



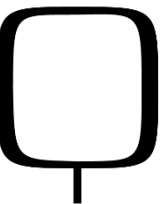
Jesper Andersen

Quantum Public Relations

EFFEKT MÅLING FOR KOMMUNIKATØRER

- MODUL 3 AF 3

9. APRIL 2026



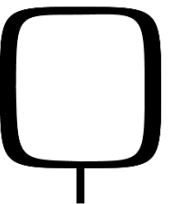
Meget kort om mig

Jesper Andersen

- 20 år i branchen – på bureau, in-house og selvstændig.
- Driver Quantum Public Relations.
- Medlem af AMEC siden 2014.
- Underviser fast på Master og MBA på Quadriga University i Berlin.
- Rådgiver om kommunikationsmåling, kommunikationsstrategi, Thought Leadership og Kunstig Intelligens.
- Organiserede Measurement Day konferencen 2017-2021

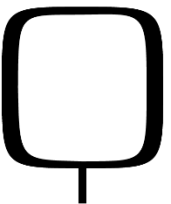
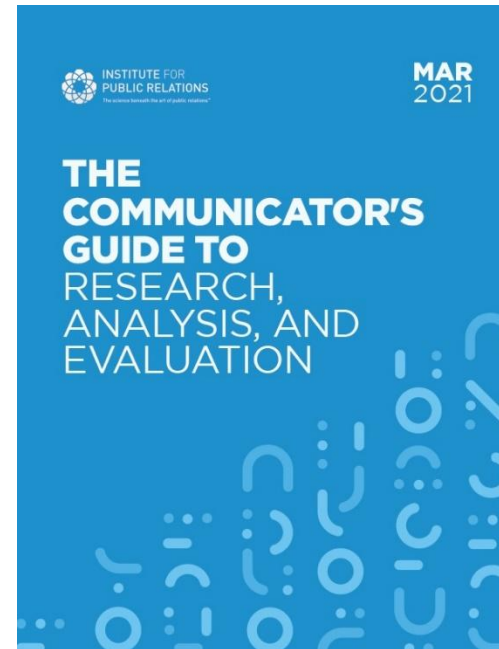
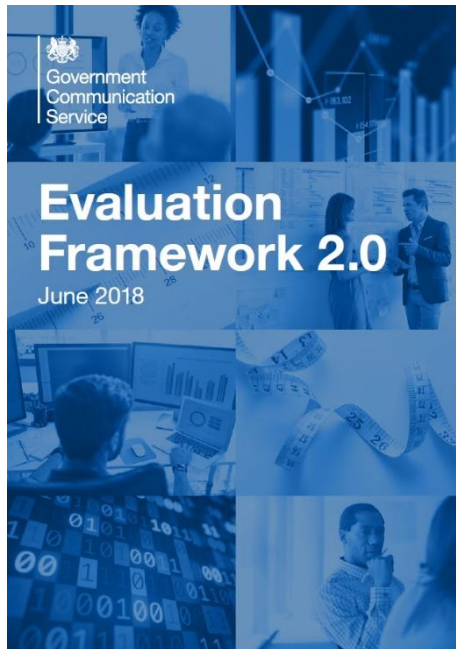


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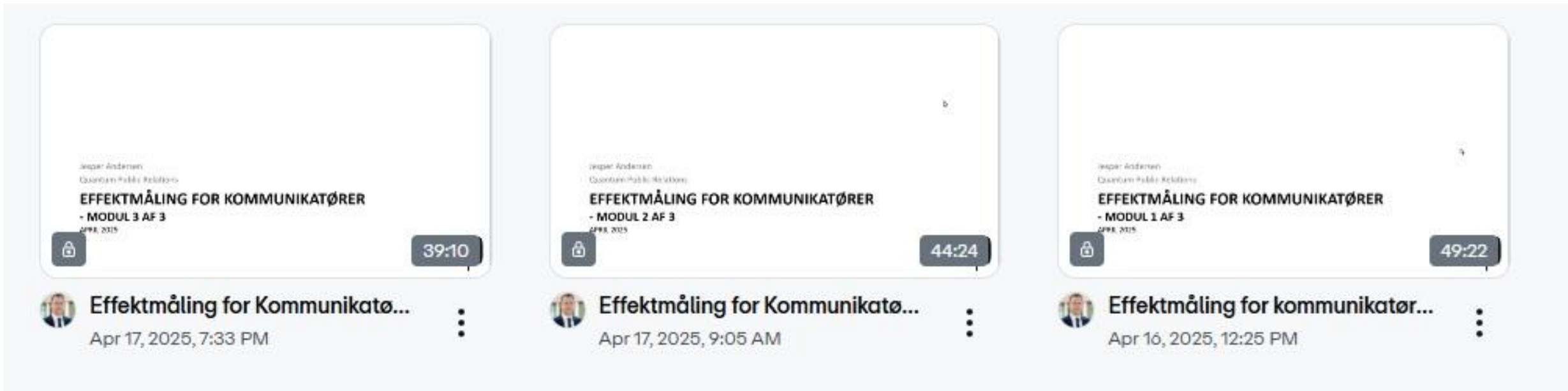
Slides og ekstra materiale

<https://kommunikationsmaaling.dk/dmk/>



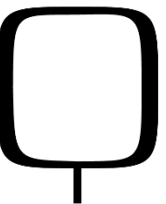
Bonus de næste 3 uger: Videoer!

