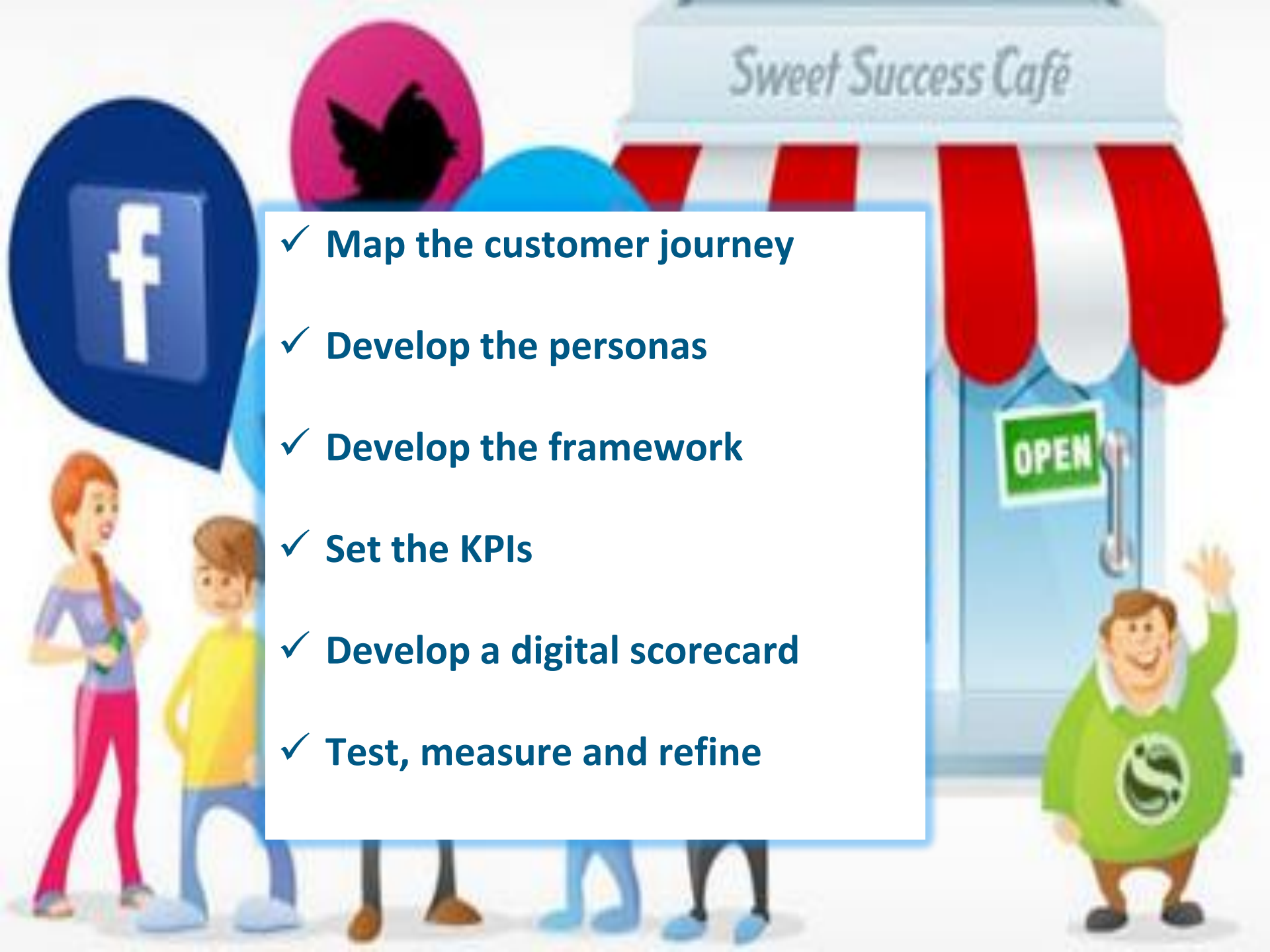


The background of the slide is a dense, colorful pattern of upward-pointing arrows. The arrows are in various colors including red, orange, yellow, green, blue, purple, and white. Some arrows are solid, while others have dashed lines, creating a sense of movement and growth. The overall effect is a vibrant, abstract representation of progress and digital advancement.

