



Women in Analytics Session

Data for Impact: Bringing Insights to the Business

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May 1, 2019





What will we cover today?

- 1 A Little About Me...
- 2 Bringing Insights to Stakeholders
- 3 Creating Insights for Impact
- 4 Q&A

A little about me...

My Professional Journey



How did I get here today? My professional journey





Bringing Insights to Stakeholders

Why do stakeholders matter?



What's the challenge in bringing insights to stakeholders?

- Communicating analytics to non-technical people
- Not speaking the same language
- Not making the value to them clear, i.e. why they should care



How to effectively bring insights to stakeholders

01

Value

- Be clear on the value for your stakeholders and the business

02

Communicate

- Speak their language. Use terms they use, e.g. revenue, sales, customer, etc.

03

Feedback

- Allow for feedback throughout the process

04

Accessible

- Make insights accessible, i.e. UX, instructions, training, etc.

Creating Insights for Impact

Step 1: Provide Insights, Not Data

An insight enables an action to be taken

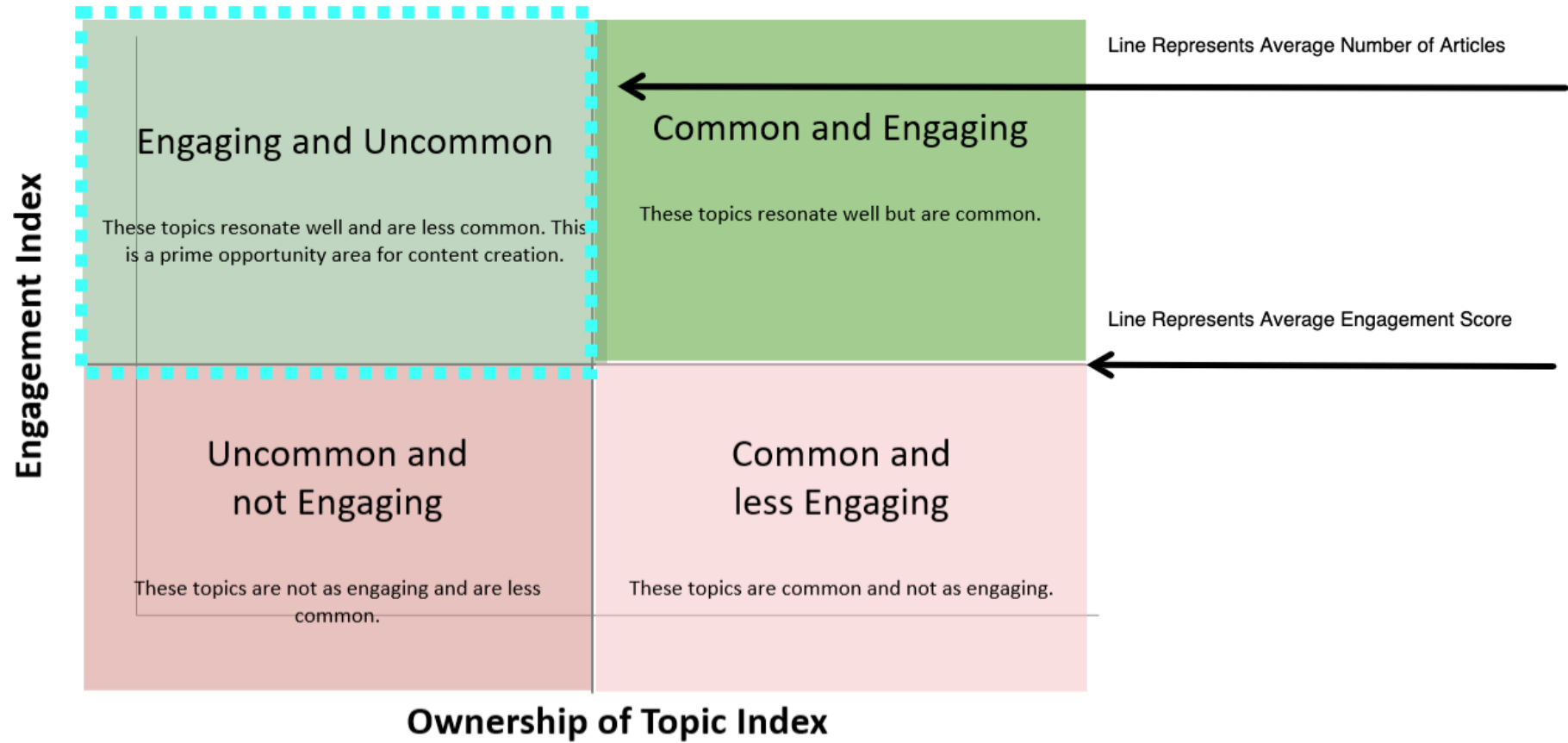
Process:

- Understand the stakeholder needs & objectives
- Ask a lot of questions up-front
- Ask “so what?”
- Confirm that an action be taken

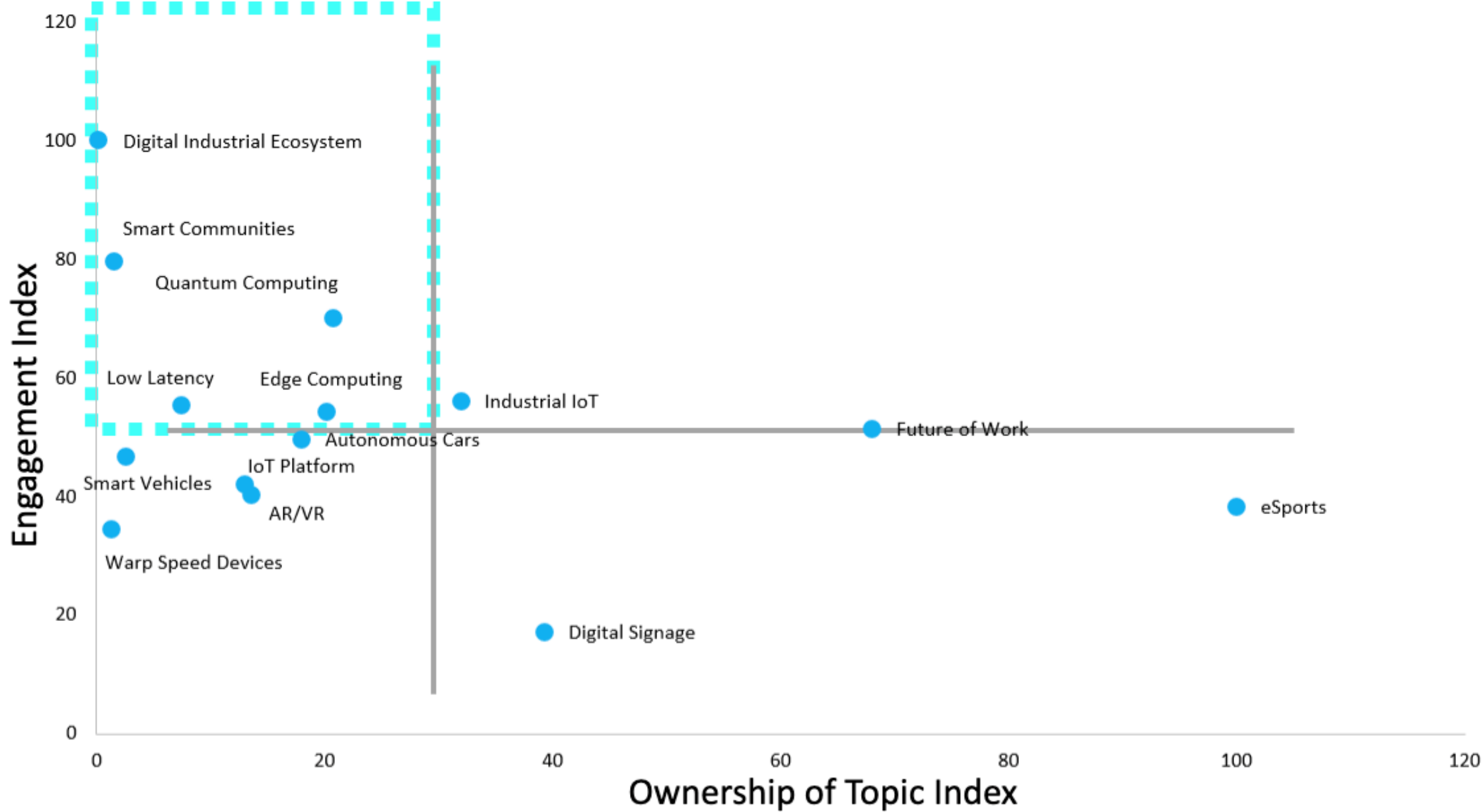
Step 1 Example: Provide Insights, Not Data