<https://kommunikationsmaaling.dk/dmk/>

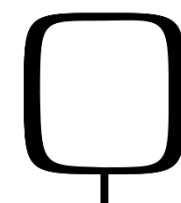


The image displays three video thumbnails arranged horizontally. Each thumbnail features a white background with a small video player interface. The text on each thumbnail reads: 'Jesper Andersen', 'Quorum Public Relations', 'EFFEKTMALING FOR KOMMUNIKATØRER', and '- MODUL 3 AF 3'. A small lock icon is visible in the bottom left corner of each video frame. The duration of each video is shown in a dark grey box in the bottom right corner: 39:10, 44:24, and 49:22 respectively. Below each video frame is a profile picture of Jesper Andersen, the video title 'Effektmåling for Kommunikatø...', and the upload date and time. The first two videos were uploaded on April 17, 2025, at 7:33 PM and 9:05 AM, while the third was uploaded on April 16, 2025, at 12:25 PM. Each entry has a vertical ellipsis menu icon to its right.

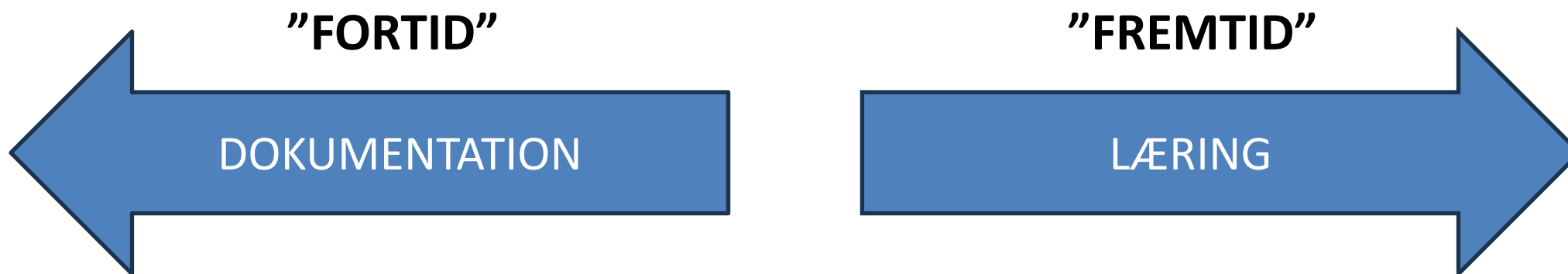
Video Title	Duration	Upload Date & Time
Effektmåling for Kommunikatø... - MODUL 3 AF 3	39:10	Apr 17, 2025, 7:33 PM
Effektmåling for Kommunikatø... - MODUL 2 AF 3	44:24	Apr 17, 2025, 9:05 AM
Effektmåling for kommunikator... - MODUL 1 AF 3	49:22	Apr 16, 2025, 12:25 PM



De vigtigste pointer fra Modul 1 og 2



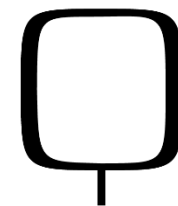
2 tidsperspektiver på måling



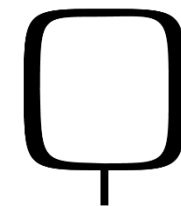
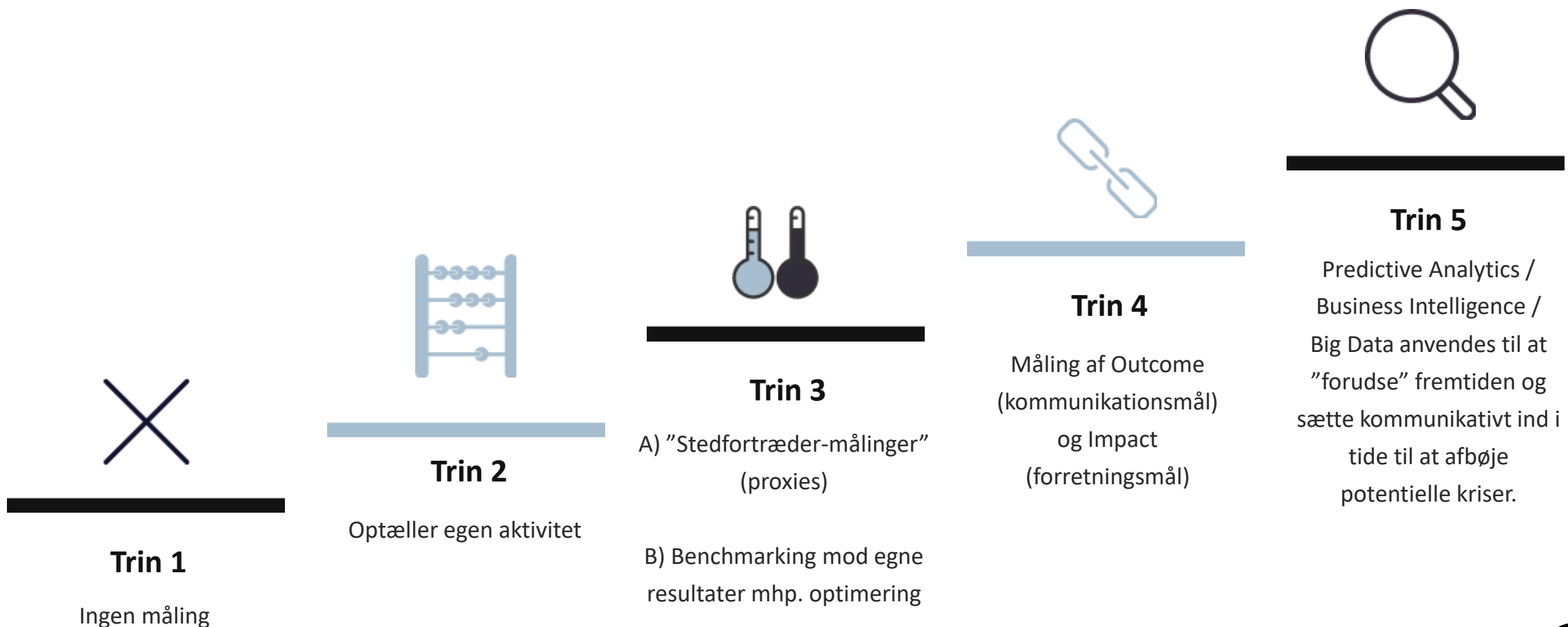
Hvis du:

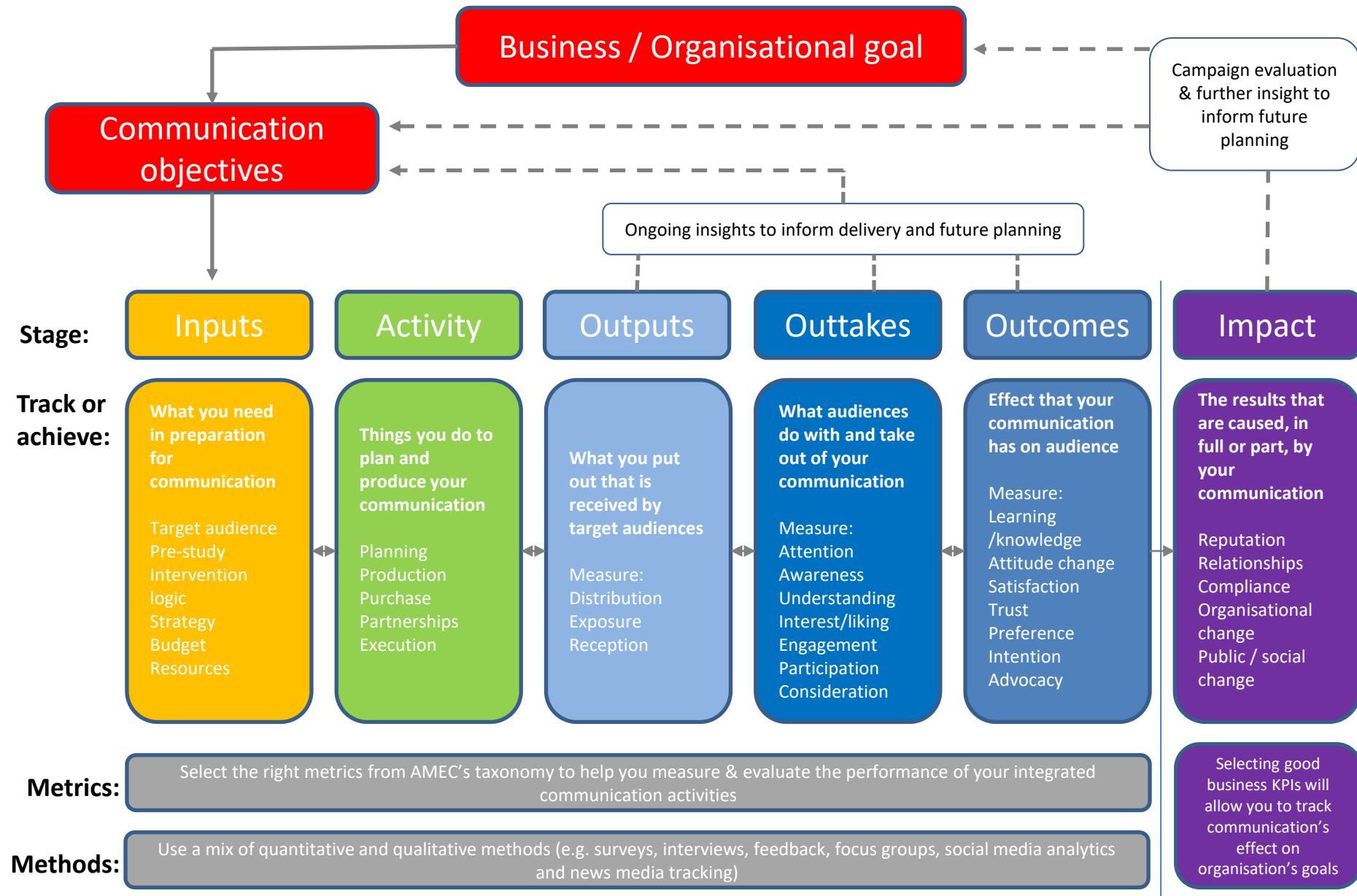
- Ikke bliver bedt om at dokumentere udfald / effekt / værdi
- Ikke forventer at opnå en ny indsigt / læring

Bør du kraftigt overveje, om du i dén specifikke situation overhovedet behøver at måle?