Digital measurement

Mischa McInerney
Electric Ireland

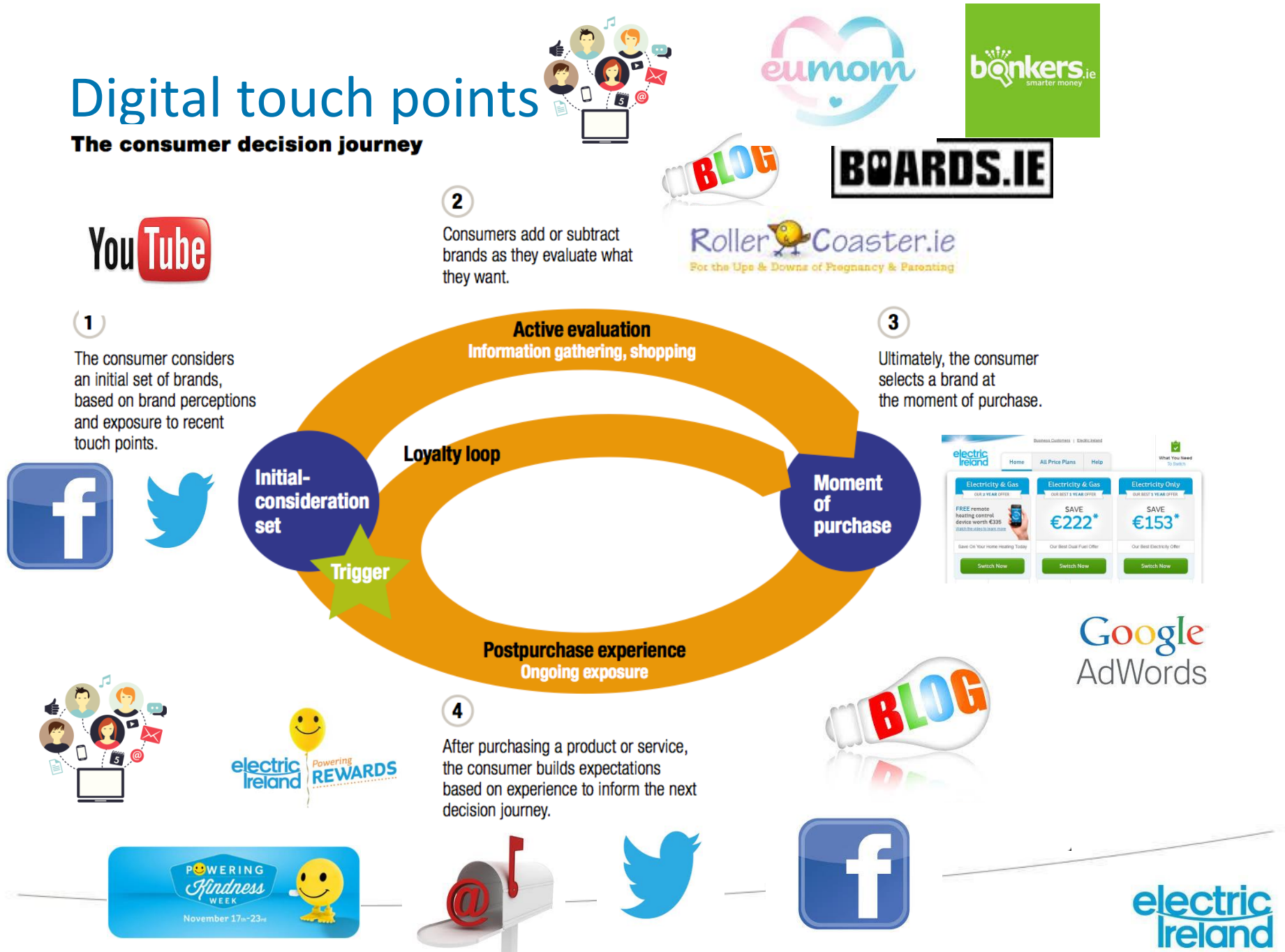
“If marketing has one goal, it’s to reach consumers at the moments that most influence their decisions.”