Identifying White Space: Content Opportunities Across Topics

Engagement Index:
For each topic, calculated based on the number of engagements per article posted across LinkedIn; 100 is the maximum among topics plotted.



Number of Articles Index:
For each topic, calculated based on number of articles posted across LinkedIn; 100 is the maximum among topics plotted.



Step 2: Scale

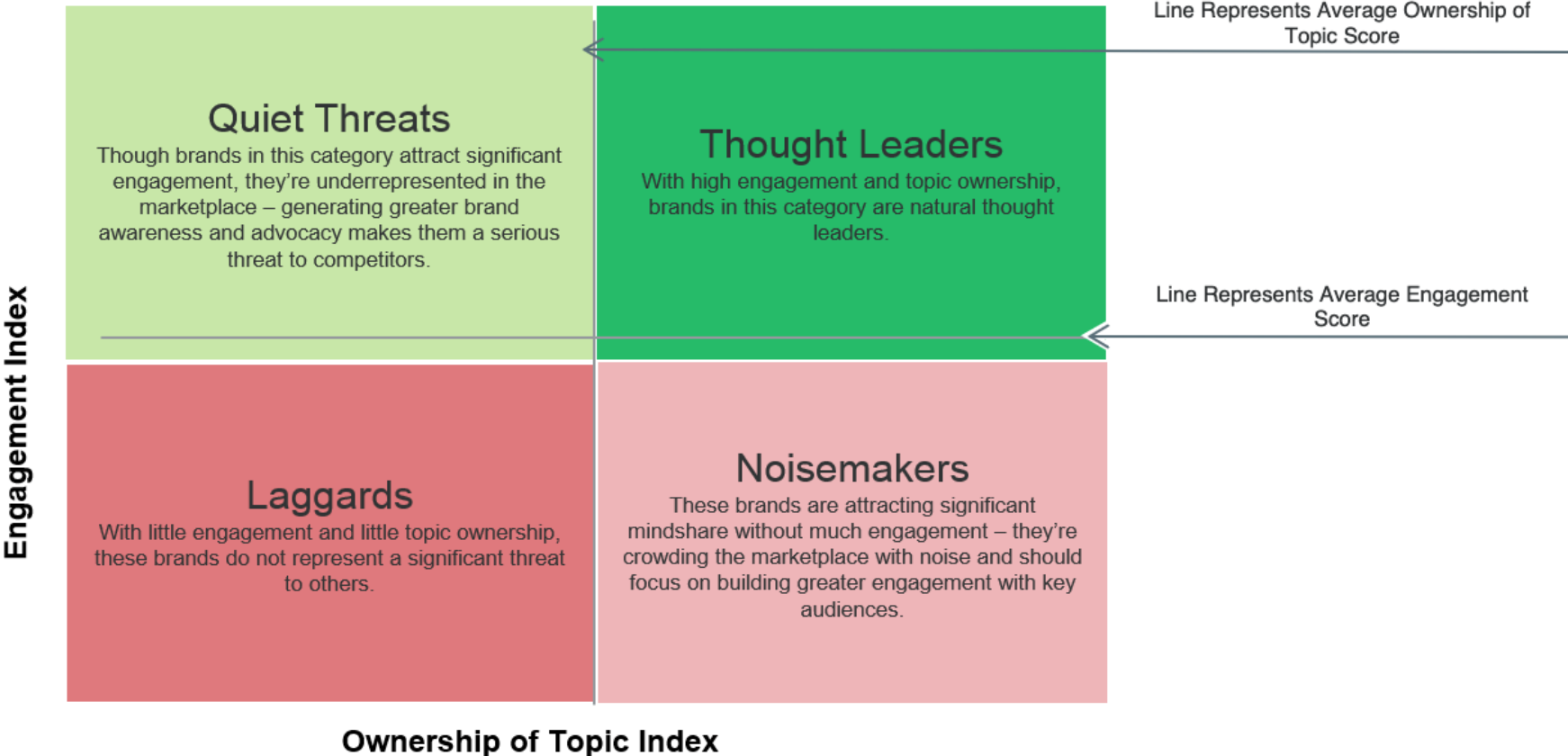
Broaden the impact of insights through scale