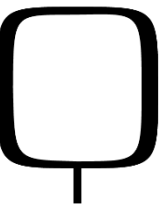
‘Modenhedstrappen’ i kommunikationsmåling



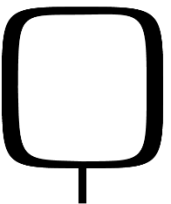


Model developed with inspiration from the British Government Communication Service evaluation framework and AMEC's Integrated Evaluation Framework

© Quantum Public Relations



Hvilke datakilder findes der?



Slides og ekstra materiale

<https://kommunikationsmaaling.dk/dmk/>

STAGES MACRO-LEVEL	INPUTS ²	ACTIVITIES	OUTPUTS	OUT-TAKES ³	OUTCOMES ⁴	IMPACTS ⁵
Short definition	What you need in preparation for communication	Things you do to plan and produce your communication	What you put out that is received by target audiences	What audiences do with and take out of your communication	Effects that your communication has on audiences	The results that are caused, in full or in part, by your communication
EXAMPLE METRICS & MILESTONES MICRO-LEVEL	• SMART objectives • Targets / KPIs	• Baselines / benchmarks (e.g. current awareness) • Audience needs, preferences, etc. • Strategic plan • Evaluation plan • Pre-test data (e.g., creative concepts) • Content produced (e.g., media releases, websites) • Media relations	• Publicity volume • Media reach • Impressions/OTS • Share of voice / Tone/sentiment/favourability • Messages placed • Posts, tweets, etc. • Advertising TARPs • E-marketing volume • CPV • Clickthroughs • Event attendance	• Unique visitors • Views • Response (e.g., follows, likes, tags, shares, retweets) • Return visits/views • Recall (unaided, aided) • Positive comments • Positive response in surveys, etc. • Subscribers (e.g., RSS, newsletters) • Inquiries	• Message acceptance • Trust levels • Statements of support or intent • Leads • Registrations (e.g., organ donor list) • Brand preference • Trailing • Joining • Reaffirming (e.g., staff satisfaction)	• Public's support • Meet targets (e.g., blood donations, cancer screening membership, etc.) • Sales increase • Donations increase • Cost savings • Staff retention • Customer retention/loyalty • Quality of life / wellbeing increase
METHODS OF EVALUATION	• Internal analysis • Environmental scanning • Feasibility analysis • Risk analysis	• Metadata analysis (e.g., past research and metrics) • Market/audience research (e.g., surveys, focus groups, interviews) • Stakeholder consultation • Case studies (e.g., best practice) • SWOT analysis (or PEST, PESTLE, etc.) • Pre-testing panels • Peer review / expert review	• Media metrics (e.g., audience statistics, impressions, CPV) • Media monitoring • Media content analysis (quant) • Media content analysis (qual) • Social media analysis (quant and qual) • Activity reports (e.g., events, sponsorships)	• Web statistics (e.g., views, downloads) • Social media analysis (qual – e.g., comments) • Feedback (e.g., comments, letters) • Ethnography (observation) • Netnography (online ethnography) • Netnography¹⁰ • Netnography¹¹ (online ethnography) • Audience surveys (e.g., re awareness, understanding, interest, opinion) • Focus groups (as above) • Interviews (as above) • Net Promoter Score • Interviews (as above)	• Social media analysis (qual) • Database statistics (e.g., inquiry tracking) • Identifying sources) • Feedback (e.g., comments, letters) • Ethnography (observation) • Netnography (online ethnography) • Opinion polls • Stakeholder surveys (e.g., re satisfaction, trust) • Focus groups (as above) • Interviews (as above) • Net Promoter Score • Interviews (as above)	• Database records (e.g., blood donations, health outcomes, membership, etc.) • Sales tracking • Donation tracking • CRM data • Staff survey data • Reputation studies • Cost Benefit Analysis/ Benefit Cost Ratio • ROI (if there are financial objectives) • Economics¹³ • Quality of life scales & wellbeing measures

APPENDIX 1.

Taxonomy of Methods, Metrics, and Indicators by Program Stage

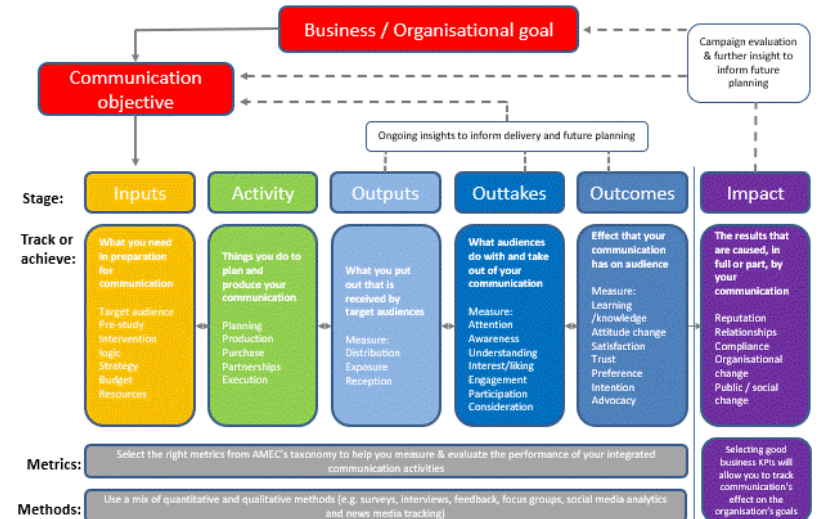
This file is available as a poster in vertical A4 or larger A3 PDF format. Contact the author: Creative Commons Licence – Attribution 4.0 International (CC by 4.0)

