



H/ADVISORS
Abernathy

Leveraging Real-Time Data to Enhance Communication Strategies

PRNEWS Proving PR Summit

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We live in a data obsessed world....



UNDERSTAND
THE DATA



ACT ON IT
QUICKLY



ALWAYS GET IT
RIGHT

That is hard to do unless we
have multi-level skills



Data is *not*
information

Information is *not*
an insight.

An insight is *not* a
solution.

DATA IS

- + Raw and unorganized
 - + Lacks context
 - + Unactionable
-

INFORMATION IS

- + Processed and structured
 - + Framed in context
 - + Related to specific outcomes
-

INSIGHT IS

- + Provoking
- + Action oriented
- + Relevant

Our Thesis

**Strategies pivot
successfully on good
data, information and
insights.**



RECENT



RELEVANT



CONSISTENT



CONTEXTUAL

4 Steps to Leveraging Real-Time Data to Enhance Communication Strategies

1 ANALYZE YOUR DATA SOURCES AND SIGNALS

2 DEFINE YOUR "REAL-TIME" NEEDS

3 IDENTIFY THE MOST ACTIONABLE INFORMATION

4 DETERMINE THE SCOPE AND SCALE OF STRATEGIC SHIFTS

1. ANALYZE YOUR DATA SOURCES AND SIGNALS

- + Get a clear understanding of what data matters
- + Assess what channels key stakeholders are using to get information
- + Figure out where the data is having an impact on company

2. DEFINE YOUR “REAL-TIME” NEEDS

- + Understand your “real time” windows
- + Focus on metrics impacted by time
- + Develop framework for your reporting

3. IDENTIFY THE MOST ACTIONABLE INFORMATION

- + Develop the metrics necessary to determine output
- + Identify your big 'I' insight
- + Determine what actions you can take immediately versus in the long-term

4. DETERMINE THE SCOPE AND SCALE OF STRATEGIC SHIFTS

- + Determine what can change
- + Understand what won't change
- + Prepare for the outcome

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