Process:

- Have a process to determine if scaling makes sense
- Assess usage and feedback to date
- Determine feasibility and level of effort
- Create a business case, e.g. revenue impact, time saved, etc.

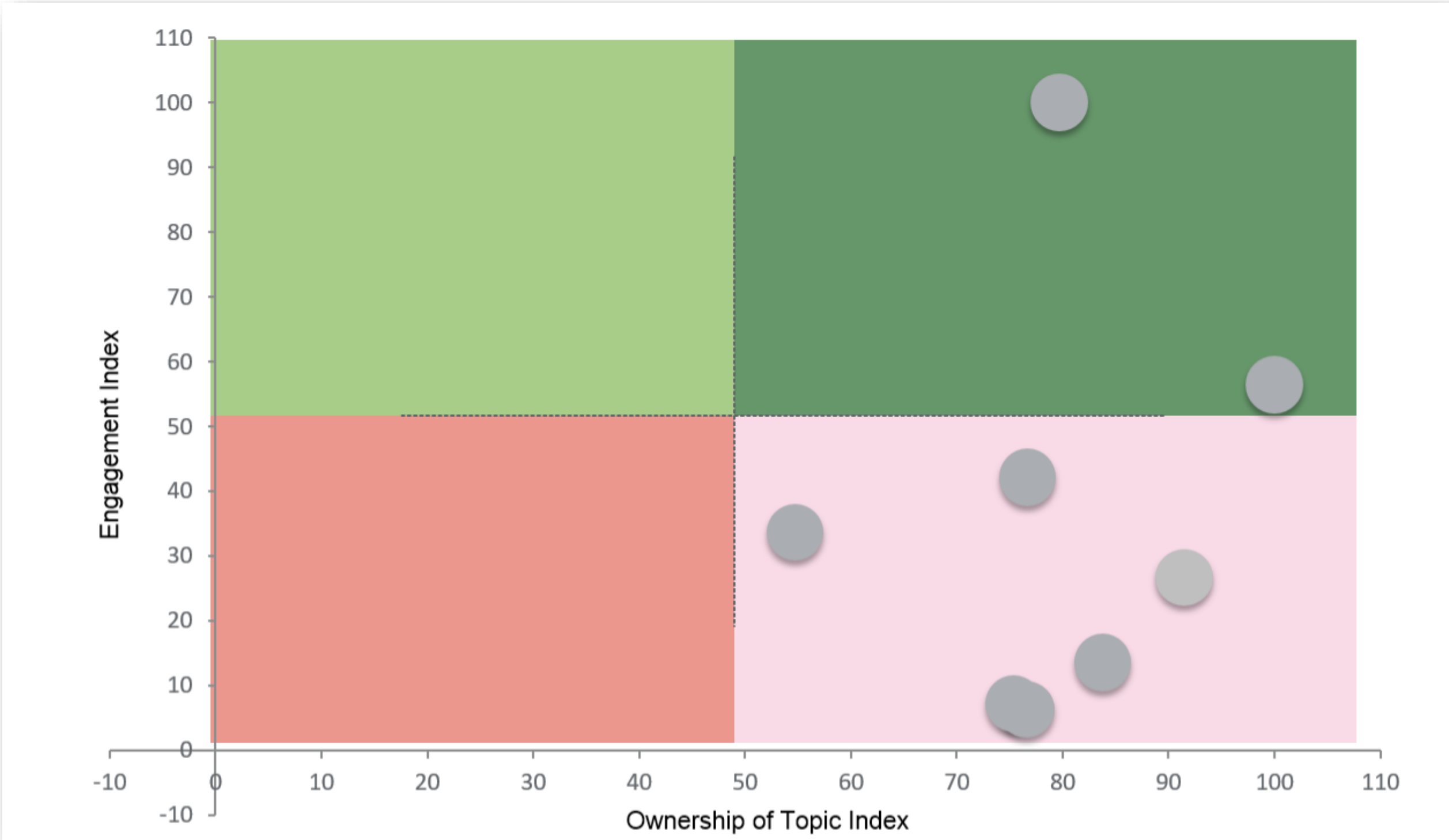
Step 2 Example: Scale

Identifying Topic Ownership: Peer Benchmarking



Engagement Index:
Calculated based on the number of engagements per article posted across LinkedIn that mentions the brand and topic in question. 100 is the maximum among peer benchmark.

Ownership of Topic Index:
Calculated based on share of articles posted across LinkedIn that mention the brand and topic in question. 100 is the maximum among peer benchmark.



Step 2 Example: Scale

Step 2

Edit your story details

Create Presentation

Topic

Please select one or more topics from the list. Topics will be grouped together into a single chart. If you'd like to pull multiple charts, please run the tool again for a different topic(s).

» Cloud Computing

Date Range

Please select the date range. Default is 3 months. Do not select more than a 6 month time period as looking at longer range can result in failures due to resource limits. If you experience issues, please try a shorter time period.

12/25/2018

3/25/2019

Company Name

Case Insensitive. Use vertical bars to separate alternative spellings, ex: aws | amazon web service

Type text here

Peer Company Name 1

See go/peerlist for suggestions. Case Insensitive. Use vertical bars to separate alternative spellings, ex: aws | amazon web service

