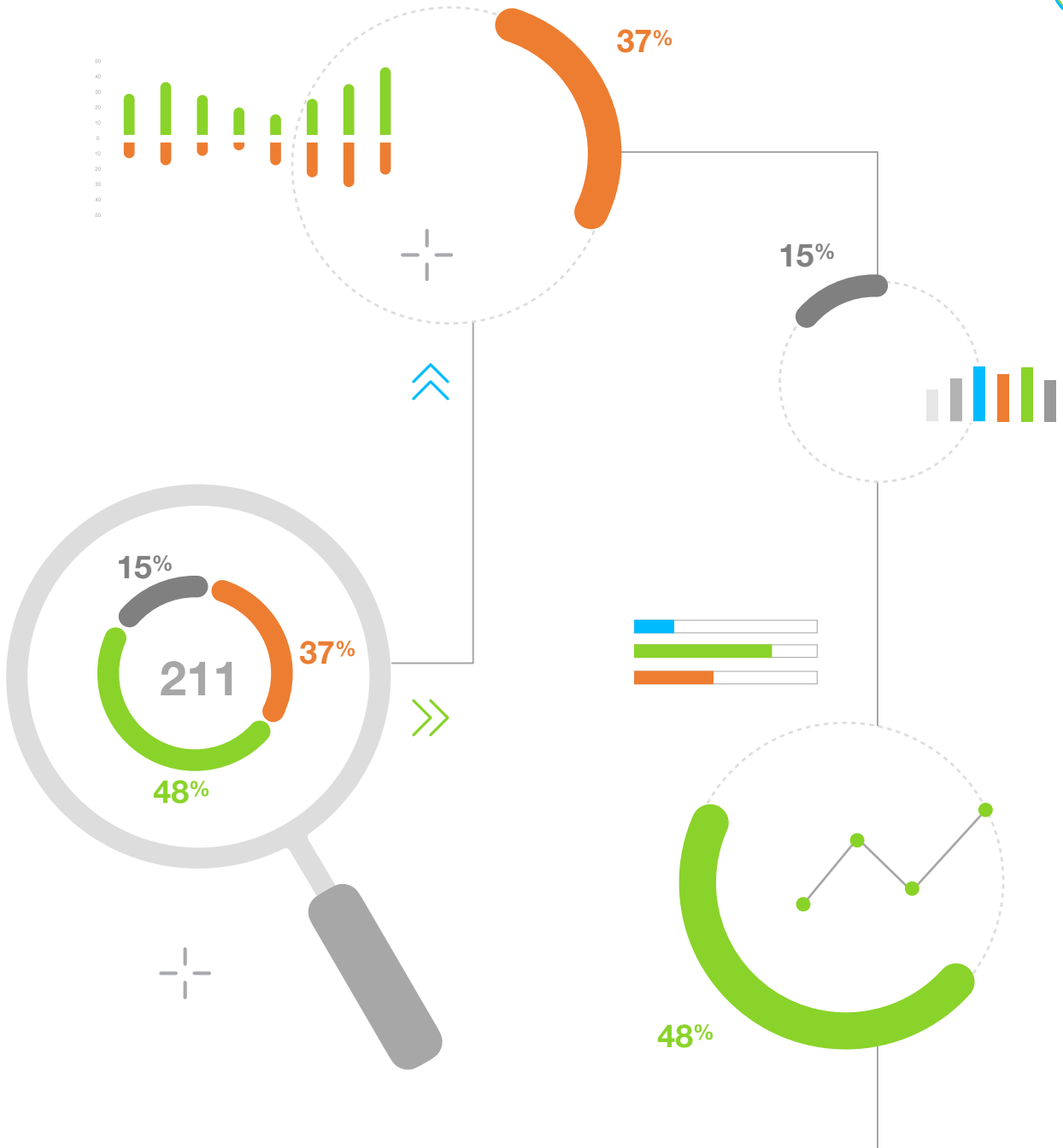
Data analytics encourages Bayer to examine and prioritize objectives for more strategic decision-making.

By understanding your goals early on, it's easier to determine what kinds of data you'll need to gather, as well as what key metrics or performance indicators (KPIs) will help you evaluate success.

It's best to start with the basics. From your observations, what did well based on these metrics? What didn't?

Once you've compiled your initial observations, it is sometimes necessary to revisit the data to explore how or why you got this result.

This is your opportunity to learn what differentiates the top and bottom performers. From there, you can derive new insight into what worked.



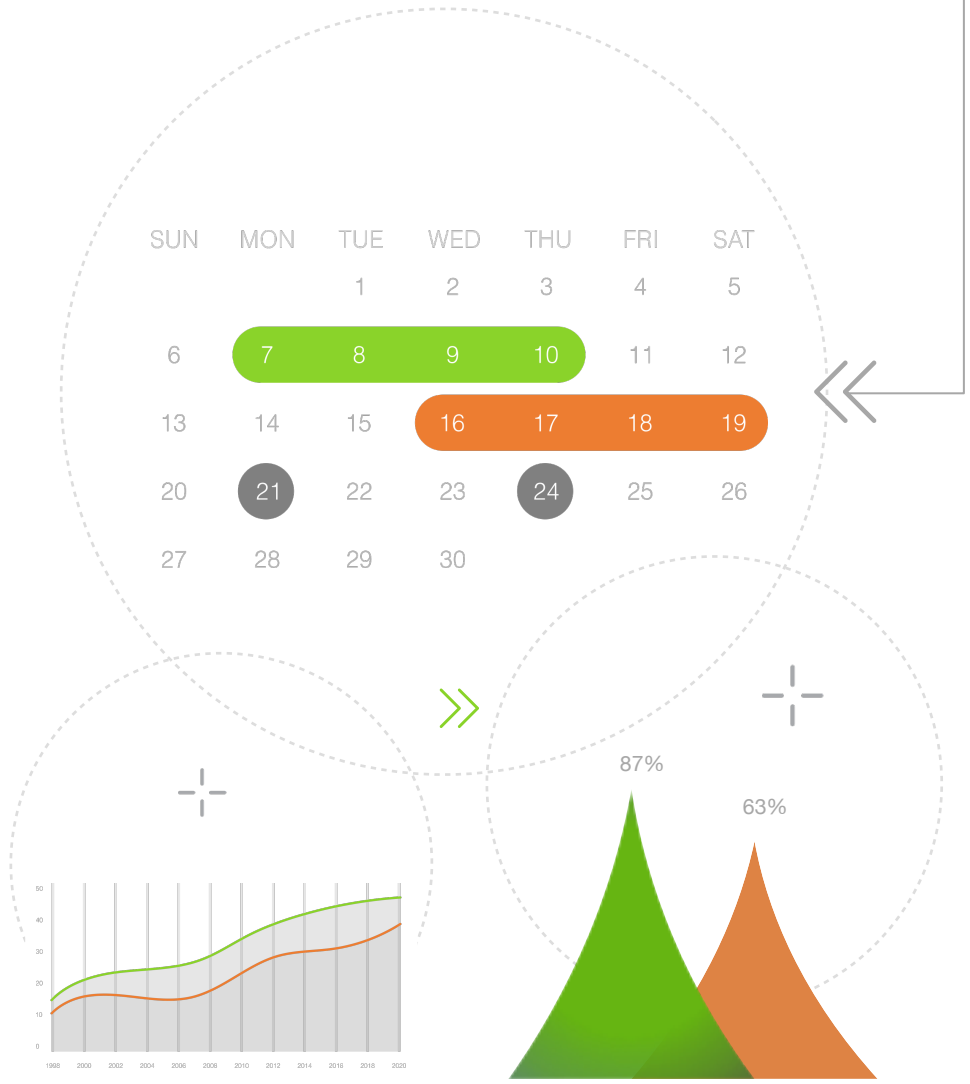
Turning data into decisions

This knowledge informs planning and decision-making moving forward. It can be as simple as doing more of what works well in lieu of what underperforms.

These insights can be implemented granularly by making strategic adjustments to copy, imagery, post or media type, etc.

Through insights generated, this approach helps teams flourish by identifying new opportunities, leveraging emerging trends and optimizing their operations.

Long term, this can accumulate into considerable returns to drive awareness and increase engagement.



How our audiences engage

There are two key factors that encourage user engagement:

1 **Correctly identifying and understanding our audience(s)**

2 **Leveraging the right channels—in the right way—to connect our audience**

The success of our work hinges on inspiring audiences to interact with our content.

Like any relationship given the proper attention, these interactions can improve over time. That means we must always be active participants who consider unfolding events, trends, and channels in order to enrich our interactions as the conversations evolve. Sometimes, that even means using new or different channels in new or different ways.

How our audiences engage

Staying relevant requires more than just being visible—Bayer must cultivate emotional connections with audiences.

Staying true to our tone and vision, we express our unique and genuine personality. And that authentic presence is precisely what resonates with people who believe in us, what we do, and what we can all accomplish.

Measuring our performance is key to understanding our online relationship-building. By gaining insight into what topics, messages, and media resonate best, we can capitalize on every opportunity to meaningful engage our audiences.

An audience-led approach

Each team has their own unique needs and priorities that align to Bayer's global communications goals.

Each team also engages with their own unique audiences who have distinct interests and motivations. It's a lot to coordinate, which is why it's so imperative that everyone at Bayer can tailor their reporting to drive the overarching communication strategy.

To accomplish this, we need to ensure that our reporting satisfies goals, strategies and objectives for the entire organization.

Bayer's approach will establish key metrics to gauge performance across all channels throughout the digital experience.

An audience-led approach

Each report developed will use the same template, which is designed for everyone to interpret and understand.

Consistency is key but understanding locally relevant nuances will further drive insights. We encourage teams to customize their reporting based on the specific audience needs.