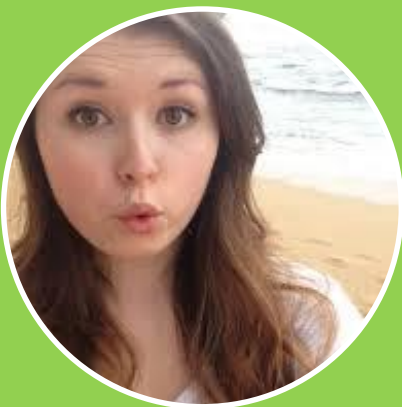


- ✓ Map the customer journey
- ✓ Develop the personas
- ✓ Develop the framework
- ✓ Set the KPIs
- ✓ Develop a digital scorecard
- ✓ Test, measure and refine

Digital touch points

The consumer decision journey





First jobbers

Earning own money and begrudges her flatmate who stays in the shower for 25 mins a day. Wants the cheapest deal to save money for the fun stuff.



Busy mom

Running around from job to kids trying to keep everyone happy. Likes to get advice from the mummy sites (everyone is friendly and it's great for advice- we don't always know what to do!) Likes to save money but only if it's worth the effort.

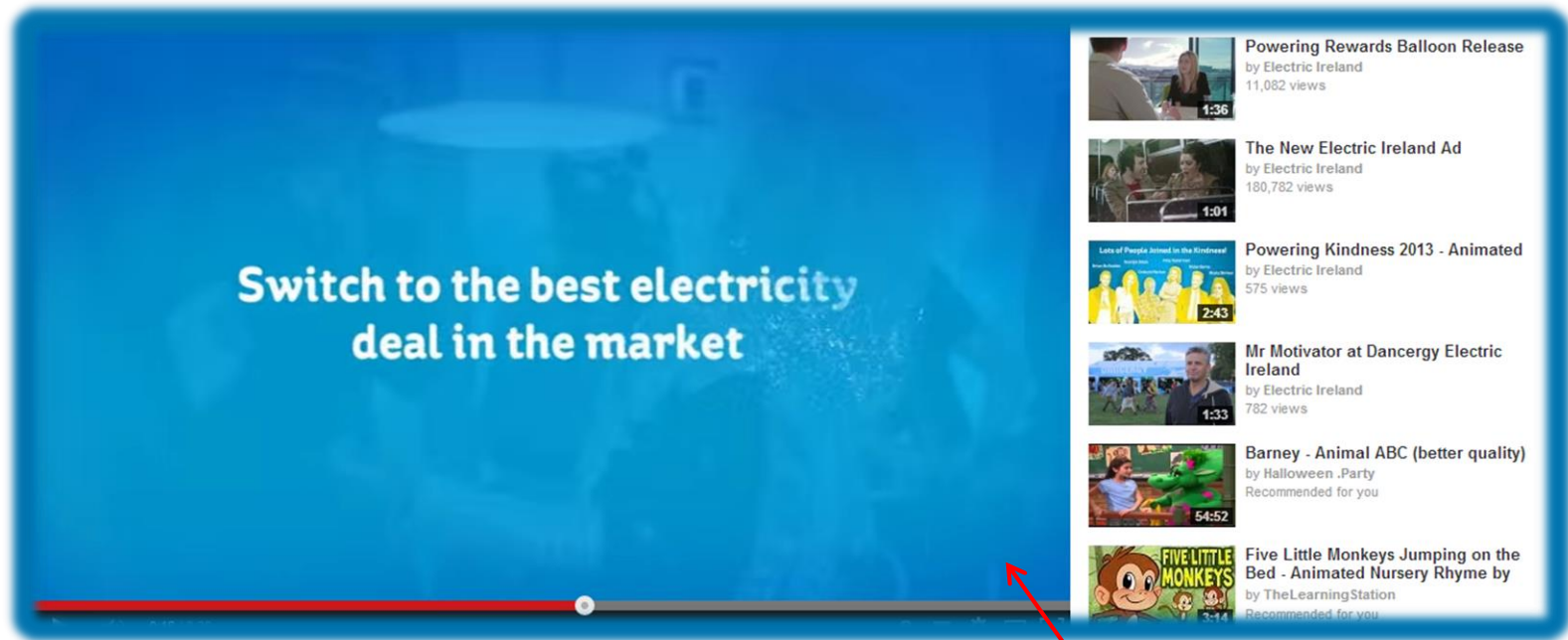


Boomerang kids

The kids have come back from travelling and even though they are earning their own money, they don't give money for the bills. The house is often lit up like the Starship Enterprise and no one cares.