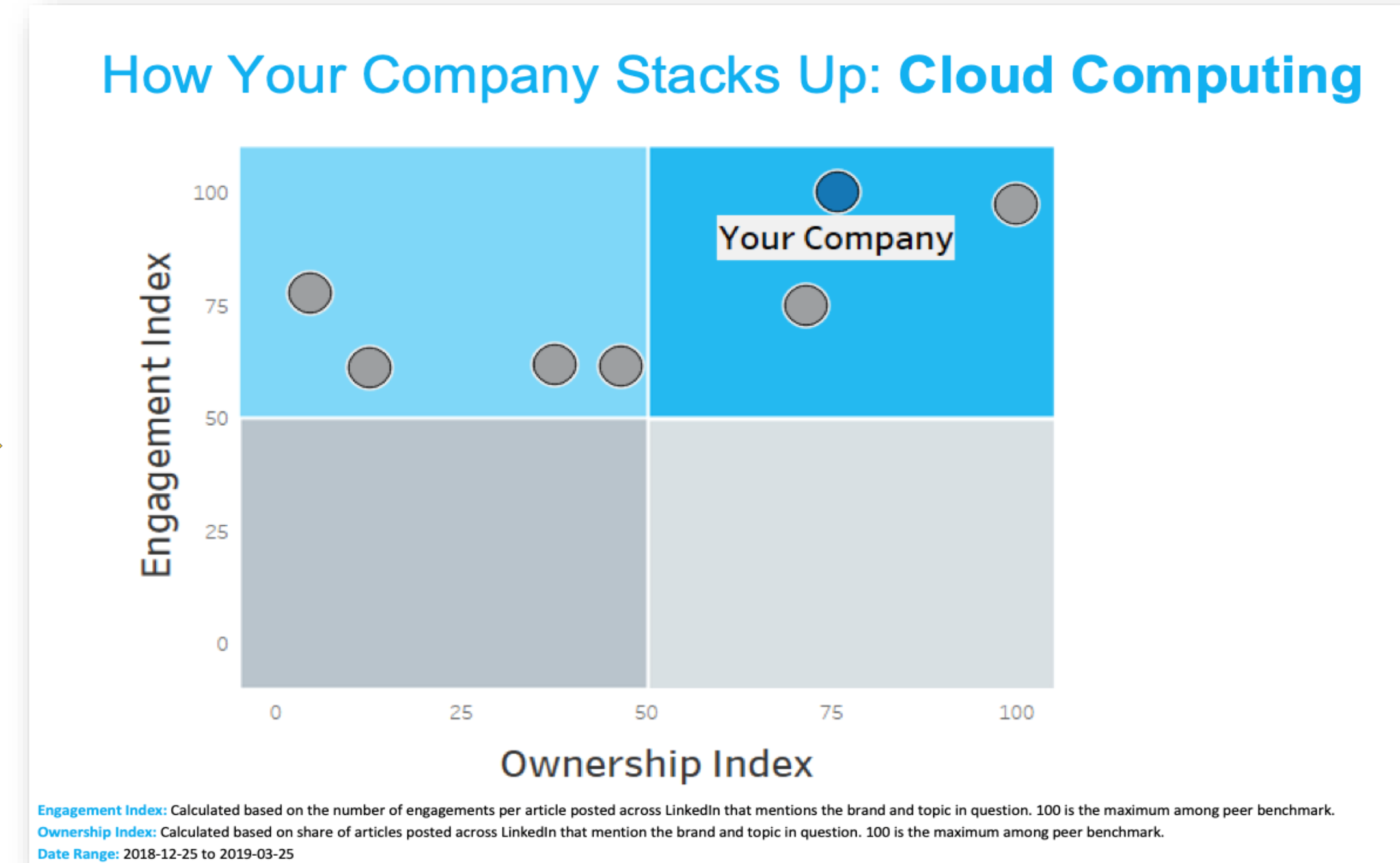
Type text here

Peer Company Name 2

See go/peerlist for suggestions. Case Insensitive. Use vertical bars to separate alternative spellings, ex: aws | amazon web service