CHANNEL	METRICS & INDICATORS	METHODOLOGY	METHOD	STAGE
Advertising	• Placement • Reach • Impressions • Frequency • Clickthrough rate – CTR (e.g., to website) • Awareness of ads • Relevance of ads, liking ads • Recall of brand / message • Awareness of message • Intention to act on message • Substitution / registration for more information • Inquiries to product or service	Quant	Media buying schedule	Activity
Publicity	• Media releases / statements issued • Number of interviews / journalist contacts • Number of articles / items shared in media • Reach (net audience based on circulation/ratings) • Impressions (total audience) • Share of voice % • Messages placed • Sentiment / tone • Content created • Page views • Video views • Duration • Source site • Downloads • Return visits • Substitution / registration for more information • Inquiries • Impressions (total views) • Sentiment • Follower • Likes • Retweets • Shares • Clickthroughs (e.g., to a website) • Comments	Quant	Media buying schedule	Activity
Webcasts	• Page views • Video views • Duration • Source site • Downloads • Return visits • Substitution / registration for more information • Inquiries • Impressions (total views) • Sentiment • Follower • Likes • Retweets • Shares • Clickthroughs (e.g., to a website) • Comments	Quant	Media buying schedule	Activity
Social media	• Page views • Video views • Duration • Source site • Downloads • Return visits • Substitution / registration for more information • Inquiries • Impressions (total views) • Sentiment • Follower • Likes • Retweets • Shares • Clickthroughs (e.g., to a website) • Comments	Quant	Media buying schedule	Activity
Video	• Content produced • Views online • % of video viewed online • Views at screenings / events • Viewer satisfaction (e.g., comprehension, usefulness)	Quant	Media buying schedule	Activity
Publications	• Circulation / distribution • Readership • Reader satisfaction (e.g., usefulness) • Recall of content / messages • Number of articles • Audience satisfaction (e.g., usefulness) • Total audience reach and/or impressions • Awareness of campaign • Awareness of messages • Intention to act on messages • Substitutions, registrations • Comments (positive, negative, neutral) • Employee satisfaction / Voice of Employees (VOE) • Customer satisfaction / Voice of the Customer (VOC) • Net Promoter Score (NPS) • Stakeholder satisfaction / support • Partner or public satisfaction, engagement, etc. • Trust level • Reputation rating or score • Public opinion change / support • Behaviour change (e.g., vaccination, cancer screening, change habits, etc.) • Increased investment, tourism, donations, etc. • Increased recycling, public transport use, etc. • Improved public health (e.g., reduced disease) • Changed policy, as requested • Increased sales	Quant	Media buying schedule	Activity
Events & Presentations	• Circulation / distribution • Readership • Reader satisfaction (e.g., usefulness) • Recall of content / messages • Number of articles • Audience satisfaction (e.g., usefulness) • Total audience reach and/or impressions • Awareness of campaign • Awareness of messages • Intention to act on messages • Substitutions, registrations • Comments (positive, negative, neutral) • Employee satisfaction / Voice of Employees (VOE) • Customer satisfaction / Voice of the Customer (VOC) • Net Promoter Score (NPS) • Stakeholder satisfaction / support • Partner or public satisfaction, engagement, etc. • Trust level • Reputation rating or score • Public opinion change / support • Behaviour change (e.g., vaccination, cancer screening, change habits, etc.) • Increased investment, tourism, donations, etc. • Increased recycling, public transport use, etc. • Improved public health (e.g., reduced disease) • Changed policy, as requested • Increased sales	Quant	Media buying schedule	Activity
CAMPAIGNS & OVERALL MEASURES	• Circulation / distribution • Readership • Reader satisfaction (e.g., usefulness) • Recall of content / messages • Number of articles • Audience satisfaction (e.g., usefulness) • Total audience reach and/or impressions • Awareness of campaign • Awareness of messages • Intention to act on messages • Substitutions, registrations • Comments (positive, negative, neutral) • Employee satisfaction / Voice of Employees (VOE) • Customer satisfaction / Voice of the Customer (VOC) • Net Promoter Score (NPS) • Stakeholder satisfaction / support • Partner or public satisfaction, engagement, etc. • Trust level • Reputation rating or score • Public opinion change / support • Behaviour change (e.g., vaccination, cancer screening, change habits, etc.) • Increased investment, tourism, donations, etc. • Increased recycling, public transport use, etc. • Improved public health (e.g., reduced disease) • Changed policy, as requested • Increased sales	Quant	Media buying schedule	Activity

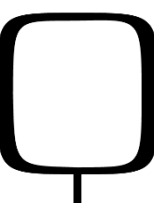
¹⁰Some outcomes and impacts are multi-causal. In such cases, evaluation seeks to show a contribution to the outcome or impact (partial causality).

