



EARNED IMPACT VALUE



INDUSTRY FIRST

The Weber Shandwick Collective has developed a proprietary solution built to measure the business impact of earned media and creative effectiveness.

We know through our **Earned Effect Study**, in partnership with the IPA, that campaigns that drive coverage and conversation over the long term are more successful in driving **disproportionate business impact**.



IPA

53%

More likely to drive very large business effects.

2.6%

More likely to achieve very large profit growth.

That's why we've created **EARNED IMPACT VALUE** - an industry-first proprietary tool to holistically measure the **EARNED EFFECT** over the short, medium and long term. Our Earned Impact Value tool comprises three distinct products.

1 EARNED IMPACT SCORE

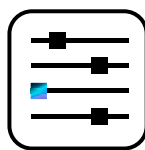


Earned Attention
Assesses real-time media effectiveness.

Did we meet our goals on coverage and conversation?

SHORT TERM

2 SCENARIO PLANNER

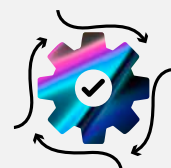


Earned Reputation
Analyses quarterly impact scenarios.

What will the impact be if we shift our priorities?

MEDIUM TERM

3 CONVERSION MODEL



Earned Business
Examines yearly+ impact on business outcomes.

Where should we invest to maximise incremental impact?

LONG TERM

EARNED IMPACT VALUE IS MEASURED USING PROPRIETARY AI MODELS

HUMAN INTELLIGENCE

ARTIFICIAL INTELLIGENCE

PHASE 1

GENERATE

AI informs cultural insight, evaluated through the lens of human experience and empathy.

PHASE 2

GENERATE + PREDICT

AI to continually optimise content and predict evolution of narratives.

PHASE 3

GENERATE + PREDICT + AUTOMATE

Established intelligence model powered by the predictive, automative and generative power of AI.

With the clarity of the full picture using **Earned Impact Value**, we can enable our clients to:

Measure action intent driven by earned media

Predict the impact of shifting content

Optimise budget and flighting decisions to maximise **IMPACT**

Through our **EARNED IMPACT VALUE** solution, we have directly attributed:

9%

business outcomes to earned media proving an ROI of 11.5 (higher than any other channel)

28%

indirect boost on other media channel performance for a Healthcare client

Contact us to learn more: **Jane Douglas**, jdouglas@webershandwick.com

ABOUT TWSC

The global strategic communications and consulting network, consisting of 12 agencies, built to help organisations earn value by contributing value.