Stage 1 – the initial consideration stage



*..the best deal..
Hmmm I must
see what deal I'm
on with Airtricity*

Based persona driven behavioural based targeting, Mary sees an ad for Electric Ireland on You Tube

Stage 1: The initial consideration set



Touch points

- Social media
- Advertising

Metrics

- Brand awareness
- Social media share of voice
- Impression share

Brand awareness matters:

Brands in the initial consideration set can be up to three times more likely to be purchased eventually than brands that aren't in it.

Stage 2 – Active evaluation

Switch to Energia for
the Best Value Electricity
& Gas Bundle in Ireland.

16% OFF ELECTRICITY **15%** OFF GAS

Switch to Energia
for the Best Value Electricity & Gas Bundle in Ireland

OUR HOTTEST
SUMMER
ELECTRICITY
OFFER*

Switch to SSE Airtricity

17% UNIT RATE DISCOUNT

Switch online and get €50 off!

OUR HOTTEST SUMMER ELECTRICITY OFFER*

IRELAND'S
LOWEST STANDARD
ELECTRICITY
PRICES*

FIND OUT MORE

AND SWITCH NOW FOR A **10% DISCOUNT***



Join the party
with **15%*** OFF your
electricity bill

The best electricity deal in the market

CLICK TO SWITCH

*TERMS & CONDITIONS APPLY



*Lowest, best deal,
best value- I'm
confused. How do I
know what the
best offer is?*

Anyone know what the best value Electricity Deal is at the moment?

I think it's Electric Ireland, check Bonkers.ie. I'm with them, they're good



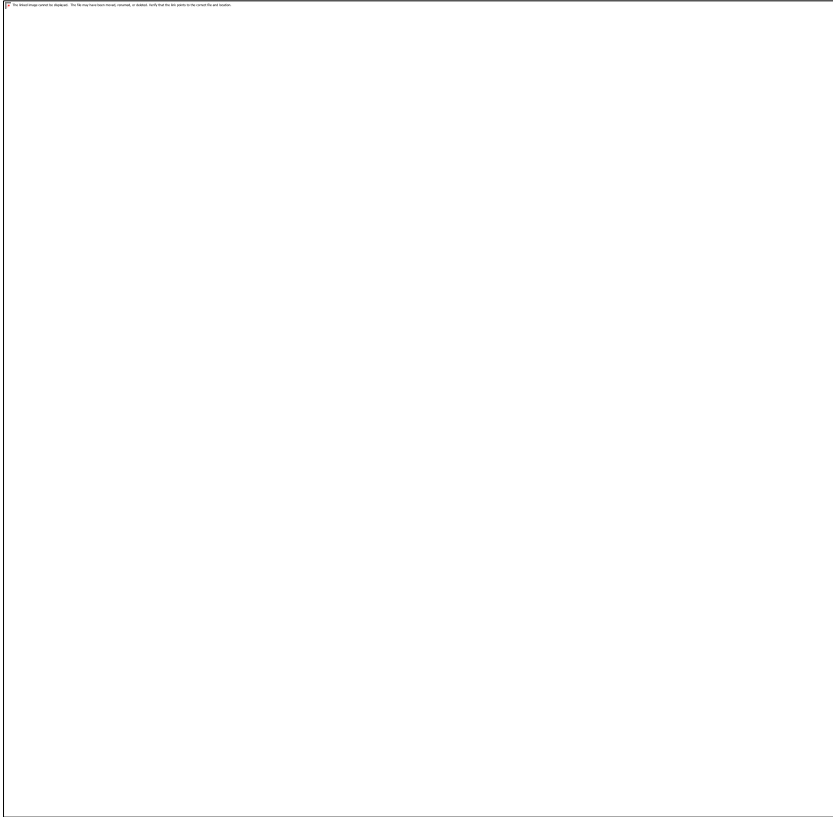
Electric Ireland
is the best deal..
I'll go with them



What's the best
value electricity at
the mo?