// For example, Group Channels tracks the ongoing performance of the global corporate channels

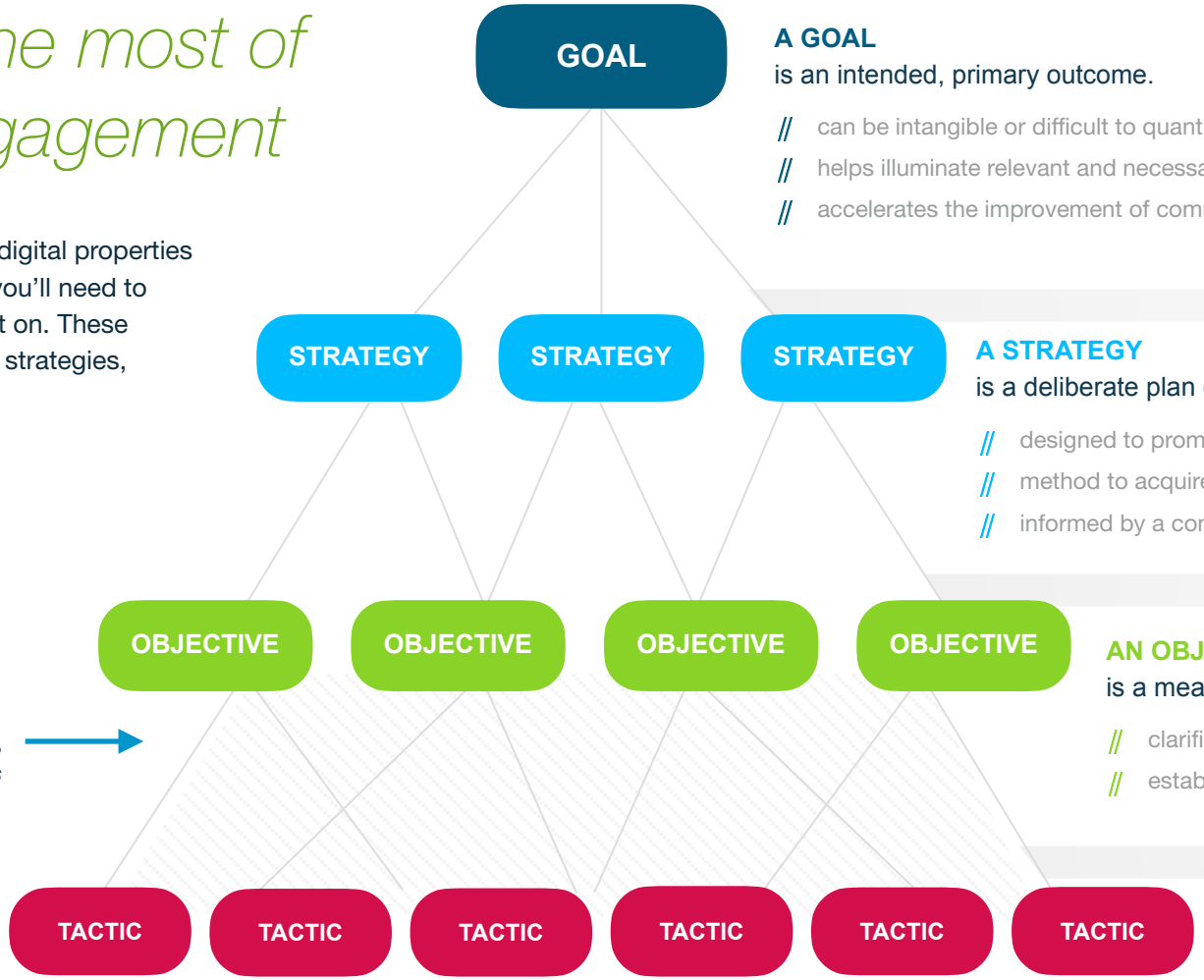
// Business partners may need quarterly reports showcasing more high-level observations and campaign opportunities

// For other country or enabling functions teams may require observations of their channels without thorough analysis. If needed, teams should create unique reporting dashboards that can be monitored daily, weekly or monthly to gain additional insights.

This audience-led approach ensures that integrated communications efforts can be easily understood in a consistent, yet customizable way to meet everyone's needs.

Making the most of every engagement

To effectively measure digital properties and communications, you'll need to establish what to report on. These components are goals, strategies, objectives and tactics.



KPIs
Key Performance Indicators

A GOAL
is an intended, primary outcome.

// can be intangible or difficult to quantify
// helps illuminate relevant and necessary metrics and/or KPIs
// accelerates the improvement of communications, products and/or services

A STRATEGY
is a deliberate plan of action to achieve a goal.

// designed to promote and sell a brand, product or service
// method to acquire and/or maintain customers
// informed by a company's value proposition, brand messaging, audience data, etc.

AN OBJECTIVE
is a measurable milestone to successfully implement a strategy.

// clarifies an initiative's progress, direction and focus
// establishes clear benchmarks for the success of a project

A TACTIC
is a tool used to accomplish an objective and/or strategy.

// a method or action that aims to stimulate a desired outcome

CHAPTER 3

Tools for measurement

Building Better Dialogue

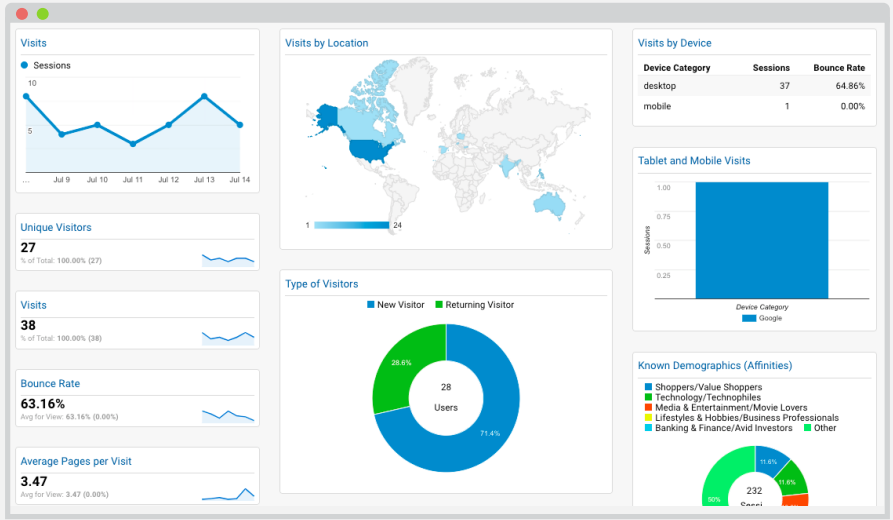
In the digital sphere, we have different ways of reading the room. That's why it's important to analyze the merits of our interactions from multiple sources. This is where analytics tools come in to give us in-depth insights in real time so we can measure our success as the conversations evolve.

Here are some of the most valuable reporting tools to get started.

Google Analytics

This platform collects and compiles website traffic and engagement data into informative reports across four main focus areas:

Audience
Acquisition
Behavior
Conversion



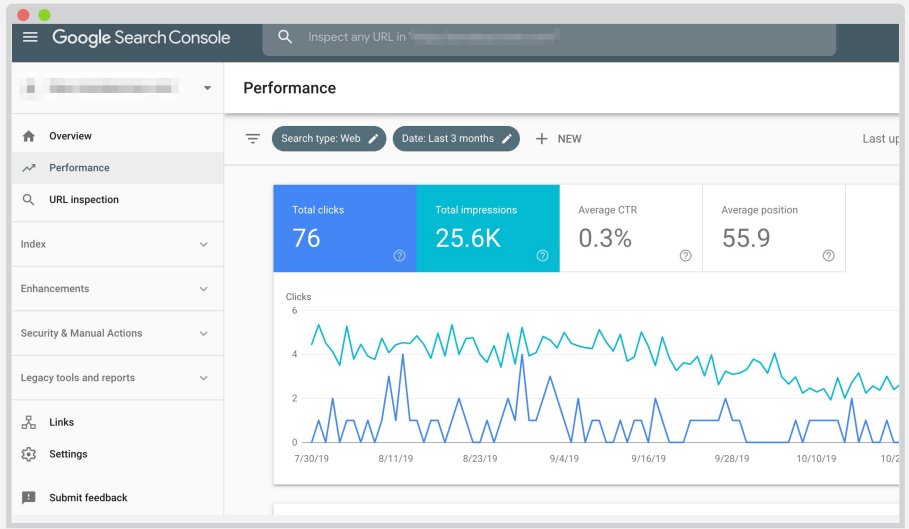
USE TO:

Monitor and understand how people are using Bayer web properties and the overarching BayerNet environment.

Google Analytics

Google Search Console

This resource illuminates how audiences use search engines to discover Bayer's content. It provides insight into which search terms are used to find our content, which search terms encourage the most clicks, and how well our content ranks in Google's search engine results.



USE TO:

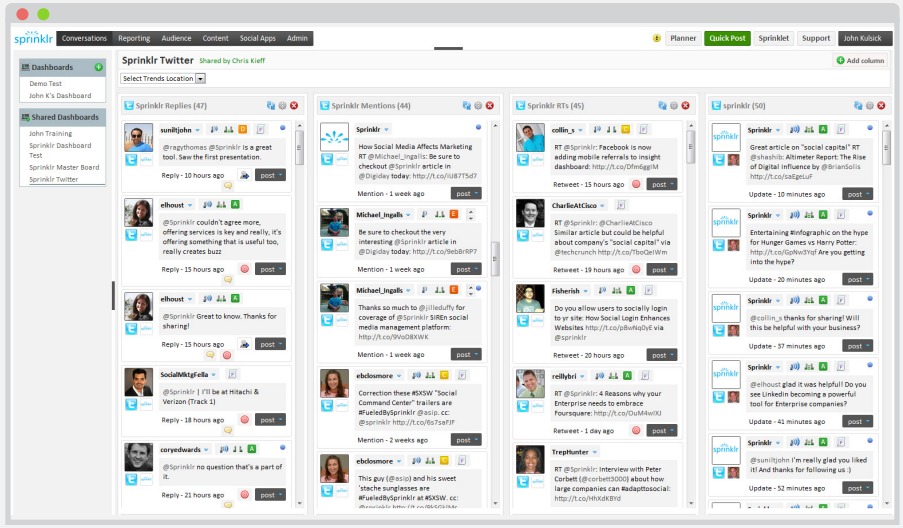
Optimize SEO
Identify problems and opportunities
Make content more visible, accessible and relevant

Google
Search Console

Sprinklr

This platform consolidates and analyzes all of Bayer's incoming messages across channels. This data ranges from post comments, ad interactions, direct messages and mentions from other user accounts.