¹¹Evaluation can be designed to include multiple activities in a single survey, focus group, interview, etc.

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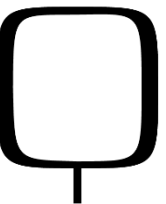


Model developed with inspiration from the British Government Communication Service evaluation framework and AMEC's Integrated Evaluation Framework
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12 metoder til at indsamle / kilder til data

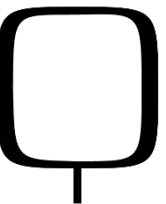
1. Medie-analyse
2. Social media analyse
3. Mail kampagner
4. Web analytics
5. Semantisk analyse
6. Marketing analyser
7. Etnografisk observation
8. (Social) Netværks-analyse
9. Spørgeundersøgelser og meningsmålinger
10. Fokusgrupper & interviews
11. Video måling
12. Search & Enterprise Search



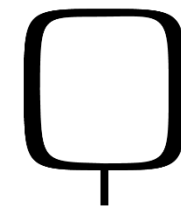
Hvad med måling af A.I.?



- Vær **meget** varsomme med at købe salgssnakken fra især bureauer og tech-sælgere.
- **GEO** (Generative AI Optimisation) lover i langt de fleste tilfælde langt mere, end det kan holde.
- Enhver, der påstår, at de kan "måle", hvordan jeres brand figurerer i A.I. resultater, er mildt sagt lemfældige med sandheden.

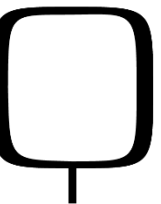


Er det tilladt, at kommunikationen fejler?

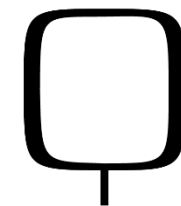


*‘Either we win, or we learn.
We cannot lose’.*

Mark Weiner
Institute for Public Relations



Har I friheden til at sætte gode, relevante mål?



GOODHART'S LAW

WHEN A MEASURE BECOMES A TARGET,
IT CEASES TO BE A GOOD MEASURE

IF YOU
MEASURE
PEOPLE ON...

NUMBER OF
NAILS MADE

WEIGHT OF
NAILS MADE

THEN YOU
MIGHT GET

1000'S OF
TINY NAILS

A FEW GIANT,
HEAVY NAILS



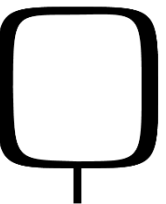
sketchplanations

‘What gets measured, gets done’,
siger et amerikansk ordsprog.

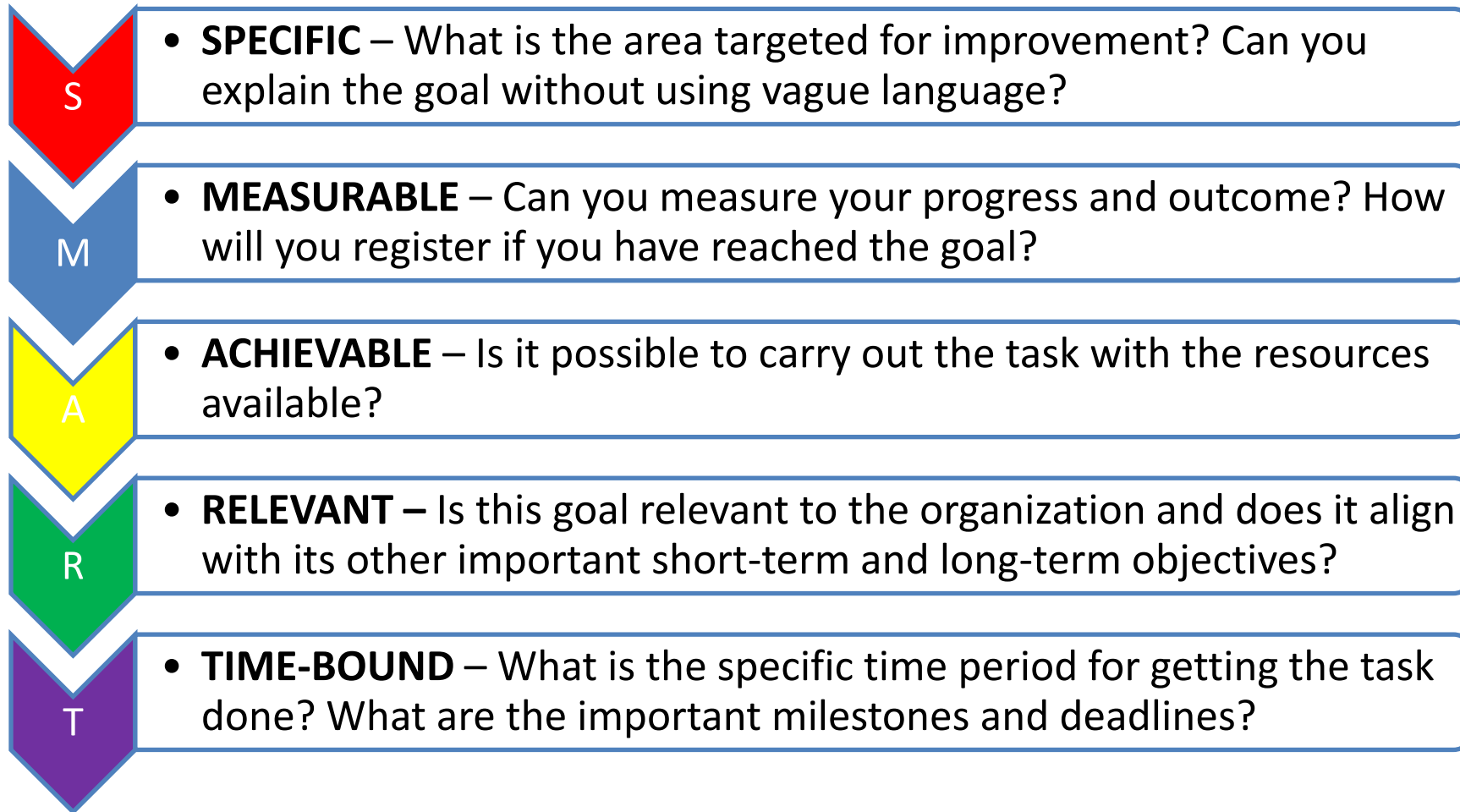
Bagsiden af dén medalje er, at vi kan
risikere at fokusere mere på målet end
på *hensigten* med målet.