Supplier	Tariff name	Cost per kWh / Annual standing charge	Features	Expected cost (year 1)	Expected savings (year 1)	compare	
Prices shown include VAT at 13.5%							
electric ireland	ValueSaver (Direct Debit & Online Billing)	Electricity 16.41 cent €139.62 standing charge	✓ Paperless billing ✓ Direct Debit ✓ Security Deposit 1 Year Contract	€1,058.12	€290.10 22%	see calculations	Proceed > see detail
sse Airtricity	1 Year Electricity (Direct Debit & eBill, 1 year contract)	Electricity 16.15 cent €165.83 standing charge	✓ Paperless billing ✓ Direct Debit ✓ Budget Plan ✓ Security Deposit 1 Year Contract	€1,070.50	€277.72 21%	see calculations	Proceed > see detail
enèrgia	SmartChoice Electricity	Electricity 16.39 cent €158.05 standing charge	✓ Paperless billing ✓ Direct Debit ✓ Security Deposit 1 Year Contract	€1,075.34	€272.88 20%	see calculations	Proceed > see detail
electric ireland	ValueSaver (Direct Debit)	Electricity 16.80 cent €139.62 standing charge	✓ Direct Debit ✓ Security Deposit 1 Year Contract	€1,078.57	€269.65 20%	see calculations	Proceed > see detail
Bord Gáis Energy	10% Discount (Paperless, Direct Debit & Level Pay)	Electricity 16.90 cent €149.41 standing charge	✓ Rewards ✓ Paperless billing ✓ Direct Debit ✓ Level Pay ✓ Security Deposit	€1,093.78	€254.44 19%	see calculations	Proceed > see detail

Active evaluation



Touch points

- Online forums
- Blogs
- Social media
- Word of mouth.

Metrics:

- Advocacy (shares, retweets)
- Sentiment
- KOl engagement

Stage 3 – The moment of purchase

electricireland.ie - Electric Ireland
Ad www.electricireland.ie/The_Best_Deal ▼
Save up to €153 on your Electricity Switch and Save Today
Electric Ireland has 138 followers on Google+
You've visited electricireland.ie 3 times. Last visit: yesterday

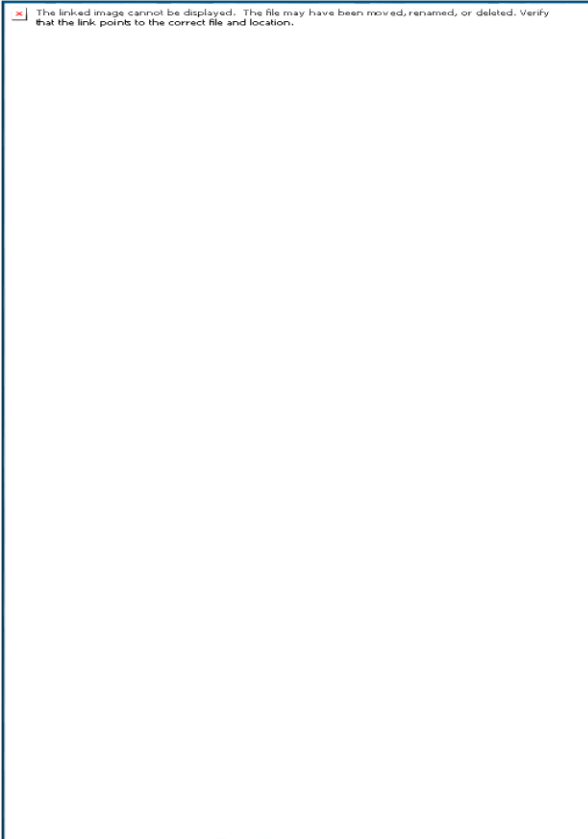
[Switch Online & Save](#) [How to Switch](#)
[All Price Plans](#) [Switching FAQs](#)



A screenshot of the Electric Ireland website's offer page. The page has a blue header with the "electric Ireland" logo. A green checkmark icon in the top right corner is labeled "What You Need To Switch". The main content area is titled "Electricity" and features a large blue box with "€153*" and "15% Electricity" separated by an equals sign. Below this, it says "1 YEAR OFFER" and "DISCOUNT". There are links for "View Prices*" and "Terms and Conditions". The text "The Best 1 Year Electricity Deal in Ireland" is displayed. Two buttons are present: "Continue with this Offer" (green) and "Customise this offer" (blue), separated by an "OR" label. A section titled "This plan (ValueSaver) includes" lists "Online Billing", "Direct Debit", and "Early Exit Fee", each with a green checkmark and a help icon. A sidebar on the right titled "Have it your way" lists "Online Billing" and "100% Green Electricity" as options that can be added or removed.