All to measure brand sentiment, respond to incoming messages, and more. Given its robust capabilities, approved users should leverage Sprinklr as the primary community engagement tool for Bayer's corporate communications.



USE TO:

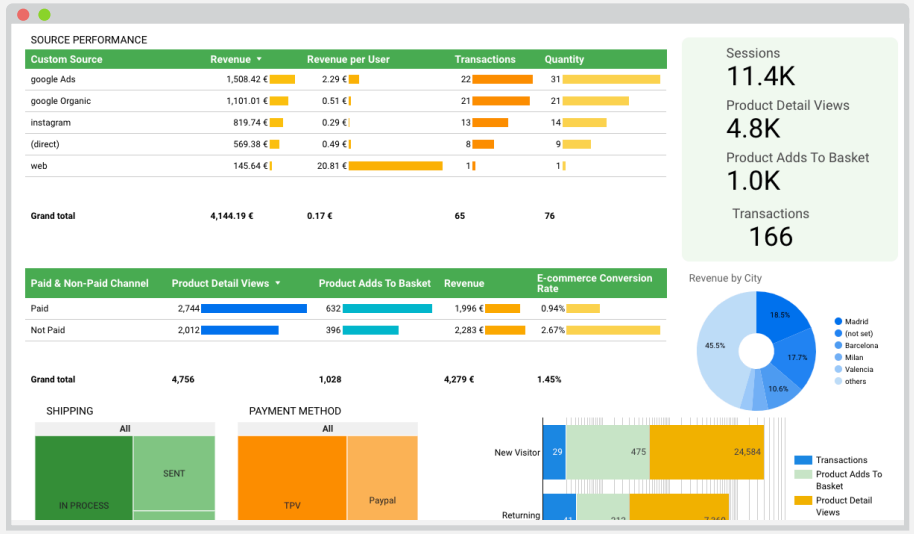
Publish social content
Manage Inbound messages and replies
Channel and post-level analytics

Google Data Studio

Data Studio connects various sources to visualize data through intuitive reports and dashboards. The platform is highly customizable, including design features to help you clearly communicate your findings.

Developed with integration in-mind, it's easy to connect with Google Analytics, relational databases, and other platforms to transform any and all data into charts, graphs and tables.

Because the platform allows you to easily share reporting PDFs, we recommend using Data Studio for developing dashboards that can support collaboration across the group, business partner and country levels.



USE TO:

Summarize and visualize key data

Quickly check usage and performance

Filter and drill-down to find specific results

Google Data Studio

Social Media Native Channels

In addition to community engagement data, we also need to measure Bayer's total visibility and influence across social media platforms. This means exporting data directly from each native social media channel (e.g. Facebook, Twitter, LinkedIn and Instagram).

Each channel collects different data; therefore, we must then use custom calculations to determine how engaging a given post was. Don't worry—it's easier than it sounds, and we'll be going over how to make exact calculations later in this playbook.

USE TO:

Determine top and bottom-performing posts
Monitor channel health and following

CHAPTER 4

Reporting Cadence

Finding Your Reporting Rhythm

Every team at Bayer has their unique data, goals and opportunities, which is why it's important to establish a reporting cadence that is right for you. A regular schedule not only keeps everyone accountable but also helps everyone on your team generate the most value through measurement and reporting.

This section explores some of the most common measurement and reporting intervals.

First, consider these key questions to help you determine what frequency is best for your reporting:

Regardless of how often you choose to report, one fact will always remain true: the report frequency and data sample size impact what you can learn.

The longer the time frame, the more data you'll have to work with—and this determines what insights you can glean from your reporting.

STEP 01

What does success look like for your content or initiative?

STEP 02

How long will the campaign or initiative run in-market?

STEP 03

How much data—and from how many sources—do you need to collect, process and analyze? Consider all the channels which are being used in the execution.

STEP 04

What are some potential optimizations or adjustments you could make prior to the project's culmination that could ensure its success?

STEP 05

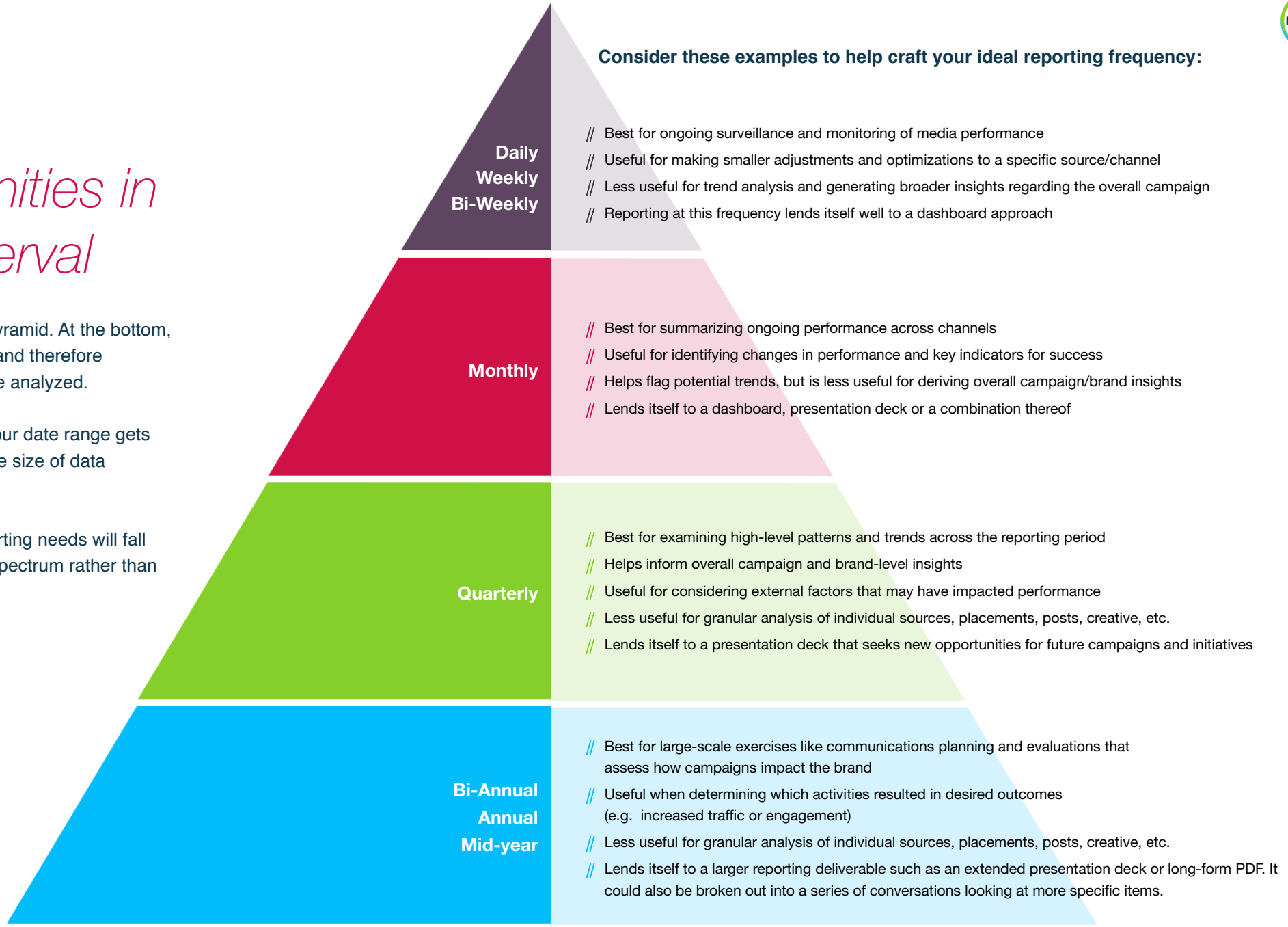
Who will be in charge of delivering the report (i.e. internal team, agency partner, media vendor, etc.)?

Opportunities in every interval

Picture your reporting pyramid. At the bottom, the date range is wider and therefore contains more data to be analyzed.

As you climb upward, your date range gets smaller, and your sample size of data decreases.

Odds are that your reporting needs will fall somewhere within this spectrum rather than at the polar extremes.



CHAPTER 5

Measuring Priority Topics / Content Packages

The Global Editorial Calendar as a Guide

As a complex and multinational organization, Bayer has lots of stories to tell. To share them successfully, we need to plan, stay organized and align with the corporate communications strategy.

This is where a Global Editorial Calendar comes in to keep each moving part working in the right direction. This organizational tool enables us to follow megatrends, outline topics and establish key communications priorities over a given period.

Naturally, this criteria will evolve to support different storytelling strategies and topics as they emerge throughout the year. Additionally, the Global Editorial Calendar highlights important events, communications initiatives, social media holidays (e.g. Int'l Day of ___) that are relevant to Bayer and our audiences.

With this information consolidated into one resource, corporate communications stakeholders are better able to create more impactful content and determine precisely when—and how—that content will be measured and reported on.