Type text here

Peer Company Name 3



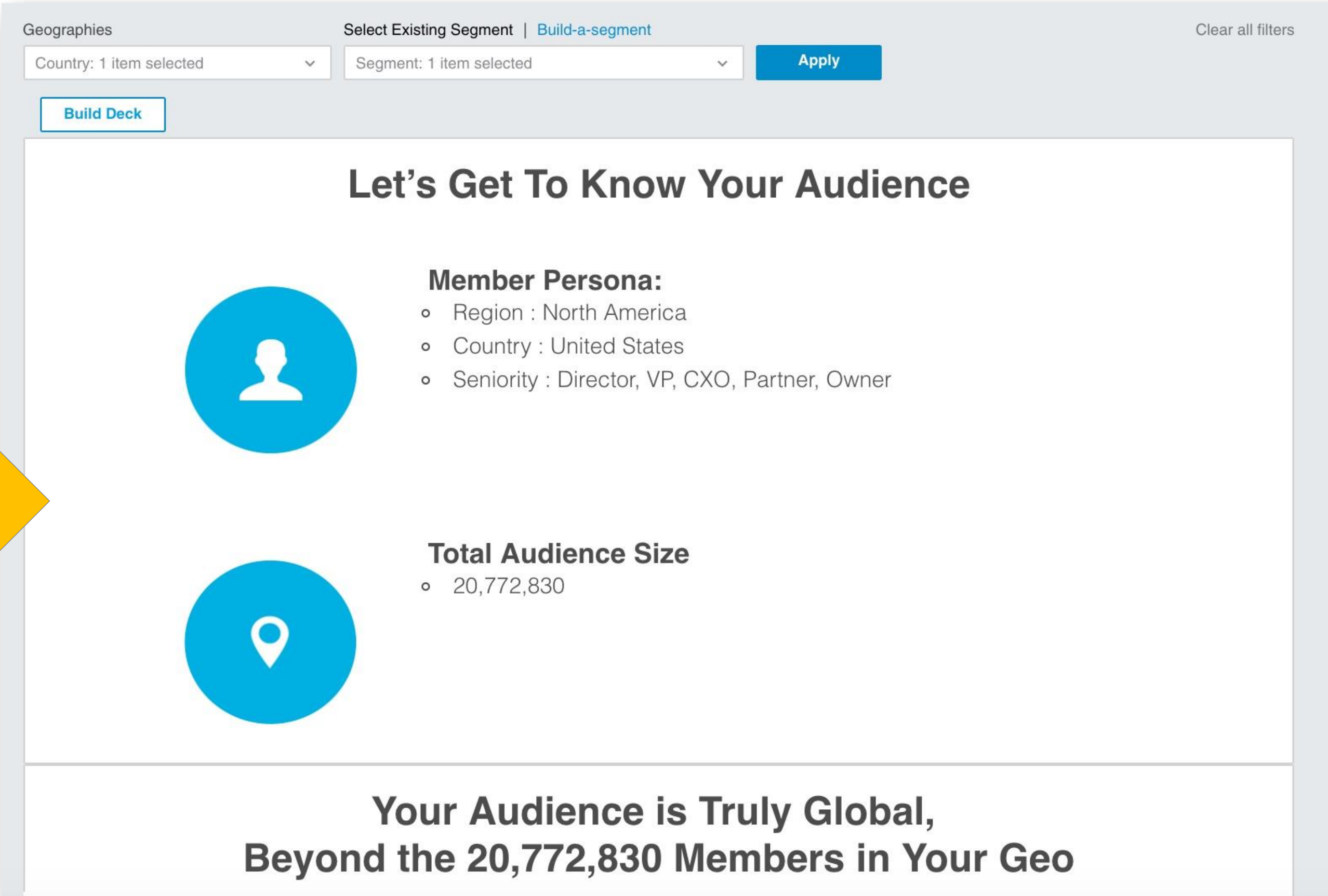