Stage 3 – The moment of purchase



Touch points

- Paid search
- SEM
- Landing page
- Sales funnel

Metrics

- Organic search referrals
- Conversion rate
- Cost per lead
- Cost per acquisition
- ROI on advertising spend

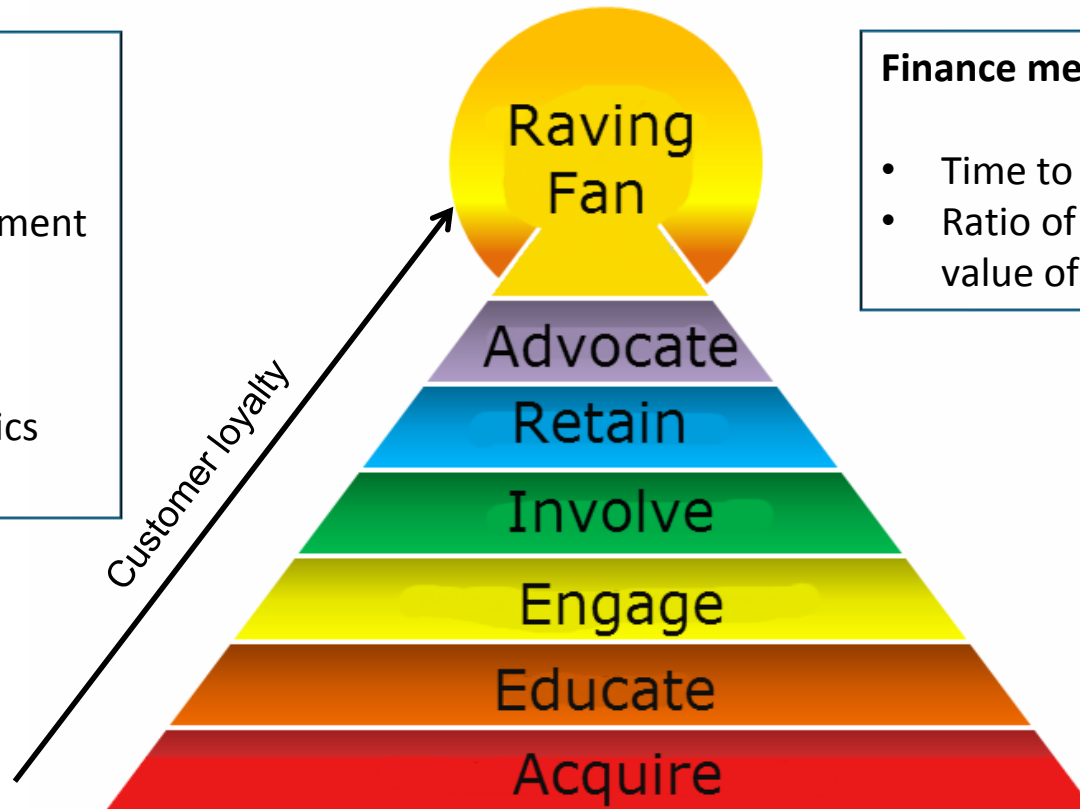
The journey from passive customer to raving fan

Metrics

- Engagement
- Cost per engagement
- Churn rate
- Advocacy
- NPS
- Social care metrics

Finance metrics

- Time to payback CPS
- Ratio of CPS to lifetime value of the customer



Four interlocking gears of different colors (blue, red, green, and yellow) are shown. A white rectangular box with a thin black border is superimposed over the center of the gears, containing the text "Develop the measurement framework".

Develop the measurement framework

Customer journey	Initial consideration	Active evaluation	Decision	Acquire	Educate	Engage/Involve	Retain	Advocate / Raving fan
Customer interests/tasks	Discover, learn,	Education, comparison, value, authority	Trust, pricing, ease	Ease, validation	Learning	Liking, wanting more	Reasons to stay	Telling everyone, getting involved in forums, testimonials
Digital Strategy	Get attention, get found	Influence persuade, Engage	Inform and convert	Satisfy	Inform/inspire	Engage	Retain	Energise
Measurement objective	Maximise reach, discoverability, initial responses	Maximise/optmise engagement	Optimise conversions, maximise sales	Maximise customer satisfaction	Maximise engagement	Maximise engagement	Upsell, cross sell	Maximise advocacy
KPIs	Impressions share, brand awareness, social media share of voice	Sentiment, advocacy, koi engagement	Conversion rate, cost per lead, cost per sale, ROI on advertising spend	NPS	Engagement, cost per engagement	Engagement, cost per engagement	Churn rate	Advocacy, KOI engagement, NPS
				←	Time to payback CPS,	Ratio of lifetime value to CPS	→	