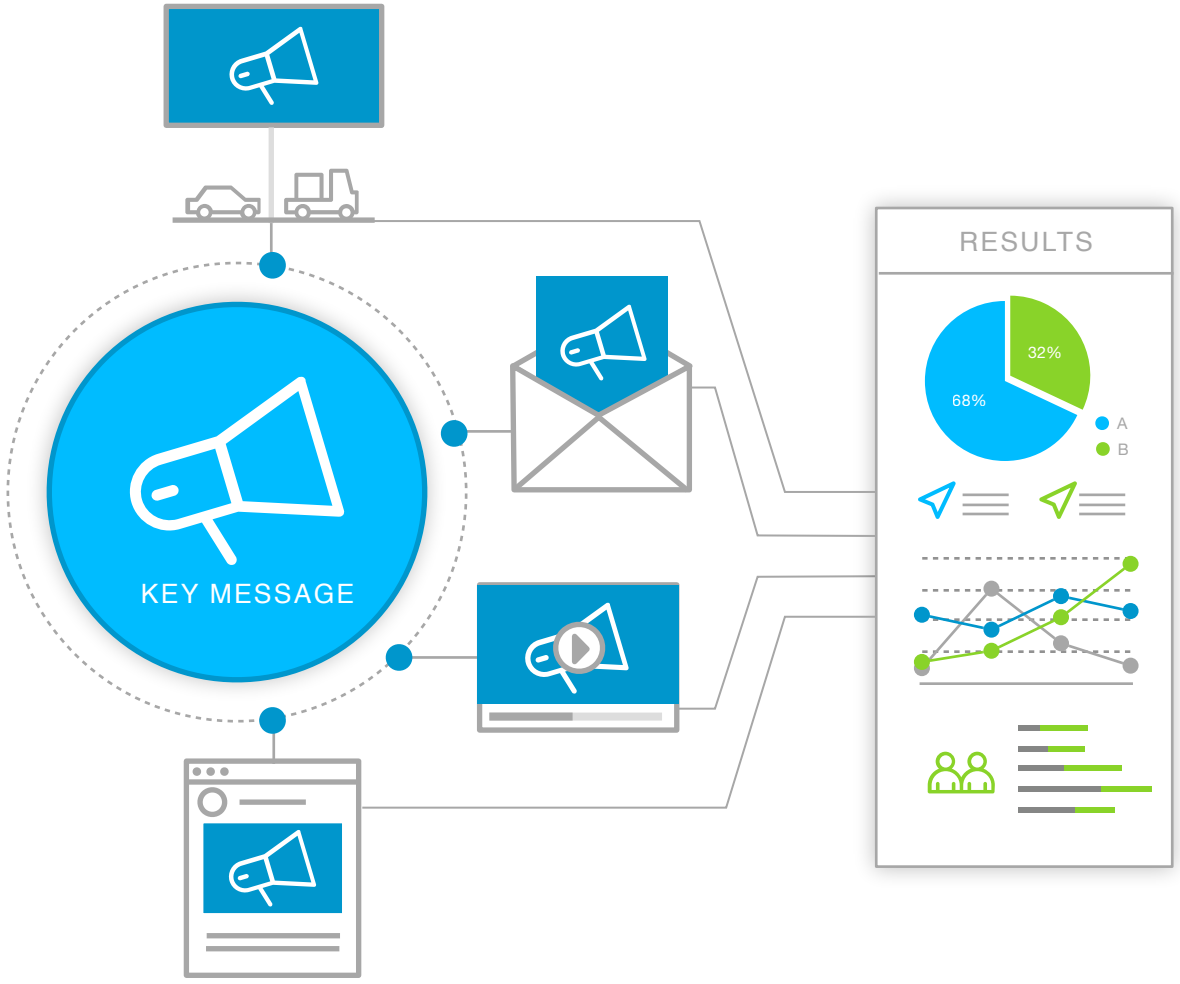
Measuring Content with a Holistic Lens

A single piece of Bayer content may be shared across multiple channels: websites, search engines, BayerNet employee newsletters, social media, etc. And because there will be many paths to the same storytelling content, it's simply not helpful to only look at one data point.

We must conduct a holistic analysis to determine the success of each channel.

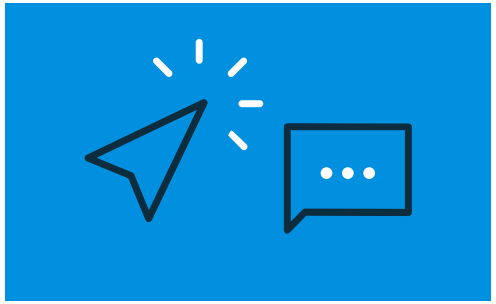
By considering how all these pieces fit together to create a dynamic content package, we're better able to discern what communication strategies succeed and which could be improved.

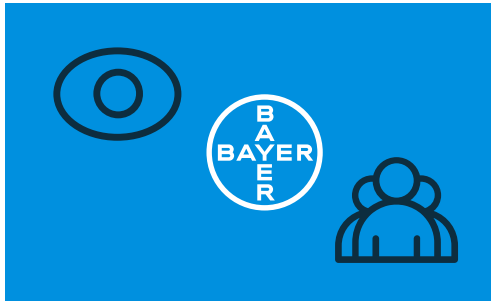
Measuring and reporting on a content package's performance over time will help us to spot trends across different content themes, storytelling styles and tonal or linguistic nuances. This data will help communications teams capitalize on what works to accomplish more in the future. The following section will explain the various objectives, KPIs and tactics to consider when reporting on content.



		OBJECTIVE	TACTICS	KPIs

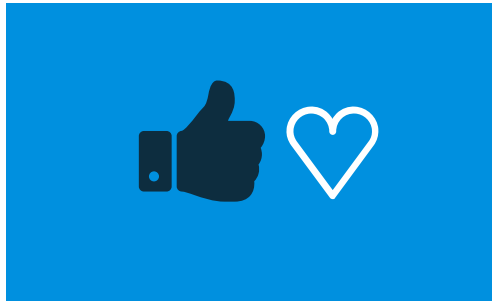
1		**Tell Bayer stories that engage and activate each of our unique audiences by building bridges between their interests and our narrative.**	News & stories articles
			BayerNet news articles
			Social media posts
				// Unique pageviews
				// Avg. time on page
				// 75% scroll depth
				// Bounce rate

2		**Increase reach and engagement through organic promotion of our content.**	Organic social media posts, stories and shares
			Follower acquisition posts
				// Organic impressions/reach
				// Organic engagements, by type
				// Engagement rate
				// Click-through rate
				// Organic Search sessions

3		**Increase awareness for Bayer's vision, potential and leadership in innovation and sustainability.**	Paid and organic search
			Display advertising
			Paid social media
				// Impressions/reach
				// Click-through rate
				// Cost-per click
				// Engagement rate

		OBJECTIVE	TACTICS	KPIs

4		**Amplify Key Content in Paid.**	Paid search
			Paid social
				// Impressions/reach
				// Click-through rate
				// Cost-per click
				// Engagement rate

5		**Improve favorability and acceptance of Bayer**	Key announcements/press releases
			Important dates (e.g., AGM)
				// Sentiment community engagement
				// Annual brand health tracker reports
				// Annual employee voice survey

6		**Communicate in a likeable and authentic manner**	Website content Paid and organic social media	Sentiment in community engagement Website user survey results

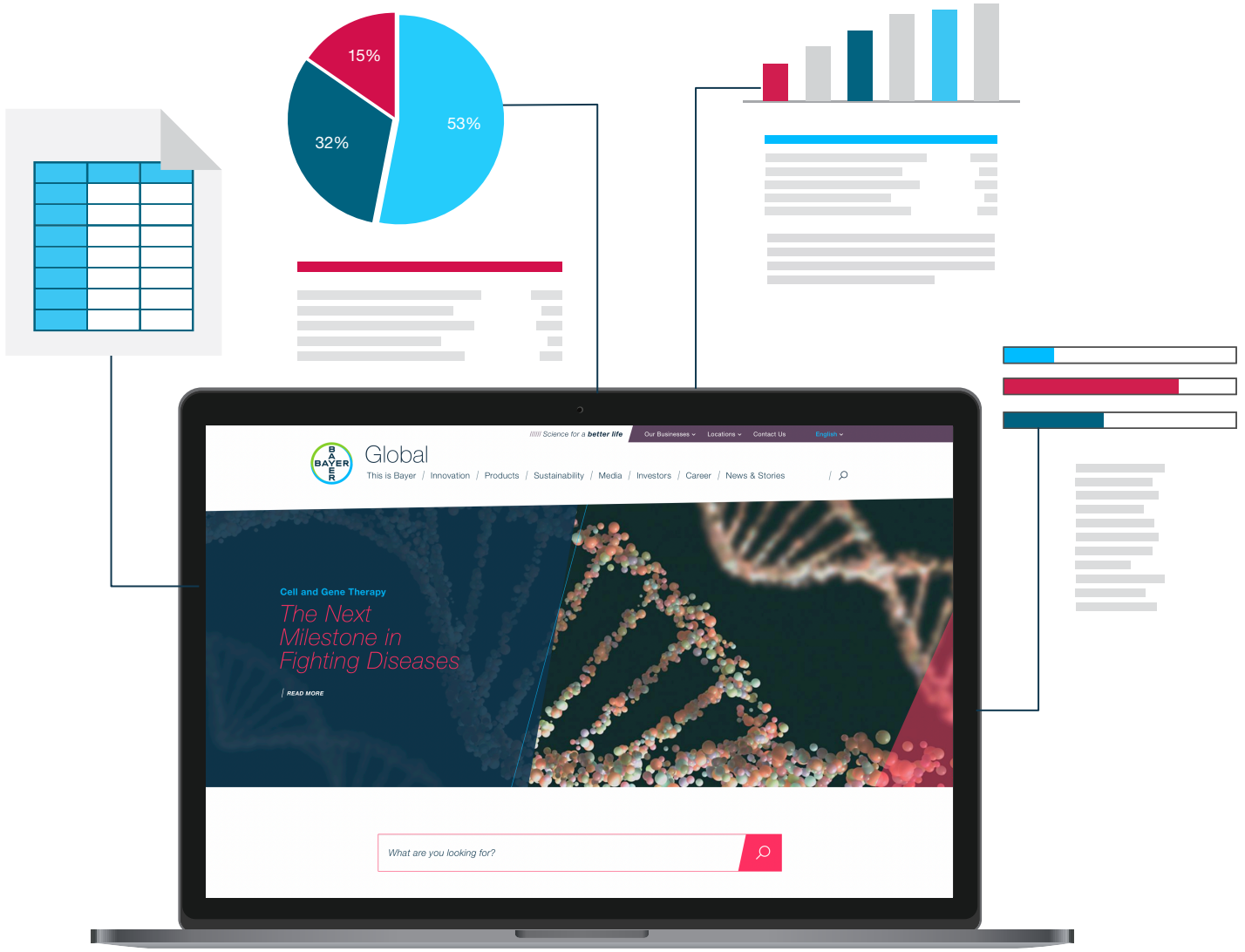
CHAPTER 6

Channel Reporting: Website Introduction

Reporting for Website Performance

A website is often the first place someone interacts with a brand. It is essential that Bayer's website clearly articulates their mission and vision while also expressing relevant, dynamic and strategic storytelling content.