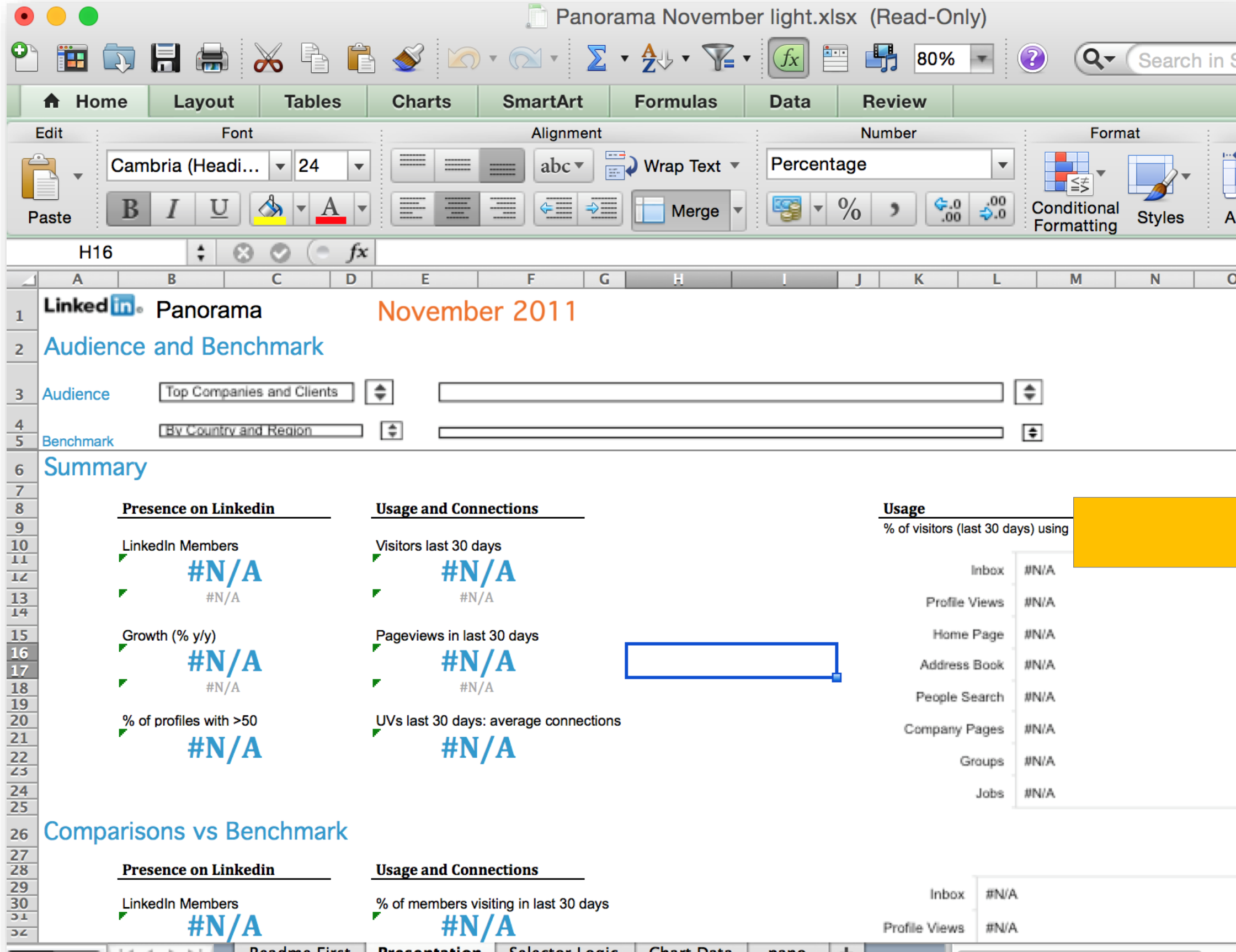
Step 3: Ensure Always-On Feedback

