

Digital data analytics & insight

What we're doing at GSK

 @tomkluge

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 <https://analysingdigital.wordpress.com>



Tom Kluge
Digital Insights Manager
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Insight

=

**A deep understanding of what is happening
and the causation**

=

Knowing how to manipulate

Awareness

“The more external audiences know about GSK, the more positive they are about the company”

External research agency

Reputation

GSK priority areas:

Innovation

Performance

Trust



Support key brands

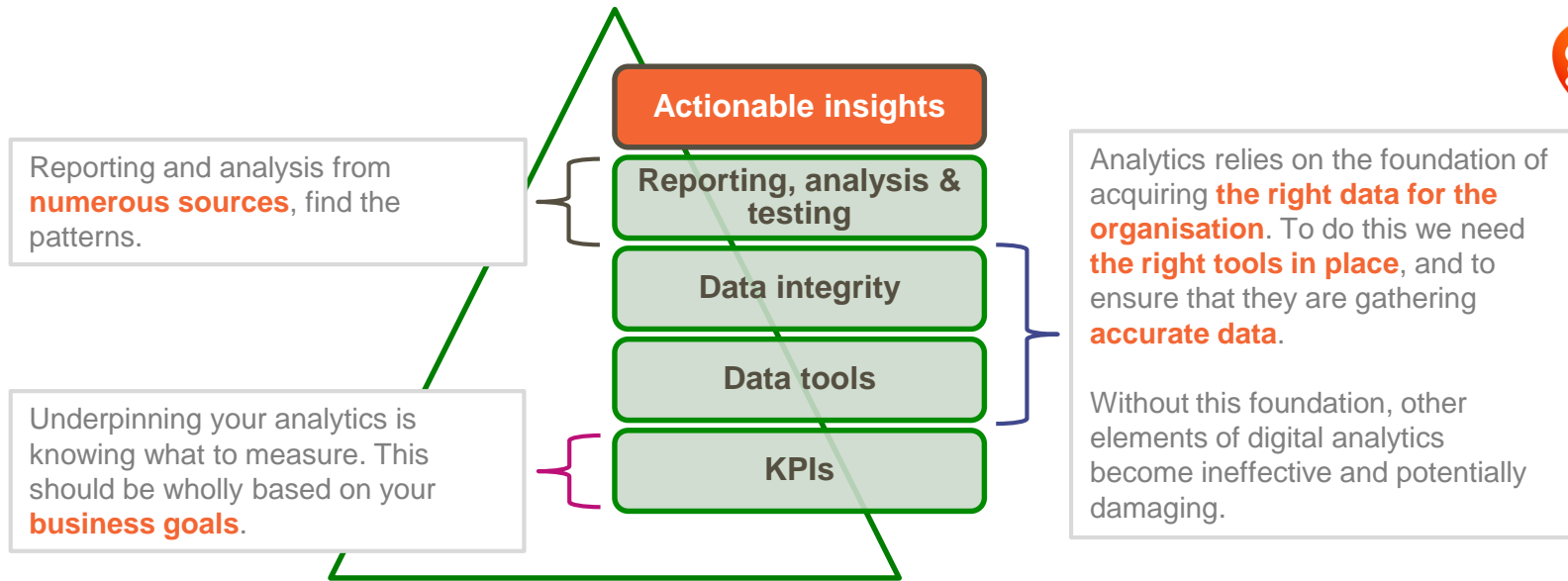


OPTIMISATION



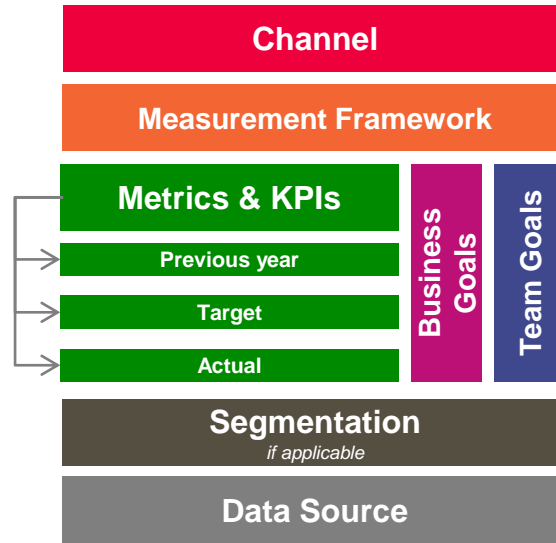
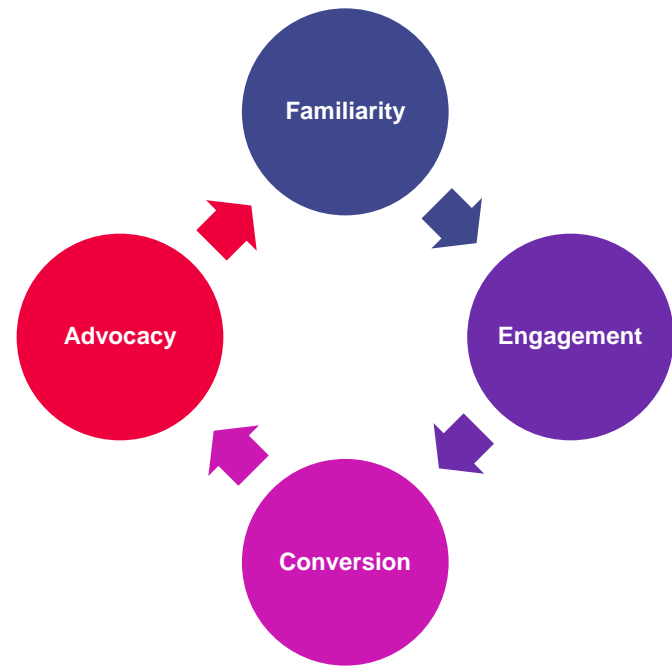
Our focus

“The meaning of life is not simply to exist, to survive, but to move ahead, to go up, to achieve, to conquer” *Arnold Schwarzenegger*



Building blocks

“In God we trust. All others must bring data.” *William Edwards Deming*



Basic measurement

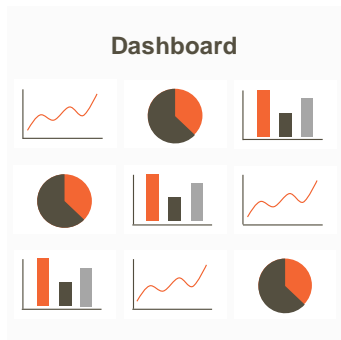
“Intense love does not measure, it just gives” *Mother Teresa*

Avinash Kaushik

<https://www.kaushik.net/avinash/digital-marketing-and-measurement-model/>

Pirate Metrics