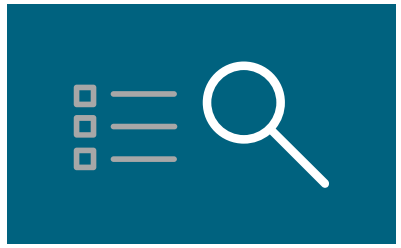
To ensure positive website performance, tools like Google Analytics offer a variety of metrics that can indicate whether action is required to ensure and improve on-site functionality.

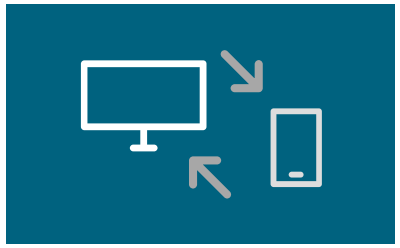


The following objectives, KPIs and tactics should be considered when measuring and reporting on any web properties within the Bayer.com.

		OBJECTIVE	TACTICS	KPIs

1		**Establish and maintain an immersive, efficient digital ecosystem poised to tell stories and drive engagement across all businesses and countries.**	Core content pages
			Storytelling content pages
				// On-site engagement rate
				// Unique pageviews
				// Occurrences 75% scroll
				// Average page load time
				// Bounce rate

2		**Establish search as a foundational strategy**	Paid search
			Organic search
				// Search sessions over time (paid and organic)
				// Paid search click-through rate
				// Top performing keywords

3		**Create a seamless user experience and distinguish clear user pathways**	Bayer.com	// Top landing pages
				// Next page path
				// Top exit pages

4		**Reflect industry and technology best practices**	Website audits Annual maintenance Ongoing education	// Meet web accessibility guidelines // Average Page Load Speed

CHAPTER 7

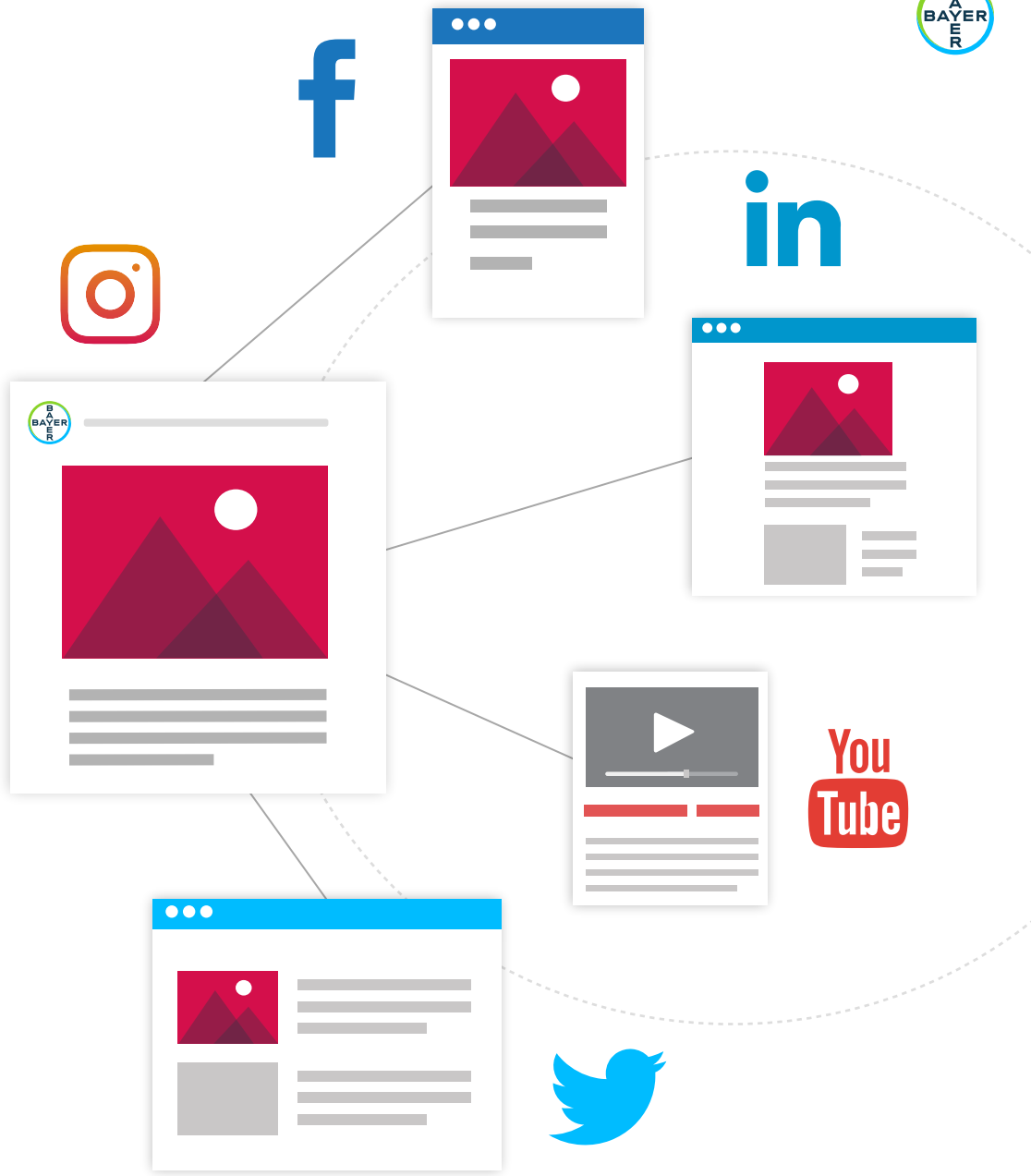
Channel Reporting: Social Media

Reporting for Social Media

Social media is more than a promotional tool—it is a platform to build meaningful and authentic connections with people around the world.

Bayer's social media channels allow us to **express our mission, values and beliefs in engaging and accessible ways**.

Bayer interacts with audiences across Facebook, Instagram, LinkedIn, Twitter and YouTube; therefore, it is important to organize relevant metrics into a cohesive framework that accounts for the unique audiences, opportunities and objectives per each channel.



	OBJECTIVE	TACTICS	KPIs

	Initiate and enrich conversations with our community through relatable, sharable storytelling.	// Image
		// Link
		// Story and Video Posts optimized toward either Reach, Engagement or Clicks
			// Impressions/Reach
			// Total Engagements
			// Engagement Rate
			// Click-through Rate **(if link)**
			// View Rate **(if video)**
			// New Followers **(if fan acquisition)**

	Celebrate Bayer's people, innovations and vision through visual storytelling and meaningful dialog with our community.	// Image
		// Story and Video Posts *optimized toward either Reach or Engagement*
			// Total Engagements
			// Engagement Rate
			// Click-through Rate **(if link)**
			// View Rate **(if video)**
			// New Followers **(if fan acquisition)**
			// Completion Rate **(if story)**

	Share our point of view to engage in conversations, standing behind our work, vision and values.	// Image
		// Link
		// Story and Video Posts optimized toward either Reach, Engagement or Clicks.
			// Impressions/Reach
			// Total Engagements
			// Engagement Rate
			// Click-through Rate **(if link)**
			// View Rate **(if video)**
			// New Followers **(if fan acquisition)**
			// Completion Rate **(if story)**

	Share educational, thought-provoking content that highlights Bayer's leadership across our industries and encourage professional dialog.	// Image
		// Link
		// Story and Video Posts optimized toward either Reach, Engagement or Clicks.
			// Impressions/Reach
			// Total Engagements
			// Engagement Rate
			// Click-through Rate **(if link)**
			// View Rate **(if video)**
			// New Followers **(if fan acquisition)**
			// Completion Rate **(if story)**
			// Live Event - Views, Comments, Engagement
			// Live Event - Peak number of concurrent viewers
			// Live Event - Viewers at end of event

	Leverage video content to visually explore key topics and humanize our organization.	// Video Posts optimized toward either Reach, Engagement or Clicks.	// Video Views
			// View Rate
			// Completion Rate
			// Click-through Rate **(if link)**
			// View Rate **(if video)**

CHAPTER 8

Community Engagement

Reporting for Community Engagement

A best-in-class social media strategy, must adapt to suit our audiences' interests, needs and behaviors. Staying nimble and attentive by engaging our community on social media drives transparency and engagement.

It's worth noting that *how* we engage audiences is different than creating engaging content. Community engagement has its own distinct objectives, tactics and KPIs to consider for measuring and reporting.