Iterate and maintain impact of insights through feedback


Process:

- Build a process for collecting and responding to feedback
- Make it easy to give feedback
- Communicate how to give feedback often & be proactive to get it
- Tie back to feedback whenever updates are made

Step 3 Example: Ensure Always-On Feedback



Step 3 Example: Ensure Always-On Feedback

 Merlin Ideas

Merlin Ideas

Share your ideas for how we can make Merlin even better!

Add a new idea

RecentTrendingPopular

Search Ideas

My ideas0

My votes1

My subscriptions1

FILTER BY STATUS

Already exists6

Will not implement20

Planned11

Shipped8

FILTER BY CATEGORY

All GSO Tools48

LLS Merlin Tools23

LMS Merlin Tools157

LSS Merlin Tools42

LTS Merlin Tools74

Other21

Jennifer Brett

70VOTE

13 month view of the data in Core Recruiter Dashboard PRIVATE

Would it be possible to get a 13 month view of the data in Core Recruiter Dashboard (ie to have a Jan 18 to Jan 19 or Feb 18 to Feb 19 view)? There are two main reasons for this request: 1- Clients regularly ask as for a YoY analysis of metri...

Created 21 days ago by Vuk Zivkovic LTS Merlin Tools

15

13VOTE

Allow peer set comparison in media impact dashboard PRIVATE

In the media impact dashboard, we are able to identify how media improves job apply rate and InMail acceptance rate. But we cannot pull the averages over the same period of time for a set of competitors, leaving me to pull this manually by putting...

Created 6 days ago by Aaron Fung Media

3

2VOTE

Add detail: Include product adoption details at the account-level PRIVATE

Users would like to see product adoption details (e.g. customer is using 60% inMails, 40% SC) within Campaign View. Currently, users are able to see which product each campaign uses, but that information is not aggregated up the data hierarchy. In...

Created 8 minutes ago by Timothy Walsh Next Best Action (NBA 2.0) Dashboard

0

14

Book Overview Dash on HomePage of NBA 2.0 PRIVATE

Questions?

Thank you