<https://mattyford.com/blog/2014/10/9/the-aarr-framework-metrics-for-pirates>



Insights communication

“Talk low, talk slow and don't say too much” *John Wayne*

- Measuring more of the right things
- Framework has helped content teams focus on digital objectives
- We know how we're performing
- We are learning what works and what doesn't

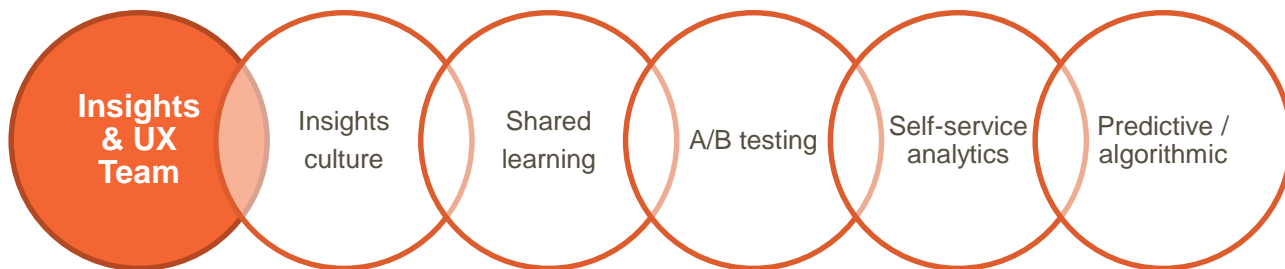


- Corporate communication are difficult to measure
- Myriad of metrics to train people on
- Effort prioritisation of Insights team



How's it going?

“When I am wrong, I will learn the lesson and move on to face other challenges” *Jennifer Lopez*



Impending focus

“I like the dreams of the future better than the history of the past”

Thomas Jefferson

5 practical tips

Push for a data culture, led from the top down

Create an insights 'backlog'

Don't only rely on the analyst – some knowledge is in other's heads

Measure quality, not just quantity – e.g. impressions per post

Always, always, always ask “**SO WHAT?**”



*Arnold
Schwarzenegger*



*William Edwards
Deming*



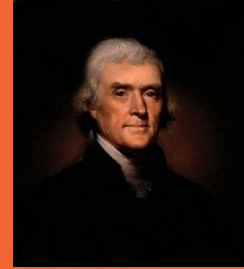
Mother Teresa



John Wayne



Jennifer Lopez



*Thomas
Jefferson*

Thank you.

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