Husk altid:

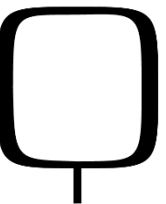
Det du belønner (eller straffer), er det
som du får mere (eller mindre) af.



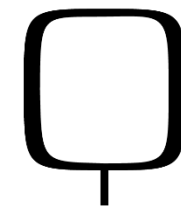
S.M.A.R.T. metoden til målsætning



Peter Drucker: "Management by Objectives" (1981)



Har I målgruppe-research? – eller gætværk?



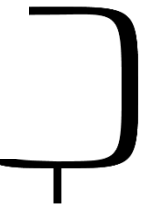
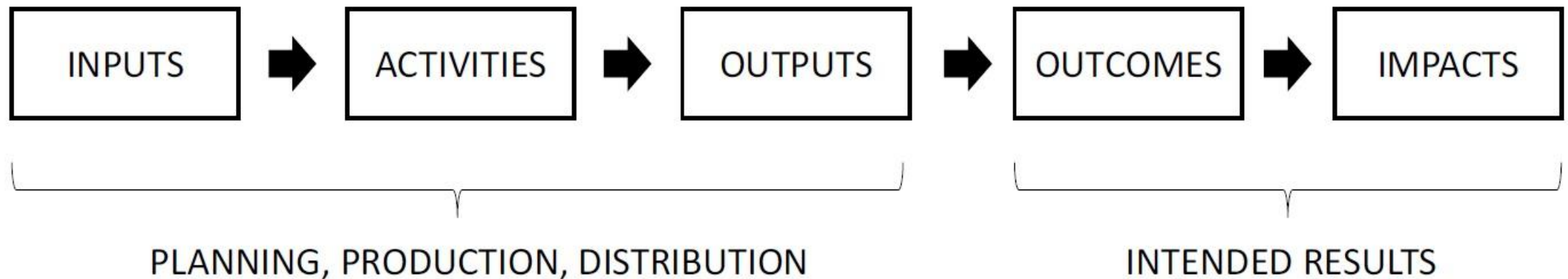
Prinsipperne bag AMEC's Integrated Evaluation Framework

THEORY OF CHANGE



PROGRAM LOGIC MODEL

Figure 9. The structure of a basic five-stage program logic model.



Når du arbejder ud fra en Theory of Change:

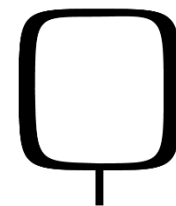


"SKAF 1.500
NYE UNI-
STUDERENDE
NÆSTE ÅR"

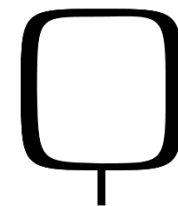
Ingen målgruppeviden: I skyder i blinde på alle kanaler og med alle budskaber

