

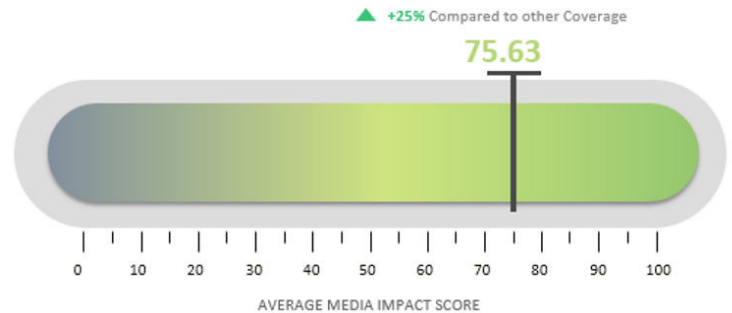
Fullintel's Custom Media Impact Score

The Media Impact Score (MIS) helps you prove **value** and **improve performance!**

Overview

The Media Impact Score (MIS) is a custom proprietary metric that assesses the “quality” of coverage. It predicts how likely content is to influence readers in a favorable way.

The net calculation of impact is reported against a total possible score of 100, providing a standardized quality scoring methodology that can be applied to all earned mentions, and presented on a scale of 100 (like an academic report card!).



| VERY POOR | POOR | AVERAGE | GOOD | VERY GOOD |
|-----------|-------|---------|-------|-----------|
| <10 | 11-25 | 26-75 | 76-90 | 91-100 |

The Media Impact Score can be calculated for both traditional and social media content, for a holistic score for total media brand impact. Compare MIS to competitors to show your brand's performance in the industry. Clients who leverage this approach can benchmark scores over time to proactively learn from competitors and pitch content that is more likely to move the needle of audience perceptions and behaviors.

Why Media Impact Scoring?

The simple answer is accuracy. Rather than attempting to apply an estimated dollar figure to a piece of media that was earned and not paid for, as AVE attempted to do in the past, the MIS assesses easily definable features of earned media content to provide a clear calculation of quality and impact.

Still don't believe us?

You might be reassured to know that AMEC (The Association for the Measurement and Evaluation of Communications) now promotes Impact Scoring as the measurement 'back-bone' of their most recent 'Integrated Evaluation Framework', based on the Barcelona Principles. MIS is a simple calculation that allows PR pros to turn principles into action, and finally prove the true value of their work.



What factors go into the Media Impact Score?

The custom score aggregates the potential impact drivers that are relevant for your brand and industry:

- Headlines
- Prominence
- Visuals



RECALL

Research proves Headlines, Multiple Mentions and Branded Visuals ALL lead to more brand recall. Visuals have the most impact!

If a reader doesn't remember your brand, how can the content influence how readers think, feel and act?!

- Outlet Tier
- Social Amplification



AUDIENCE

Instead of ranking outlets by potential reach numbers that don't tell you anything about your audience, we tailor your tiers based on the outlets that are more likely to reach your audiences.

Article impact does not end at publish date, but coverage is amplified through shares and interactions on social media. This continued engagement increases your potential impact with your key audiences.

- Sentiment
- Spokespeople/KOLs
- Topics/Messages



PERCEPTION

Perception drivers provide content that can shape attitudes about your brand. Sentiment is captured by human analysts from the reader's perspective—how does a reader feel about your brand when they see the article?

Key voices and messages may be included in a MIS as they may align with brand goals. For example, if sustainability is a focus for your brand or industry, this topic would be analyzed in coverage and added to the MIS scoring.

- Links
- Call-to-Action



BEHAVIOR

While actual behavior is measured through other sources like sales data or survey data, certain behavior "proxies" could be considered in media analysis.

The presence of a link for purchase or a call-to-action can increase the likelihood of further engagement, allowing the reader to progress on the customer journey.

How is a Media Impact Score calculated?

The below example shows how a score may be calculated with metrics and weightage customized based on client objectives:

Traditional Media

Outlet Tier: Tier 1: +35, Tier 2: +25, Tier 3: +15

Prominence: Exclusive: +15, Dominant: +10, Balanced: +10, Minor: +5

Headline Visibility: +10

Visuals: Branded Visual + Human Element: 5, Branded Visual: 4, Any Visual: 2, No Visual: 0

Advocates/KOL/Spokesperson Quotes: +10

Sentiment: Positive: +25, Neutral: +15, Negative: -25

**If Sentiment is negative, Outlet Tier, Prominence, Headline Visibility and Visuals change from + to - in score calculation.*

Social Media

Profile Weightage: Mega: +35, Macro: +25, Micro: 3 +15 (Mega: verified accounts and followers above 10,000, Macro: between 10,000 to 5,000, Micro: below 5,000)

Prominence: Exclusive: +20, Balanced: +10, Minor: +5

@handle tagging in the posts: +5

#tag mentions in the posts: +5

Visuals: Branded Visual + Human Element: +10, Branded Visual: 8, Any Visual: 5, No Visual: 1

Sentiment: Positive: +25, Neutral: +15, Negative: -25

**If Sentiment is negative, all other factors change from + to - in score calculation.*

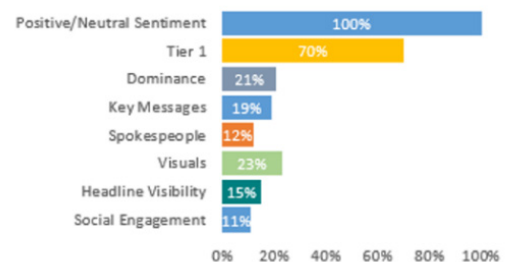
How to “USE” your Media Impact Score?

Each individual article receives a Media Impact Score. These scores are averaged to show performance across a specific time period and presented in your custom analysis reports. The scale can help a brand with a basic understanding of the score quality, but comparison over time and with competitors provides actionable insights.

For example, a monthly report will show the average MIS and compare to the previous month to show how a brand is tracking over time. It can also compare different product lines or regions to measure performance. Comparison with competitors helps a brand better understand positioning in the industry.

Beyond just the overall score, analysis reports show all the individual “levers” or impact drivers so you know where you are performing well and where there are opportunities to improve results with more focused media outreach.

MIS: **83.37**



Request a 30-minute, interactive online demo of Fullintel Hub today and experience the next generation of media monitoring and analysis.