		OBJECTIVE	TACTICS	KPIs

1	sprinklr love your customers	**Answer questions in a timely and informative manner**	Sprinklr	// Level Breakdown - avg. time to answer (office hours)
				// Percent of actionable messages taking > four hours
				// Percent of actionable messages answered (>90%)
				// Percent of answers covered in playbook

2	sprinklr love your customers	**Understand case volume and type to identify engagement drivers and gaps**	Sprinklr	// Number of PV cases reported
				// Total engagements, by type
				// Engagements by level (L1/L2/L3)
				// Sentiment over time
				// Percent of engaged users (topic/sentiment)
				// Top case labels
				// Qualitative - memorable/high profile engagements

CHAPTER 9

Channel Reporting: BayerNet

Reporting for BayerNet

BayerNet is designed to be a single source to immediately access everything related to Bayer news, information and resources. This intranet is uniquely built to empower Bayer employees, and therefore must be tailored to support their unique needs.

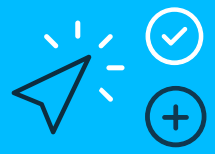
Because BayerNet offers tailors content per individual interests and behavior, it's important to measure the performance of personalized experiences in similar ways compared to external Bayer channels.

The following outlines the objectives, tactics and KPIs to consider when measuring and building reports for BayerNet.

		OBJECTIVE	TACTICS	KPIs

1		**Provide employees with a single intranet experience for news, information and resources to build a digital workplace**	—	// Desktop/app sessions
				// Top news articles
				// Average session duration
				// Sessions/users
				// Sessions w/search

2		**Increase knowledge sharing so employees can accomplish tasks effectively and efficiently**	—	// Top static pages
				// Most shared pages
				// Top search terms

3		**Inspire employee engagement through personalized news and information on key company topics and developments**	Personalized social media	Top news articles Article social actions Email sessions
4		**Encourage internal Bayer Ambassadors by providing sharable news and social media posts (e.g., societal topics, brand campaigns, etc.)**	BayerNet desktop and app articles	Top news articles Most shared articles

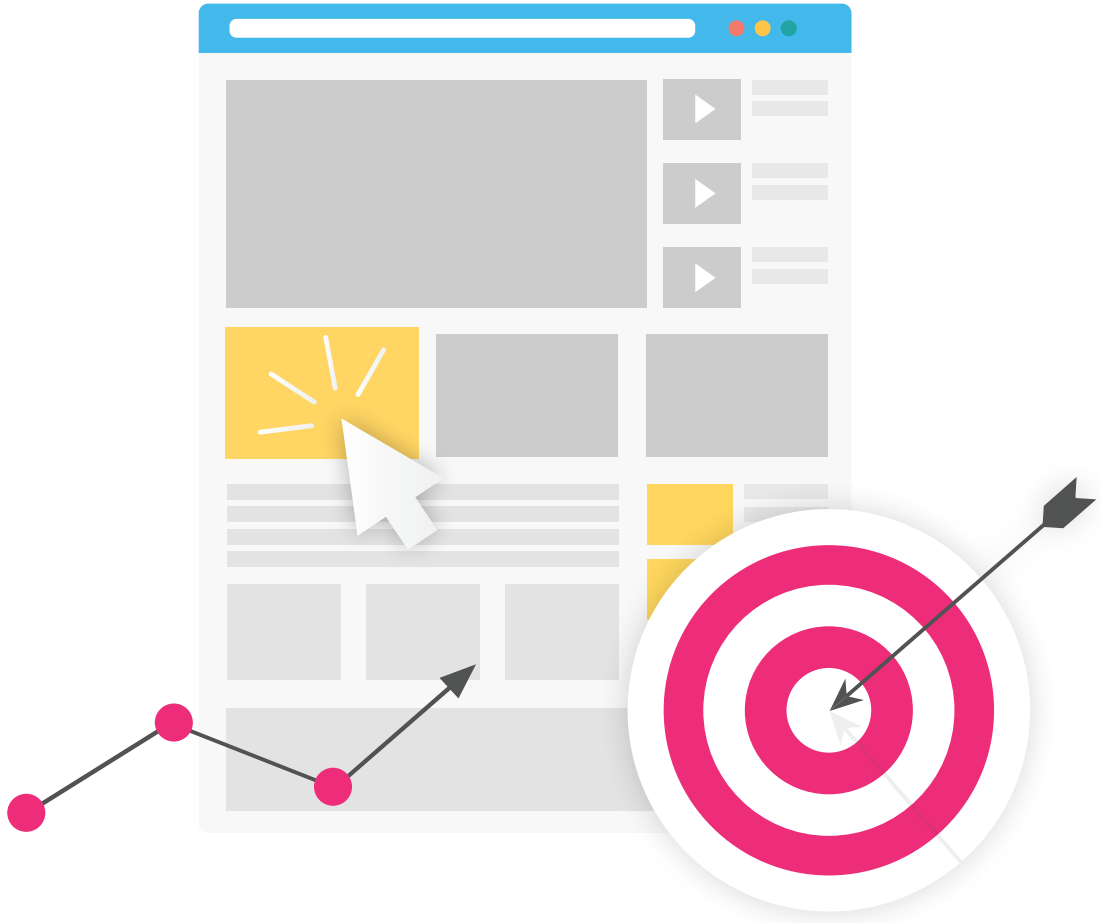
CHAPTER 10

Channel Acquisition: Paid Media

Goals and Objectives of Paid Media

To fuel collaboration as one global Bayer communications team, it's important to take a strategic approach to targeted paid media that supports our business objectives and amplifies leadership content.

- // Utilize a consistent process and approach for all paid content initiatives
- // Develop a holistic strategy to address multiple needs of a dynamic audience
- // Meet regularly on paid marketing initiatives to align on critical data and insights to support more effective outreach
- // Create and track campaigns in Percolate for global transparency on paid efforts and streamline editorial planning and coordination
- // Support virtual communications teams across paid efforts to share learnings at the global level by maintaining a living record of reporting for all countries



Aligning Paid Efforts

When it comes to paid media, the whole is greater than the sum of its parts. By coordinating a content strategy using complementary messaging, we're able to build a brand story that reinforces itself as it grows. To do so, it's imperative that we:

- Build a consistent and cohesive narrative
- Remain aligned to channel strategies
- Avoid conflicting paid efforts and wasted resources
- Coordinate targeting and timing to avoid over- or under-serving our audience(s)
- Allocate resources to effectively engage our community

Potential Paid Efforts

Paid content marketing efforts | group channels

Support the One Bayer narrative, aligning to global content framework and targeting a societal audience

Paid thought leadership

Supporting content and articles from Bayer Leaders

Business partner marketing efforts

Targeting audiences that enable the business with custom content (e.g., ag-minded, healthcare professionals, etc.)

Paid Content Strategy Process for Bayer Communications

10 working days needed to launch paid ads for most media agencies (depending on mix)

Create a Paid Brief, Identify Strategic Business Imperatives

- Communication Goals
- Objectives
- Content Strategy

Align on Initial Paid Parameters

- Market
- Assess audience overlap
- Measurement Framework/KPIs
- Budget

Targeting Strategy

- Universe Size
- Demographics
- Psychographics
- Media Consumption Habits

Market Analysis and Recommendation

- Quantity
- Population
- Target Universe Reached

Developing the Media Mix

- Budget
- Channels
- Media KPIs
- Account for messaging and available content

Executing the Media Buy

- Financial Authorizations
- Ad Creative Development
- Pixel and Analytics Implementation
- Trafficking of Assets

Maintenance and Optimizations

- Analytic Reporting
- Pacing oversight
- Message/channel/ group optimization

Timeline depends greatly on budget, scope, and complexity of the media spend

Paid Support Brief

Every paid request begins with a brief. As such, a brief should be prepared, discussed and aligned on with the Channels and Amplification team before any request can be approve. This should be done at least 3 weeks before the planned launch date of the paid initiative.

(There will be an established template available **HERE**.)

Your paid support brief should include:

1. **Communication goal**
2. **Objectives**
3. **Target audience**
4. **Budget**
5. **Content strategy**
6. **Content plan and timeline**
7. **Media Mix**

Typical things to think of for budget planning

What is enough investment? This is highly dependent on a variety of critical variables, including communication objectives, size of audience, desired geography, length of effort, media mix and needed assets. These can often be adjusted up or down to better accommodate available budget.

Goal: At least **80%** of Media budget will go to net media (working Euros), the balance **20%** should be used for production, agency fees, etc.

NET MEDIA FEES

“Working Euros”
Costs directly related to the amount you pay the media vendor for advertising space.

NON MEDIA FEES

“Non Working Euros”
Costs related to supporting the media buy. This includes the time for agency partners to execute the plan.