Measurement tools

Elucidate – create the dashboard

Social media

- Social bakers – allows you to compare yourself with other brands- engagement, response time
- Olytico
- Keyhole
- Hashtagreach.com

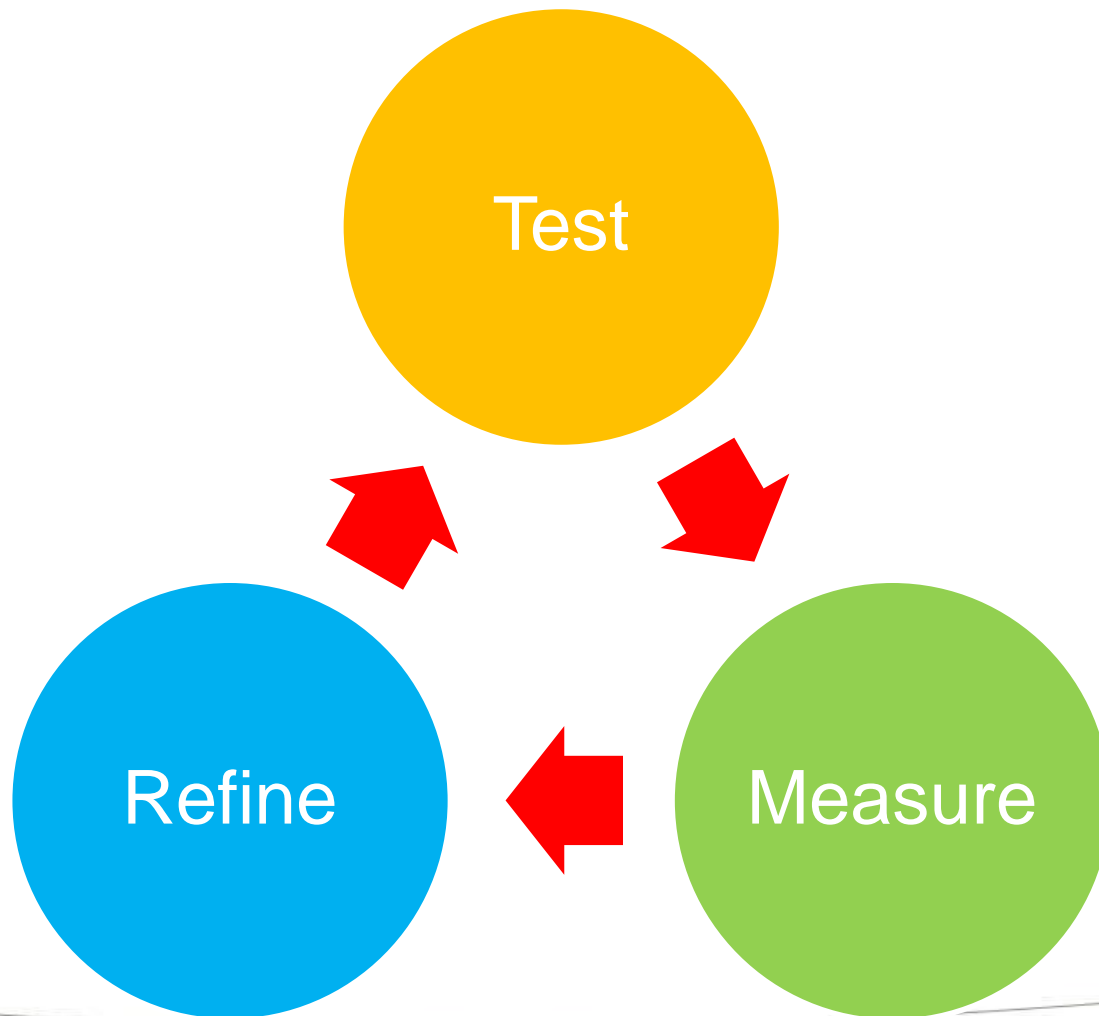
Zendesk

- Social care- response time, quality, sentiment

Analytics

- Optimisely- optimise the landing pages
- Click tale- analyse heat maps, user journey pain points
- Google analytics

Develop a learning and improvement culture



- Create control test groups
- Test one variable at a time
- Allocate budget to optimise mix



Questions

Thank you

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electricireland.ie](mailto:mischa.mcinerney@electricireland.ie)