



TRANSFORMING 'I THINK' TO 'I KNOW'

MEASURING ENGAGEMENT

ENGAGEMENT

Engagement is a measure of your brand's ability to hold the attention of visitors and encourage their participation.

Also known as Visitor Scoring, Lead Scoring, Engagement Score, Engagement Metric, Engagement Index.

ENGAGEMENT IS A PERSONAL THING

Unlike other more standard reporting metrics, engagement is truly unique to your brand. A score is given to types of content or interactions a visitor takes towards achieving your goal. Visitors accumulate scores as they browse your content, and it's those scores that contribute to an overall engagement metric.

WHY YOU NEED IT

You want to be smarter with your digital spend. Creating an engagement metric will help you to:

- Tailor your content plans more effectively.
- Target communication plans by channel (e.g. email, social, mobile).
- Drive more revenue/leads.
- Achieve a better user experience.
- Segment customers by their engagement scores (e.g. high, medium or low).
- Personalise the visitor experience.

HOW TO USE IT

Identify changes in positive or negative behavior and get a sense of how engaged your customers are:

- With your campaign launch.
- With your brand.
- By traffic sources, device, or demographics.

THE DIGITAL BALANCE APPROACH

Through a workshop we can help you to create a personalised engagement index. We'll combine industry recognised engagement metrics and develop a unique scoring system for your site's content.

We can support your internal resource when the code is implemented or fully manage it for you.

You can also work with our content planners to optimise your brand's engagement opportunities.

ABOUT DIGITAL BALANCE

Our aim is to help clients change their digital behaviour. We want to transform I think to I know and we do that by immersing ourselves in customer-based data, research and industry best practice. We are proud to partner with Adobe across the APAC region, implementing Adobe's Digital Marketing tools for many of Australia's best-known brands.

ADOBE PRODUCT LIST

An engagement index can be created for your site if you are using Adobe Analytics (SiteCatalyst, Discover). For the ultimate engagement experience, we recommend the use of Adobe Campaign to drive multi-channel personalised communications.

LEARN MORE

Visit our site and learn more about engagement:
www.digitalbalance.com.au

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expert for Omniture implementation

 **Adobe certified**
expert for Test&Target, powered by Omniture

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