Includes:

- Strategy, planning and Set up
- Ad creative development including out-of-pocket expenses
- Buying and trafficking
- Analytics and Reporting

Roles and Responsibilities for Paid Content on Bayer Group Channels

R = Responsible (the person doing the task)

A = Accountable (the person in charge of organizing/approving the task)

C = Consulted (a person contributing to the task by insights and knowledge)

I = Informed (a person kept in the loop of outcome or progress)

A nice explanation video can be found here: https://www.youtube.com/watch?v=1U2gngDxFkc

Roles and Responsibilities for Paid Content on Bayer Group Channels

Task	Business Partner/ Enabling Function with Paid Support Request	Paid Channels	Editorial Planning	Social Channel Strategy	Community Engagement Virtual Team	Group Media Planning & Buying Agency	Content and Engagement
Content and Editorial Alignment	R	I	A	C	C		A
Prepare a Paid Media brief	R	A	C	C	I	I	I
Assess Audience Overlap	R	A	I	I		R	
Alignment on content strategy	R	C	A	I	I	I	A
Alignment on channel strategy	R	A	I	C		I	I
Determine KPIs	R	A	C	C		C	C
Develop media strategy/ Plan	C	A	C	I	I	R	I
Create an implementation plan	A	R	C	I	C	R	I
Implementation	A	C	I			R	I
Measurement and reporting	I	A	I	I	I	R	I

R = Responsible **A = Accountable** **C = Consulted** **I = Informed**

Strategic Alignment

Collaboration for an integrated approach

Assess the potential % of audience overlap between targeted audience between existing paid efforts and proposed efforts.
Questions to address:

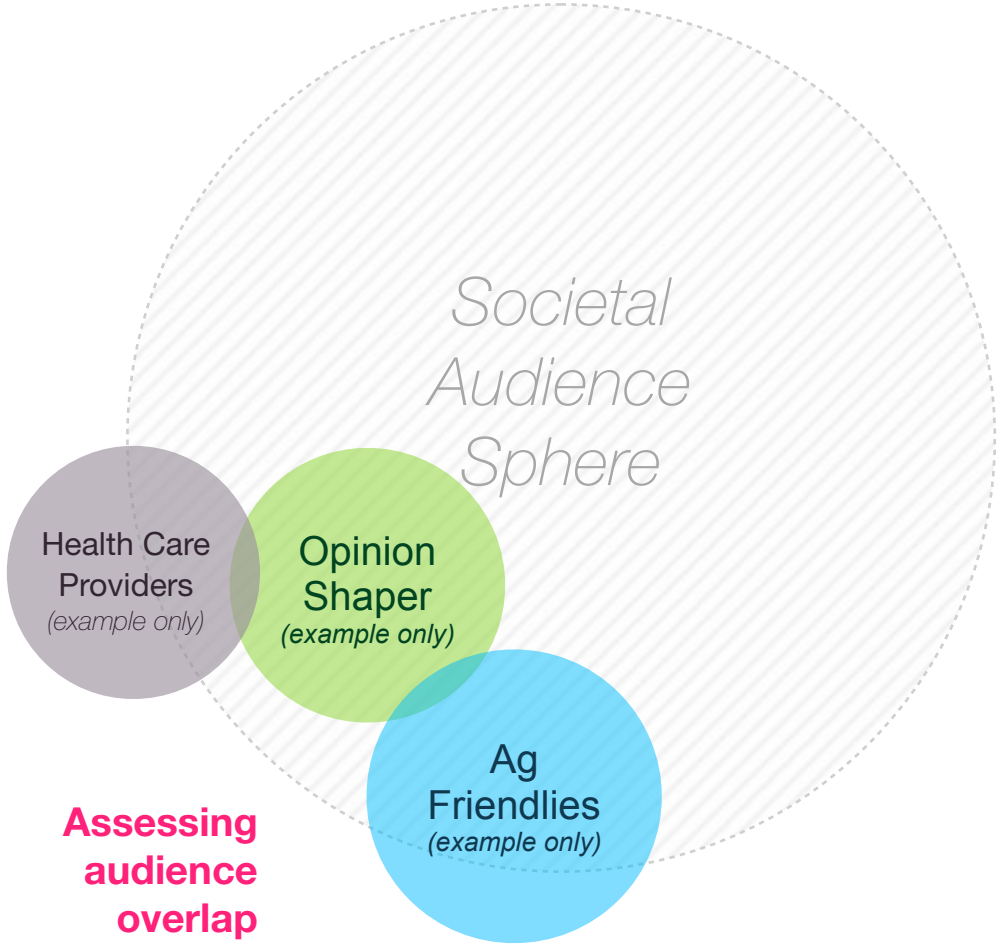
- If there is audience overlap is the media mix complimentary and avoid conflicting campaigns?
- Are there efficiencies within retargeting?

Content strategy and timing
Questions to address:

- Is the content aligned with the content framework and topics?
- Are there potential timing conflicts with content or announcements?

Channel strategy
Questions to address:

- Is content aligned to the channel strategy?
- Are there priority channels?



Aligning on KPIs

Questions to address:

// What desired behaviors are we trying to drive with this effort and what are the KPIs associated?

// How will measurement and reporting occur?

// How can we enable shared learnings across efforts?

Note: Paid media agencies will guide the KPI definition

Developing the Media Strategy & Plan

Once the internal alignment and approval of the Paid Support Brief is reached, the brief will be handed over to a media agency which will take the parameters given in the brief and create a media plan recommendation that outlines the targeting, channels, frequency, timeline, and costs within the given budget.

Questions to address:

- **Who is preparing the media strategy?**
  Preference is to use the existing media strategy agency for group for both timing and buying/budget efficiencies.

- **If another agency is preparing the media strategy, how will they collaborate with the group agency?**
  (note, coordination across multiple agencies increases agency hours for all agencies)

- **Who will be placing the media buy?**
  Again, preference would be to use existing agency for group for efficiency. This should be addressed further in the implementation plan.

Implementation Plan

Implementing the Media Buy

There are efficiencies in coordination and implementation of paid tactics by utilizing a common media buying partner. When possible we should use a consistent partner.

- **If an agency outside of the current partner consider in budget planning that additional hours will be required to coordinate targeting, ad account access, etc.**

Questions to address:

- **Who are the key contacts?**
- **Who will manage the paid ads and editorial calendar in Percolate?**

Community Engagement

Questions to address:

- **Who will be managing the comments and engagement on the ads?**
  - Paid ads almost always increase commenting – reserve budget to fund additional community engagement hours.
  - Virtual community engagement team can consult on potential hours needed once a media plan has been developed.
- **Do we need to update the community engagement playbook with new talking points or FAQs?**
- **What is the escalation process if ads need to be halted or adjusted due to unforeseen circumstances?**

Implementation and Reporting

Implementation

- All content assets in paid effort should be loaded into Percolate as well as appropriately labeled as paid assets
- Share paid efforts and go live date in Newsroom
- Alert appropriate contacts for community engagement and flag ad URLs for community engagement team
- Set regular meetings with Ch&Amps and other paid media stakeholders to share status and learnings

Reporting

- Determine if scope of reporting is covered by the global integrated report or requires additional budget.
- Report during and after paid effort on KPI progress.
- Determine if optimizations need to be made during the paid support timeline.
- After conclusion of paid efforts, share learnings in Newsroom and with other stakeholders and adjust strategy as needed for future content marketing content creation and paid support.

Paid Media Objectives, KPIs & Tactics

When selecting KPIs to determine your reporting needs, it's best to utilize the Global Reporting Framework. In particular, please reference the channels sections, which outlines various relevant KPIs per platform.

Based on the unique needs of a specific initiative or campaign, it may be appropriate or necessary to include additional KPIs beyond the baselines included within a given measurement framework. If that is the case, it's important to work with the appropriate parties to determine what these supplemental KPIs should be.

To help determine your KPIs, consider the following:

- What desired behaviors are we trying to drive with this effort—and what are the associated KPIs?
- How often will measurement and reporting occur?
- What kind of deliverable makes the most sense?
- How can we enable shared learnings across efforts?

CHAPTER 11

Conclusion

Maintaining an Audience-Led Approach

This playbook establishes that reporting needs vary for stakeholders within and across Bayer, from global to individual teams.

Successful reporting requires that we tailor our approach to meet the needs of every specific team, at-scale.

While every team will utilize the same template designed for everyone to easily interpret and understand, each team nonetheless has the capability to customize their reporting deliverables based on their individual needs and opportunities.

This audience-led approach enables custom reporting cadences from monthly, quarterly or semi-annual timeframes to accurately assess channel performance.

Conclusion

To effectively measure and report on all Bayer channels, it is vital to utilize the insights provided in the reporting playbook.

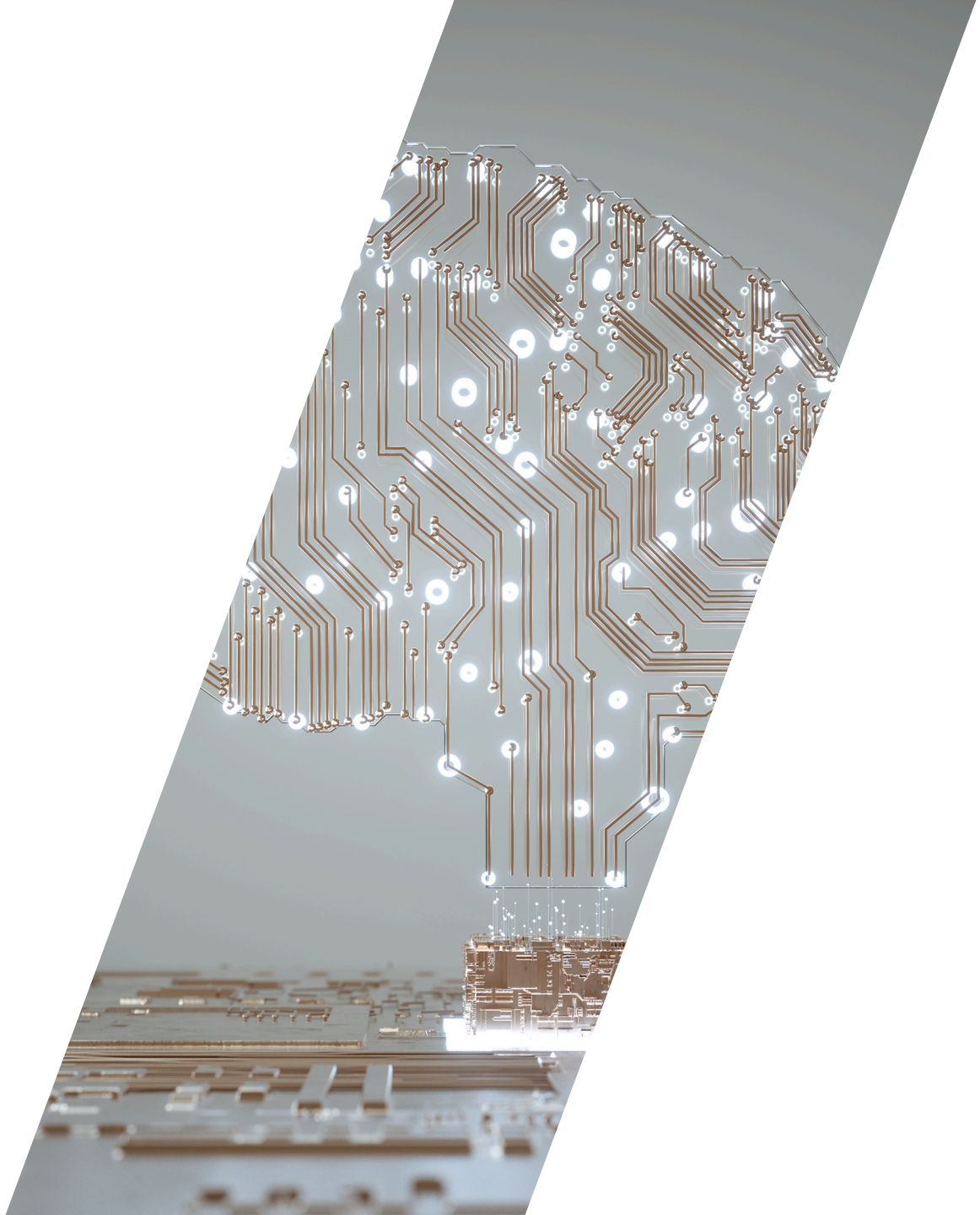
By first determining and understanding the communication goal(s), these efforts will help identify the KPIs for successful outcomes. With these KPIs in place, it's easier to identify what's working—and what isn't—so you can make strategic adjustments to make the maximum impact.