Survey af studerende: I rammer jeres vante demografi – men udvider ikke

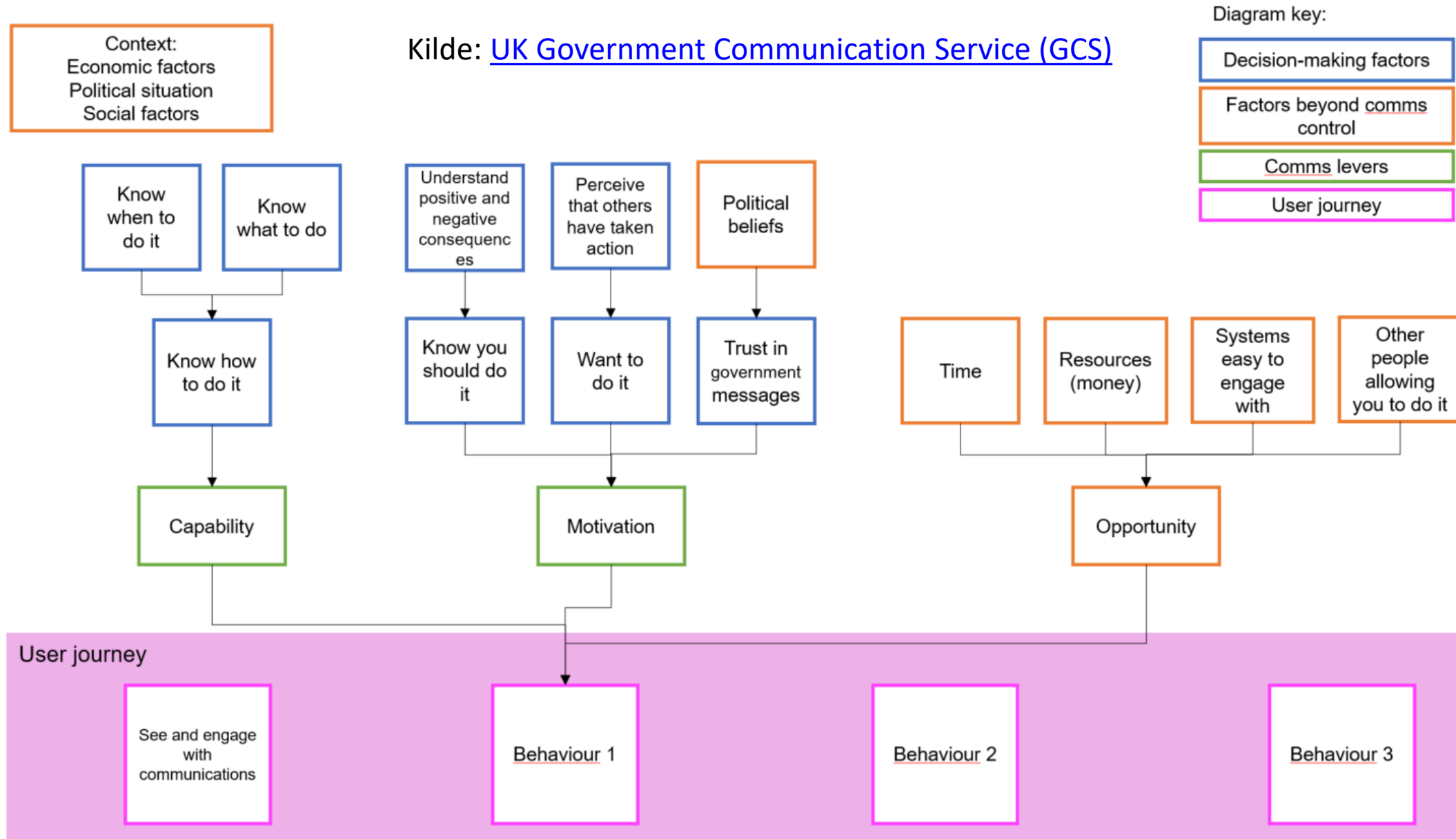
Survey af målgruppe: I kan designe en kampagne en kampagne, som taler til jeres målgruppes tvivl, ulyst eller uvidenhed



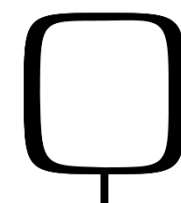
Kan problemet reelt løses med kommunikation?



The COM-B Model: Capability, Opportunity, Motivation, Behaviour

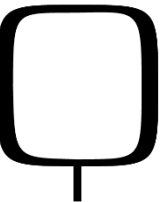


Afrapportering af målingerne

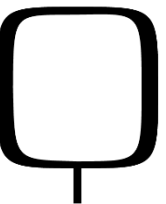


Hvad styrker ledelsens evne til at træffe beslutninger?

- Adskil, hvad I selv skal bruge til jeres analyser, fra hvad der er relevant for andre. Ikke al data er relevant at fremlægge.
- Fokuser på **læringer**, **konklusioner** og **vurderinger** i relation til anbefalinger og fremtidige beslutninger.
- Status på løbende KPI'er kan afrapporteres grafisk/visuelt for hurtigt overblik.

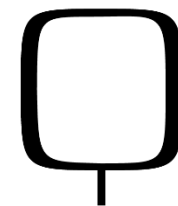


Gode råd til at komme i gang



Sådan starter du med at måle kommunikation

1. Afklar formålet – dokumentation eller læring?
 2. Hvem er dine stakeholdere – og hvad har DE brug for?
 3. Hvor på Modenhedstrappen starter din organisation?
 4. Sæt mål og måleparametre (metrics)
 5. Gennemfør kommunikationsaktivitet
 6. Evaluer og anvend læringer før næste skridt
- Start småt – men start nu
 - Husk at mål dikterer middel – ikke omvendt
 - Brug skabeloner og systematiser jeres arbejde
 - Kontekst er afgørende – men bliver kun stærkere over tid



Tak for at I lyttede!



Jesper Andersen

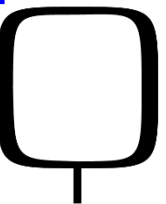
Quantum Public Relations

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<https://www.linkedin.com/in/jesper-andersen-quantum/>



Slides, videoer og ekstra materiale

<https://kommunikationsmaaling.dk/dmk/>