Finally, measuring performance will also provide insights into the key messages, topic areas and media types that most successfully engage our audience(s) to build meaningful connections with Bayer.

Reporting Holistically

Measuring performance by channel will always be necessary when looking at the whole picture. But when measuring content performance, it's important to consider all Bayer channels and touchpoints.

Holistic reporting may then include website traffic, organic search, BayerNet, social media and other channels. By measuring content through a comprehensive approach, we're better able to spot and leverage trends across evolving topics, tonalities, and storytelling styles to make the most of every initiative.



How to Gain Insight from Measuring Objectives & Tactics

This playbook explains that establishing and articulating our communication goals, strategies, objectives and tactics is the best way to gain meaningful insight from our digital properties and interactions.

These four components should be understood and utilized in the following ways:

A GOAL

is an intended, primary outcome.

// can be intangible or difficult to quantify
// helps illuminate relevant and necessary metrics and/or KPIs
// accelerates the improvement of communications, products and/or services

A STRATEGY

is a deliberate plan of action to achieve a goal.

// designed to promote and sell a brand, product or service
// method to acquire and/or maintain customers
// informed by a company's value proposition, brand messaging, audience data, etc.

AN OBJECTIVE

is a measurable milestone to successfully implement a strategy.

// clarifies an initiative's progress, direction and focus
// establishes clear benchmarks for the success of a project

A TACTIC

is a tool used to accomplish an objective and/or strategy.

// a method or action that aims to stimulate a desired outcome

CHAPTER 12

Resources

Downloadable templates

To aid in your measuring and reporting, the following links lead to web and social media dashboards containing data for Bayer Global, Pharma, Crop Science and Consumer Health. These dashboards are available to all stakeholders and can be altered by data range to show specific insights.

WEB

Global:
https://datastudio.google.com/s/pVMuFlNwDrE

Pharma:
https://datastudio.google.com/s/qe9_zQn_1RY

Crop Science:
https://datastudio.google.com/s/kEIfa4mnLIk

Consumer Health:
https://datastudio.google.com/s/gbV9IDqJ2P0

SOCIAL MEDIA

Global:
https://datastudio.google.com/s/hbwNkySqpps

Google Analytics Training & Support

Google Analytics Academy:

offers free, online courses on Analytics and other data analysis tools. You can use Analytics Academy to prepare for the Analytics Individual Qualification (IQ) exam—an industry recognized qualification.

Google Analytics Help Center:

documents all aspects of using Analytics, including how to get started, best practices for analysis and troubleshooting.

Sprinklr Training & Support

Sprinklr Training

Sprinklr Training is available to help clients understand all features of Sprinklr products available. Educational materials can be accessed by contacting the assigned Sprinklr Success Manager.

Sprinklr University:

Additionally, authorized accounts under the Bayer plan can enroll in Sprinklr University, which contains video courses that give a broad overview of the Sprinklr platform as well as other more specialized courses that overview other Sprinklr features.

FAQ

What is the difference between sessions and users in Google Analytics?

A session is a collection of pageviews and tracked interactions of a user during one visit to the website. Sessions time out after a prolonged period of activity, which is 30 minutes by default.

A user is a unique person that interacts with an app or website measured with Google Analytics. A user can initiate multiple sessions, but every session by rule will only have one user.

What is ‘engagement rate’ and how is it calculated?

Engagement rate is the percentage of views of a social post or website sessions where a user interacted with the content in engaging ways. The specific calculations for this rate vary because trackable behaviors vary by social channel and by website configuration. In general, they include the following:

- Websites: At least 60 seconds on a single page, browsing image carousels, interactive elements with hot spots, video views and/or exiting via sharing links and other 3rd party links. For sites that do not track time on page via events, scroll depth to 75% can be leveraged. This introduces a larger margin of error and my obscure useful trends.
- Social Channels: Video views, link clicks, interactive elements, comments, shares, likes. As available, social post engagement can be further classified based on the desired user behavior.

How is the social media data in my report found?

Social media data shown in reports are exported from the native channel platforms (Facebook, Instagram, LinkedIn and Twitter) and raw data is calculated find engagement rate per post.

What is a ‘content package’?

A ‘content package’ represents a web page or BayerNet content piece and the various digital channels that promote that web page or content piece. Rather than measuring the vanity metrics such as total pageviews or sessions, a content package shown in a report will encompass the performance of the web page; the social media, BayerNet or other tactics that helped promote the content to report on its performance holistically.

How are benchmarks established?

Benchmarks are the average of performance for the last two quarters combined and updated on a quarterly basis. For example, if a report is delivered in January–March, the benchmarks shown are the average channel performance from July–December of the previous year, unless otherwise noted.

Glossary of Terms

Terms used throughout measurement and reporting.

Benchmark: unless otherwise noted, benchmarks are the average of performance for the last two quarters combined and updated on a quarterly basis:

—Report Period: January–March // Benchmark: July–December
—Report Period: April–June // Benchmark: October–March
—****Report Period: July–September // Benchmark: January–June****
—Report Period: October–November // Benchmark: April–September

Engagement Rate: The percentage of views of social post or website sessions where a user interacted with the content in engaging ways. This provides insight into the effectiveness of content without relying on traditional lead-generation or sales conversion engagement strategies. The specific calculations for this rate vary given that different social channels and website configurations have unique trackable behaviors.

Websites: At least 60 seconds on a single page, browsing image carousels, interactive elements with hot spots, video views and/or exiting via sharing links and other 3rd party links. For sites that do not track time on page via events, scroll depth to 75% can be leveraged. This introduces a larger margin of error and my obscure useful trends.

Social Channels: Video views, link clicks, interactive elements, comments, shares, likes. As available, social post engagement can be further classified based on the desired user behavior.

Session: The collection of pageviews and tracked interactions of a user during one visit to the website. Sessions time out after a prolonged period of inactivity.

Landing Page Sessions: The number of sessions that began on this page. Session-level metrics are associated with this page because it has the most impact on a user's visit.
Visited Page Sessions: The number sessions that included at least one view of this page. Each page is only counted once, regardless of how many times it was viewed during a session.

Pageviews: The total number of times a page was viewed.

Internal Traffic: Sessions from users identified through the event-driven configuration established by Bayer's Digilitycs team.

Channels: The way a visitor accesses the website at the beginning of a session. Note: to comply with GDPR requirements, all site visitors are given the ability to opt-out of tracking by Google Analytics and other tools.

Glossary of Terms

Terms used throughout measurement and reporting.

Top Content:
Top content begins by identifying the 20 URLs that drove the most sessions to the website. These are the pages that had an impact on the largest number of users. Depending on the traffic volume of the site during the reporting period, pages must also meet a minimum number of sessions (typically 50 or 100 sessions). This reduces the risk of drawing conclusions from data sets that are too small to accurately represent user behavior. The URLs are then identified in the following manner:

- **Most Engaging:** The 5 top pages with the highest engagement rate – these were the most successful pages
- B**est Opportunities:** The top 5 pages with the lowest engagement rate – these pages provide insight into what could be working better, and improvements to these pages will have the greatest impact on overall user engagement.

Channels: The way a visitor accesses the website at the beginning of a session. Note: to comply with GDPR requirements, all site visitors are given the ability to opt-out of tracking by Google Analytics and other tools.

Organic Search: Traffic from users who searched terms on Google, Bing etc, and followed a link to the website through the results generated by the search engine.

Paid Search: Traffic from users who searched terms on Google, Bing, etc., and followed a link within a paid search result.

Community Social: Traffic from users through a post on our owned social channels, shared posts or other links found on the property's main page. This also includes traffic from "Paid to Community" posts (those amplified or boosted specifically to followers/fans on our social channels).

Paid Social: Traffic from users who clicked on a link on a post targeted based on external paid media efforts. Unless specifically excluded, fans and followers who fit the demographics of the targeted audience may also see these posts.

Referral: Traffic from a link on another website. Depending on how the larger digital ecosystem is configured, this may also include links from a variety of owned websites.

Direct & Misc: In short, everything that is unknowable. This may include users entering the URL in manually, following bookmarked links, untracked links from emails, vanity domains and vanity URLs.

Thank you